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Consumers' Perceptions of Brand Personality: Antecedents and Outcomes

This thesis is submitted in fulfillment of the requirements

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In accordance with Monash University Doctorate Regulation 17 / Doctor of Philosophy regulations the following declarations are made:

I hereby declare that this thesis contains no material which has been accepted for the award of any other degree or diploma at any university or equivalent institution and that, to the best of my knowledge and belief, this thesis contains no material previously published or written by another person, except where due reference is made in the text of the thesis.

This thesis includes 222 pages unpublished publications. The core theme of the thesis is consumers' brand personality perceptions. The ideas, development and writing up of all the papers in the thesis were the principal responsibility of myself, the candidate, working within the Department of Marketing under the supervision of Associate Professor Dr Colin Jevons and Associate Professor Dr Tracey Dagger.

Signed: _____

Date: _____

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Abstract

Consumers tend to choose brands that assist in projecting the self-image they desire. Embedding a brand with human characteristics is one way for marketers to satisfy consumers' symbolic needs. This study examines some factors that drive brand personality perceptions and investigates how these perceptions influence behavioural outcomes.

Specifically, this thesis researches the antecedents and outcomes of brand personality perceptions. An extensive review of the literature identified five antecedents that influence consumers' perceptions of brand personality. These include brand association, hedonic attitudes, personality expression, and valence of feelings. The fifth antecedent, brand awareness, is modelled as driving brand association, indirectly impacting brand personality. These antecedents are hypothesised to drive consumers' formation of brand personality perceptions, which in turn affect important outcomes, namely brand engagement, brand attitude, and behavioural intentions.

While prior research has addressed the measurement of brand personality, few studies have examined the factors driving its perception by consumers and no prior study has examined these antecedents in conjunction with the behavioural outcomes. Further, this thesis contributes to understanding brand personality perceptions through an extension that examines the moderating effect of self-expression, self-congruency, consumer individualist/collectivist orientation, and product category on the relationships in the research model. No prior study has examined the effect of these factors in moderating brand personality perceptions.

Analysis of a national online survey of 609 individuals found that brand awareness is separate from but strongly linked to brand association, and later affects consumer perceptions of brand personality. Hedonic attitude, personality expression, and positive feelings also affect consumers' brand personality perceptions, with positive feelings having the strongest effect of all the antecedents. Negative feelings did not influence brand personality perceptions. Perceptions of brand personality affect consumers' willingness to engage with a brand, their attitude towards the brand, and behavioural intentions including intention to repeat purchase and remain a loyal customer of the

brand. Positive feelings affect consumer brand attitude indirectly via brand personality perceptions, but negative feelings have a direct effect on brand attitude.

The moderating variables of self-expression, self-congruency, individualist/collectivist orientation, and product category were also examined in this thesis. Self-expression does not have a strong effect on the relationships in the model. Self-congruency and individualist/collectivist orientation, on the other hand, did have more of an effect on the model relationships. Moderating effects were also tested across different product categories (clothing, perfume and watches) to establish some generalisability of the model. While minor variations occurred, the model is generally robust across product categories.

This research contributes to our understanding of brand personality. It provides new depth to brand personality theory and also has significance for brand managers.

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Chapter 1

Introduction

1.1   Background

The concept of brand personality is well accepted amongst marketing academics and advertising practitioners (Plummer, 1984; Aaker and Fournier, 1995). Aaker (1997, p. 347) defines brand personality as "a set of human characteristics associated with brand", for example, the Marlboro brand is perceived as a person who is tough, rugged, and adventurous, or the BMW brand represents a person who is glamorous, masculine, and charming. Importantly, when a consumer identifies with the personality of a brand congruent to one's self, they are more likely to purchase that brand (Sirgy, 1982; Malhotra, 1988). Thus, brand personality is a critical information cue in consumer decision making. For marketers, brand personality can be used to influence consumer behaviour and ultimately influence sales and profitability. As a consequence, many studies have focused on measuring consumers' brand personality perceptions. However, less research has been devoted to examining the factors that drive consumers' perceptions of brand personality. Yet it is vital that marketers understand what factors influence consumers' perceptions of a brand personality if they are going to be able to influence their behaviour.

This thesis investigates the antecedents and outcomes of consumers' brand personality perceptions. The antecedents of brand personality are examined based on the idea that consumers are able to form perceptions of brand personality in conjunction with various factors, such as brand awareness, brand association, hedonic attitude, personality expressions, and valence of feelings. The formation of brand personality perceptions is thought to influence consumers' behavioural outcomes, including brand engagement, brand attitude, and behavioural intentions (Plummer, 1984; O'Cass and Lim, 2001; Biel, 1992). Understanding how marketers can influence consumer perceptions of the brand to bring about these outcomes is crucial to the success of brands in a competitive market. The model developed in this thesis is derived from the theory of brand equity, specifically consumer-based brand equity. While the model developed will offer marketers a new perspective on how brand personality can be used to influence

consumer behaviour, it also considers factors that could moderate these effects and influence the way that brand personality are perceived by consumers. So, the research tests the moderating effect of self-expression, self-congruency, individualist/collectivist orientation, and product category on the model. This is important because these constructs may alter how consumers form brand personality perceptions. Moreover, no prior study has considered the influence of these factors despite their relevance to consumer perceptions of brand personality.

1.2   Stimulus of the Research Investigation

Brand personality theory is based on the notion of product or brand symbolism, which involves the set of ideas, feelings, and attitudes that influence consumers' decision making (Gardner and Levy, 1955; Dichter, 1985). Brand symbolism allows consumers to evaluate brands by comparing their non-physical attributes rather than merely their physical attributes. Consumers often buy products not just for how the products function and benefit them, but also for what the products symbolise (Levy, 1959; Belk, 1988; Holt, 1995; Arnould and Thompson, 2005). Associating with the symbolic images of a brand allows consumers to express their individual self (Belk, 1988). In addition, people constantly build an identity for the purpose of projecting their self-image within society (Solomon, 1983). So consumers need to relate to the symbolic aspects of brands in order to communicate their personality (Belk, 1988; Malholtra, 1981). As a consequence, the perception of brand personality is important in projecting and expressing consumer self-image.

The concept of brand personality has been a popular topic in marketing research since the 1950s (see, for example, Gardner and Levy, 1955). Much work has focused on defining the constructs and refining the measures as well as identifying the effects of the phenomena that make up the brand personality concept, however few studies have explored the mechanism by which brand personality perceptions are formed and what influences their formation (Maehle et al., 2011). As called for by Maehle et al. (2011), this research identifies factors that contribute to and drive consumers' perceptions of brand personality, which then influence their behavioural outcomes, filling an important gap in the literature. This study will establish and test a comprehensive framework to investigate how the antecedents of consumers' perceptions of brand personality

influence their consumers' brand engagement, brand attitude, and through these factors influence behavioural intentions. Analysis of the literature found five prominent antecedents that could affect consumers' brand personality perceptions and therefore influence their behavioural outcomes. The five antecedents investigated are brand awareness, brand association, hedonic attitude, personality expressions, and valence of feelings.

The concept of brand personality also has a strong association with consumers' self-concept, which has a symbolic and self-expression function in expressing one's identity (Levy, 1959; Belk, 1988; Arnould and Thompson, 2005; Sirgy, 1982) when consuming a brand. Thus, the study distinguishes the moderating effects of self-expression and self-congruency with brands to examine variations based on these factors in the conceptual model. Responding to the suggestions for further research by Aaker (1997) and Christodoulides and de Chernatony (2010), this study also examines how cultural effects, specifically individualism and collectivism, affect relationships in the conceptual framework. In addition, the moderating effect of product category is examined to test the generalizability of the model and research findings.

1.3 Research Context

The aim of this study is to investigate the antecedents that drive the formation of consumers' brand personality perceptions and influence their behavioural outcomes. Because of the symbolism of their brand imagery and their relationship with the concept of brand personality, fashion brands (clothing, watches, and perfume) were selected as the context of this research. Fashion brands are common in popular culture and have strong personal relevance to individuals, allowing them to associate the brand with certain personality traits. High profile fashion brands, by definition, are well known to the majority of consumers. These types of products involve emotional feelings and affective decision making among consumers (Ratchford, 1987) and thus are likely to elicit strong brand perceptions. Within the product categories of clothing, watches and perfume, nine fashion brands (Country Road, Esprit, Levi's, Rolex, Seiko, Citizen, Calvin Klein, Chanel, Dior) were found appropriate for this study based on preliminary study results which will be discussed in more detail in Chapter 4.

1.4   Research Questions

A thorough review of the literature found very few studies that investigated the factors that shape consumers' brand personality perceptions. The antecedents that affect consumers' brand personality perceptions and then influence brand engagement, brand attitude, and behavioural intentions have not hitherto been examined in detail. Thus, the aim of this research is to develop a holistic and comprehensive model that studies these effects in the context of fashion brands. Further, this study examines the moderating effects of self-expression, self-congruency, individualist/collectivist orientation, and product category on the relationships in the conceptual model. No prior study has discussed these effects.

The research questions to be addressed are:

- What are the antecedents that drive consumers' perceptions of brand personality?
- Do consumers' perceptions of brand personality affect brand engagement, brand attitude, and behavioural intentions?
- How do the moderating effect of self-expression, self-congruency, individualist/collectivist orientation, and product category influence the relationship between the antecedents of brand personality perception and its outcomes?

1.5   Research Objectives

This study comprises three research themes. The first theme focuses on the antecedents that drive consumers' perceptions of brand personality. The second research theme focuses on the effects of brand personality perceptions on consumers' brand engagement, brand attitude, and behavioural intentions. The third research theme focuses on the moderating effects of self-expression, self-congruency, individualist/ collectivist orientation, and product category on the antecedents and outcomes of brand personality perceptions. The underpinning research objectives are listed as follows:

Research Theme I - The antecedents of brand personality perceptions

- To determine the antecedents of brand personality perceptions
- To determine the effects of these antecedents on consumers' formation of brand personality perceptions

Research Theme II - The consequences of brand personality perceptions

- To determine the relationship between brand personality perceptions and behavioural outcomes, namely, brand engagement, brand attitude, and behavioural intentions
- To determine the interrelationship of brand engagement, brand attitude, and behavioural intentions

Research Theme III - Moderators

- To determine the moderating effect of self-expression, self-congruency, individualist/ collectivist orientation, and product category on the antecedents and outcomes of brand personality perceptions

1.6   Research Justifications

This section justifies the topic choice. Understanding brand personality is of significance both to brand managers and to customers, since this knowledge helps brand managers design and implement more effective strategies that add value for consumers. This section concludes with a detailed discussion and justification of the contributions of the three research themes.

1.6.1   Antecedents and Brand Personality Perceptions

The first research theme examines the antecedents that drive consumers' formation of brand personality perceptions. Identification of the factors that shape consumers' perceptions is lacking in the literature. Most previous studies are concerned with establishing and refining the measurement scales and determining the effects of brand personality (Maehle et al., 2011). This investigation is important in understanding how building self-identity and image are relevant to consumers (Sirgy, 1982; Park et al.,

1986; Malholtra, 1981). Understanding how consumers portray themselves via the possession of products or brands is highly relevant to marketers (Belk, 1988). Indeed, an understanding of consumers' perceptions of brand personality can be used by marketers to enhance loyalty to the brand, influence sales and encourage repeat purchase. This is because brand personality is linked to the consumer's identity and self-image; this association can be used by marketers to enhance the appeal of a brand. This reflects an important contribution to marketing by identifying ways of enhancing consumers' perceptions of brand personality and hence influencing brand success. The theory of brand equity is used as a basis for identifying antecedents that drive consumers' perceptions.

The development of brand personality has been well-documented (Aaker, 1997; Aaker, 1999; Sung and Tinkham, 2005; Supphellen and Gronhaug, 2003; Bosnjak et al. 2007; Hosany et al., 2006; Geuens et al., 2009). Similarly, the positive effect of brand personality on consumers' attitudes, loyalty, and purchasing intentions has been previously examined (Kim et al., 2001; Aaker, 1999; Lee and Back, 2010; O'Cass and Lim, 2002; Ramaseshan and Tsao, 2007). Thus, the next logical step in studying brand personality is to investigate specific factors that influence brand personality perceptions. Based on the literature, five potential antecedents of brand personality perceptions are examined in this thesis. These include brand awareness which precedes brand association to drive brand personality, and also hedonic attitude, personality expression, and valence of feelings. Monitoring these elements is an important way for marketers to evaluate the effectiveness of their marketing strategies. The understanding gained can be used to improve promotions, advertising, and communications for firms and organisations.

For customers, communicating brand personality is believed to enhance consumers' affective decision making. It taps in to their emotional feelings, attitudes, and experiences to ease choice decisions from the overwhelming number of brands on offer in competitive markets. By examining these issues this research makes a significant contribution to understanding the factors that shape consumers' perceptions of brand personality and that subsequently influence their behavioural outcomes.

1.6.2 Brand Personality Perceptions and Behavioural Outcomes

The second theme of this study examines the effects of brand personality perceptions toward consumers' behavioural outcomes, namely, brand engagement, brand attitude, and behavioural intentions. This study investigates the effect of the antecedents of brand personality on these outcomes. The results will indicate whether the factors which drive brand personality perceptions have strong potential for influencing consumers' decisions.

This research theme enables marketers and brand managers to understand how perceptions of brand personality can influence consumers' engagement with the brand, in turn driving their behavioural intentions. It also studies whether enhancing consumers' brand personality perceptions may also affect their attitude towards the brand, drive recommendation intentions and brand loyalty. These new insights for marketers are important for effective brand communication and marketing strategies.

1.6.3 Brand Personality Perceptions and Moderating Effects

The third research theme examines the moderating effects of self-expression, self-congruency, individualist/collectivist orientation, and product category on the relationships conceptualised in the research model. If such effects do exist then marketers can use them to better target their audiences. This is an important contribution because prior research has not considered the moderating effect of these factors on brand personality formation. Yet, it is likely that the way in which consumers express themselves, their self-congruency with brands, their cultural orientation and the type of product they are thinking about purchasing may influence their perceptions and thus their intentions to purchase the product.

1.7   Structure of the Thesis

This thesis is in seven chapters. The first chapter discusses the theoretical foundations of the study that underpin the collective measures of the antecedents and outcomes of brand personality perceptions in the context of fashion brands. In the later chapters, the conceptualisation of consumer-based brand equity, and together with the relevant

literature, a conceptual model and hypotheses for this study are developed. The research methodology undertaken, using quantitative measures for both the preliminary study and main survey is presented. The data analysis is detailed in stages to form the discussion of results. Conclusions, contributions, implications, and limitations of the studies are thoroughly discussed. An outline of the chapters is presented below.

Chapter 2

This chapter provides a theoretical foundation based on analysing and synthesising the research literature. The chapter begins by introducing the concept of brand equity focusing on consumer-based brand equity to justify the relevant antecedents associated with brand personality. The measurement and the effects of brand personality are examined to establish possible outcomes. The literature supporting the brand personality concept is extensively discussed and the relevant literature in branding, marketing, consumer behaviour, culture, and psychology is also reviewed before the gaps in the literature that will be addressed in this study are identified.

Chapter 3

Based on the theoretical conceptualisation built in Chapter 2, this chapter constructs a model for this study on the collective antecedents and outcomes of brand personality perceptions. The model also includes the four moderating variables of self-expression, self-congruency, individualist/collectivist orientation, and product categories derived from the underpinning themes and objectives of the study. Based on this conceptual model, 12 hypotheses are developed. The methodology guiding the quantitative approach of this research is outlined in the next chapter.

Chapter 4

Chapter 4 describes the research methods. The research design and procedural methods are outlined. The methods are described in two stages: the preliminary study (n = 116) and the main study (n = 609). The operational procedures for the preliminary study are first introduced and the results of the analysis are presented as main data usage for the

main study that follows. A detailed quantitative method for the main survey is also presented, together with the sample and the scales of the study. The study adopted a survey methodology using an online questionnaire to collect the data. The survey instrument for the main study was generated and adapted from the literature. Australian consumers were assessed to form the research sample. Data are analysed using structural equation modeling and the results of the analysis are discussed in Chapter 5.

Chapter 5

This chapter presents the first part of the data analysis. The initial stage reports the purification, confirmation, and validation of the multi-item measures before preliminary analysis of the data is provided. Exploratory factor analysis and scale reliability analysis are adapted to factorise and purify the scales developed earlier. The next step consists of structural equation modeling that is analysed in a two-step approach. The first step involves confirmatory factor analysis, where the measures used in this study are examined. Structural equation modeling reliability and validity tests are then used to validate the measures. This chapter validates the measurement model used to estimate the full structural model that is detailed in the second-stage approach in Chapter 6.

Chapter 6

Chapter 6 empirically tests the conceptual model that was developed in Chapter 3. It reports the analysis conducted on the full measurement model to test the hypotheses developed earlier, and thus completes the two-step approach of structural equation modeling. The research model is analysed and examined in a series format that begins with the antecedents, then addresses brand personality perceptions, and then the outcomes. A multi-group analysis of invariance extends the study to examine the four moderating variables affecting the proposed model.

Chapter 7

Chapter 7 interprets the research findings, together with the conclusions, implications, contributions and limitations of the study. The three research themes are laid out and

examined to guide the discussion of the study's findings. The findings are summarised within each theme, before the theoretical and managerial contributions are outlined. The implications of this research are also considered. Last, the limitations of the study are discussed and future research pertaining to this area is proposed.

The structure of the chapters is summarised in the diagram below.

Figure 1.1: Thesis structure
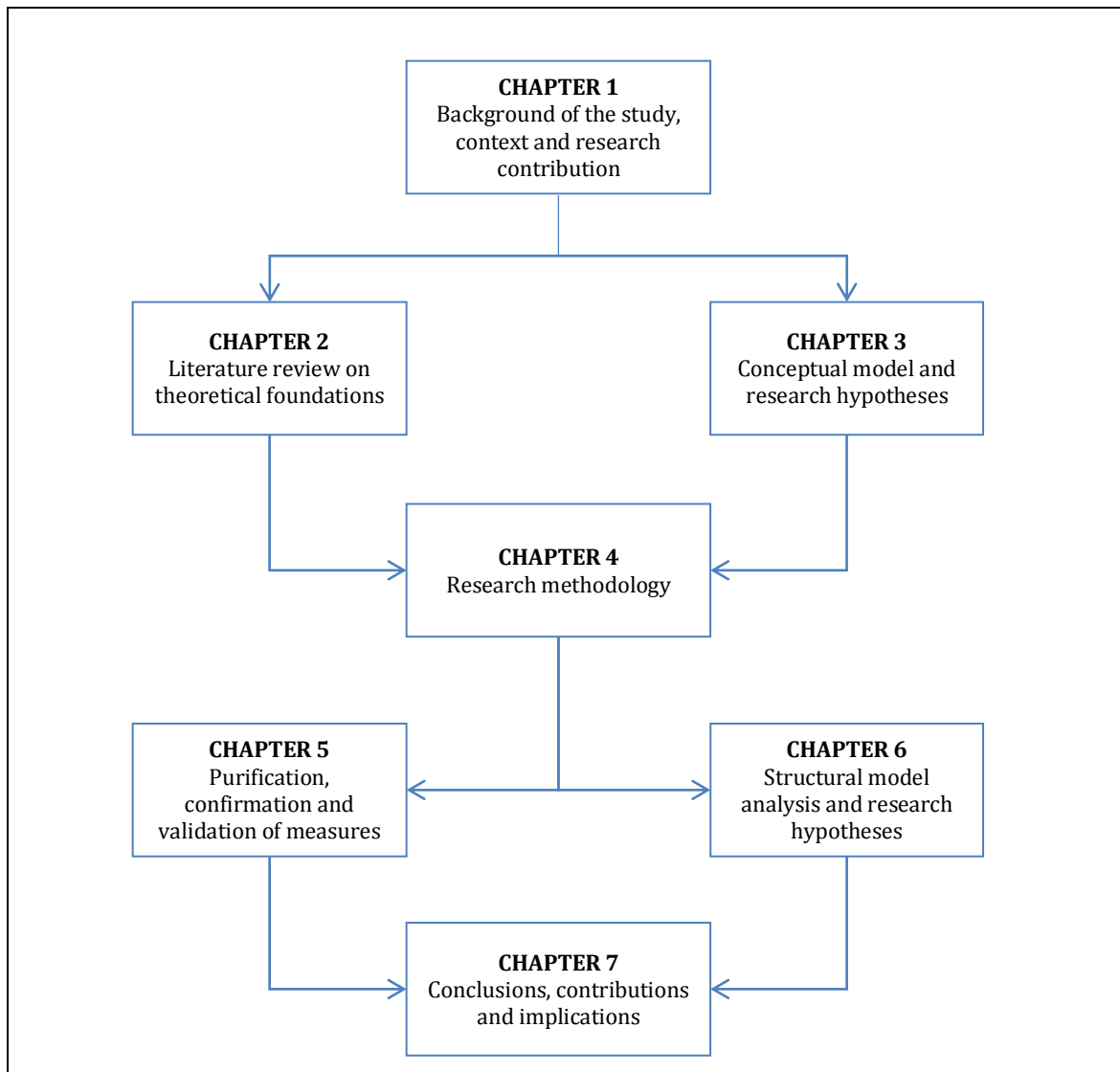
1.8 Conclusion

This first chapter provided the background of this thesis. It began by outlining the foundations of the research to determine the gaps in the literature which led to the articulation of the research problem. The chapter continued with an introduction to the research objectives and research questions, and it summarised the justification for establishing this specific research, guided by the underpinning research themes. The overview of the chapters was then detailed showing the structure of the thesis.

Chapter 2 now provides a review and synthesis of the literature in relation to the antecedents, outcomes, and moderating effects of brand personality perceptions.

Chapter 2

Theoretical Foundations for Understanding the Antecedents and Outcomes of Consumer Brand Personality Perceptions

2.1 Introduction

Chapter 1 introduced the research background, the research problem, and the research objective. This chapter begins by introducing the concepts of brand equity and consumer-based brand equity. The dimensionality of consumer-based brand equity is further discussed. Brand personality is defined and its dimensionality is explored. Issues surrounding brand personality and its measurement are further highlighted. The effects of brand personality perceptions are then discussed to investigate their impact on consumers' behavioural outcomes. The moderating effects variables are justified and explained. Throughout the discussion, the relevant literature on branding, marketing, consumer behaviour and culture are reviewed. In this chapter, the knowledge gaps identified from the literature are synthesised, which then forms the foundation of the conceptual framework and hypotheses established in Chapter 3.

This chapter is divided into three themes. The first discusses the five antecedents of brand personality perceptions identified in the literature—brand awareness, brand association, hedonic attitude, personality expression, and valence of feelings. The aim is to determine some important driving factors that might have a significant effect on consumers' perceptions of brand personality. The second theme continues by reviewing the outcomes of brand personality perceptions and examining their implications for consumer behaviour. This theme focuses on how a consumer's perception of brand personality can influence their brand engagement, brand attitude, and behavioural intentions. The third theme highlights the moderating variables influencing the conceptual model developed in this study. The theory of self-concept, comprising self-expression and self-congruency, is described and discussed in terms of the variables in the model. The cultural orientation of the customer, operationalised in this case as individualism/collectivism, is examined to understand how it affects brand personality perceptions. The moderating effect of product category is highlighted to determine its impact on the conceptual model of the study.

2.2   Brand Equity and Customer-based Brand Equity (CBBE)

Before we discuss the main concept of brand personality, it is important to understand the meaning of the concept of brand equity. Brand equity is defined by Aaker (1991, p.15) as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers". The assets or liabilities linked to the name and or symbol of the brand include brand loyalty, brand awareness, perceived quality, brand association, and other properties of brand assets. These linked assets generally add or subtract value for customers to assist them to interpret, process, and store information before making a decision to purchase a product or a brand, which later enhances their satisfaction with their usage experience (Aaker, 1991). As a consequence of the effects on consumers, brand equity also generates benefits to firms by improving the effectiveness of their marketing strategies so it enhances the firm's brand loyalty, competitive advantage, and facilitates brand extension (Keller, 1993; Aaker, 1991).

In previous literature, brand equity was defined in many ways (Keller, 1993) and has been measured using an array of different dimensions and perspectives (Feldwick, 1996; Keller, 1993). The importance of conceptualising brand equity is encouraged in research to assist marketers to understand the equity in their brands—how much the brands are valued and their worth—which will be useful in managerial decision making. Hence, in recognising brand value as an intangible asset, it is necessary to establish measures of brand equity to allow marketers to investigate the impact of their marketing activities on consumers' favourable attitudes toward their brands (Keller, 1993), that possibly drive their brand wealth (Yoo et al., 2000).

Kapferer (2005) and Keller (1993) both classify valuation of brand equity into three distinct perspectives: customer-based, company-based and financial-based. Other studies categorise brand equity into just two categories: financial and customer-based (Chaudhuri, 1995; Christodoulides and de Chernatony, 2010). Financial-based brand equity is derived from the perspective of the total value of the brand that can be bought and sold just like plant and equipment (Keller and Lehman, 2006; Feldwick, 1996). Company-based brand equity is defined from the company's point of view, where additional values accrue to the firm due to the presence of the brand (Keller and Lehman, 2006). Customer-based brand equity is defined from the customers' point of

view, which derives from the words and actions of consumers (Keller and Lehman, 2006) relating to consumer knowledge, familiarity, awareness, associations, loyalty, perceived quality, attitude, attachment, and activity linked to the brand (Keller and Lehman, 2006; Washburn and Plank, 2002; Yoo and Donthu, 2001; Christodoulides and de Chernatony, 2010).

Marketing researchers, theory builders, and practitioners may have different interpretations of brand equity, either technical or conceptual, depending on the context, scope, or circumstances that make the specific definition of the theory alter and diversify (Gabbott and Jevons, 2009; Yoo and Donthu, 2001; Cobb-Walgren et al., 1995; Christodoulides and de Chernatony, 2010). This raises concerns when examining the concept of brand equity and the development of its measurement scales. Nevertheless, despite diverse definitions and forms of brand equity, previous literature has shown a consensus that brand equity signifies the added value created by the brand to the product (Farquhar, 1989) as a repository of future profits and cash flow (Ambler, 2003).

Thus, one way to examine brand equity is to conceptualise and measure consumer-based brand equity, since "positive consumer-based brand equity can lead to increased revenue, lower costs and greater profits" (Keller, 1993, p.8). In addition, Aaker (1991) and Keller (1993) conceptualised the meaning of brand equity, but the scales were operationalised in various ad hoc forms and measures (Cobb-Walgren et al., 1995; Park and Srinivasan, 1994; Agarwal and Rao, 1996). Some of the measures were ineffective because they were developed without using rigorous psychometric tests (Yoo and Donthu, 2001), and were maybe too complex for practitioners or managers to establish (Christodoulides and de Chernatony, 2010).

Consumer-based brand equity is a foundation for this study of brand personality. In turn, the findings of this study will contribute an improvement in our understanding of how consumer-based brand equity works.

2.2.1 Consumer-based Brand Equity

Consumer-based brand equity is defined by Keller (1993, p.2) as:

> the differential effect of brand knowledge on consumer response to the marketing of the brand. It involves consumers' reactions to an element of the marketing mix for the brand in comparison with their reactions to the same marketing mix element attributed to a fictitiously named or unnamed version of the product or service.

This concept is used to explore and investigate the behaviour of consumers when they are exposed to specific brands via marketing communication tools or channels. This occurs in conditions where a consumer's knowledge and familiarity with respect to the brand holds favourable, strong, and unique associations in their memory (Washburn and Plank, 2002; Keller, 1993). Hence, consumers respond to the marketing mix of a brand, linking communications with the images and thoughts that come to mind and that will translate into various stages of purchasing decision making in relation to preference, choice intentions, and actual choice (Christodoulides and de Chernatony, 2010). As marketers further argue, a consumer's perceptual measure of brand equity is important, since the brand value created in the consumer's mind will translate into choice behaviour (Farquhar, 1989; Crimmins, 1992; Cobb-Walgren et al., 1995).

Understanding the content and structure of consumer knowledge about brands will guide marketers towards better strategic decisions to implement relevant marketing-mix actions to communicate the brand (Keller, 1993). The conceptualisation of consumer-based brand equity noted earlier showed that consumer knowledge is important if we are to investigate consumer behaviour towards a brand. Consumer knowledge is believed to trigger purchases based on the strength of the association that comes to their mind about a brand in various forms such as taste, content, recalled images, experiences, or a recent advertising campaign (Keller, 1993). In addition, this may lead to identifying the conceptual dimensions of brand equity by understanding what actually drives brand equity from a consumer's point of view. Aaker (1991) and Keller (1993) explored and conceptualised consumer-based brand equity based on various dimensions, including brand awareness, brand associations, perceived quality, brand loyalty, and brand knowledge.

As pointed out earlier in section 2.2, Keller (1993) categorised consumer-based brand equity into two components: awareness and association. However, Aaker (1991) suggested that the construct is comprised of five components, four of these are (1) customers' evaluation and reaction to the brand; (2) perceived quality; (3) brand loyalty; and (4) brand awareness or association. The fifth component involves other proprietary brand assets such as patents, trademarks, and channel relationships. These five components are linked to the name and (or) symbol of the brand to add value for the consumers as well as for the firms (Aaker, 1991).

With this understanding of the conceptualisation of consumer-based brand equity, it is important to derive specific measures for the establishment of this concept. Recalling various measures from prior discussion by Keller (1993) and Aaker (1991), the foundation of this research is to identify significant dimensions that build and influence consumers' thoughts or knowledge and to predict their behavioural patterns towards a brand. Since this study is related to consumers' thoughts associated with the brand's personality attributes that affect their behavioural outcomes, understanding how these thoughts are influenced is crucial. Relevant dimensions empirically investigated from previous literature pertaining to brand equity are researched to identify significant measures applicable within the context of this research.

2.2.2   Consumer-based Brand Equity Dimensions

The previous sections defined the concepts of brand equity and consumer-based brand equity to understand how they are related. Relevant dimensions of consumer-based brand equity were introduced and discussed. This section discusses some conclusive findings from previous researchers that derived potential dimensions for consumer-based brand equity that may be relevant to measure the antecedents of the research model developed in this thesis.

Cobb-Walgren et al. (1995) suggested a large number of alternative methods of measuring the consumer-based brand equity concept, but no single measure was considered ideal. Some studies relied more on consumers' perceptual measures, and some incorporated both consumer attitudinal and behavioural dimensions when measuring the concept. This study will follow the suggestion of Cobb-Walgren et al.,

(1995) to combine measurement of consumer perceptions and behaviour because of the likelihood that consumer perceptions of brand will affect behavioural outcomes (Cobb-Walgren et al., 1995; Biel, 1992).

Various studies have been conducted using intermediate measures of brand equity, either through specific measurable dimensions, or through outcome variables (Christodoulides and de Chernatony, 2010). Yoo and Donthu (2001) were the first to address this by attempting to develop an individual-level measure of consumer-based brand equity drawn from the theoretical dimensions established by Aaker (1991) and Keller (1993). Yoo and Donthu (2001) provided a strong approach to consumer-based brand equity measurement through a valid, reliable, and parsimonious measure. Their study addressed the measurement question to test the psychometric properties of a consumer-based brand equity set of scales across three independent samples of American, Korean–American, and Korean consumers. By surveying twelve different brands from three product categories (that is, athletic shoes, films, and colour television sets), they demonstrated that the scale had some generalisability. Their results confirmed the multidimensionality of consumer-based brand equity, which comprises ten items reflecting three dimensions of brand loyalty, perceived quality, and brand awareness or associations.

Although Yoo and Donthu (2001) provided acceptable measures of consumer-based brand equity, other studies have also made contributions to our understanding. These have been summarised by Christodoulides and de Chernatony (2010) and their work is reproduced in Table 2.1. The summary table shows that there is no universal measure for brand equity, and it is recommended that researchers and marketers take this into account when selecting an appropriate set of measures with which to evaluate brand equity (Baker et al., 2005). It also illustrates that the brand awareness and brand association dimensions are widely used to measure the concept of consumer-based brand equity (Table 2.1).

Table 2.1: Research on Consumer-based Brand Equity (CBBE)

Conceptual Research	Dimensions of CBBE
*Aaker (1991; 1996)	Brand awareness; Brand associations; Perceived quality; Brand loyalty
Blackston (1992)	Brand relationship (trust, customer satisfaction with the brand)
*Keller (1993)	Brand knowledge (brand awareness, brand associations)
*Sharp (1995)	Company and (or) brand awareness; Brand image; Relationships with customers and (or) an existing customer franchise
*Berry (2000)	Brand awareness; Brand meaning
Burmann et al. (2009)	Brand benefit clarity; Perceived brand quality; Brand benefit uniqueness; Brand sympathy; Brand trust
Empirical Research	
Lassar et al. (1995)	Performance; Social image; Value; Trustworthiness; Attachment
Vazquez et al. (2002)	Product functional utility; Product symbolic utility; Brand name functional utility; Brand name symbolic utility
*Yoo and Donthu (2001)	Brand awareness and (or) associations; Perceived quality; Brand loyalty
*Washburn and Plank (2002)	Brand awareness and (or) associations; Perceived quality; Brand loyalty
de Chernatony et al. (2004)	Brand loyalty; Satisfaction; Reputation
Netemeyer et al. (2004)	Perceived quality; Perceived value for the cost; Uniqueness; Willingness to pay a premium
*Pappu et al. (2005)	Brand awareness; Brand associations; Organisational associations; Perceived quality; Brand loyalty
Christodoulides et al. (2006)	Emotional connection; Online experience; Responsive service nature; Trust; Fulfilment
Kocak et al. (2007)	Product functional utility; Product symbolic utility; Brand name functional utility; Brand name symbolic utility
*Buil et al. (2008)	Brand awareness; Perceived quality; Brand loyalty; Brand association: perceived value brand personality, organisational associations

*Study uses brand awareness and (or) brand association to measure consumer-based brand equity.
The table is divided into conceptual and empirical research, and is sorted by years in ascending order.
(Source: Christodoulides and de Chernatony, 2010)

Yoo and Donthu (2001) collapsed brand awareness and brand association into one dimension, which has been noted by previous researchers (for example Christodoulides and de Chernatony, 2010) as this contrasts with the conceptualisation of both Keller (1993) and Aaker (1991). Keller (1993) and Aaker (1991) had originally suggested that brand awareness and brand association should be distinct measures, because the two constructs measure different concepts and define different terms. Brand awareness drives brand association so the relationship between these two constructs is highly correlated. This means that a consumer has to become aware of the brand before

separately developing an association with it. Whether brand awareness and brand association are different concepts or not will be discussed in detail in section 2.4.2.

Yoo and Donthu (2001) also suggested brand personality as part of a scale to measure consumer-based brand equity. Pappu et al. (2005) as well as Buil et al. (2008) incorporated brand personality into the specific measures of brand association that are antecedent to consumer-based brand equity. This inclusion of brand personality into brand association supports Aaker's (1996b) recommendation that the brand association component should include imagery dimensions too. As Aaker (1996b) further elaborated, the measurement of association and (or) differentiation of a brand should be structured into three different perspectives: the brand-as-product (value), the brand-as-person (brand personality), and the brand-as-organisation (organisational associations) (Aaker, 1996b).

On a specific measure of brand-as-person (brand personality), it is explained by Aaker (1996b) that for some brands, the personality has the ability to link consumers with feelings and self-expression, especially brands with very minor physical differences and that are usually consumed in a social context. Therefore, a brand's personality attributes are more important if the brands possess an emotional or affective appearance as well as their simple functional or physical appearance. With this understanding, the brand personality scales can be measured as "this brand has a personality, this brand is interesting and I have a clear image of the type of person who would use the brand" (Aaker, 1996b, p.113).

Aaker (1996b) also mentioned that brand personality scales need to be used with caution since not all brands are believed to possess personality. Some brands are utilitarian and are strongly associated with functional or physical advantages and values (Aaker, 1996b) and may thus lack personality attributes. This is because the functional aspects of the brand outweigh personality to influence consumers' choices and decision making. For instance, Colgate brands are more associated with the functional appearance of the brand for specific tooth care. In contrast, Gucci brands involve feeling high-class and sophisticated when possessing them. The Colgate brand is functional and utilitarian while the Gucci brand is luxurious and therefore more likely to display brand personality characteristics.

In the next section, the concept of brand personality dimensions is explored. Later, the building of the conceptual framework is discussed by simplifying the sections into three themes; the focus of theme I is on the antecedents of brand personality perceptions; theme II highlights the outcomes from brand personality perceptions; and theme III concentrates on the moderating effects of the conceptual model.

2.3   The Conceptualisation of Brand Personality

The concept of brand personality is well accepted amongst marketing academics and advertising practitioners, as it is seen as important to differentiate brands, and to develop feelings and emotional aspects of a brand. It also enhances the personal meaning of a brand to consumers (Aaker and Fournier, 1995). Fournier's conceptualisation relates to brand personality based on the understanding of her interpersonal-relationship theory. She said "the brand is treated as an active, contributing partner in the dyadic relationship that exists between the person and the brand, a partner whose behaviours and actions generate trait inferences that collectively summarise the consumer's perception of the brand's personality" (Fournier, in Aaker and Fournier, 1995, p.393). Brand personality is part of the user component of brand image, because consumers normally find it easy to describe who might smoke Marlboro cigarettes or wear Calvin Klein jeans (Plummer, 1984; Biel, 1992). Aaker supported this conceptual understanding, based on the idea that brands contain personal meaning as it relates to consumers' self-conception. A consumer can associate brand as having a personality, or human characteristics, because an individual has the ability to describe a brand as if it were a person (Aaker, in Aaker and Fournier, 1995).

The character or personality of a particular brand can even be more important than the physical aspect of a product, as the image of a brand may have a greater influence on a consumer's decision making through judging whether the selected brand is the right one for them (Gardner and Levy, 1955). Many studies have identified the dimensions of the trait-personality measurement and highlight the five stable, human personality dimensions: extraversion/introversion, agreeableness, conscientiousness, emotional stability, and culture (Batra et al., 1993) which together are known as the Big Five Model (Costa and McCrae, 1992; Ewen, 1998).

Nevertheless, Batra et al. (1993) believe that brand personality dimensions should not be just limited to dimensions from social psychological research, even though they are relevant. This is because consumers also buy brands to define and express where they are in society—for example how old or young they are, how upscale or downscale they are—and these may not be explained well in five dimensions of human personality theory. This is because the Big Five Model serves as a framework to recognise the taxonomy of personality traits in characterising an individual's personality, not that of a brand (Costa and McCrae, 1992; John and Srivastava, 1999). Brand personality allows an extra step; consumers recognise and perceive their personality differently depending on how it relates to a brand and how it influences their needs and feelings when consuming it (Batra et al., 1993).

Previous research has found different trait components and dimensions that define brand personality (Sung and Tinkam, 2005; Aaker et al., 2001; Supphellen and Gronhaug, 2003; Hosany et al., 2006). A lack of consistency in dimensions is particularly apparent when measuring across different brands and different countries and cultures. Consistent measures and rich descriptions of personality, or the character of a brand, have been progressively developed (Plummer, 1984). Aaker (1997) accepted the challenge to establish a reliable, valid, and generalisable scale systematically for measuring the brand personality construct (Aaker, 1997). Previous measures were found to be more ad hoc (for example, symbolic analogy, collage, and 'photo-sort') and did not validate the context of a brand (Kassarjian, 1971). Aaker (1997) draws on the Big Five human-personality structure to establish a theoretical framework for brand personality dimensions.

2.3.1 Dimensions of Brand Personality

Aaker (1997) defines brand personality as "the set of human characteristics associated with the brand" (Aaker, 1997, p. 347). Her theory demonstrates the metaphor of human-like traits that are associated with brand and that reside in the mind of a consumer (Aaker, 1997). When we say, "Pepsi is being young, exciting, and hip", or "Dr Pepper is fun and unique", this is brand personality being labelled and represented (Aaker, 1997; Plummer, 1984). Aaker (1997) first asks respondents to write down the personality traits that come to mind by thinking about the brands within the scope of

symbolic, utilitarian, and a mix of both symbolic and utilitarian. The personality traits generated in this way were refined by allowing respondents to evaluate and rate the descriptions for each personality trait. Some well-known brands were then chosen that represented a spectrum of personality types. Based on the rating by the national sample, four brand groups of ten brands in each group were chosen for Aaker's (1997) study. In the final analysis of her study, five core dimensions including Sincerity, Excitement, Competence, Sophistication, and Ruggedness were established and these are set out in Table 2.2.

Table 2.2: The Dimensions and Facets of Brand Personality (Aaker, 1997)

Dimension	Facets
Sincerity	Domestic, honest, genuine, cheerful
Excitement	Daring, spirited, imaginative, up-to-date
Competence	Reliable, responsible, dependable, efficient
Sophistication	Glamorous, pretentious, charming, romantic
Ruggedness	Tough, strong, 'outdoorsy', rugged

Aaker's (1997) conceptualisation of brand personality as having five dimensions was widely discussed with over 300 citations recorded by Web of Knowledge since it was published (Web of Knowledge, 2011). Aaker (1997) challenged researchers to undertake further research on cross-cultural studies to confirm the generalisability of her conceptual framework. Based on her suggestions for future research, several researchers took up the challenge to test across different contexts to investigate the generalisability of the measurement scales. In Table 2.3 below, the present study extracts from Geuens et al's. (2009) work to summarise diverse dimensions of brand personality tested across different contexts, countries, and brands.

The Big Five human-personality structure used to build Aaker's (1997) framework has yielded different theoretical results in terms of the number of dimensions extracted and the meaning being defined when tested across different countries (Table 2.3). As Bosnjak et al. (2007) stated, the Big Five factor structure was found to be robust and stable across a wide variety of cultures, suggesting that the human-personality trait structure is universal (McCrae, 2001). In contrast, Aaker's (1997) brand personality

scales show less cross-cultural robustness than human-personality measures do (Supphellen and Gronhaug, 2003), and she recommended that the generalisability of brand personality scales should be cautiously tested and reported due to possible context-driven outcomes. This is because different measures and dimensions of brand personality appeared differently in the different contexts of the studies (Table 2.3).

Table 2.3: Other Measures and Dimensionality of Brand Personality

Author (s)	Context	Dimensions
Aaker (1997)	US (brands)	Sophistication; Ruggedness; Sincerity; Excitement; Competence
Aaker (2000)	Japan (brands)	Sophistication; Peacefulness; Sincerity; Excitement; Competence
Aaker, Benet-Martinez, and Garolera (2001)	Japan (brands)	Sophistication; Peacefulness; Sincerity; Excitement; Competence
	Spain (brands)	Sophistication; Peacefulness; Sincerity; Excitement; Passion
Hosany, Ekinci, and Uysal (2006)		Sincerity; Excitement; Conviviality
Kim, Han, and Park (2001)	Korea (brands)	Sophistication; Ruggedness; Sincerity; Excitement; Competence
Smit, van den Berge, and Franzen (2002)	Netherlands (brands)	Competence; Ruggedness; Excitement; Gentle; Distinction; Annoyance
Sung and Tinkam (2005)	US (brands)	Likeableness; Trendiness; Competence; Traditionalism; Sophisticated; Ruggedness; White collar; Androgyny
	Korea (brands)	Likeableness; Trendiness; Competence; Traditionalism; Sophisticated;; Ruggedness; Western; Ascendancy
Venable, Rose, Bush, and Gilbert (2005)	US (non-profit)	Sophistication; Ruggedness; Integrity; Nurturance
Supphellen and Gronhaug (2003)	Russia (brand)	Successful and contemporary; Sincerity; Excitement; Sophistication; Ruggedness

Adapted from Geuens et al., 2009, p.99

Aaker's work received criticism on the issue of generalisability (Austin et al., 2003) and her loose definition of what brand personality actually means (Azoulay and Kapferer, 2003; Bao and Sweeney, 2009; Geuens et al., 2009). Various studies conducted on brand personality found a variety of dimensions when tested across different cultures,

countries and contexts (Table 2.3), differing to some extent from Aaker's (1997) original five dimensions. Nonetheless, Aaker's (1997) measurement approach is widely cited, and literature has shown that researchers have a great deal of interest in this area (Table 2.3). Aaker's (1997) brand personality framework is influenced by direct (a brand user) or indirect (price, advertising, marketing and distribution channel, and product-related attributes) factors affecting consumers' perceptions (Aaker, 1997). Brand personality scales have been widely used in the literature (Maehle and Supphellen, 2011). Thus, acknowledging other dimensions of brand personality found in the literature, Aaker's (1997) scales are adapted as the focal brand personality dimensions to be tested in this research.

Maehle and Supphellen (2011) showed that most research on brand personality was primarily focused on measurement issues and their effects. Little research has investigated how brand personalities are actually formed. Here, this is a significant gap in the literature (Maehle and Supphellen, 2011). There has been considerable work empirically testing how brand personalities are measured (Aaker, 1997; Sung and Tinkam, 2005; Aaker et al., 2001; Supphellen and Gronhaug, 2003; Hosany et al., 2006), so the factors that drive consumers to form such personality dimensions of a brand should now be considered a fundamental issue for marketers (Maehle and Supphellen, 2011).

Maehle and Supphellen's (2011) work demonstrated the important measures of consumers' perception of brand personality. Their study contributes to the brand personality literature by exploring the process of brand personality formation among consumers. They assessed how consumers evaluated brands which possess five distinct personality traits identified in Aaker's (1997) study. As a result, Maehle and Supphellen (2011) identified that there are some of brands perceived by consumers as typical for each brand personality dimension. They found that both product categories and brands are strongly related with particular brand personality dimensions. Their study also illustrated that consumers' perceptions of brand personality dimensions are related with functional, symbolic and experiential benefits.

The user-image attributes associated with a brand are one way to form brand personality (Keller, 1993; Plummer, 1984), where the personality characteristics of a person linked to the brand can be directly transferred to a brand (McCracken, 1989). At the same

time, brand personality can be viewed indirectly by associating it with product-related attributes, such as brand name, symbol, logo, packaging details, sales promotions, or media advertising (Batra et al., 1993). Thus, with various sources that contribute to the formation of brand personality dimensions, it is important to investigate the drivers that influence consumers' positive perceptions of brand personality.

This study will extend Maehle and Supphellen's (2011) research by pursuing the measurement of brand personality perceptions on consumers' behavioural outcomes, to evaluate the comprehensive model for the study. This thesis is in line with Maehle and Supphellen's work (2011), but differs in distinguishing antecedents which drive consumers to form brand personality perceptions. In contrast to Maehle and Supphellen's (2011) qualitative work, a quantitative method is instead applied in this research to empirically determine the overall scope of brand personality perceptions on specific factors and, to identify how these factors influence consumers' perceptions and affect their behaviour.

The following section discusses three separate themes in the establishment of the conceptual framework from the relevant literature. Theme I is focused on the antecedents of brand personality perceptions. Theme II discusses the effects of brand personality perceptions on consumers' behavioural outcomes. Theme III focuses on the moderators affecting the comprehensive conceptual model in this study.

2.4 Theme I: The Antecedents of Brand Personality

Several antecedents were drawn from the literature (eg. Park et al., 1986; Keller, 1993; Maehle and Supphellen, 2011; Brakus et al., 2009; O'cass and Lim, 2001) to measure how consumers perceive brand personality in relation to brand concept and consumer-based brand equity. This derives from the words and actions of consumers (Keller and Lehman, 2006). Specifically, five antecedents were considered significant enough to have an effect on consumers' brand personality perceptions; these are brand awareness, brand association, hedonic attitude, personality expression, and valence of feelings. This section will specifically discuss these five antecedents of brand personality drawn from the literature.

2.4.1 Brand Awareness

Brand awareness is part of brand knowledge. Brand knowledge is conceptualised by Keller (1993, p.3) as "consisting of a brand node in memory to which a variety of associations are linked". The brand node and brand association are derived from relevant dimensions of consumers' awareness of the brands that are favourable, strong, and unique when associating the brands in their memory (Keller, 1993). Brand awareness is considered a powerful predictor of consumer-choice behaviour and decision making (Holden, 1993; MacDonald and Sharp, 2000). It gives the consumer the ability to consider a brand as a heuristic for choice (I'll choose the brand that I know), and to influence consumers' perceptions of brand quality (I've heard about the brand, so it must be good) (MacDonald and Sharp, 2000). The concept of brand awareness is reflected in the strength of the consumers' ability to remember and identify a brand under different conditions. It consists of brand recognition and brand recall (Keller, 1993). Brand recognition assumes past exposure to the brand, where consumers are likely to discriminate the brand correctly as having been seen or heard about before. Brand recall however relates to consumers' ability to retrieve some brands if they are probed with certain cues or categories (Keller, 1993).

Brand awareness is important in influencing consumer decision making. This is because consumers normally think of brand when they think about the product category, and the increase in brand awareness will increase the likelihood that brands will be shortlisted into the consideration set for purchasing. Brand awareness can affect the decision about the brands under consideration set, even though the set has no other brand associations, because consumers prefer to purchase a brand that is well-known or familiar to them. Brand awareness influences the formation and strength of brand associations in the brand image, because it allows strong establishment of the brand in a consumer's memory (Keller, 1993).

2.4.2 Brand Association

Brand association is preceded by the formation of brand awareness. The concept is described as "anything that links to a brand" (Aaker, 1991, p.109) such as price, an advertisement, usage experience, smell, taste, word-of-mouth, and so on. It is also

known as another component of brand equity, which contains brand meaning for consumers. When the brand meaning is associated with the brand image, it is believed to give a more meaningful way to link to a consumer's memory.

A brand image is a set of brand associations that range from various sources including features and benefits of the products or services, the package and distribution channel, benefits and values of the brands, and a consumer's overall attitude to and evaluation of a brand (Keller, 1993; Aaker, 1991). Apart from the strong link to brand image, brand association is distinguished on the strength of that association. It is believed that a link to a brand will become stronger when the choice of the brand is based on a consumer's consumption experiences and their exposure to the brand (Aaker, 1991).

Aaker (1996b) describes the measurement of association based on three brand perspectives—the brand-as-product (value), the brand-as-person (brand personality) and the brand-as-organisation (organisational associations). The brand-as-product perspectives derive from brand value, which initiates consumers' association with the brand as good value for money, being a sound reason to purchase it when compared to other competitive brands.

Brand-as-person (brand personality) is also considered important in an understanding of brand association relating to the customer-brand relationship, as it provides emotional and self-expression benefits. Brand-as-organisation (organisational association) is another brand-association dimension described by Aaker (1996b), suggesting that when the organisation is involved in representing the brand, it is telling the consumers that brand is not just about products or services. It is part of a differentiation strategy to inform customers about the organisation being innovative, their concern with high quality, being visible and oriented towards the community, and being a global player (Aaker, 1996b).

Brand association and brand awareness were recently argued in terms of their measurement either to reside as two separate dimensions, or be left as one dimension (Yoo and Donthu, 2001; Washburn and Plank, 2002; Pappu et al., 2005; Buil et al., 2008; Christodoulides and de Chernatony, 2010). Aaker (1991) and Keller (1993) both conceptualised that brand awareness and brand association should remain as separate entities, but that high correlation between these two dimensions should exist. Their idea

leads to an understanding that brand awareness should drive brand association, and therefore, the two dimensions should not be synonymous but be related to one another. This claim is based on the justification that a person could be aware of a brand, but being aware does not necessarily mean having a strong association towards a brand in their memory (Aaker, 1991). Thus, having to develop a conceptual understanding of brand awareness and brand association leads this study to test the relationships of both dimensions to confirm the claims of Aaker (1991), Keller (1993), Pappu et al. (2005) and Buil et al. (2008) that suggest that the dimensions must remain separate, but strongly associated. This test later identifies how the relationships of brand awareness and brand association further affect consumers' perceptions of brand personality.

2.4.3 Hedonic Attitude

The symbolic aspect of product and brand was considered by Gardner and Levy (1955). They discussed how people perceive products as not only what they can do with them, but on what the product actually means to them. They stated that a product image associated with a brand is easily perceived when a product is observed in a physical form; with a vague image of a product, the attributes may not be observed appropriately. Given a non-visible form of perception when choosing a particular brand, consumers normally use ideas, feelings, and attitudes to pick the most appropriate ones in comparison to a physical product (Gardner and Levy, 1955).

Thus, Gardner and Levy (1955) suggested advertisements should incorporate richer elements to demonstrate products and brands with images and personality that are coherently meaningful to consumers. As Dichter (1985) further stated, symbolism and images are closely related because people have the ability to relate brands to animal, melody, or mood, or to associate brands as young or old, female or male, or a slick or soft guy. Hence, the images perceived clearly suggest that brand symbolism is a crucial concept in marketing, which is powerful in influencing the way people perceive brands with a total impression in their mind.

The concept of symbolic images has contributed to the theory of consumer behaviour. Product symbolism has been an interesting research topic for some time, with conceptual investigations on the aesthetic, intangible, and subjective aspects of

consumption (Grubb and Grathwohl, 1967). Hedonic consumption dealt with product symbolism (Grubb and Grathwohl, 1967; Hirschman and Holbrook, 1982), and became a way to describe facets of consumer behaviour in relation to multisensory, fantasy, fun, excitement, and emotive aspects of their product-usage experience (Hirschman and Holbrook, 1982). Multisensory is derived from the reaction to external stimuli which include tastes, sounds, scents, tactile impressions and visual images, and internal stimuli, which generate the external stimuli within themselves to create internal imagery. Internal stimuli can consist of historic imagery—recall of events, for example, perfume reminds us of a romance; or fantasy imagery—when multisensory images not drawn from prior experience allow the consumer to imagine an experience that they never had (Berlyne, 1971 and Singer, 1966 in Hirschman and Holbrook, 1982).

Certain goods or brands possess emotional value and outweigh their functional utility (Hirschman and Holbrook 1982). Hence, a hedonic effect is referred to brands that are viewed as subjective symbols to arouse feelings and affective states (Vigneron and Johnson, 1999) in comparison with the objective entities. Instead of seeing what the product is, the concern by researchers now is what the product actually represents. This observation can influence consumers' responses, with them seeking more emotional and experiential appeal in comparison with the traditional theory of consumption. Hirschman and Holbrook (1982) discuss this phenomenon by examining four areas: mental constructs, product classes, product usage, and individual differences. They contrast traditional and hedonic approaches, to conceptualise reflection on the nature of consumer behaviour. The Hirschman and Holbrook (1982) propositions later inspired researchers to investigate empirically the measurement of the hedonic concept. Consumers' perceptions and preferences consist of hedonic and utilitarian dimensions (Dhar and Wertenbroch, 2000). As Batra and Ahtola (1991, p.159) stated, "consumer[s] purchase goods and services and perform consumption behaviour for two basic reasons: (1) consummatory affective (hedonic) gratification (from sensory attributes), and (2) instrumental, utilitarian reasons". This indicates that a consumer has the ability to distinguish goods either as hedonic and (or) utilitarian and that may influence their choices and their purchase decisions differently.

Hedonic goods are categorised based on sensational and experiential aspects; utilitarian is based on its functionality and practical aspects (Batra and Ahtola, 1991; Hirschman and Holbrook, 1982; Dhar and Wertenbroch, 2000). Hedonic goods offer fun, pleasure,

excitement, and usually relate to the multisensory and emotive aspects of one's experience in using the products. The products involved include categories such as clothes, luxury watches, sports cars, and so on. On the other hand, utilitarian goods are mainly instrumental and functional, and may include products like microwaves, minivans, and fridges (Hirschman and Holbrook, 1982; Dhar and Wertenbroch, 2000).

Batra and Ahtola (1991) began their empirical work by demonstrating consumers' attitudes towards brands as distinctive dimensions of hedonic and utilitarian. Their study confirmed that consumers' overall attitudes were derived from these components. They attempted to measure possible impacts on consumer preferences and their behavioural intentions. Their study indicates four measurable components on each dimension. Voss et al. (2003) further developed and validated a parsimonious generalisable scale of consumer attitudes towards product categories and brands to measure hedonic and utilitarian dimensions, with five items in each dimension (Table 2.4). Their study supported the Batra and Ahtola (1991) findings, confirming hedonic and utilitarian as two distinct constructs when measuring consumer attitudes toward products and brands. In Table 2.4, we summarise the relevant measures from these two works that will be weighted and chosen for the research in this thesis.

The two separate dimensions of hedonic and utilitarian established earlier provide a solution for measuring consumers' attitudes toward brands. Brands can be perceived in two contrasting perspectives, depending on the benefits and values embedded in the brands. To be specific, with this study emphasising the symbolic perceptions of the brands, only the hedonic attitude construct is used to measure how it will affect brand personality perceptions.

Table 2.4: Hedonic and Utilitarian Dimensions

Author(s)	Context	Multi-facet Dimension
Batra and Ahtola (1991)	Brands	<u>Hedonic component</u> Pleasant/unpleasant; Nice/awful; Agreeable/disagreeable; Happy/sad <u>Utilitarian component</u> Useful/useless; Valuable/worthless; Beneficial/harmful; Wise/foolish
Voss, Spangenberg, and Grohmann (2003)	Brands and product categories	<u>Hedonic component</u> Not fun/fun; Dull/exciting; Not delightful/delightful; Not thrilling/thrilling; Enjoyable/unenjoyable <u>Utilitarian component</u> Effective/ineffective; Helpful/unhelpful; Functional/not functional; Necessary/unnecessary; Practical/impractical

2.4.4 Personality Expression

The next antecedent of brand personality perceptions of the proposed the conceptual model is personality expression. To understand the emergence of personality expression in brand conception, the theory of self-concept (Grubb and Grathwohl, 1967) is discussed. This antecedent is mainly adapted to identify the ability of consumer to perceive brand symbolically by relating a brand with oneself. Based on the theory of self-concept, consuming a brand is one of the things that consumers use to express themselves to society (Sirgy, 1982). As Belk (1988) highlighted, the conceptualisation of possession and extended-self offers customers the ability for self-expression and to portray the "self" that they wish to reveal. Who we are will depend on what we possess, as this shall reflect our own identity (Belk, 1988). The interest of self-expression via product usage has brought marketers an understanding of how to create brand images that satisfy consumers' needs. Consumers' needs are fulfilled by functional needs, symbolic needs, and (or) experiential needs (Park et al., 1986). Functional needs are motivated by a product that can generate consumers' functional consumption needs; symbolic needs fulfil consumers' internal needs for self-enhancement, role position, and association with selected desirable groups; experiential needs fulfil sensory pleasure, stimulation, and the experiential consumption of the consumers (Park et al., 1986).

Bhat and Reddy (1998) found that consumers are able to perceive and distinguish brand functionality and symbolism as an entity or phenomenon. It accords with the Park et al.

(1986) recommendation to position brand as either symbolic or functional. Bhat and Reddy's (1998) work—tested on five product categories using pairs of brands for each category (grouped as functional and symbolic brands)—was validated resulting in the three factors of prestige, personality expression, and brand functionality. Brand symbolism consists of both prestige and personality expression—prestige is associated with the brand evolution item (prestigious, distinctive, and exciting); and the brand-user item (stylish, glamorous, expressive, sophisticated, unique, elegant, successful, and romantic); and personality expression is associated with brands that can express their personality; for people who want the best things in life, they say something about the type of person they are and this allows them to stand out in the crowd (Bhat and Reddy, 1998).

Bhat and Reddy's (1998) findings on brands having to be distinctively perceived as functional or symbolic, and the conceptualisation of brands positioned as functional, symbolic, and experiential (Park et al., 1986) shows the existence of brand symbolism, where consumers have the ability to perceive brands with symbolic meaning, despite recognising the physical or tangible attributes of these brands. The ability to perceive the images and characteristics of the brands symbolically suggests that the brand is also consumed for the purpose of the communication and expression of the consumers' personality to others. This process would influence consumers to compare a brand's characteristics or personality with their self-image, which further enhances their self-expression. It is therefore significant to justify the idea in this study that personality expression is an important factor to drive consumers to form brand personality perceptions and influence their behavioural outcomes.

2.4.5   Valence of Feelings

The final antecedent of brand personality identified in this research is valence of feeling—positive and negative feelings. Consumers' feelings are an important part of understanding the consumers' thoughts, focusing on the affective components of attitude (Edell and Burke, 1987). The affective component means that "an umbrella term for a set of more specific mental process including emotions, moods and (possibly) attitudes and might be considered a general category for mental feeling processes, rather than a particular psychological process, per se" (Bagozzi et al., 1999, p.184).

In addition, various studies have derived the two dominant measures of positive and negative feelings that were found consistently across countries, cultures, contexts, and in a variety of research areas (Diener et al., 1985; Russell, 1980, 1983; Stone, 1981; Watson et al., 1984; Zevon and Tellegen, 1982 in Watson et al., 1988). This is because consumers have the ability to articulate and generate both negative and (or) positive feelings when judging or making relevant evaluations for decision making (Edell and Burke, 1987). The affective measure of feelings is seen as important to conceptualise brand equity. This is because feelings can influence consumers' thoughts and affect consumers' behavioural outcomes. Since this study is motivated by the brand-equity concept, valence of feelings is considered a significant factor in driving consumers' perceptions of brand personality.

Brakus et al. (2009) relate the feeling aspect towards brand by relating the conceptual meaning of brand experience and establishing its measurements. They conceptualise brand experience as subjective, which involves internal consumer responses such as the sensations, feelings, and cognitions evoked by brand related stimuli, which include brand design, packaging, and advertising. This means that feeling is considered one of the elements to describe and establish the concept of brand experience. Their research empirically demonstrated a reliable and valid brand experience construct that includes four dimensions—sensory, affective, intellectual, and behavioural.

Interestingly, Brakus et al. (2009) demonstrated how these dimensions drive brand personality directly or indirectly to influence consumers' satisfaction and loyalty. Unfortunately, the result does not explain how these dimensions affect brand personality positively and negatively to influence consumer outcomes. Hence, they suggest incorporating both valence versions of scales using positively and negatively worded items on feelings, senses, and experience to investigate further whether these measures affect consumer behaviour positively or negatively. Focusing on the scope of feelings, Brakus et al. (2009) pointed out a gap in the literature in their suggestions for future research and this thesis will examine how the valence of positive and negative feelings develop as antecedents that could affect consumers' brand personality perceptions. The importance of this measure is to acquire further knowledge on how different feelings will influence consumers' perceptions of brand personality differently. Thus, the measurement follows the affective structure introduced by Watson et al.

(1988), which showed that the existence of the two dominant dimensions of positive and negative effects may be adopted.

Positive affect is defined as a person feeling enthusiastic, and active, and alert in a state of full energy, high concentration, and pleasure. In contrast, negative affect relates to a person with aversive mood states such as anger, contempt, disgust, guilt, and many others. Mood scales (10 items per dimension) were derived to establish affective structures called the Positive and Negative Affect Schedule (PANAS) (Watson et al., 1988). The measurement shows strong internal consistency, displaying discriminant validity for two relatively independent dimensions of positive and negative affect.

The positive-affect dimension includes enthusiastic, interested, determined, excited, inspired, alert, active, strong, proud, and attentive; the negative-affect dimension includes scared, upset, distressed, jittery, nervous, ashamed, guilty, irritable, and hostile (Watson et al., 1988). These dimensions are adopted here to investigate the valence effects of feelings on consumers' brand personality perceptions.

2.4.6   Summary of Theme I: The Antecedents of Brand Personality

In summary, this first section identified factors or antecedents that relate to the concept of brand symbolism, particularly to consumers' perceptions of brand personality. As mentioned, brand personality is conceptualised as the symbolic images through which consumers perceive a brand as a person (Aaker, 1997). The antecedents that contribute to brand personality perceptions are the interest of this study, and later we identify the outcome of such perceptions on consumer behaviour. Based on prior discussion of the literature, five constructs were conceptualised to have an effect on consumers' perceptions of brand personality, which include brand awareness, brand association, hedonic attitude, personality expressions, and valence of feelings. The next section discusses the outcomes of brand personality perceptions.

2.5 Theme II: The Effects of Brand Personality

The role of brand personality in influencing and enhancing brand equity is profoundly important. The symbolic meaning associated with the personality of a brand influences the behaviour of consumers (Plummer, 1984; Keller, 1993; Lau and Phau, 2007; Aaker at al., 1999) and has emerged as an important research topic (Freling and Forbes, 2005). This section discusses the outcomes of brand personality perceptions. Following the five antecedents derived from the previous theme, this section examines the effects of consumers' behavioural outcomes in relation to brand personality perceptions, which include brand engagement, brand attitude, and behavioural intentions.

2.5.1 Brand Engagement

Brand engagement is an important outcome from consumers' positive perceptions toward brand personality. The concept of brand engagement can be built from brand-relationship theory (Fournier, 1998) that allows the conceptualisation of brand-as-partner, where the relationship tends to exist between a brand and a consumer. This is supported by the findings that consumers have shown no sign of difficulty in assigning personalities to brands and thinking of the brands as human characters (Aaker, 1997; Levy, 1959; Plummer, 1984). This allows us further to articulate the existence of self-brand connection (Sprott et al., 2009) to anticipate the relationship between a brand and consumer, and the establishment of this brand relationship is believed to happen when brands are chosen by consumers not just to aid their living, but to give meaning to their lives (Fournier, 1998).

Fournier's (1998) study empirically showed that the relationships between brand and consumers are two-way and are purposive, and provisionally imply meaning in the relationship. Fournier (1998) claimed that a relationship such as this could exist in a multiplex phenomenon, where this two-way relationship could emerge across various forms and dimensions, and evolve in a series of interactions that benefit the participants when establishing their relationship with the brand. A logical extension of this work would investigate a two-way relationship between brands and consumers. The purpose is to identify how the consumers having to engage with the brands. This is because Fournier's (1998) concept is relevant to the engagement concept defined in the

literature. Thus, in conjunction with Fournier's (1998) idea, the concept of engagement (Sprott et al., 2009; Hollebeek, 2011; Bowden, 2009) is explored for the purpose of establishing knowledge of the brand engagement concept adopted here.

Sprott et al. (2009) derived their concept of engagement by focusing on the relationship between a specific brand and a consumer's self-concept to establish a valid measure of brand engagement in self-concept. They defined the concept as "a generalized view of brands in relation to the self, with consumers varying in their tendency to include important brands as part of their self-concepts" (Sprott et al., 2009, p.92). Their study was applied at individual differences that represent a consumer's tendency to select brands representing the way they view themselves. Based on the established measure of brand engagement of self-concept, their results demonstrated that consumers have the ability to create links between brands and their self-concept, and hence meaningfully affect their brand knowledge, attention, preference, and loyalty (Sprott et al., 2009).

Very recently, the definition of engagement has been shown to have a lack of consensus and clarity (Hollebeek, 2011), since many researchers were using different terms to explain the concept of engagement. Various terms included customer engagement (Bowden, 2009), consumer engagement (Foley, 2006 in Hollebeek, 2011), community engagement (Algesheimer et al., 2005), and brand engagement in self-concept (Sprott et al., 2009). Thus, a clear common definition of engagement is needed (Hollebeek, 2011), and Hollebeek (2011, p.790) differentiates her conceptualisation of engagement as customer-brand engagement, which emphasises at an "individual level of customer's motivations, a brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in direct brand interactions". She specifically addresses customer engagement that is measured by involvement, rapport, satisfaction, trust, customer value, co-created value and commitment, seeking to enhance customer relationship, retention, and loyalty (Hollebeek, 2011). This customer-brand engagement is developed upon the understanding of the two-way interactions and involvement between subjects and objects such as customers and brands.

Hollebeek (2011) examined the engagement concept across a range of academic disciplines to construct a new definition of engagement. The concept was found to receive attention from various disciplines, and only recently was it found to emerge in

marketing (Hollebeek, 2011). Based on the reviewed concept obtained from the literature, Hollebeek (2011, p.787) demonstrated that "engagement represents an individual-specific, motivational, and context-dependent variable emerging from two-way interactions between relevant engagement subject(s) and object(s)". In the field of marketing, engagement is applied primarily between customers as a subject (Bowden, 2009; Patterson et al., 2006) and the engagement objects, which include brands (Sprott et al., 2009), products, employees, and (or) organisations (Patterson et al., 2006 in Hollebeek, 2011). Thus, the engagement between consumers and brands adopted in this study should be relevant to this concept, together with the implied brand-relationship theory (Fournier, 1998). When brands are perceived to have human characteristics two-way interactions are believed to exist and they establish stronger engagement between consumers and brands. The engagement concept is considered significant here because of the effect of consumers' brand personality perceptions.

Notwithstanding the different definitions of engagement, the basic concept remains. This study focuses on the relationship between consumers and brands in establishing engagement, which is derived in association with self-concept. The Sprott et al. (2009) brand engagement in self-concept scale is therefore adapted in this research to determine whether the perception of brand personality that matches one's self-image should respond strongly with engagement towards brand. This is because consumers tend to like or prefer a brand that has an image consistently similar to theirs, and they will ultimately build a relationship with this brand (Aaker, 1999; Fournier, 1998; Keller, 2003). Indeed, this interaction is expected to create the value of building a meaningful relationship (Fournier, 1998) that is observed to influence consumer intentions. Hence, the relationship of brand personality and brand engagement developed in this conceptual study is investigated.

2.5.2 Brand Attitude

Brand attitude is an overall evaluation of a brand by consumers and is considered as an important basis to affect consumer behaviour (Keller, 1993). The attitude can range from positive to negative and is conceptualised on bipolar valence dimensions affirming that both positive and negative evaluation will predict behaviour (Park et al., 2010). Previous literature confirmed that brand attitude generally depends on brand attributes

and benefits (Keller, 1993), and it recognised that the attitude also depends on a consumer's beliefs (Fishbein and Ajzen, 1975). Brand attitude is consistent whether it is related to product-related attributes or to non-product-related attributes. The effect on brand attitude is consistently confirmed by the functional theory of attitudes (Katz, 1960; Keller, 1993), which states that attitudes exist for a reason, namely to fulfil one's goal such as maximising rewards, expressing values and self, defending self, and many more and thus, will affect their behavioural outcomes.

2.5.3   Behavioural Intention

Based on the theory of reasoned action, behaviour is determined by behavioural intention—to predict what people intend to do or not to do (Ajzen and Fishbein, 1980). Fishbein's (1967, p.489) behavioural-intention model stated that "a person's intention to perform (or his actual performance) is based on (a) his attitude toward performing the behaviour in a given situation, and (b) the norms governing that behaviour in that situation and his motivation to comply with those norms". Indeed, the model is orientated by a consumer's attitude as a strong predictor of corresponding consumer behaviour (Warshaw, 1980a; 1980b). Hence, based on Fishbein's (1967) study, behavioural intention is influenced by both attitude (the amount of like or dislike a person has) and subjective norms (people's belief) to determine behaviour and this can be measured by asking the individual to indicate their intention on whether to perform that behaviour (Warshaw and Davis, 1985).

Zeithaml et al., (1996) measured specific aspects of consumers' behavioural intentions. Five dimensions consisting of 13 items were established for their study. The five dimensions are loyalty, switching intentions, willingness to pay more, external response to a problem, and internal response to a problem. Their study conceptualised a loyalty and a purchase-intention dimension to generate relevant items for measuring behavioural intentions. Purchase-intention items used in this study were derived from Mackenzie et al. (1986) and Li et al. (2002). The combination works to measure the likelihood that consumers would purchase the evaluated brands. The items on the loyalty dimension obtained from Zeithaml et al. (1996) included mostly items about recommendation, and lacked specific items relating to loyalty. Garbarino and Johnson

(1999) did use specific loyalty-related items which are a useful addition when measuring the overall behavioural intention of consumers.

2.5.4   Summary of Theme II: The Outcomes (Effects) of Brand Personality

In summary, this theme considers the outcomes of brand personality perceptions. The five antecedents identified in earlier sections are expected to influence consumer perceptions of brand personality; then, brand personality perceptions affect brand engagement, brand attitude, and behavioural intentions.

The next theme continues with a discussion of moderating variables that may have an effect on the conceptualised main model. This is considered an extension of this research study. The moderating variables discussed in the next section include self-expression, self-congruency, individualist/collectivist orientation, and product category.

2.6   Theme III: The Moderating Effects

This final theme focuses on the effects of self-expression, self-congruency, individualist/collectivist orientation, and product category as moderators of the relationship between the five brand personality antecedents and the outcomes of brand personality. This is discussed in an attempt to extend knowledge of the antecedents and the outcomes of consumers' perceptions of brand personality, as influenced by specific moderating variables. The purpose is to identify the differences in relationships between the antecedents and the outcomes of brand personality perceptions, moderated by an individual who is high or low in self-expression, and who is self-congruent with a brand, and behaving either as an individualist or a collectivist. As an extension of this investigation, product category is tested to examine how it moderates the relationships in the conceptual framework. The moderating variables are reviewed as follows.

2.6.1   Self-congruency

The first moderating variable proposed to influence the conceptual model of this study is self-congruency. Self-congruency is conceptualised as the congruency of consumers' self-concept with the image of a brand, which influences the behavioural pattern of

consumers, including product usage and ownership, brand consumption, brand attitude, brand choice, brand adoption, loyalty, preferences, and so forth (Sirgy, 1982).

The congruity between self-concept and brand image has been shown to have an effect on consumers' behavioural outcomes (Jung Wan Lee, 2009). There is substantial interest in investigating the brand personality concept in relation to the self-congruity effect (for example, Aaker, 1999) to understand further how it affects consumer evaluations. Consumers have strong preferences for products or brands with higher levels of self-congruity (Kim et al., 2005; Sirgy et al., 1997). This affirms the similar concept of self-congruity derived by Helgeson and Supphellen (2004, p.208), who noted that "consumer behaviour is determined by an individual's comparison of the image of themselves and the image of a brand, as reflected in a stereotype of a typical user of the brand", confirming that consumers prefer brands that have personality characteristics congruent with their own personality and self-image (Kassarjian 1971; Sirgy, 1982).

This study explores further how brands and consumers that are high or less congruent are considered as significant moderators to influence differences in relationships between the antecedents and the outcomes of brand personality perceptions of the conceptual model adopted here.

2.6.2 Self-expression

Self-expression is the second important moderator considered to influence the relationships in this conceptual model. The concept is based on understanding Belk's (1988) study recognising the importance of possessions to a consumer (Belk, 1988). "A key to understanding what possessions mean is recognizing that, knowingly or unknowingly, intentionally or unintentionally, we regard our possessions as parts of ourselves" (Belk, 1988, p.139). Possession is an important factor in reflecting one's identity, and the concept should broaden within the scope of the extended self. This means that the conception of extended self is not limited to objects and own belongings, but also includes persons, places, and group possession—it is not just about being seen as "me", but also about being seen by others as "mine".

In understanding how possessing brands relate to an individual, the need to express oneself is expected, since individual behaviour is motivated by the need to reaffirm their

self-image (Chernev et al., 2011). Indeed, companies are repositioning their products and brands because they understand the need to focus on the attributes and values associated with one's self-identity (Chernev et al., 2011). This strategy allows consumers to express themselves via product or brand usage to reveal attainment and to maintain a social status based upon the products or brands that they possess (Veblen, 1899 in Chernev et al., 2011). This consumption behaviour toward a brand is a way of communicating consumers' acceptance of membership in a desired society, and to convey the appropriate accepted image of themselves in that society (Braun and Wicklund 1989 in Chernev et al., 2011; Escalas and Bettman, 2005). In line with Sirgy's (1982) research on self-concept, despite the reasoning of attaining social status, recognition, or acceptance (Belk, 1988), the effect of self-expression on brand usage is as a motivational factor to express one's inner self, and a desire to signal self-identity, and not just to others. This therefore influences preferences and choices (Chernev et al., 2011).

People consume brands not only for utilitarian reasons, but because of symbolic motivation. The symbolic consumption is argued to be a way to define one's self-image and to express personality to others (Gardner and Levy, 1955). Therefore, self-expression is considered significant in this research, by understanding how consumers have the ability to express their identity when possessing a brand (Belk, 1988), and specifically when associating it with brand personality. The concept of brand personality that indicates a brand being perceived as a person with a personality is an important component to enhance self-comparison and to motivate self-expression. When consumers' self-concept is positively congruent with the preferred brand images, the perception of brand personality is found to be strongly affected (Phau and Lau, 2001).

This study is concerned with how different levels of self-expression among consumers will moderate the conceptual framework of this research. It is believed that consumers can be categorised as being very expressive and less expressive (Markus and Kitayama, 1991; Triandis, 1989; Phau and Lau, 2001). Thus, to derive further understanding of self-expression in the context of brand personality, the moderating effect of a person being of very high or low self-expression is tested in this study to justify how the concept would change the overall relationships of brand personality antecedents and consumers' behavioural outcomes.

2.6.3 Individualism/Collectivism (INDCOL)

The individualist/collectivist dimension is considered a significant moderating variable in this study, since the dimension has been widely used as a successful predictor of behavioural patterns and for comparing behaviours, relationships, and attitudes across cultures (Han and Shavit, 1994; Huff and Smith, 2008; Sivadas et al., 2008). It has been empirically shown that people behaving either as an individualist or a collectivist would possess different patterns of attitude, behaviour, or perceptions (Gregory et al., 2002; Phau and Lau, 2001; Litvin and Kar, 2004) towards brands, products, or services. That individualist and collectivist values and attitude relationships tend to vary within a specific culture (Gregory et al., 2002) further suggests the importance of examining the differences between the two groups in one country. Hence, individualism/collectivism is focused on within country in this study to extend understanding of how these dimensions affect the relationships of the brand personality antecedents and consumers' behavioural outcomes.

Hofstede (1984, 1991) defines individualism and collectivism based on a distinguishing value between individual freedoms versus group norms. In individualistic cultures, expressing private opinions, being self or "I" conscious, and striving for self-actualisation are seen as important for developing one's identity. The individual decisions are more valued than group decisions. Individualists are considered stable individuals, since they strongly react to the internal factors of their attitudes and beliefs. In contrast, collectivist cultures emphasise the "we" consciousness, where people's identity depends more on the social system to which they belong, and their willingness to compromise personal goals to prioritise the in-group goals (Triandis, 2004; Hofstede, 1984, 1991; de Mooij, 2005). Collectivists are relatively inconsistent individuals, because they are strongly influenced by external factors like social norms and their roles in society (Triandis, 2004).

Continuing from Hofstede's (1984) study, Triandis and Hui (1990) further refined the individualism-collectivism constructs at the individual level, suggesting that a person can react either as an individualist or as a collectivist but will generally tend towards either one of these behaviours. Their study resulted in four orthogonal factors of self-reliance, family integrity, interdependence, and distance from the in-group to distinguish individualist and collectivist behaviour. Their results indicate that the self-

concept among collectivists showed more linkage to group elements than for individualists.

Phau and Lau (2001) demonstrated that the cultural orientation of individualism or collectivism has an effect on self-concept, implying that the individualist has a stronger relationship of self-congruity with a brand personality than the collectivist does. Individualists were keen to project and express their self and to be distinctive from others; the collectivists were prone to express their similarities within group membership to enable them to conform (Markus and Kitayama, 1991; Triandis, 1989). It has been suggested that the collectivists are weak in their perceptions of brand personality dimension, when compared to individualists (Phau and Lau, 2001). By understanding the distinctive measures of the individualism and collectivism concept, this study adopts Triandis and Hui (1990) measurements to investigate how it moderates the relationships of the antecedents and outcomes of the brand personality perceptions. The purpose is to investigate whether consumers who strongly behave as individualists or collectivists form brand personality perceptions differently.

2.6.4   Product Category

Product category is the fourth moderator tested as an extension of the conceptual model. Fashion brand is selected as a context for this research, as it is has strong personal links to individuals allowing them to associate it with brand symbolism and personality attributes. Clothing, watches, and perfume were selected as stimuli for the model testing. These product categories nevertheless are cautiously derived, as they can vary across consumers' perceptions toward product features (Fischer et al., 2010). However, there is theoretical support for the idea that brands serve as a cue to evaluate products across different categories, and thus affect decision making. The brand relevance perceived by consumers does not vary across brands within a category (Fischer et al., 2010). Nonetheless, it is important to recognise and be cautious that the same brand can carry different symbolic messages, depending on different contexts (Lee and Rhee, 2008). Based on these (relevant) perspectives, fashion brands commonly obtained by Australian consumers are used as the context here.

The study tests within product categories, to minimise fewer variations in consumers' perceptions (Rosen, 1984). As Rosen (1984) indicated of consumers' quality perceptions, brand name should be tested within product categories for consistent measures. This study chooses products that can possess and portray one's personality, and that are very personal to consumers. Lee and Rhee (2008) claim that a brand carries different symbolic meaning in different contexts and that this will affect accurate measurement in a study; the purpose of selecting the related fashion brands of clothing, watches, and perfume is to impose a strong core of brand personality perceptions. Thus, this study chooses products that have strong link with individual personality. This is discussed in detail in Chapter 4. The main reasoning must remain among consumers to identify how the fashion brands from the selected product categories influence their self-concept. The dimensions of brand personality may differ from the original scales conceptualised by Aaker (1997), but the idea is to allow consumers to perceive brands as if they are a person and are strongly related to their personality. This increases the scope of brand personality dimensions. It should be expected that similar perceptions of a trait-based scale on brand personality dimensions might hold true for individual brands (Romaniuk and Ehrenberg, 2003 in Lee and Rhee, 2008; Batra et al., 1993), but the product category is used to obtain relevant brands to be tested as a context for this research, thus ensuring that brand symbolism is enhanced.

2.6.5   Summary of Theme III: The Moderating Effects of Brand Personality

In summary, this section reviews four moderating effects that are believed to affect the main model of the study, which is designed to examine the antecedents and outcomes of brand personality perceptions. The association of self-concept with the concept of brand personality underscores the importance of image congruency between brands and consumer. A self-expressive and self-congruency concept is discussed to highlight such a possible effect. To extend the cultural orientation issue, this study explores the concept of individualism/collectivism and considers its dimensionality for appropriate measures. Last, product category is derived as a moderator to test the effects on the conceptual model of this study.

2.7   Synthesis of Knowledge Gaps

In this chapter, the existence of brand personality was identified from brand-equity theory. The concept of consumer-based brand equity was used to identify possible antecedents that might have an effect on consumers' perceptions of brand personality and later influence consumer behaviour. There is a lack of research on these antecedents in the literature (Maehle and Supphellen, 2011). A conceptualisation of brand personality was derived from the association of human characteristics with a brand (Aaker, 1997; Plummer, 1984). In relation to this conceptual understanding, the associations of brand awareness to precede brand associations, hedonic attitude, personality expressions, and valence of feelings have been shown to have an impact on consumers' perceptions of brand personality.

Some prior research examines aspects of perceptions of brand personality and its links with outcomes such as brand engagement, brand attitude, and behavioural intention, but none actually demonstrates a single comprehensive model designed to measure the influence of the antecedents affecting consumer perceptions of brand personality that will have an effect on their behavioural outcomes. For the purpose of addressing this knowledge gap in the literature, this thesis conceptualises and empirically tests a model developed for this study. The model is designed to measure the antecedents and outcomes of consumers' perceptions on brand personality within the context of fashion brands, where symbolic perceptions are strongly associated with a brand.

Specifically, three themes underpin this research. The first theme investigates the antecedents which form consumer perceptions of brand personality. Literature reviewed earlier supported this research to illustrate the five antecedents; brand awareness, brand associations, hedonic attitude, personality expressions, and valence of feelings are potential antecedents of a brand personality perceptions effect. Brand awareness and brand association focus on brand knowledge, which captures a brand in the mind of a consumer (Aaker, 1991; Keller, 1993) about to make a decision (Keller and Lehman, 2006; McDonald and Sharp, 2000). Hedonic attitude relates to subjective symbols which imply multisensory pleasure and emotive aspects when experiencing a brand or a product (Hirschman and Holbrook, 1982). Personality expression derives from symbolic perceptions based on brand possession relating to self-image (Belk, 1988). Valence of feelings (Watson et al., 1988) establishes emotions when perceiving

or experiencing brand usage as affecting consumer behaviour (Brakus et al., 2009). This thesis hypothesises that these antecedents influence a consumer's perceptions of brand personality.

The second research theme studies the outcomes of consumers' perceptions of brand personality; that is, the effects on brand engagement, brand attitude, and behavioural intentions. Although brand personality has been shown to influence a positive consumer-behavioural outcome of brand attitude, brand preferences, purchase intention, loyalty and trust (Aaker, 1999; Kim, Han, and Park, 2001; Lee and Back, 2010; O'Cass and Lim, 2002; Ramaseshan and Tsao, 2007), research has yet to examine the extent of consumers' behavioural outcomes in relation to the influential factors of the five possible antecedents affecting consumers' brand personality perceptions. Even though brand personality is well researched, knowledge of the influence of the five antecedents to affect consumers' behavioural outcomes via brand personality perceptions remains limited. The comprehensive model developed later in this thesis is designed to evaluate to what extent perceptions of brand personality remain behaviourally important. These comprehensive relationships have not been previously investigated.

The third research theme attempts to respond to the combined ideas of Aaker (1997) and Christodoulides and de Chernatony (2010) who called for future research to test brand equity empirically between individualist and collectivist orientations. This study will specifically focus on the brand personality perspective. The purpose here is to investigate how two groups - individualists/collectivists differ within individual-level (not country or cultural level) in their perceptions of brand personality, and to what extent this will have an effect on consumers' behavioural outcomes. There is an opportunity to extend our knowledge of the moderating effect of self-expression and self-congruency.

2.8   Conclusions

This chapter began by focusing on the concept of consumer-based brand equity and tracing the emergence of the concept of brand personality. The conceptualisation of brand personality was discussed and possible antecedents were formulated from the literature. The consumer behavioural outcomes were derived and supported. The moderating effects and outcomes drawn from prior literature were reviewed to justify the relevance of self-congruency, self-expression, individualism/collectivism and product category. Gaps in our knowledge were identified in building a broad theoretical foundation for this study. Based on this theoretical foundation, the next chapter develops the conceptual framework and the research hypotheses that are relevant to this research.

Chapter 3

Conceptual Model and Research Hypotheses

3.1 Introduction

Chapter 2 provided a broad theoretical foundation for this study and identified knowledge gaps in the literature. This chapter develops a conceptual framework and research hypotheses grounded in the previous theoretical discussion. The development of the conceptual framework shown here (Figure 3.1) covers three research themes: (I) to examine the antecedents of consumers' perceptions of brand personality, (II) to investigate the outcomes of consumers' brand personality perceptions, and (III) to examine differences in the relationships of the antecedents and outcomes with brand personality perceptions, moderated by self-expression, self-congruency, individualist/collectivist orientation and product category.

Figure 3.1: Conceptual Model - The Antecedents and Outcomes of Consumers' Brand Personality Perceptions
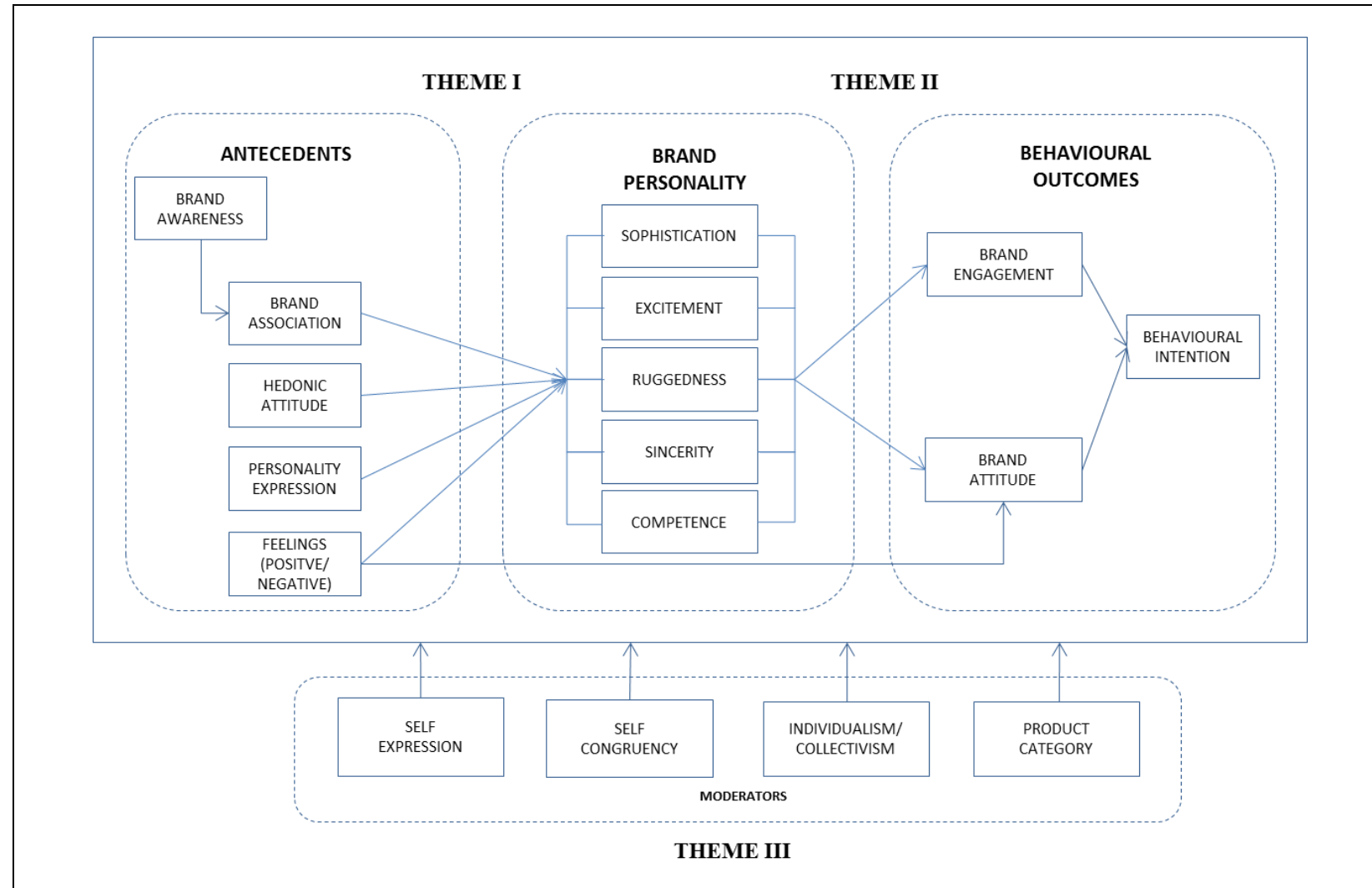
3.2 Theme I: The Relationship of the Antecedents with Brand Personality

The first theme investigates possible relationships between brand awareness, brand associations, hedonic attitude, personality expressions, and valence of feelings affecting brand personality. Discussion and justification from the literature is used to support and build hypotheses. As Figure 3.2 demonstrates, brand awareness is hypothesised to drive brand personality only via brand association. Hedonic attitude, personality expression, and feelings are the other three antecedents that hypothetically influence brand personality. Feelings are measured as positive and negative valence to investigate differences in the relationships with brand personality. In addition, the valence of feelings is hypothesised to have direct effects on brand attitude and is an extension to theme I. Overall, eight hypotheses are developed as shown in Figure 3.2.

Figure 3.2: Conceptual Model Antecedents of Consumers' Brand personality Perceptions
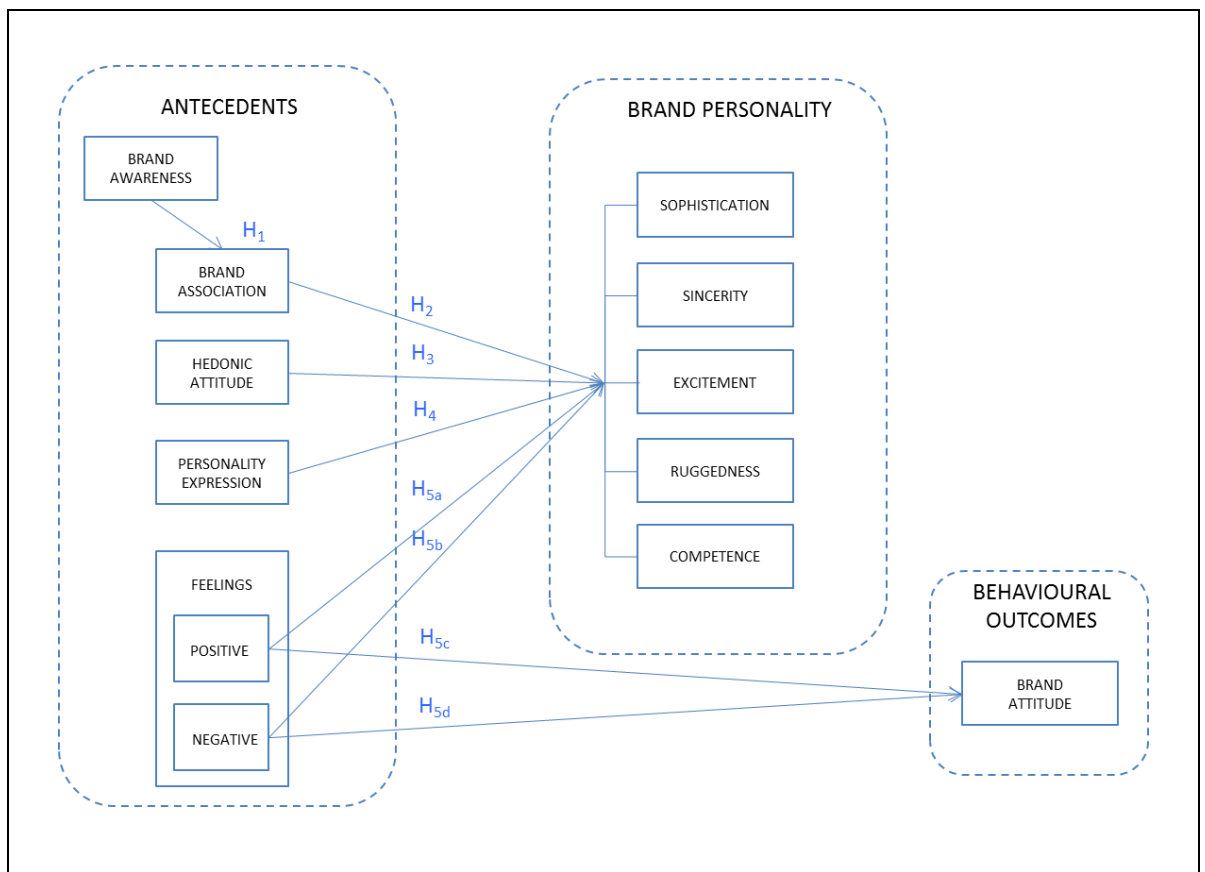
The effect of brand awareness on brand association

As discussed in Chapter 2, brand knowledge has been shown to be an important measure of brand equity. The construct is multi-dimensional and portrays consumer awareness and recognition of a brand as well as the association of a brand developed in the mind (Keller, 1993). The analysis of the literature on consumer-based brand equity presented in Chapter 2 shows that the dimensionality of consumers' brand knowledge consisting of brand awareness and brand association are important measures and they are widely used to conceptualise the meaning of this specific idea (Yoo and Donthu, 2001; Washburn and Plank, 2002; Pappu et al., 2005; Buil et al., 2008).

As previously discussed, the brand awareness concept was defined by Aaker (1991) as the ability of consumers to have a strong thought of a specific brand in their memory when recalling or recognising that brand. The brand association concept is described by Aaker (1991, p.109) as a "link in memory to a brand" which brings meaning to consumers. These two distinct definitions and concepts are strongly related (Aaker, 1991), because "brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image" (Keller, 1993, p.3). This means that being aware of a specific brand will influence consumers to associate a brand with particular product or service attributes, values, and attitude to affect their decision making (Keller, 1993).

Chapter 2 briefly discussed whether brand awareness and brand association should collapse both constructs as one entity, or kept as separate measures. The work conducted by Yoo and Donthu (2001) raised concern among researchers when brand awareness and brand association were measured as one construct (Christodoulides and de Chernatony, 2010) in contrast to Aaker (1991) and Keller's (1993) work. Aaker (1991) and Keller (1993) had argued that brand awareness and brand association should be two separate entities and that brand awareness must precede or influence brand association in affecting consumers' decision making (Keller, 1993). Washburn and Plank (2002) supported Yoo and Donthu's (2001) conceptualisation.

On the other hand, Pappu et al. (2005) and Buil et al. (2008) contradicted this and retained Aaker's (1991) and Keller's (1993) conceptualisation, with separate constructs for brand awareness and brand association. Clearly, this warrants investigation.

The two competing models are that brand awareness and brand association are distinct and strongly associated - Aaker (1991) conceptualises that brand awareness must precede brand association - or that one can be aware of a brand without having a set of brand associations residing in the mind of the consumer (Washburn and Plank, 2002). Therefore we should test whether brand awareness drives consumers' perceptions of brand association. Hence, a first hypothesis is offered.

H_1: Brand awareness will significantly and positively affect brand association

The effect of brand association on brand personality

A consumer's evaluation of a brand impacted upon by brand association is determined by how favourable, strong, and unique the brand association is for the consumer. With increasing convergence of product offerings, non-product-related brand association involving symbolic, emotional, and experiential aspects is becoming more meaningful and influential in consumers' brand evaluation (O'Cass and Lim, 2001) and in differentiating a brand from its competitors (Aaker, 1996a). Brand association develops meaning of brands for consumers by associating product information in a consumer's memory derived from product attributes and perceived values and benefits, as well as an overall evaluation of a brand (Farquhar and Herr, 1993). Brands seeking to position themselves should rely on a distinct brand image (Rekom et al., 2006), such as personality traits (for example, Aaker, 1997), since it is argued that personality images have a significant influence on brand positioning. Brand image is viewed by consumers as coherent sets of associations formed in a consumer's mind to reflect the identity of a brand. It is one of the powerful factors that determine brand equity (Rekom et al., 2006; Biel, 1992).

The evoked association with brand image can be seen as "hard", or specifically perceived through tangible or functional attributes of a product; or "soft", which relates to the emotional attributes of a product or brand (Biel, 1992). When a person associates brands with specific human characteristics or personalities (Aaker, 1997), this involves the "soft" association of brand image. The concept of brand personality is strongly related to the "soft" brand image association (Biel, 1992). It is relevant to associate it

with brand user imagery (Keller, 1993), since the personality of the brand users can be transferred directly onto the brand (McCracken, 1989).

The brand image concept recognised by Gardner and Levy (1955), underlies the concept of brand personality defined by Keller (2003, p.66) as "perceptions of a brand as reflected by the brand associations held in consumer memory." Brand image attributes such as user image can form brand personality attributes (Plummer, 1984) through the perceptions of a brand associated with a person. The perceptions of a brand personality attribute can simply create unique associations because of their abstract association in nature. This abstract association tends to be more evaluative, as it imbues meaning to the brand and thus is easily accessible in consumers' memories (Chattopadhyay and Alba, 1988).

Brand association and brand personality provide different meanings and ideas. Brand association relates a brand to the consumers' thoughts and how the brand actually resides in their mind to provide meaning. In contrast, brand personality relates strongly to consumers' perceptions, where they see brands as having human characteristics (Aaker, 1997). Based on these distinctive descriptions, the meaning of brands should happen initially in a consumer's mind before it can influence them to form the relevant perceptions of brand personality towards the brand.

Therefore, a relationship between brand association and brand personality can be hypothesised since the meaning associated by consumers with a brand would allow them to link to its non-product-related attributes (Keller, 1993), such as personality characteristics, to influence and form perceptions. Hence, to reflect a relationship of brand association and brand personality, a second hypothesis is proposed.

H₂: Brand association will significantly and positively affect brand personality

The effect of hedonic attitude on brand personality

Consumers purchase goods for two basic reasons—either affective (hedonic) or utilitarian (Voss et al., 2003). Hedonic consumption is "those facets of consumer behavior that relate to the multisensory, fantasy and emotive aspects of one's experience with products" (Hirschman and Holbrook, 1982, p.92). In contrast to consumers'

utilitarian consumption that emphasises the functional aspect of the products in assisting consumers' daily activities, hedonic consumption is associated with symbolic and intangible aspects of the products' consumption. Thus, products for consumption categorised as hedonic or utilitarian possess hedonic or utilitarian benefits respectively (Batra and Ahtola, 1991, Hirschman and Holbrook, 1982). Hedonic products are consumed for affective purposes involving fun and enjoyment, which generates emotional arousal (Holbrook, 1986); utilitarian products possess rational and functional appeal which is less arousing, since it reflects more on consumers' cognitive orientation (Hirschman, 1980).

Understanding the concept of hedonic consumption suggests that strong associations should derive from symbolic images of a brand (for example, Aaker, 1997; Plummer, 1984) to generate consumers' hedonic-attitude formation. This hedonic effect is expected to readily trigger perceptions on brand personality, because brand personality also possesses symbolic imagery attributes, allowing consumers to perceive a brand as having human personality characteristics (Aaker, 1997). The literature discussed in Chapter 2 showed that both constructs relate to aesthetic, emotional, intangible, and subjective views of consumption (Hirschman, 1980; Holbrook, 1986) to create meaning for the goods or products purchased (Levy, 1959), and to influence the consumers' purchase decision. The concept of hedonic attitude is concerned with multisensory pleasure, fun and fantasy when perceiving brands, but brand personality deals specifically with seeing a brand in terms of human characteristics or personality. As demonstrated by Matzler et al. (2006), specific human personality traits were found to be positively related to hedonic product values and affected the brand effect, which in turn drives attitudinal and purchase loyalty. And more in line with this third hypothesis, a significant relationship was found to occur between hedonic and utilitarian products and brand personality (Lim and Ang, 2008). We therefore propose a relationship between hedonic attitude and brand personality perception.

H₃: Hedonic attitude will significantly and positively affect brand personality

The effect of personality expression on brand personality

Personality expression is articulated from the symbolic concept of brand usage that is used to tap the needs of people who want to enhance their self-image in society (Bhat and Reddy, 1998). This builds on Belk's (1988) statement that people seek to express themselves through possessions, because the material possessions used provide happiness, memory of experiences, accomplishment, and remembrance of people who are in their life. It is almost inescapable in modern life to define ourselves to others and remind ourselves of whom we are through what we possess (Belk, 1988). Thus, consuming a brand is a way of communicating and expressing one's self-image to others, which is natural among consumers.

Grubb and Grathwohl (1967, p.26) specified the consumer theory of self-concept in consumer behaviour as being

> of value to the individual, and behavior will be directed toward the protection and enhancement of self-concept; the purchase, display and use of goods communicates symbolic meaning to the individual and to others; the consumption behavior of an individual will be directed toward enhancing self-concept through the consumption of goods as symbols.

Based on the theory of self-concept of Grubb and Grathwohl (1967), consuming a product or a brand is one of the ways that consumers use to express themselves to society (Sirgy, 1982) to enhance their self-concept. To express oneself, the brand user imagery and the consumer's self-image should be matched (Sirgy et al., 1997), and this will indicate a high consumer preference for brands that match their self-image (O'Cass and Lim, 2001). Thus, it could be argued that having the ability to acquire personality expression via possession of a brand should enhance consumer symbolic perceptions. This research postulates that relevant relationships should exist between consumers' symbolic personality expression and brand personality to derive the fourth hypothesis.

H4: *Personality expression will significantly and positively affect brand personality*

The effects of valence of feelings on brand personality

Consumers' product or brand evaluation, preferences, or purchasing intentions are not just based on price, brand name, or quality, but are triggered by feelings that influence consumers' consumption decisions (Batra and Holbrook, 1990; Holbrook and Hirschman, 1982; Oberecker and Diamantopoulos, 2011). Although there is increased attention on the emotional aspects of consumer behaviour (Holbrook and Hirschman, 1982), studies of the valence of feelings attached to brand personality are lacking in the literature (O'Cass and Lim, 2001).

Feelings depend on certain stimuli which can initiate actual behaviour (Oberecker and Diamantopoulos, 2011; Bagozzi et al., 1999). In the conception of brand personality, an affective attitude of evoked feelings toward brands is expected to occur (Biel, 1992) to allow emotional bonding with the brand. Establishing a meaningful brand relationship (Fournier, 1988) is possible when there is similarity between brand personality and one's self-image.

Brakus et al. (2009) tested affective emotions evoked from brand experience on consumers' perceptions of brand personality. They showed that feeling is one of the affective factors that drive brand personality, and in turn brings satisfaction and loyalty. This study will build on the Brakus et al. (2009) research to investigate the effect of the valence of feelings.

Feelings can occur either negatively or positively, and tend to affect consumers' evaluations of and attitudes to brands (Edell and Burke, 1987; Burke and Edell, 1989). Measures of positive and negative feelings are widespread in the literature (Diener et al., 1985; Russell, 1980, 1983; Stone, 1981; Watson et al., 1984; Zevon and Tellegen, 1982 in Watson et al, 1988). This encourages a study of both dimensions. People have the ability to generate both feelings, depending on the circumstances or factors influencing their evaluation and decision making (Edell and Burke, 1987).

As Brakus et al. (2009) recommended for future research, measuring positive or negative experience is important to help predict consumers' behavioural outcomes. Therefore, this thesis will examine how consumers' positive or negative feelings towards a brand would have an impact on their perceptions of brand personality. In line

with the Brakus et al. (2009) recommendation, this study extends their views through further hypotheses.

H$_{5a}$: Positive feelings will significantly and positively affect brand personality

H$_{5b}$: Negative feelings will significantly and negatively affect brand personality

The effect of valence of feelings on brand attitude

In previous literature, feelings elicited by specific referents or stimuli have been shown to have effects on consumers' evaluation, preferences, and behavioural outcomes toward a brand (Burke and Edell, 1989; Brakus et al., 2009; Holbrook and Batra, 1987; O'Cass and Lim, 2001). In Edell and Burke's (1987) study, feelings were found to influence consumers' beliefs about brand attributes and their general attitude towards brand. Although few studies have shown that feelings have direct effects on brand attitude (Stayman and Aaker, 1987; Stephens and Russon, 1987 in Burke and Edell, 1989), Burke and Edell's (1989) research found that the negative feelings components had a direct effect on brand attitude, but the positive feelings components were mediated via brand attribute or attitude towards advertisements and thereby influenced their attitude toward the brands. This suggests possible outcomes in that both positive and negative feelings will affect consumers' brand attitudes differently, depending on particular influential factors or stimuli.

Previous literature has shown that feelings had a direct or indirect effect on brand attitude, determined either via consumers' experiential consumption (Brakus et al., 2009) or via advertisements (Edell and Burke, 1987). Feelings evoked from advertisements can influence consumers' attitudes and beliefs about brands (Holbrook and Batra, 1987; Machleit and Wilson, 1988; Edell and Burke, 1987), but Burke and Edell's (1989) study showed that television advertisements caused feelings to affect attitude toward the advertisement, and the attitude toward the brand came either directly or indirectly.

These findings inspired the candidate to further examine the effect of positive and negative feelings on consumers' brand attitudes. In line with Burke and Edell's (1989) previous findings, this study proposes that positive and negative feelings will affect brand attitude differently. Hence, we propose two more research hypotheses.

H$_{5c}$: Positive feelings will significantly and positively affect brand attitude

H$_{5d}$: Negative feelings will significantly and negatively affect brand attitude

In summary, the first theme developed eight hypotheses to operationalise the conceptual framework and to answer the first objective of this research study. Justification from literature was developed to support the relationships of the antecedents of brand awareness to precede brand association, hedonic attitude, personality expression, and valence of feelings toward brand personality. The effect of feelings on brand attitude is also hypothesised. The next theme is about the relationships of brand personality and consumer-behaviour outcomes.

3.3 Theme II: The Relationships between Brand Personality and Consumers' Behavioural Outcomes

Previous sections discussed the establishment of the hypotheses related to theme I of the study. Research theme II focuses on understanding the relationship of brand personality with consumers' behavioural outcomes, specifically on their brand engagement, brand attitude, and behavioural intentions. Four hypotheses are established to investigate the effects of brand personality on consumers' brand engagement, brand attitude, and both brand engagement and brand attitude affecting behavioural intentions; the conceptual model of the second research theme is shown in Figure 3.3. The four relationships hypothesised in this conceptual model are based on the literature reviewed. Each of the hypothesised relationships is discussed in turn.

Figure 3.3: Conceptual Model Brand Personality and Behavioural Outcomes
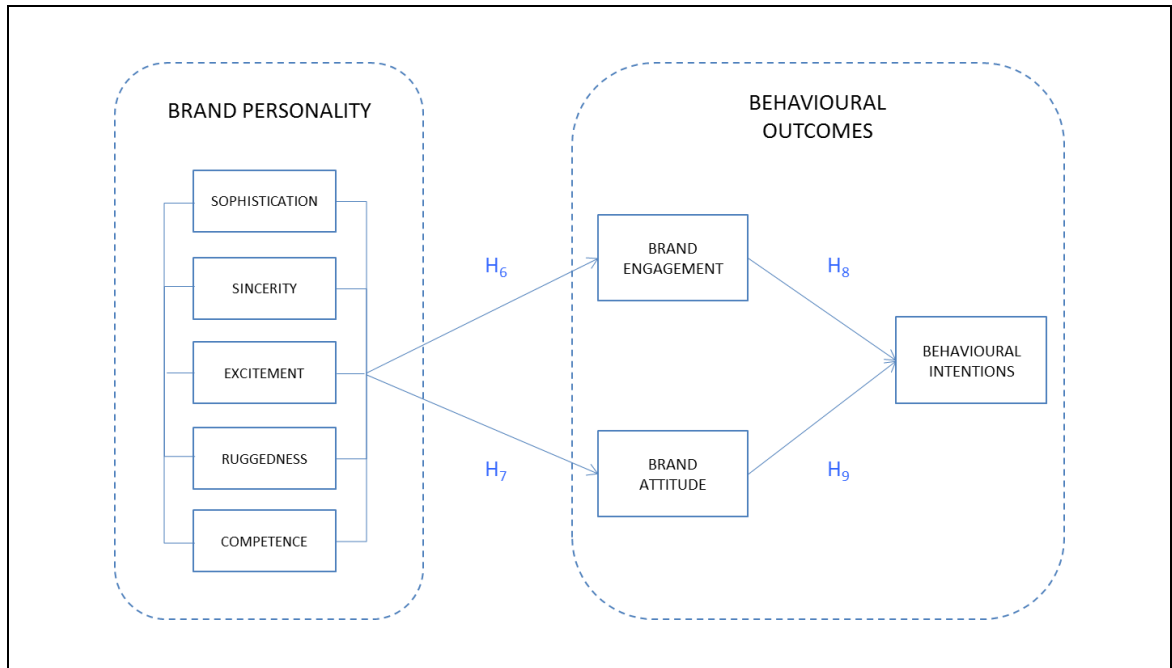
The effect of brand personality on brand engagement

Brand engagement is based on the understanding of the relationship built between brands and the consumer (Fournier, 1998; Hollebeek, 2011; Sprott et al., 2009). Brand engagement happens when brand images or a brand's personality traits are congruent with one's self-image, and thus positively affect behavioural outcomes such as preferences and loyalty (Sprott et al., 2009). This is because consumers have a high preference for brands that are closely aligned with their self-image (Malhotra 1981; Sirgy, 1982), which therefore encourages marketers to create brand images that support a consumer's self-concept (Batra et al., 1993).

Malar et al. (2011) demonstrated that when brand personality is self-congruent, it increases one's emotional brand attachment reflecting the bond that connects a consumer with a brand. Brand engagement can develop if consumers form positive perceptions of brand personality. We know that while the constructs of brand engagement and brand personality are widely researched and accepted (Aaker, 1997; Aaker, 1999; Geuens et al., 2009; Kim et al., 2001; Maehle and Supphellen, 2011; Hollebeek, 2011; Bowden, 2009; Sprott et al., 2009; Patterson et al., 2006), the research actually linking these constructs is limited.

Therefore, this study draws on previous research to postulate a relationship between brand personality and brand engagement. This is articulated based on the concept of brand personality, which influences consumers to perceive brand as having human characteristics that instrumentally helps them to match and fit their self-image and feeling engage with the brand. This study examines the argument for the relationship between brand personality and brand engagement through the following hypothesis.

H6: Brand personality will significantly and positively affect brand engagement

The effect of brand personality perceptions on brand attitude

Various studies have shown the positive effect of brand personality on consumers' behavioural outcomes (Plummer, 1984; Keller, 1993; Lau and Phau, 2007; Aaker at al., 1999; Siguaw et al., 1999), as well as on the antecedents affecting their brand attitudes (Aaker, 1999; Helgeson and Supphellen, 2004; Bao and Sweeney, 2009). Brand attitude is defined as an overall evaluation of a brand by consumers (Keller, 1993) to predict consumer behaviour (Park et al., 2010). It is generally influenced by factors such as the brand's attributes that offer benefits or values, as well as by the beliefs of the consumers toward a brand (Keller, 1993). Supphellen and Gronhaug (2003) showed the positive effects of brand personality on consumers' attitudes toward brands. Studies conducted by Aaker (1999), Helgeson and Supphellen (2004), and Wentzel (2009) further demonstrate the effects of the relationship between brand personality and brand attitude.

Several studies show that brand personality significantly affects consumer attitude. A selection was compiled and summarised by Klabi and Debabi (2011) (Ambroise et al., 2006; Lee and Oh, 2006; Morschett et al., 2007, in Klabi and Debabi, 2011). Their work shows that a significant link exists between the two constructs of brand personality and brand attitude. A possible reason is that people seeking personality characteristics of a brand to represent and express their self-image symbolically would experience positive consumption value, and this in turn would affect their behavioural outcome.

Based on the existence of the significant relationship between brand personality and brand attitude being empirically supported in the literature, this study proposes a further hypothesis.

H₇: Brand personality will significantly and positively affect brand attitude

The effect of brand engagement on behavioural intention

Behavioural intention is based on the theory of reasoned action initially introduced by Fishbein (1967). It is an intention of an individual to display certain behaviour based on attitude and subjective norms or beliefs (Fishbein, 1967). Fournier's (1998) work underscores the establishment of the brand relationship between consumers and brand to enhance consumers' loyalty and their intentions towards brands; this relationship was consistently found in the literature (Aaker, 1997; Sirgy et al., 1997; Edell and Burke, 1987).

Sprott et al. (2009) empirically showed that engagement developed by consumers with brands affects their behavioural intentions, specifically in relation to preference and loyalty, because engagement derives from the tendency of consumers to connect with brands that represent their self-concept (Sprott et al., 2009). This would enhance the engagement relationship further. Indeed, engagement is considered a promising variable in marketing literature on which to predict consumers' behavioural intentions of retention and loyalty (Bowden, 2009; Hollebeek, 2011). The engagement developed by consumers with specific brands will build a two-way meaningful relationship between the two (Fournier, 1998) and thus, another hypothesis is proposed.

H₈: Brand engagement will significantly and positively affect behavioural intentions

The effect of brand attitude on behavioural intention

Attitude is the key element in the behavioural-intention model developed by Fishbein (1967). It forms the basis for consumer behaviour such as brand choice, repeat purchase, purchase intention, and loyalty (Keller, 1993). It appears that both brand engagement and brand attitude have implications for consumers' consumption

behaviour and their intentions towards brand purchase, repeat purchase, and willingness to recommend brands (Park et al., 2010).

Interestingly, the Park et al. (2010) study demonstrated distinct measures of brand attachment and brand attitude that affect behavioural intentions. Park et al. (2010) found that both these constructs of brand engagement and brand attitude have distinct, significant, effects on consumers' intentions to maintain on-going relationships with their brand through purchase intentions.

In relation to brand attitude, this can be developed as positive or negative and to different degrees of strength, and yet both have significant effects on consumers' behavioural intentions and also have implications for predicting the behaviour of consumers (Park et al., 2010). A theory of attitude exists to explain phenomena such as fulfilling one's goal, expressing one's value, defending oneself, or maximising a reward (Katz, 1960; Keller, 1993). With this understanding, and in the context of brand, this study offers another hypothesis.

H₉: Brand attitude will significantly and positively affect behavioural intentions

In summary, Theme II builds hypotheses for the relationships between brand personality, brand engagement, and brand attitude, and the effect of brand engagement and brand attitude on behavioural intentions. Supporting literature was used to underpin the hypotheses and to operationalise the outcome of the conceptual model. Theme III will justify the moderating variables affecting the overall conceptual framework of this study.

3.4 Theme III: Moderating Effects of Self-expression, Self-congruency, Individualist/collectivist Orientation and Product Category

The following section addresses the final theme of the study, as an extension to this research. This section examines variations in the relationships, as moderated by four variables—self-expression, self-congruency, individualist/collectivist orientation, and product category. As shown in Figure 3.4, the moderators of self-expression and self-congruency are categorised as high self-expression or self-congruency, and low self-expression or self-congruency. The individualist/collectivist construct is categorised into two groups; individualist and collectivist. Three different product categories are tested. As examining the moderators represents an extension to the research model, each moderator could potentially affect each path in the model, so specific hypotheses are not created. Rather, the general effect of each moderator on the overall model is discussed.

Figure 3.4: Conceptual Model Moderating Variables
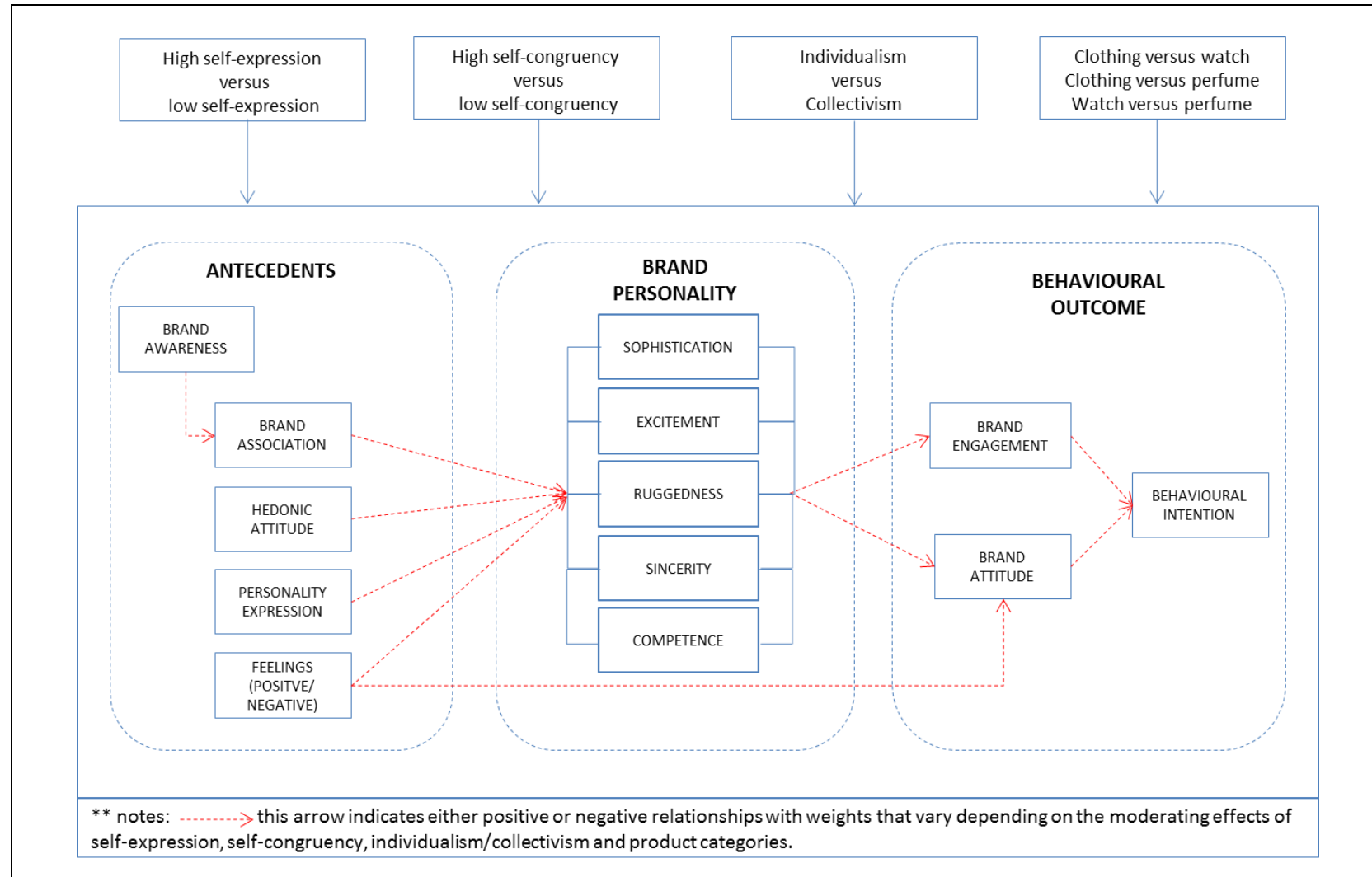
The moderating effects of self-congruency

Self-congruity is defined as consumers preferring brands that have similar personality-trait attributes to their self-image (Kassarjian, 1971; Sirgy, 1982). Greater similarity of self-concept and brands is found for brands with the most-preferred images rather than the least-preferred images (Dolich, 1969). In relation to self-congruity theory, various studies have theorised and demonstrated the effects on the consumers' behavioural outcomes (Levy, 1959; Sirgy, 1982, Helgeson and Supphellen, 2004; Parker, 2009). The results are shown to predict consumer-brand attitude, loyalty, trust, and purchase intentions (Sirgy et al., 1997). In addition, findings from earlier literature (Grohmann, 2009; Phau and Lau, 2001) indicate that brand personality traits that are congruent to the self will link to consumers' positive responses with favourable brand attitude, stronger brand preference, trust, and loyalty. In conjunction with brand personality and self-congruity theory, this study investigates how self-congruency moderates the relationships in the conceptual model.

The moderating effects of self-expression

In the symbolic meaning of consumption, consumers prefer brands associated with personality traits congruent to themselves (Kassarjian, 1971; Sirgy, 1982). Being able to self-express through brand possession, where a person's personality is congruent to a brand, would motivate a consumer with strong preferences and choices (Belk, 1988). Despite considerable research addressing self-expression in view of endowing the brand personality traits congruent to one's self-image (Phau and Lau, 2001; Aaker, 1999; Sirgy, 1982; Fournier, 1998; Kim et al., 2001; Grohmann, 2009), little research has addressed the interaction of self-expression with the antecedents of brand personality perceptions and outcomes.

This study conforms with the premise that an individual is expected to vary as being a high or a low self-expressive person, depending on specific cues, or on an individual's background. This would demand a different strength of associating brand personality with individual image to predict their behavioural outcomes. This study will specifically categorise the groups into people with high self-expression and low self-expression for the purpose of investigating variations in the relationships of the

antecedents and the outcomes of brand personality. The level of self-expression (high versus low) is investigated as an extension of this conceptual model.

The moderating effects of individualist/collectivist orientation

The argument by de Mooij (2005) that the concept of brand personality may not be relevant in collectivist cultures has brought attention to the theme III of this research study. de Mooij (2005) reasons that collectivist cultures have less ability to describe themselves in a metaphoric form compared with people in individualistic cultures. Having to perceive brands in an abstract or symbolic way within the concept of brand personality would be less likely to happen among collectivists compared to individualists (de Mooij, 2005). However, she did not empirically examine her conceptualisation.

Phau and Lau (2001) discovered different patterns in perceptions of brand personality between the individualists and collectivists. Phau and Lau (2001) explained this cultural orientation as having an effect on their self-concept, based on their individual personality which subsequently influences the way they perceive the personality of the brand. Their research found that self-congruity with a brand personality is stronger among individualists than collectivists. This supports the literature that individualists are motivated by their ability to project and express themselves to others, considering how unique and different they are. In contrast, collectivists can also be motivated to be expressive, but by showing their similarities to their reference groups for the purpose of projecting conformity (Hofstede, 1991; Triandis et al., 1988; Markus and Kitayama, 1991).

Litvin and Kar (2004) examined consumer behaviour in relation to self-reference theory in a multicultural context to demonstrate that consumers with higher individualistic tendencies would be more satisfied with a self-congruent product than are consumers who are higher in collectivistic tendencies. Using Hofstede's individualism index measures, respondents were classified as either individualist or collectivist. When the sample was segmented as individualists and collectivists, the findings showed a stronger relationship between satisfaction and self-image congruency for individualists rather than for collectivists. Their results offer some support for the fundamental argument of

cultural orientation by Phau and Lau (2001) based on the work of Hofstede, (1984, 1991), Triandis et al., (1988) and Markus and Kitayama, 1991.

Building on the work of de Mooij and Hofstede (2010) about the dissimilarity of individualists and collectivists, this study will investigate how the difference between these two groups may moderate the relationships of the antecedents and outcomes of brand personality.

The moderating effects of product categories

Product categories were used as the final moderator to investigate how they might alter the relationships in the conceptual model. The three product categories of clothing, watch and perfume are selected because of its personalised usage that could influence consumers' personality perceptions on brands and hence, to determine the generalisability of the product categories tested in the conceptual framework of this research. Any differences shown on the relationship paths of the model will cast doubt on the generalisability of this research to other product categories. Since brand personality dimensions are considered context-driven for this research, they will be analysed across all three product categories. The three product categories of clothing, watch and perfume were selected because of their personal orientation. That is, they are for personal usage and therefore may influence consumers' personality perceptions about brands. Further, they are similar in their orientation to ensure the generalisability of the products tested in the conceptual framework of this research. This is discussed in detail in Chapter 4. Hence, the three product categories of clothing, watches, and perfume are selected and tested to determine how these categories moderate and affect the significant paths of the conceptual model.

3.5   Conclusion

This chapter developed the conceptual model and research hypotheses of the study. The model developed consists of the five constructs representing the antecedents that drive consumers' perceptions of brand personality and their effects on brand engagement,

brand attitude, and behavioural intentions. Underpinned by the literature, hypotheses were developed to investigate three research themes.

The first theme focused on conceptualising the antecedents of brand personality perceptions including brand awareness to precede brand association, hedonic attitude, personality expression and valence of feelings. The second research theme focused on the effects of brand personality perceptions on consumers' behavioural outcomes including brand engagement, brand attitude, and behavioural intentions. The third theme focused on the moderating effects of the four variables of self-expression, self-congruence, individualist/collectivist orientation and product category on the antecedents and outcomes of brand personality perceptions. In the next chapter, the research methodology to address the hypotheses is developed.

Chapter 4

Research Methodology

4.1   Introduction

The previous chapter presented the development of the conceptual model and research hypotheses. This chapter discusses the research design and procedural method of the study. The context is first introduced and justified, followed by a discussion of the methods. The methods are in two sections. The first section describes the preliminary study approach. In this discussion, the operational procedures of the preliminary study are outlined and the analysis of the results is presented and discussed. The preliminary study approach provides the basis for identifying and choosing the relevant brands to be tested in main study. The second section describes the research method, the sample, and the scales for the main study. The discussion focuses on the survey research method to be used via an online questionnaire. This thesis consists of two research studies: (1) the preliminary study, and (2) the main study. Figure 4.1 is a flow diagram of this research methodology.

Figure 4.1: Flow Diagram of the Research Methodology
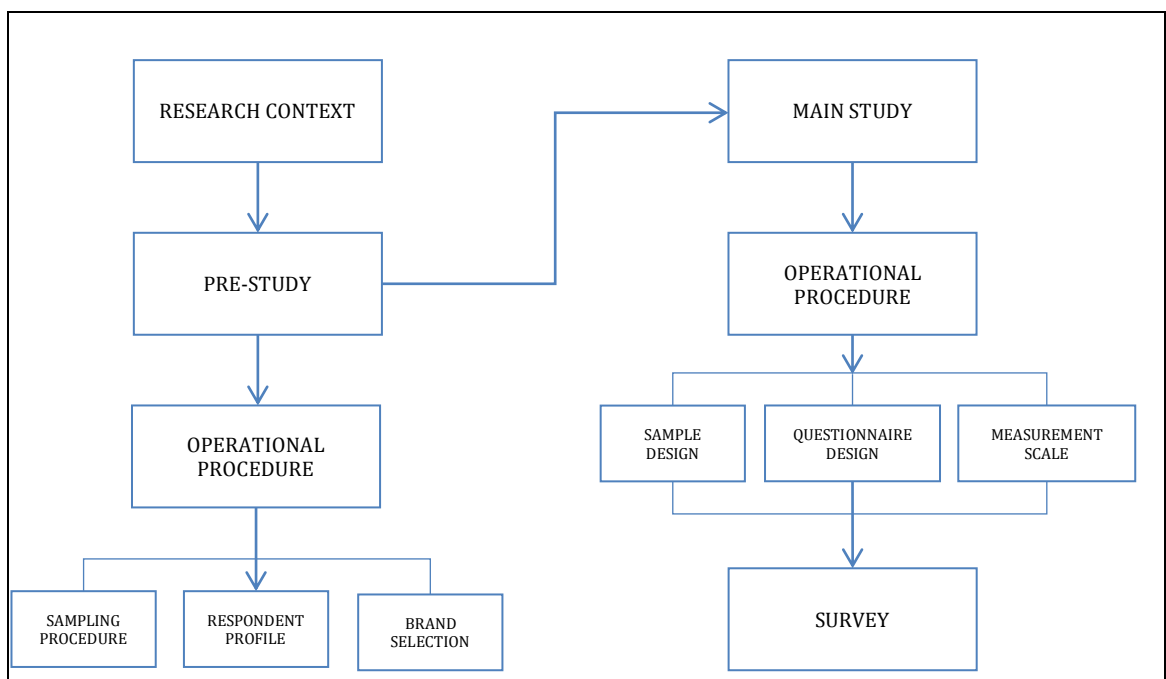
4.2   The Research Context

Fashion brands (watches, clothing, and perfume) are the context of this study. The primary reason for the context selected is because fashion brands have strong personal relevance for individuals. This allows a person to associate a brand with a certain personality or a set of characteristics. According to Ratchford (1987), fashion brands such as clothing, watches, and perfume can be categorised as being high in involvement and high in feelings. Applying the Foote, Cone, and Belding (Ratchford, 1987) model, products or services that elicit high involvement and feeling require affective decision making, which suggests the need for emotional imagery in communication (Vaughn, 1980 cited in Ratchford, 1987).

Since the overarching goal of this research is to investigate the antecedents and outcomes of customer perceptions of brand personality, fashion brands are considered an ideal setting in which to achieve the research objectives. With this in mind, the three product categories were chosen to ensure generalisability across a broad range of fashion brands. Most customers will be familiar with several brands within each category; and the brand itself is important in many customers' purchase decisions for products within these categories.

4.3   Quantitative Research Method and Brand Selection

A preliminary study (refer Appendix 3) was undertaken via online survey questionnaire to provide input for the conceptual framework established in Chapter 3. The findings, in conjunction with the literature review, help to develop an understanding of the important elements on which customers base brand-equity perceptions including brand awareness, brand association, hedonic attitude, personality expression, and valence of feelings towards the brand. These factors are posited as drivers of consumers' perceptions of brand personality. Further, these factors influence the consumers' brand engagement, brand attitude, and behavioural intention.

The purpose of conducting a preliminary study was to explore and identify familiar brands among Australian consumers across the three product categories described (clothing, watches, and perfume). This was necessary before actual brands could be selected for inclusion in the main study. In the following section, the preliminary study

approach is discussed and justified, and the operational procedures used to conduct this preliminary study are outlined.

4.3.1 Justification of the Preliminary study Method

The preliminary study was conducted to determine which brands are most familiar to Australian consumers. For this study, it is important to identify brands that are familiar to consumers, since this will contribute to consumers' ability to associate a brand with certain characteristics. As described by Keller (1993), the ability of consumers to become aware of a particular brand either through recognition or recall plays an important role in assisting consumers' decision making, typically by influencing the strength of their association with the brand. Thus, the categories of clothes, watches, and perfume were chosen, as noted above, as these product types were believed to have strong brand associations for customers.

4.3.2 Operational Procedure

An online survey of a representative panel of Australian consumers was used to collect this information via a reputable market research company. The respondents were invited through email to answer the questionnaire. The link address of the online questionnaire was attached in the email sent to the respondents. The respondents who wish to participate in the survey must click the link to complete the survey question. In this preliminary online survey, respondents were asked to list three different brands from each of the product categories. Later, they were asked to rate the level of their familiarity with the brands that they had listed. Whether respondents had purchased those brands was also asked. In addition, the respondents were asked to indicate their perception of the prestige of each brand they had listed, and to identify the brand as either upscale or downscale.

Sampling Procedure

Respondents were invited by the research company to participate in the survey. The respondents were screened for gender, annual income, age, location, and ancestry. Only respondents who met specific criteria were recruited to undertake the online survey. The screening procedure was implemented by the survey company that supplied the customer panel, as their system was able to capture and invite respondents who met specific criteria to be involved in the research. 250 relevant respondents were invited via email using a screening questions that are shown in Appendix 3 (page 203 – 204). This ensured that a representative sample of customers was selected, and the brands identified in this preliminary study would be known to most Australian customers. This was important, as these brands form the basis of the main study. As the sample for the preliminary study was drawn from the general Australian population, the main metropolitan areas in Australia were surveyed. The areas focused on included all seven capital cities in Australia: Melbourne, Adelaide, Canberra, Sydney, Brisbane, Darwin, and Perth.

Respondents' ancestry was recorded and grouped into one of six types: Asian, North African, Middle Eastern, Australian, North American, and European. The respondents were then grouped as belonging to either an individualist/collectivist background, as suggested by Hofstede (1997). According to Hofstede's (1997) study, Asian, North African, and Middle Eastern backgrounds represent collectivist cultures, whereas Australian, North American, and European backgrounds represent individualist cultures. It was important to collect these data to run some preliminary statistics on the initial preliminary study data, as the question of collectivism or individualism is a key moderator in the main study, and one that the researcher felt might represent a challenge in terms of gaining a large enough sample of respondents from collectivist backgrounds. The preliminary study was used to see if this would be an issue in the data collection for the main study and, if it was, how this could be dealt with in the sampling process.

Respondents' Profile

In order to meet specific quotas for gender, annual income, age, location, and ancestry (refer Appendix 2), only 116 respondents were found adequate to meet all the selection criteria. A total of 116 respondents completed the survey. The results showed a fair percentage distribution across gender, income, and age (see Table 4.1). Males accounted for 51.3 per cent of the sample, while females accounted for 48.7 per cent. Income before tax was divided into three groups: 35.7 per cent of respondents had an income below $40,000; 33 per cent had an income that ranged between $40,000 and $69,999; and 31.3 per cent had an income above $70,000. On age, the main groupings were 25.2 per cent of respondents aged between 35 and 44, 21.7 per cent between 25 and 34, and 16.5 per cent of respondents were aged between 45 and 54, and 16.5 per cent were between 55 and 64. These age categories were classified into two different age groups: between 18 and 44 (52.2 per cent) and 45 and above (47.8 per cent) which later represent the sample of the Australian consumers for the main study. In terms of ancestry, representing individualist/collectivist cultures, the individualists accounted for 61.7 per cent of the sample and collectivists for 38.3 per cent. The individualist group comprised respondents from Australia and Europe. The collectivist group was represented by people from Asia and the Middle East. Respondents were located in the following cities in the order: Melbourne (25.2 per cent), Sydney (25.2 per cent), followed by Perth (18.3 per cent), Adelaide (13.0 per cent), Brisbane (11.3 per cent), Canberra (5.2 per cent), and Darwin (1.7 per cent).

Table 4.1: Respondent Profile

Characteristic	Frequency	Valid Percent	Cumulative Percent
Gender			
Male	59	51.3	51.3
Female	56	48.7	100
Total	115		
Missing	1		
Income			
Below $40,000	41	35.7	35.7
$40,000–$69,999	38	33.0	68.7
$70,000 and above	36	31.3	100
Total	115		
Missing	1		
Age			
18–24	6	5.2	5.2
25–34	25	21.7	27.0
35–44	29	25.2	52.2
45–54	19	16.5	68.7
55–64	19	16.5	85.2
65 and above	17	14.8	100.0
Total	115		
Missing	1		
Ancestry			
Asian	43	37.1	37.4
Australian	37	31.9	69.6
European	34	29.3	99.1
Middle Eastern	1	0.9	100
Current city			
Melbourne	29	25.2	25.2
Sydney	29	25.2	50.4
Perth	21	18.3	68.7
Adelaide	15	13	81.7
Brisbane	13	11.3	93
Canberra	6	5.2	98.3
Darwin	2	1.7	100
Total	115		
Missing	1		

Note: Percentage breakdowns may not add precisely to 100 due to rounding

Brand Selection

The main objective of the preliminary study was to identify the most familiar brands for consumers across the three product categories. Respondents were asked to list three brands that came to their mind and whether they had purchased the brand(s) they listed. In Table 4.2, brands are labeled as brand A, B and C. This is to show the ranking of the brands being listed by the respondents when asked to list three different brands for each product categories. Brand A is firstly listed by the respondents, followed by brand B to be listed as second and brand C to be listed last. Thus, brand A represents the first brand that came to respondents' mind when a product category is mentioned, followed by brand B and C. The purpose is to identify which brands are most well known and very familiar among the Australian consumers in relation to specific product categories.

A frequency analysis was conducted to identify which brands the respondents most frequently mentioned across the three product categories. Ten most listed brands for first listing (brand A), second listing (brand B) and third listing (brand C) were generated and compiled. All the ten brands from the three listing were then compared and shortlisted further. The shortlisted was conducted by selecting only brands that were mentioned in all three listing. For instance, Country Road brand for clothing was found in a brand A, B and C listing and, it was found to have the highest percentage scores of 12.3%; followed by Levis (9.6%) and Esprit (2.6%). Having to select brands that are indicated in all brand listing (brand A, B and C) is considered a well-known brand among respondents. These results should affirm that the brands are adequate to be tested in the main study.

Comparing the 27 selected brands, the results in Table 4.2 indicates that 25 brands have overall familiarity scores of above 50%. Only 2 brands; Rolex – brand C (41.6%) and Chanel – brand C (40%) show overall familiarity scores less than 50%. In addition, further information were obtained during preliminary study which includes whether a respondent had purchased the brand, whether they felt the brand was prestigious, and whether the brand was positioned in the respondents mind as upscale or downscale. The purpose of obtaining this additional information is to identify the homogeneity of these brands being perceived generally by consumers.

Table 4.2: Process of Brand Selection across Three Product Categories

	Frequency	Percentage	Familiarity							Purchase		Prestige			Positioning	
			Extremely familiar	Very Familiar	Somewhat familiar	Neither	Somewhat unfamiliar	Very unfamiliar	Extremely unfamiliar	Yes	No	1	2	3	Upscale	Downscale
	Clothing															
Brand A	Country Road	12.3	14.3	50.0	28.6	0.0	0.0	0.0	0.0	85.7	14.3	35.7	50.0	14.3	85.7	14.3
Brand B	Country Road	4.4	0.0	20.0	60.0	0.0	20.0	0.0	0.0	80.0	20.0	60.0	40.0	0.0	100.0	0.0
Brand C	Country Road	2.7	33.0	0.0	33.0	0.0	33.0	0.0	0.0	100.0	0.0	33.0	0.0	67.0	100.0	0.0
Brand A	Levis	9.6	36.4	9.1	27.3	27.3	0.0	0.0	0.0	81.8	18.2	54.5	27.3	18.2	63.6	36.4
Brand B	Levis	6.2	14.3	57.1	14.3	14.3	0.0	0.0	0.0	85.7	14.3	57.1	28.6	14.3	85.7	14.3
Brand C	Levis	4.3	0.0	20.0	60.0	20.0	0.0	0.0	0.0	60.0	40.0	20.0	40.0	40.0	60.0	40.0
Brand A	Esprit	2.6	0.0	33.3	33.3	0.0	33.3	0.0	0.0	66.7	33.3	66.7	0.0	33.3	66.7	33.3
Brand B	Esprit	3.5	0.0	75.0	25.0	0.0	0.0	0.0	0.0	100.0	0.0	0.0	50.0	50.0	100.0	0.0
Brand C	Esprit	2.7	33.3	33.3	33.3	0.0	0.0	0.0	0.0	66.7	33.3	33.3	0.0	66.7	100.0	0.0
	Watch															
Brand A	Seiko	23.5	14.8	33.3	29.6	14.2	3.7	0.0	3.7	66.7	33.3	29.6	51.9	18.5	85.2	14.8
Brand B	Seiko	11.6	23.1	38.5	23.1	7.7	0.0	7.7	0.0	61.5	38.5	23.1	38.5	38.5	61.5	38.5
Brand C	Seiko	6.4	0.0	57.1	28.6	0.0	14.3	0.0	0.0	57.1	42.9	14.3	0.0	85.7	57.1	42.9
Brand A	Rolex	22.6	15.4	19.2	34.6	15.4	11.5	3.8	0.0	30.8	69.2	92.3	7.7	0.0	100.0	0.0
Brand B	Rolex	17.0	0.0	15.8	42.1	21.1	10.5	3.8	10.5	5.3	94.7	84.2	15.8	0.0	94.7	5.3
Brand C	Rolex	10.9	8.3	8.3	25.0	25.0	16.7	16.7	0.0	0.0	100.0	66.7	33.3	0.0	100.0	0.0
Brand A	Citizen	6.1	0.0	42.5	14.3	14.3	28.6	0.0	0.0	57.1	42.9	14.3	57.1	28.6	100.0	0.0
Brand B	Citizen	15.2	23.5	23.5	35.3	17.6	0.0	0.0	0.0	76.5	23.5	0.0	23.5	76.5	47.1	52.9
Brand C	Citizen	11.8	7.7	53.8	15.4	15.4	0.0	7.7	0.0	61.5	38.5	7.7	11.8	61.5	61.5	38.5
	Perfume															
Brand A	Chanel	28.2	19.4	16.1	25.8	19.4	16.7	6.5	6.5	54.8	45.2	83.9	16.1	0.0	100.0	0.0
Brand B	Chanel	9.4	20.0	10.0	10.0	10.0	40.0	0.0	10.0	40.0	60.0	70.0	30.0	0.0	100.0	0.0
Brand C	Chanel	7.7	37.5	12.5	12.5	12.5	25.0	0.0	0.0	25.0	75.0	75.0	25.0	0.0	100.0	0.0
Brand A	Dior	10.9	15.4	15.4	30.8	0.0	38.5	0.0	0.0	50.0	50.0	53.8	46.2	0.0	92.3	7.7
Brand B	Dior	8.5	22.2	11.1	22.2	0.0	0.0	0.0	0.0	44.4	55.6	33.0	55.6	10.1	88.9	11.1
Brand C	Dior	3.8	0.0	75.0	0.0	0.0	25.0	0.0	0.0	75.0	25.0	100.0	0.0	0.0	100.0	0.0
Brand A	Calvin Klein	7.3	25.0	37.5	12.5	0.0	25.0	0.0	0.0	75.0	25.0	12.5	37.5	50.0	87.5	12.5
Brand B	Calvin Klein	6.6	42.9	28.6	14.3	0.0	0.0	0.0	14.3	71.4	28.6	57.1	14.3	28.6	100.0	0.0
Brand C	Calvin Klein	1.9	0.0	50.0	50.0	0.0	0.0	0.0	0.0	50.0	50.0	50.0	0.0	50.0	50.0	50.0

* Prestige scale: 1 = most prestige, 2 = prestige, 3 = least prestige

Table 4.3 lists the most frequently mentioned brands across the three product categories. In summary, the preliminary study resulted in nine familiar brands being chosen that represented the categories. The brands selected were Country Road, Levi's, and Esprit (clothing); Rolex, Citizen, and Seiko (watches); Chanel, Calvin Klein, and Christian Dior (perfume). These brands form the basis of the main study which is described next.

Table 4.3: Fashion Brands in the Three Product Categories

CLOTHING	WATCHES	PERFUME
Country Road	Rolex	Chanel
Levi's	Citizen	Calvin Klein
Esprit	Seiko	Christian Dior

4.4   Main Study: Method and Scale Development

This section discusses the main methodology used to test the research model. The section begins with explaining the online survey used and provides a justification for this technique. Second, the research sample, sample quotas, and response rates are discussed. Third, the questionnaire design is explained and outlined. Finally, the measurement scales used for the antecedents (brand awareness, brand association, hedonic attitude, personality expression, and valence of feelings), mediators (perceptions of brand personality), moderators (self-expression, self-congruency, individualism/collectivism, product category) and outcomes (brand engagement, brand attitude, and behavioural intentions) are described. This section concludes by explaining the steps required for the data analysis.

4.4.1   Justification of Method

Survey research allows data to be collected from a large sample of customers (Hair et al., 2009). The online survey software 'Qualtrics' was used to develop an electronic version of the questionnaire. The main advantage of using this method was having access to a national representative sample with faster speed of collecting data compared to postal surveys. Although the sample was drawn from within Australia, it is not

necessary representing the population as a whole. An online panel accessed through a market research company was used as the basis of the sample for this study.

Using an online panel ensures anonymity to the respondent and is convenient to them, as they can complete the survey in their own time, and at a time and location of their choosing (Hair et al., 2007). Thus, this may result the participants willing, interested and motivated to participate in this type of online research that may enhance a high-quality result. The panel was invited via email to participate in the survey. Participants were only invited after they met the selection criteria established by the researcher. These criteria are discussed in detail in the next section. The response rate was continually monitored to ensure that the quotas put in place were strictly met. The data were stored in the Qualtrics database, which was later uploaded into SPSS.

4.4.2   Sample Design

Target Population

The sampling population of this study needed to be over 18 years of age and had to have at least heard of, or been familiar with any one of the nine brands (Country Road, Levi's, Esprit, Rolex, Citizen, Seiko, Chanel, Calvin Klein, Christian Dior) in the questionnaire.

Sampling Frame

The sampling frame included Australian consumers with a wide range of incomes and ages. Both genders needed to be represented, and various ancestries (Western and non-Western countries) needed to be present too. These selection criteria were similar to the sampling frame of the preliminary study presented earlier in this chapter. The sampling frame was compared against Australia Bureau of Statistics (ABS) benchmarks to assess and confirm the representativeness of the sample for the general Australian population. The statistical information on median age, sex ratio and total population – also by

region (3235.0 cat no.) and Australian-born and overseas born (3412.0 cat. no.) presented via ABS is used as a benchmark for the sampling frame of this thesis.

Sampling Method

The researcher instructed the research company to set quotas to ensure that each brand had roughly the same number of completed survey responses. As the nature of the topic of this study may attract more female respondents than male respondents, gender was an important consideration in setting the quotas. Similarly, different levels of income and different age groups may impact on brand preferences among respondents, and quotas were implemented to ensure that these demographic categories were effectively represented. To avoid bias and non-representativeness, the researcher sought an equal distribution across gender (male and female), age, income, and ancestry (Appendix 2). A quota is also set across the nine brands examined. The quota setting is explained in the next section below.

Sample Size

The sample size was set at 200 responses per product category, with equal distribution across the brands with an expected total sample of 600 respondents. Since the analysis method for this study was structural equation modeling, it was important that the sample was large enough to produce stable solutions (Hair et al., 2010). As suggested by Hair et al. (2010), a model with a large number of constructs (eight or more), should have a minimum sample size of 500 completed responses. Eight hundred respondents were initially invited to join the online panel and the final usable sample size received was 609 respondents, which is a 76 per cent response rate. The final response rates per brand and product category for this study are shown in Table 4.4.

Table 4.4: Usable Sample Sizes across Brand and Product Categories

Clothing Total = 207	Country Road n = 70	Esprit n = 70	Levi's n = 67
Watches Total = 210	Rolex n = 69	Seiko n = 73	Citizen n = 68
Perfume Total = 192	Calvin Klein n = 70	Chanel n = 67	Dior n = 55
Total sampling responses = 609			

4.4.3 Questionnaire Design

According to Hair et al. (2007), survey instrument design is important because it is the quality of the survey that determines whether the data collected are high-quality and can be transformed into reliable, valid information. The questionnaire was segmented into nine sections (refer Appendix 4). The questionnaire was eight 'online pages' in length. The survey was estimated to take 10 to 15 minutes to complete. The questionnaire was emailed to respondents with a covering letter explaining the purpose and the importance of the research. The letter assured respondent confidentiality and provided relevant contact details for any concerns or complaints in relation to the study in strict compliance with the requirements of Monash University ethics procedures. Incentives were given to respondents by the research company to assist in achieving a high response rate. Respondents who completed the questionnaire received a monetary reward.

4.4.4 Measurement Scales for Multi-item Constructs

The measurement scales in this study were based on relevant literature. The 10 constructs examined all comprised multiple-item scales. These are discussed next.

In this research, **brand awareness** and **brand association** were measured using a combination of scales from Yoo and Donthu (2001), and Tong and Howley (2009), which were originally adopted from Keller (1993), Pappu et al. (2005), Aaker (1991; 1996) and Yoo et al. (2000). A seven-point response scale was adopted with anchors of

1 = strongly agree and 7 = strongly disagree. **Hedonic attitude** was based on the Voss et al. (2003) study. A twelve-item bipolar scale was used to measure the items (for example, Not fun/fun; dull/exciting; not delightful/delightful; not thrilling/thrilling; enjoyable/unenjoyable; not happy/happy; unpleasant/pleasant; not playful/playful; cheerful/not cheerful; amusing/not amusing; not sensuous/sensuous; not funny/funny). The **valence of feelings** scale was adapted from Watson et al. (1988). Twenty items representing both positive and negative feelings were measured using seven-point scales, where 1 = perfectly describes my feelings, and 7 = absolutely does not describe my feelings. The scale measuring **personality expression** consisted of four items from Bhat and Reddy (1998) and used a seven-point scale, where 1 = strongly agree, and 7 = strongly disagree. These scales are presented in Table 4.5, along with information from the literature on scale reliability.

Table 4.5: Antecedents Scale

Construct/ dimension	Item scales	Author	Scale Reliability
Brand awareness	• I can recognise the X brand among other competing brands • Some characteristics of the X brand come to my mind quickly • I can recognise brand X quickly among other competing brands	Yong and Donthu (2001)[1] Tong and Hawley (2009)	(α=.93) (α=.91) (α=.84) (α=.68)
Brand association	• I can quickly recall the symbol or logo of the X brand • I do not have difficulty in imagining the X brand in my mind • The X brand has a unique image compared to competing brands • I admire people who wear the X brand • I like the brand image of X • I trust the company which makes brand X	Yong and Donthu (2001)[2] Tong and Hawley (2009)	(α=.83) (α=.79) (α=.78) (α=.70)
Hedonic attitude	• Not fun/fun • Dull/exciting • Not delightful/delightful • Not thrilling/thrilling • Enjoyable/unenjoyable • Not happy/happy • Unpleasant/pleasant • Not playful/playful • Cheerful/not cheerful • Amusing/not amusing • Not sensuous/sensuous	Voss, Spangenberg and Grohmann (2003)	(α=.92)

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[1] Alpha scores were provided based on three different groups being tested

[2] Alpha scores were provided based on three different groups being tested

	• Not funny/funny		
Personality expression	• People use the X brand as a way of expressing their personality • Brand X is for people who want the best things in life • A brand X user stands out in the crowd • Using brand X says something about the kind of person you are	Bhat and Reddy (1998)	(α=.91)
Valence of feelings	**Positive effect** • Interested • Alert • Excited • Inspired • Strong • Attentive • Enthusiastic • Active • Proud • Determined **Negative effect** • Irritable • Distressed • Ashamed • Upset • Nervous • Guilty • Scared • Hostile • Jittery • Afraid	Watson et al. (1988)	(α=.86 - .90) (α=.84 - .87)

Perceptions of **brand personality** were established as a mediating factor in the conceptual framework developed. The items were based on 42 measurement items established by Aaker (1997), which reflect five dimensions of brand personality. The items were measured using a five-point response format (where 1 = extremely descriptive, and 5 = not at all descriptive) in accordance with Aaker's (1997) conceptualisation of brand personality. These items, their respective dimension, and coefficient alpha scores are presented in Table 4.6.

Table 4.6: Brand Personality Scale

Sincerity (α=.93)	Competence (α=.93)	Excitement (α=.95)	Sophistication (α=.91)	Ruggedness (α=.90)
Down to earth	Reliable	Daring	Upper class	'Outdoorsy'
Family oriented	Hard working	Trendy	Glamorous	Masculine
Small town	Secure	Exciting	Good looking	Western
Honest	Intelligent	Spirited	Charming	Tough
Sincere	Technical	Cool	Feminine	Rugged
Real	Corporate	Young	Smooth	
Wholesome	Successful	Imaginative		
Original	Leader	Unique		
Cheerful	Confident	Up-to-date		
Sentimental		Independent		
Friendly		Contemporary		

The scale measuring **brand engagement** was adapted from the brand engagement self-concept (BESC) scale developed by Sprott et al. (2009). This scale comprised eight items that were measured using seven-point Likert scales, where 1 = strongly agree, and 7 = strongly disagree. **Brand attitude** was measured using items from Sprott et al. (2009) and Yoo and Donthu (2001). The items were measured using a seven-point bipolar scale (for example, very bad/very good; very nice/very awful; very attractive/very unattractive; extremely likable/extremely unlikable). **Behavioural intention** was measured based on the scales of Zeithmal et al. (1996), Mackenzie et al. (1986), Daugherty and Biocca, (2002), and Garbarino and Johnson (1999). The intention items were measured using a seven-point bipolar scale (for example, likely/unlikely; probable/improbable; certain/uncertain; definitely/definitely not)

adapted from Mackenzie et al. (1986) and Daugherty and Biocca (2002). The loyalty/recommendation/commitment items measuring behavioural intention were adapted from Zeithmal et al. (1996), and Garbarino and Johnson (1999). These scales use a seven-point response format, where 1 = strongly agree, and 7 = strongly disagree. Specific items, along with reliability scores from the literature are shown in Table 4.7.

Table 4.7: Brand Engagement, Brand Attitude and Behavioural-intention Scale

Construct or dimension	Item scales	Author	Scale Reliability
Brand engagement	• I have a special bond with brand X • I consider brand X to be a part of me • I often feel a personal connection between brand X and me • Part of me is defined by important brands like brand X in my life • I feel as if I have a close personal connection with brand X • I can identify with important brands like brand X in my life • There are links between brand X and how I view myself • Brand X is an important indication of who I am	Sprott et al. (2009)	(α=.93)
Brand attitude	• Very good/very bad • Favourable/unfavourable • Very attractive/very unattractive • Extremely likable/extremely unlikable	Sprott et al. (2009) Yoo and Donthu (2001)	(α=.96) (α=.93 – .90)
Behavioural intention	**Purchase intention** • Likely/unlikely • Probable/improbable • Certain/uncertain • Definitely/definitely not **Loyalty, recommendation, commitment** • I'm likely to say good things about this brand • I would recommend this brand to my friends and relatives • I would recommend this brand to others • I am a loyal customer of this brand • I care about the long-term success of this brand • I consider the X brand my first choice when buying this product	Mackenzie et al. (1986) Daugherty and Biocca, (2002) Zeithmal et al. (1996) Garbarino and Johnson (1999)	(α=.88) – intention (α=.90) – intention (α=.94) – loyalty/ recommendation (α=.87) – commitment

The conceptual model put forward in this study was moderated by the three constructs: self-expression, self-congruency, and individualism/collectivism (INDCOL). **Self-expression** was measured using a scale adapted from Kim, Han, and Park (2001). A seven-point response format was used, where 1 = strongly agree and 7 = strongly disagree. **Self-congruency** was adopted from the Sirgy' et al. (1997) measurement comprising four items using a seven-point bipolar scale (for example, this brand is not like me/ this brand is like me; this brand does not match me/this brand does match me and so on.). **Individualism/collectivism** was measured using items adapted from Triandis and Hui (1990). This scale measured four dimensions; two dimensions represented individualism and two dimensions represented collectivism. In total, 20 items collectively made up these scales. A seven-point response format where 1 = strongly agree and 7 = strongly disagree was adopted. These scales are shown in Table 4.8.

Table 4.8: Self-expression, Self-congruency, and INDCOL Scales

Construct/ dimension	Item scales	Author	Scale Reliability
Self-expression	• The brand helps me to express myself • The brand reflects my personality • The brand enhances me	Kim, Han and Park (2001)	(α=.92)
Self-congruency	• This brand is not like me/is like me • I do not identify/I identify myself with my description of the brand • This brand does not match me/matches me • If you consider your own personality and compare it to the description you just provided, to what extent are they dissimilar/similar?	Sirgy et al. (1997)	(α=.89)
INDCOL	**Self-reliance** • One should live one's life independently of others as much as possible. • I would rather struggle through a personal problem by myself than discuss it with my friend. • The most important thing in my life is to make myself happy. • It is important to me that I perform better than others. • I tend to do my own thing and most people in my family do the same. • One does better working alone than in a group. • When faced with difficult personal problems it is better to decide yourself rather than follow the advice of others. • What happens to me is my own doing. • If the group is slowing me down it is better to leave it and work alone. • In most cases, to cooperate with someone of lower ability is not as desirable as doing the thing on one's own. **Family integrity** • Aging parents should live at home with their children. • Children should live at home with parents until they get married. **Interdependence** • I would help, within my means, if a relative told me that he (she) is in financial difficulty. • I like to live close to my good friends. • What I look for in a job is a friendly group of co-workers. • I enjoy talking to neighbours every day. • I can count on my relatives for help if I find myself in any kind of trouble. **Distance from in-group** • It does not matter to me how my country is viewed in the eyes of other nations. • Even if the child won the Nobel Prize, the parents should not feel honoured in any way. • Children should not feel honoured even if the father were praised and given an award by the government.	Triandis and Hui (1990)	Alpha scores not reported in this article

4.4.5   Survey on Preliminary Study and Revision

The main questionnaire developed was pre-tested and revised before it was launched. The reason for this procedure was to detect any possible flaws in questionnaire design (Zikmund, 2003). The pre-test was undertaken on a sample of 25 consumers who were familiar with at least one of the brands listed in the questionnaire. The sample was representative of the target population. Respondents were asked to comment and provide feedback on any questions that they did not understand or which may have caused confusion. They were also asked to estimate the length of time they took to complete the questionnaire. Respondents were encouraged to comment on the layout of the questionnaire in terms of its flow, tidiness, font size, and readability. The respondents were requested to send any of their comments and feedback regarding the questionnaire via email. The comments and feedbacks were then compiled to identify issues and concern that can be used to improve the questionnaire further. The questionnaire was edited and revised according to the feedback given by the 25 respondents.

4.4.6   Data-analysis Strategy

Chapter 5 reports the findings of the analysis using three main approaches: preliminary statistical analysis of the data, exploratory factor analysis, and structural equation modeling. The analytical strategies used are outlined in Table 4.9.

Table 4.9: Data-analysis Strategy

Analysis Strategy	Analysis Activity or Task
Preliminary analysis (Chapter 5)	Preliminary examination of data: 1) Data preparation 2) Missing data 3) Outliers 4) Normality 5) Multicollinearity 6) Respondent profile and representativeness 7) Brand familiarity among respondents 8) Respondents' purchase pattern 9) Correlation matrix
Exploratory factor analysis (EFA) (Chapter 5)	Identification of factors/constructs/dimensions using exploratory factor analysis and scale reliability analysis: 1) EFA of the antecedents 2) EFA of the mediating variables 3) EFA of the moderating variables 4) EFA of the outcome brand effect
Structural Equation Modeling (SEM) (Chapter 5 and Chapter 6)	The research model was assessed through structural-equation modeling using AMOS 18. A two-step approach to SEM suggested by Anderson and Gerbing (1988) was employed.
SEM measurement-model analysis (Chapter 5)	Assessment of the measurement model using confirmatory factor analysis (CFA): 1) CFA of the antecedent constructs 2) CFA of the middle mediator and outcome constructs 3) CFA of the moderator constructs 4) CFA of the full model
SEM reliability and validity measures (Chapter 5)	Assessment of the reliability of the research measures using SEM: 1) Item reliability 2) Scale reliability 3) Convergent validity 4) Discriminant validity
SEM structural-model analysis (Chapter 6)	Assessment of the structural model and research hypotheses using SEM: 1) Analysis of the relationship between the antecedents and perceptions of brand personality 2) Analysis of the relationship between perceptions of brand personality and key outcomes
SEM multi-group analysis (Chapter 6)	Assessment of multi-group analysis across the moderators: 1) self-expression 2) self-congruency 3) Individualism/collectivism 4) Product category

This study involves the participation of human subjects; hence, ethical clearance is required before conducting the survey. The project was approved by the Monash University Human Research Ethics Committee (MUHREC)—project number: CF10/1566 – 2010000862. The ethics guidelines were strictly followed throughout the research process.

4.5　Conclusion

This chapter outlined the research methodology of this study. The chapter began with a justification of the research context and the preliminary study. The results of the preliminary study were presented and discussed. The main study was then described and the development of the survey instrument was detailed. All measurement scales adapted from the literature were outlined. This chapter concludes by presenting the analytical strategies to be undertaken in Chapter 5 and Chapter 6. Chapter 5 involves the purification, confirmation, and validation of the research measures; Chapter 6 analyses and reports on the structural model and the research hypotheses.

Chapter 5

Purification, Confirmation and Validation of Measures

5.1   Introduction

The previous chapter described and justified the methodology of this research. This chapter reports analysis of the data collected and the results produced. The data analyses include purification, confirmation, and validation of the multi-item measures used. First, this chapter presents data and analysis including the examination of missing data, outliers, normality, linearity, and multicollinearity. A respondents' demographic profile is presented with a comparison from the sample population to justify its representativeness and homogeneity. Second, exploratory factor analysis and scale-reliability analysis are used to purify the research scales. Third, structural equation modeling (SEM) is introduced and confirmatory factor analysis is performed on the measures used here to confirm the goodness of fit to the data. Finally, reliability and validity are examined for the research scales. This chapter validates the measurement model prior to the full structural equation model estimation in the next chapter. The flow diagram in Figure 5.1 summarises the data analysis conducted in chapters 5 and 6.

Figure 5.1: Flow Diagram—Data Analysis
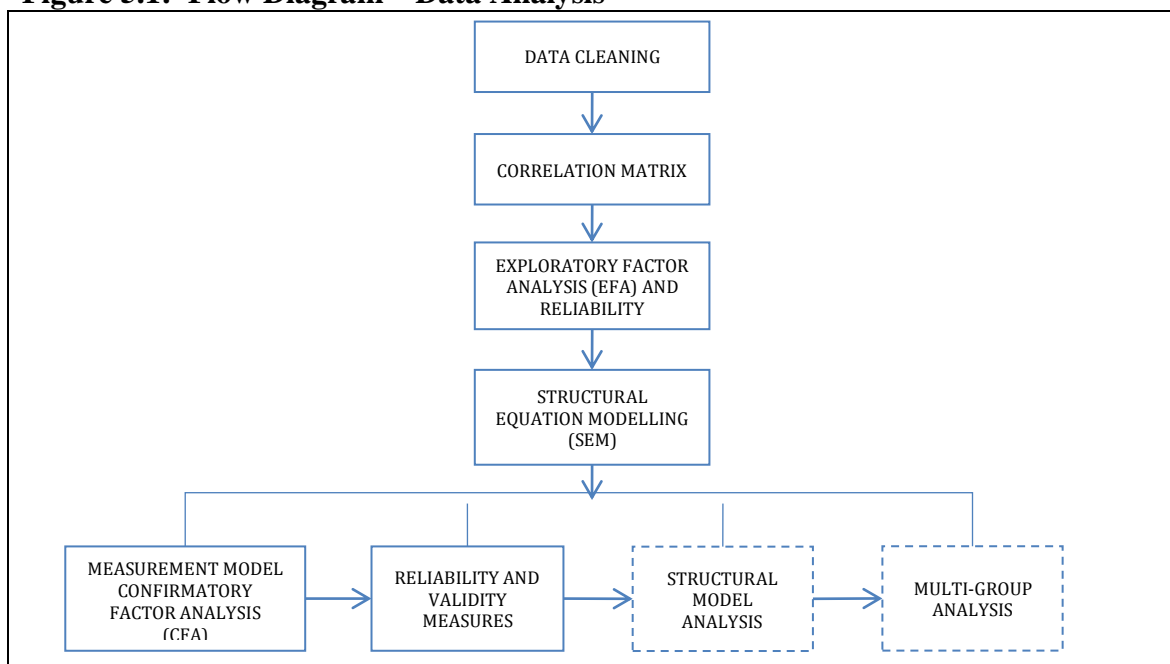
* Boxes with dotted lines are the analysis conducted in Chapter 6

5.2   Data examination

Five steps were performed to examine the data—data cleaning and preparation, the analysis of missing data, the identification and treatment of outliers, the assessment of normality, and the examination of multicollinearity. A profile of respondents is shown, together with their familiarity and purchasing information on their selected brand. The homogeneity and representativeness of the research sample to the sample population is reported and considered. A discussion of all five major steps is explained as follows.

5.2.1   Data cleaning and preparation

The data collected online were exported from the Qualtrics online questionnaire software into SPSS (version 18) for statistical analysis. Completed responses captured in SPSS were tallied with the data screening (age, gender, income, and ancestry) collected from the online research panel database, by verifying each respondent's ID. The IDs captured by the online panel were checked across all IDs in SPSS to ensure that all data were copied and saved in the right location. The data in the SPSS dataset were later checked and verified for out-of-range scores using frequency distributions and descriptive statistics. Any errors identified were immediately rectified.

5.2.2   Missing data

According to Hair et al. (2007), less than 10 per cent missing data for an individual case or observation is not problematic if it occurs in a specific, non-random pattern. The datasets were closely observed for variables or cases of more than 10 per cent of missing items and the data examined indicated no violation of this criterion. There's only one variable with data missing, and that variable is age.

5.2.3   Outliers

Outliers are judged as an extreme high or low value on one variable or a combination score of two variables that may influence and distort the statistical results (Hair et al., 2007). The data were examined by inspecting frequency tables, standard scores, and box-plots. Due to the relatively large sample size (n = 609) the threshold value of

standard scores can be increased up to 4 (Hair et al., 2006). A few standardised scores in excess of 4 (0.01 per cent) were identified, but these outliers are acceptable, as they are not classified as procedural errors (data entry error). As a result of these diagnostic tests, the outliers are retained. An examination of Mahalobis distance[2] values is assessed with a critical value = 27.88 (df = 9, p = 0.001) (Tabachnick and Fidell, 2007). The results indicate one multivariate outlier, but it is believed that this reflects the intended sample population and therefore it was retained in the analysis.[3]

5.2.4 Normality

The Kolmogorov–Smirnov statistic, with Lilliefors significance levels, was used to test the normality of the observed data distribution (Coakes et al., 2008). Normality is assumed if the significance level is greater than 0.05 (p > 0.05). The results indicated that the distributions were non-normal, as would be expected for this type of survey data. Further analysis was performed to determine skewness and kurtosis in the data using a z test (Hair et al., 2007; Tabachnick and Fidell, 2007). Based on the significance level desired for a z test, the commonly used critical value of ±2.58 for a significance level of 0.1, and ±1.96 for a 0.05 significance level, it was found that the constructs of brand awareness, brand association, brand engagement, personality expression, and brand personality were somewhat positively skewed. Hedonistic attitude and feelings were negatively skewed. Brand attitude and behavioural intention were positively skewed. Most constructs were somewhat leptokurtic, except for brand engagement and behavioural intention for which there was indicated a platykurtic distribution.

Data transformation was considered but was not performed, as it is common that this type of survey data has a non-normal distribution, and because such transformations are not advised due to the difficulty that they create in interpreting results. Furthermore, with a sample size of more than 200, non-normal variables are less of a concern (Hair et al., 2007). The non-normality found in the data was low and is not likely to impact on the analysis and findings here.

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[3] Mahalobis distance is the distance of a case from the centroid of the remaining cases, where the centroid is the point created at the intersection of the means of all variables and a very conservative estimate for a case being an outlier of p < 0.001 for the X2 value is appropriate with Mahalobis distance (Tabachnick and Fidell, 2007, p.74).

5.2.5 Multicollinearity

Multiple regression analysis was performed to detect multicollinearity that may exist (Hair et al., 2007). Tolerance and variance inflation factor (VIF) value scores were examined (Hair et al., 2007). A common cut-off threshold suggested by Hair et al. (2006) is a tolerance value of 0.10 corresponding to VIF = 10. None of the results show that the tolerance values were <0.10 (variables had a tolerance value > 0.18) or VIF index > 10 (variables had VIF values from 1.7 to 5.5) when the independent variables were tested against the dependent variable. Therefore, multicollinearity is not considered a potential problem (Tabachnick and Fidell, 2007).

5.3   Respondent profile and representatives

Respondents' demographic profile is shown in Table 5.1. Gender was fairly evenly distributed with just a tiny difference of 0.1 per cent between the two groups. This represents the gender ratio of the population in Australia as at 30 June 2009 (ABS, 2010). Some 59.1 per cent of respondents were aged between 18 and 44 years, and 48.2 per cent were older than 45. The highest percentage age score of the respondents is between 25 and 34 years (25.2 per cent), which represents the median age in Australia (ABS, 2010). Respondents' income can be grouped in three ways: below $39,999; $40,000 to $69,999; and above $70,000. The results show a distribution of 37.4 per cent, 33.2 per cent, and 29.4 per cent respectively across these age groups. The highest score is the income below $20,000 (17.2 per cent) and the lowest is for income from $80,000 to $89,000 (6.7 per cent).

The respondents were asked to indicate their ancestry. Ancestry was grouped into Asian, Middle Eastern, North African, Australian, North American, and European and was used later to categorise respondents as either individualist/collectivist using Hofstede's (2005) cultural index. The purpose is to illustrate the variation of the respondents' cultural background grouped as individualism or collectivism (cultural level), which should later enhance the INDCOL measurement of the two groups at individual level (refer p. 109 – 110, 125 -126 and 142). According to Hofstede (2005), Asian, Middle Eastern, and North African are collectivistic cultures; Australian, North American, and European are individualistic. The highest ancestry score was Australian

(45.8 per cent) and the lowest was Middle Eastern (2.1 per cent). Based on the ancestry results, 70.8 per cent were grouped as individualists and 29.2 per cent as collectivists. These results were assessed for representativeness against region of birth statistics reported as at 30 June 2010 in ABS (2010); all the ancestry screening groups were found to be representative of the Australian population. In addition, data on country of birth showed that more than 50 per cent of respondents came from Australia (58.0 per cent) followed by the United Kingdom (7.6 per cent), India (5.6 per cent), and Malaysia (5.3 per cent).

Table 5.1: Demographic Profile

Characteristic	Sample	
Gender	Total (n = 609) Frequency	Valid Percent
Male	304	49.9
Female	305	50.1
Total	**609**	100.0
Age		
18 - 24	43	7.1
25 - 34	153	25.2
35 - 44	119	19.6
45 - 54	116	19.1
55 - 64	124	20.4
65 and above	53	8.7
Total	**608**	100.0
Annual income (before tax)		
Below $20000	105	17.2
$20000 - $29999	59	9.7
$30000 - $39999	64	10.5
$40000 - $49999	56	9.2
$50000 - $59999	80	13.1
$60000 - $69999	66	10.8
$70000 - $79999	54	8.9
$80000 - $89999	41	6.7
$90000 and above	84	13.8
Total	**609**	100.0
Ancestry		
Asian	165	27.1
Middle Eastern	13	2.1
Australian	279	45.8
North American	1	0.2
European	151	24.8
Total	**609**	100.0
INDCOL group		
Collectivist	178	29.2
Individualist	431	70.8
Total	**609**	100.0

Country of birth		
Australia	353	58.0
United Kingdom	46	7.6
India	34	5.6
Malaysia	32	5.3
China	25	4.1
Indonesia	13	2.1
Philippines	13	2.1
Singapore	13	2.1
Hong Kong	8	1.3
New Zealand	8	1.3
Germany	7	1.1
Ireland	5	0.8
Africa	3	0.5
Malta	3	0.5
Netherland	3	0.5
Thailand	3	0.5
Vietnam	3	0.5
Others	2	0.3
Italy	2	0.3
Japan	2	0.3
Korea	2	0.3
Pakistan	2	0.3
Beirut Lebanon	2	0.3
Papua New Guinea	2	0.3
United States	2	0.3
Croatia	2	0.3
Cyprus	2	0.3
Egypt	1	0.2
Finland	1	0.2
France	1	0.2
Holland	1	0.2
Macau	1	0.2
Palestine	1	0.2
Samoa	1	0.2
Saudi Arabia	1	0.2
Sudan	1	0.2
Sweden	1	0.2
Switzerland	1	0.2
Taiwan	1	0.2
Yugoslavia	1	0.2
United Arab Emirates	1	0.2
Ukraine	1	0.2
Czech	1	0.2
Denmark	1	0.2
Total	**609**	100.0

5.4 Brand Familiarity among Respondents

Results from Table 5.2 show that all the brands used were familiar to respondents. Based on mean scores (1 = extremely familiar and 7 = extremely unfamiliar), the results based on means score indicate that Levi's is the most familiar brand (2.50), followed by Seiko (2.78), and Calvin Klein (2.82).

Table 5.2: Brand Familiarity

Brand	Familiar	Neither	Unfamiliar	Total sample size	Mean score
Levi's	533 (87.5%)	43 (7.1%)	33 (5.3%)	609 (100.0)	2.50
Seiko	482 (79.1)	73 (12.0%)	54 (8.9%)	609 (100.0%)	2.78
Calvin Klein	483 (79.3%)	73 (12.0%)	53 (8.6%)	609 (100.0%)	2.82
Country Road	479 (78.7%)	68 (11.2%)	62 (10.2%)	609 (100.0%)	2.90
Citizen	462 (75.8%)	78 (12.8%)	69 (11.4%)	609 (100.0%)	2.91
Esprit	455 (74.7%)	81 (13.3%)	73 (11.9%)	609 (100.0%)	2.96
Chanel	460 (75.5%)	83 (13.6%)	66 (10.8%)	609 (100.0%)	2.97
Rolex	462 (75.8%)	84 (13.8%)	63 (10.3%)	609 (100.0%)	2.98
Christian Dior	455 (74.7%)	85 (14.0%)	69 (11.3%)	609 (100.0%)	3.01

Notes: Figures are the frequency, and figures in brackets are the valid percentage. Percentage breakdowns may not add precisely to 100 due to rounding.

5.5   Respondents' Purchase Pattern

The results in Table 5.5 show that the most commonly selected brand was Seiko (12.0 per cent), and the least selected brand was Christian Dior (9.0 per cent). Overall, the results show that 77.0 per cent of respondents had purchased the brand they selected; 23.0 per cent had not purchased the brand that they selected. Based on the number of respondents who had purchased those brands (77.0 per cent), 39.9 per cent purchased them in the last 12 months, 16.8 per cent purchased them in the past one to two years, 12.4 per cent purchased them in the past three to four years, and 30.9 per cent had purchased in the past five years or more. Cumulatively, based on the highest frequency/valid percentage score; in the *past 12 months*, *one to two years*, and *three to four years*, respondents had spent between $100 and $499 on this brand. However, in the *past five years* or more, most respondents spent less than $100 on this brand.

Table 5.3: Purchasing and Non-purchasing Behaviour

Characteristic	Sample	Percentage
	Total (n = 609)	
	Frequency	Valid Percent
Brand selection		
Country Road	70	11.4
Rolex	69	11.3
Christian Dior	55	9.0
Levi's	67	11.0
Seiko	73	12.0
Chanel	67	11.0
Esprit	70	11.5
Citizen	68	11.2
Calvin Klein	70	11.5
Total	**609**	100.0
Purchased frequency		
Have not purchased	140	23.0
Purchase once a year	70	11.5
Purchase every 1-2 years	79	13.0
Purchase every 3-4 years	58	9.5
Purchase every 5 years and more	145	23.8
Purchase more than once a year	117	19.2
Total	**Purchased = 469**	77.0
	Not purchase = 140	23.0
	Total sample = 609	100.0
Purchased amount		
In the past 12 months		
Less than $100	39	6.4
$100 - $499	107	17.6
$500 - $999	30	4.9
$1000 - $1499	8	1.3
$1500 - $1999	1	0.2
more than $2000	2	0.3
Total	**187 (39.9%)**	100.0
In the past 1 -2 years		
None in the past 1 -2 years	530	87.0
Less than $100	22	3.6
$100 - $499	45	7.4
$500 - $999	8	1.3
$1000 - $1499	3	0.5
$1500 - $1999	1	0.2
more than $2000	0	0
Total	**79 (16.8%)**	100.0

In the past 3 - 4 years		
Less than $100	17	2.8
$100 - $499	33	5.4
$500 - $999	5	0.8
$1000 - $1499	1	0.2
$1500 - $1999	1	0.2
more than $2000	1	0.2
Total	**58 (12.4%)**	100.0
In the past 5 years or more		
Less than $100	60	9.9
$100 - $499	58	9.5
$500 - $999	11	1.8
$1000 - $1499	3	0.5
$1500 - $1999	3	0.5
more than $2000	10	1.6
Total	**145 (30.9%)**	100.0

Note: Percentage breakdowns may not add precisely to 100 due to rounding.

5.6   Correlation Matrix

A correlation matrix of the main constructs including brand awareness, brand association, hedonic attitude, feeling, brand engagement, personality expression, brand personality, brand attitude, and behavioural intention was created. The moderating constructs (INDCOL, self-expression, and self-congruency) were not included in this analysis. The results show that all the main constructs were significantly correlated; however, the correlations were not high enough to raise concern about multicollinearity.

Table 5.4: Correlation Matrix

	B_aware	A_assoc	C_hed_	C_feel	C_engage	P_exp	B_personality	B_att	Beh_int
B_aware	1.000								
A_assoc	0.872**	1.000							
C_hed	0.500**	0.572**	1.000						
C_feel	0.390**	0.474**	0.491**	1.000					
C_engage	0.609**	0.683**	0.578**	0.604**	1.000				
P_exp	0.601**	0.678**	0.613**	0.445*	0.588**	1.000			
B_personality	0.532**	0.604**	0.701**	0.470**	0.568**	0.695**	1.000		
B_att	0.486**	0.565**	0.607**	0.257**	0.447**	0.634**	0.634**	1.000	
B_intention	0.581**	0.656**	0.625**	0.440**	0.746**	0.627**	0.627**	0.683**	1.000

** Correlation is significant at the 0.01 level (2-tailed)
Key: **Baware** = brand awareness; **Basso** = brand association; **Ched** = hedonic; **Cfeel** = valence of feelings; **Ceng** = brand engagement; **Pexp** = personality expression; **Batt** = brand attitude**; Bintention** = behavioural intention.

This first section of Chapter 5 examined the data and their appropriateness for multivariate analysis. The section also presented the demographic profiles of the respondents and their familiarity and purchasing or non-purchasing behaviour towards the nine brands studied. The last section produced the correlation matrix of the main constructs for an overview of the relationships between these constructs. The next section presents and discusses the results of the exploratory factor analysis in order to measure the internal validity of the constructs. Reliability scores are presented to support the internal consistency of the research constructs further.

5.7 Exploratory Factor Analysis (EFA)

Exploratory factor analysis is performed to consolidate variables that are highly correlated (Tabachnick and Fidell, 2007). The technique entails an iterative process to analyse the item pool for each construct. To ensure the data met the criteria for factor analysis, the Barlett-Test of Sphericity was performed to test the appropriateness of the entire correlation matrix. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was assessed to identify whether the data were suitable for factor analysis. The Bartlett Test of Sphericity was significant (sig. > 0.05), suggesting that sufficient

correlation exists among the variables. The KMO scores were greater than 0.60, indicating that the data were considered suitable for factor analysis (Hair et al., 2007; Tabachnick and Fidell; 2006 and Coakes et al., 2008). The correlation matrix was prepared to ensure that the inter-item correlations were substantial with values > 0.30. The results from the correlation matrix confirmed that the data are suitable for factor analysis.

The purpose of using exploratory factor analysis is to condense and summarise the large number of items in a study into smaller sets of components or factors to allow prediction (Hair et al., 2007; Tabachnick and Fidell, 2007). Hence, the principal components method of factor extraction was undertaken. An Eigenvalue score greater than 1.0 was used as a cut-off for factor extraction. A scree diagram is another diagnostic tool that was used to assess factor extraction. Factors were rotated using the Varimax procedure of orthogonal rotation, as it maximises the variance of the factor loadings (Hair et al., 2007). The factor-analysis results were assessed based on item loadings, Cronbach's alpha, and item-to-total correlation.

Any cross-loading items (loading > 0.30 on more than one factor) were deleted. Items with communalities < 0.50 were excluded from the analysis (Hair et al, 2007). Reliability was further analysed to assess the degree of consistency of the variables using Cronbach's alpha (Hair et al., 2007). The benchmark index for reliability is > 0.70. To assist in the interpretation of the results, item loadings of less than 0.30 were not shown in the EFA tables. Each table represents each construct, and consists of scale items, factor loading scores, Eigenvalues, percentage of variance explained, Cronbach's alpha, corrected item-total correlation (I), mean scores, and standard deviation (SD). The results shown in the table reflect the final results of the factor analysis and reliability testing.

5.7.1 Exploratory Factor Analysis and Reliability of the Antecedents

Based on the previous discussion in Chapter 4, nine items were used to operationalise the brand awareness and brand association constructs; 26 items represented the hedonistic attitude, valence of feelings, and personality-expression constructs; eight items comprised the brand engagement constructs. Exploratory factor analysis and

reliability tests were undertaken to determine the structure of these items and to measure the internal consistency for each item being developed. The results of the analysis are shown in tables 5.5 to 5.9.

Brand Awareness Factor analysis of the brand awareness scale confirmed no changes to the conceptualisation of this scale. The factor analysis resulted in 83.127 per cent of the variance being explained by this construct, as is shown in Table 5.5. Cronbach's alpha was $\alpha = 0.898$, which provides support for the internal consistency of this scale.

Table 5.5: EFA of Brand Awareness

Scale Items		Scale Statistics		
Sample n = 609	**Factor Loadings**	**I $_{TOTAL}$**	**Mean**	**SD**
Brand awareness				
I can recognise the X brand among other competing brands	0.919	0.813	2.59	1.329
I can recognise X quickly among other competing brands	0.911	0.797	2.97	1.399
Some of the characteristics of the X brand come to my mind quickly	0.905	0.787	2.96	1.414
Eigenvalue	2.494			
Percentage Variance Explained	83.127			
Alpha	0.898			

I $_{TOTAL}$ refers to item-to-total correlations

Brand Association Factor analysis of these items extracted one factor, with one item deleted from the scale due to a low factor score. After deleting this item, the results show that this factor accounted for 72.719 per cent of the variance and had a Cronbach's alpha value of $\alpha = 0.905$. This indicates good support for the internal consistency of this scale.

Table 5.6: EFA of Brand Association

Scale Items		Scale Statistics		
Sample n = 609	Factor Loadings	I $_{TOTAL}$	Mean	SD
Brand association				
The X brand has a unique image compared to competing brands	0.885	0.812	3.09	1.393
I can quickly recall the symbol or logo of the X brand	0.878	0.802	3.03	1.536
I do not have difficulty in imagining the X brand in my mind	0.857	0.773	2.99	1.494
I like the brand image of brand X	0.829	0.732	2.91	1.228
I admire people who wear the X brand	0.813	0.702	3.55	1.408
Eigenvalue	3.636			
Percentage Variance Explained	72.719			
Alpha	0.905			

I $_{TOTAL}$ refers to item-to-total correlations

Hedonistic attitude Factor analysis for the hedonistic attitude scale suggested that all items should be retained. One factor that accounted for 64.642 per cent of the variance was extracted. Based on the Cronbach's alpha score of $\alpha = 0.948$, internal consistency was supported.

Table 5.7: EFA of Hedonistic Attitude

Scale Items		Scale Statistics		
Sample n = 609	Factor Loadings	I TOTAL	Mean	SD
Hedonistic Attitude				
Fun/no fun	0.830	0.785	3.05	1.223
Exciting/dull	0.860	0.820	2.99	1.180
Delightful/not delightful	0.854	0.813	3.01	1.197
Thrilling/not thrilling	0.804	0.765	3.56	1.293
Enjoyable/unenjoyable	0.815	0.763	2.81	1.164
Amusing/not amusing	0.756	0.717	3.81	1.361
Happy/not happy	0.872	0.834	3.13	1.203
Pleasant/unpleasant	0.802	0.750	2.87	1.135
Playful/not playful	0.814	0.775	3.46	1.325
Cheerful/not cheerful	0.868	0.834	3.28	1.262
Sensuous/not sensuous	0.676	0.624	3.40	1.436
Funny/not funny	0.665	0.622	4.18	1.374
Eigenvalue	7.757			
Percentage Variance Explained	64.642			
Alpha	0.948			

I TOTAL refers to item-to-total correlations

Valence of feelings The results for the factor analysis of the feelings construct confirmed no changes to the conceptualisation of this scale. Two factors were extracted: one for negative feelings and one for positive feelings, which accounted for 82.204 per cent of the variance, as shown in Table 5.8. Analysis of Cronbach's alpha showed support for the internal consistency of these scales, with values of $\alpha = 0.978$ for the negative feeling and $\alpha = 0.972$ for the positive feeling scales.

Table 5.8: EFA of Valence of feeling

Scale Items	Factor Loadings		Scale Statistics		
Sample n = 609	F1	F2	I $_{TOTAL}$	Mean	SD
Negative feeling					
Scared	0.954		0.938	5.82	1.394
Jittery	0.953		0.937	5.83	1.383
Afraid	0.948		0.931	5.87	1.348
Hostile	0.943		0.923	5.87	1.370
Nervous	0.930		0.911	5.69	1.384
Ashamed	0.921		0.905	5.73	1.436
Upset	0.908		0.889	5.76	1.393
Guilty	0.882		0.853	5.68	1.467
Distressed	0.869		0.846	5.54	1.462
Irritable	0.849		0.821	5.37	1.493
Positive feeling					
Enthusiastic		0.925	0.903	3.32	1.456
Excited		0.922	0.902	3.42	1.476
Inspired		0.914	0.891	3.29	1.485
Attentive		0.913	0.892	3.42	1.449
Strong		0.903	0.878	3.22	1.462
Proud		0.897	0.871	3.15	1.512
Alert		0.869	0.842	3.61	1.457
Determined		0.865	0.837	3.45	1.527
Interested		0.864	0.829	3.04	1.383
Active		0.862	0.833	3.37	1.460
Eigenvalue	8.744	7.697			
Percentage Variance Explained	43.719	38.485			
Alpha	0.978	0.972			

I $_{TOTAL}$ refers to item-to-total correlations

Personality Expression Results for the factor analysis of the personality-expression scale indicated deletion of one factor, with all four items remaining in the analysis. This single factor accounted for 79.405 per cent of the variance. Further analysis of reliability supported the internal consistency of the personality-expression scale. The Cronbach's alpha score for personality expression was $\alpha = 0.913$.

Table 5.9: EFA of Personality Expression

Scale Items		Scale Statistics		
Sample n = 609	Factor Loadings	I TOTAL	Mean	SD
Personality Expression				
People use the brand as a way of expressing their personality	0.876	0.778	3.01	1.260
Brand X is for people who want the best things in life	0.892	0.804	3.01	1.313
A brand X user stands out in crowd	0.904	0.823	3.44	1.486
Using brand X says something about the kind of person you are	0.893	0.806	3.27	1.383
Eigenvalue	3.176			
Percentage Variance Explained	79.405			
Alpha	0.913			

I TOTAL refers to item-to-total correlations

5.7.2 Exploratory Factor Analysis for the Mediating Variable

As discussed in Chapter 3, brand personality is seen as a mediating variable. Brand personality, as conceptualised by Aaker (1997), consists of five dimensions: Sophistication, Ruggedness, Excitement, Sincerity, and Competence. These are represented by 42 items as shown in Table 5.10.

Table 5.10: Five Dimensions of Brand Personality and Facets

Dimension	Item scales or facets
Sophistication	Upper class, glamorous, good looking, charming, feminine and smooth
Ruggedness	Outdoorsy, Western, tough and rugged
Excitement	Daring, trendy, exciting, spirited, cool, young, imaginative, unique, up-to-date, independent and contemporary
Sincerity	Down to earth, family oriented, small town, honest, sincere, real, wholesome, original, cheerful, sentimental, friendly
Competence	Reliable, hard-working, secure, intelligent, technical, corporate, successful, leader, confident

Brand Personality Exploratory factor analysis was conducted and the results indicated that the brand personality construct factored into three dimensions; namely, Sincerity, Excitement, and Ruggedness. Items were deleted due to cross-loading factors, with 12 items remaining. These 12 items accounted for 77.438 per cent of the variance. The results of the reliability analysis supported the internal consistency of the brand personality scales. The alpha values for the scales were $\alpha = 0.931$ for Sincerity, $\alpha = 0.862$ for Excitement, and $\alpha = 0.894$ for Ruggedness. Based on the items representing each dimension shown in Table 5.11, the results supported the conceptualisation of Aaker's (1997) findings with sincerity, honest, real, wholesome, and down to earth factoring to the Sincerity dimension. Trendy, cool, and young factored to the Excitement dimension, and rugged, tough, and masculine factored to the Ruggedness dimension. Only one item, *smooth,* was found to factor under a different dimension, that of Excitement. Since the item loading of smooth was above 0.70, it was retained as an item measuring the Excitement dimension. These items are tested and confirmed again using confirmatory factor analysis in later sections.

Table 5.11: EFA for Brand Personality

Scale Items	Factor Loadings			Scale Statistics		
Sample n = 609	F1	F2	F3	I $_{TOTAL}$	Mean	SD
Sincerity						
Sincere	0.881			0.872	2.56	0.950
Honest	0.862			0.850	2.56	0.956
Real	0.844			0.839	2.42	0.936
Wholesome	0.843			0.823	2.69	1.000
Down to earth	0.768			0.720	2.69	1.093
Excitement						
Trendy		0.857		0.734	2.25	0.935
Cool		0.845		0.797	2.39	0.938
Smooth		0.770		0.647	2.48	0.905
Young		0.756		0.665	2.65	0.985
Ruggedness						
Rugged			0.903	0.831	3.13	1.116
Tough			0.889	0.846	2.99	1.114
Masculine			0.795	0.701	2.83	1.088
Eigenvalue	3.912	1.184	1.099			
Percentage Variance Explained	48.901	14.802	13.735			
Alpha	0.931	0.862	0.894			

I $_{TOTAL}$ refers to item to total correlations

5.7.3 Exploratory Factor Analysis for the Moderating Variables

As detailed in Chapter 3, four moderators were proposed to determine the effect of the relationship between brand personality and consumers' attitude and intention. The four moderating variables were individualism/collectivism (INDCOL), self-expression, self-congruency, and product category. The factor structure of these constructs, except the product category, is discussed next.

INDCOL The INDCOL construct consists of four dimensions: Self-reliance, Family integrity, Interdependence, and Distance from in-groups. Twenty items operationalise INDCOL—10 items represent Self-reliance, two items represent Family integrity, five items reflect Interdependence, and three items reflect Distance from in-group. Based on the results of the factor analysis, 10 items were deleted due to cross-loadings. However, the extraction of four factors remained as conceptualised in Chapter 2. In total, 10 items remained and accounted, collectively, for 74.551 per cent of the variance. Reliability scores supported the internal consistency of each scale, with $\alpha = 0.811$ for Self-reliance, $\alpha = 0.939$ for Distance from in-group, $\alpha = 0.654$ for Interdependence, and $\alpha = 0.702$ for Family integrity.

Table 5.12: EFA for Individualism/collectivism (INDCOL)

Scale Items	Factor Loadings				Scale Statistics		
Sample n = 609	F1	F2	F3	F4	I $_{TOTAL}$	Mean	SD
Self-reliance							
When faced with a difficult personal problem, it is better to decide yourself rather than follow advice from other	0.845				0.688	3.90	1.426
If the group is slowing me down, it is better to leave it and work alone	0.837				0.623	3.53	1.340
One does better working alone than in a group	0.833				0.673	3.92	1.427
Distance from in-group							
Children should not feel honoured even if the parents were praised and given a national award		0.952			0.884	5.11	1.523
Even if a child won a Nobel prize, the parents should not feel honoured in any way		0.950			0.884	5.09	1.513
Interdependence							
I would help within my means if a relative told me that he (she) is in financial difficulties			0.786		0.505	2.77	1.178
I can count on my relatives for help if I find myself in any kind of trouble			0.777		0.452	3.18	1.193
I like to live close to my good friends			0.731		0.456	3.15	1.464
Family integrity							
Ageing parents should live at home with their children				0.860	0.544	3.89	1.511
Children should live at home with parents until they get married				0.857	0.544	4.43	1.665
Eigenvalue	2.877	2.079	1.364	1.135			
Percentage Variance Explained	28.772	20.791	13.64	11.348			
Alpha	0.811	0.939	0.654	0.702			

I $_{TOTAL}$ refers to item-to-total correlations

Self-Expression Factor analysis of the self-expression scale indicated no change to the conceptualisation of this construct. The results produced one factor which accounted for 93.208 per cent of the variance. The internal consistency of this scale was supported with a Cronbach's alpha score of $\alpha = 0.963$.

Table 5.13: EFA for Self-Expression

Scale Items		Scale Statistics			
Sample n = 609	Factor Loadings	I_{TOTAL}	Mean	SD	
Self-expression					
Brands that I like help me to express myself	0.969	0.930	3.07	1.410	
Brands that I like reflect my personality	0.967	0.925	3.07	1.432	
Brands that I like enhance myself	0.960	0.910	3.14	1.441	
Eigenvalue	2.796				
Percentage Variance Explained	93.208				
Alpha	0.963				

I_{TOTAL} refers to item-to-total correlations

Self-congruency Four items operationalised the self-congruence construct. The result of the factor analysis indicated that one factor was extracted, which accounted for 89.814 per cent of the variance. The Cronbach's alpha score is $\alpha = 0.962$.

Table 5.14: EFA for Self-congruency

Scale Items		Scale Statistics			
Sample n = 609	Factor Loadings	I_{TOTAL}	Mean	SD	
Self-congruency					
This brand matches me: this brand does not match me	0.961	0.930	3.66	1.679	
This brand is like me: this brand is not like me	0.960	0.927	3.65	1.641	
I identify myself with the brand: I do not identify myself with the brand	0.953	0.916	3.87	1.724	
Consider your own personality and compare yourself to brand x is similar: dissimilar	0.916	0.855	3.66	1.509	
Eigenvalue	3.593				
Percentage Variance Explained	89.814				
Alpha	0.962				

I_{TOTAL} refers to item to total correlations

5.7.4 Exploratory Factor Analysis for Brand Engagement, Brand Attitude, and Behavioural Intention

The conceptual model presented in Chapter 3 hypothesised the linkages between brand engagement, brand attitude, and behavioural intentions. These constructs were also factor-analysed to determine their dimensionality and internal consistency. Results of the analyses are discussed below.

Brand Engagement Factor analysis for brand engagement indicated no changes to the conceptualisation of this scale; one brand engagement factor was extracted. The results accounted for 88.083 per cent of the variance. Analysis of reliability supported internal consistency of the brand engagement scale, with a Cronbach's alpha score of $\alpha = 0.981$.

Table 5.15: EFA of Brand Engagement

Scale Items		Scale Statistics		
Sample n = 609	Factor Loadings	I $_{TOTAL}$	Mean	SD
Brand engagement				
I feel as if I have a close personal connection with brand X	0.960	0.946	4.44	1.590
I often feel a personal connection between brand X and me	0.955	0.939	4.36	1.626
There are links between brand X and how I view myself	0.950	0.934	4.33	1.626
I consider brand X to be a part of myself	0.941	0.921	4.29	1.660
Part of me is defined by important brands like brand X in my life	0.934	0.914	4.28	1.646
Brand X is an important indication of who I am	0.932	0.910	4.41	1.714
I have a special bond with brand X	0.925	0.901	4.04	1.636
I can identify with important brands like brand X in my life	0.911	0.885	4.06	1.647
Eigenvalue	7.047			
Percentage Variance Explained	88.083			
Alpha	0.981			

I $_{TOTAL}$ refers to item-to-total correlations

Brand Attitude Brand attitude was conceptualised with four items. The results from the factor analysis confirmed the uni-dimensionality of this construct. The results further indicated no changes to the conceptualisation of these items. The final factor scores are shown in Table 5.16. Four items accounted for 90.214 per cent of the variance, with a Cronbach's alpha $\alpha = 0.964$.

Table 5.16: EFA for Brand Attitude

Scale Items		Scale Statistics		
Sample n = 609	Factor Loadings	I_{TOTAL}	Mean	SD
Brand attitude				
Extremely likable: extremely unlikable	0.955	0.919	2.39	1.225
Very attractive: very unattractive	0.954	0.917	2.39	1.190
Favourable: unfavourable	0.952	0.913	2.28	1.167
Very good: very bad	0.939	0.891	2.12	1.147
Eigenvalue	3.609			
Percentage Variance Explained	90.214			
Alpha	0.964			

I_{TOTAL} refers to item-to-total correlations

Behavioural Intentions Chapter 2 operationalised behavioural intentions as comprising two dimensions: purchase intention and recommendation or loyalty. Purchase intention consists of four items, and recommendation or loyalty consists of six items. However, in the factor analysis conducted only one factor was extracted with all 10 items loading on this factor. This factor accounted for 78.169 per cent of the variance extracted. In addition, internal consistency of the scale was supported, Cronbach's alpha $\alpha = 0.967$.

Table 5.17: EFA for Behavioural Intention

Scale Items		Scale Statistics		
Sample n = 609	Factor Loadings	I TOTAL	Mean	SD
Behavioural intention				
Purchase intention – likely/unlikely	0.904	0.886	3.13	1.888
I am a loyal customer of this brand	0.902	0.880	3.55	1.754
Purchase intention - probable: improbable	0.901	0.883	3.18	1.820
Purchase intention - definitely: definitely not	0.899	0.882	3.51	1.800
I consider the X brand my first choice when buying this product	0.892	0.868	3.66	1.858
I would recommend this brand to my friends and relatives	0.885	0.842	2.59	1.408
Purchase intention - certain: uncertain	0.882	0.862	3.47	1.831
I would recommend this brand to others	0.876	0.832	2.62	1.397
I'm likely to say good things about this brand	0.852	0.805	2.47	1.286
I care about the long term success of this brand	0.846	0.809	3.43	1.689
Eigenvalue	7.817			
Percentage Variance Explained	78.169			
Alpha	0.967			

I TOTAL refers to item to total correlations

In summary, this section presented the exploratory factor analysis conducted on the antecedents, mediating variables, moderating variables, and outcome constructs to determine the underlying structure of the data. In addition, an analysis of the reliability of the scales used was also undertaken. This process is important for model specification and to provide the foundation for the assessment of the measurement and structural models of structural equation modeling (Hair et al., 2006).

5.8   Structural Equation Modeling (SEM)

Structural equation modeling (SEM) was performed to assess the research model of this study. The guidelines for the SEM methods and procedures were adopted from Kline (2005) and Byrne (2001) using AMOS version 18 software. Based on Anderson and Gerbing's study (1988), SEM should be conducted in a two-step approach. The first step is to validate the measurement model via confirmatory factor analysis; the second step is to estimate the structural relationships using regression or path analysis between the latent variables (Anderson and Gerbing, 1988; Garver and Mentzer, 1999). In the first step, confirmatory factor analysis is performed to test for construct validity as well as to test for construct uni-dimensionality, reliability, convergence validity, and discriminant validity. The difference between EFA and confirmatory factor analysis (CFA) is that CFA will reconfirm the factors established in EFA, and will reaffirm how well the researcher's theoretical specification of the factors matches the actual data that represent the constructs in theoretical model (Hair et al., 2010). The second step tests the theoretical model (Garver and Mentzer, 1999). In this section, the model estimation and evaluation process are discussed. The assessment of the measurement model is reported, followed by the validation of the constructs. The structural model and research hypotheses are then examined in Chapter 6.

5.8.1   Model Estimation

The measurement and structural models for this thesis were analysed based on a partial disaggregation approach, where the researcher combines items into composites (Garver and Mentzer, 1999), which are applied using item parcelling. This approach is commonly used in SEM, and involves averaging two or more items and using these results as one entity or unit of analysis (Marcoulides and Schumacker, 2001). This approach is a compromise between an aggregate approach (all items are summed to a single indicator of the construct) and a disaggregate approach (each item is an individual indicator of the relevant construct) (Bagozzi and Foxall, 1996; Bagozzi and Heatherton, 1994).

This approach is used because it reduces the large number of items required for the measurement scales for a large model. According to Garver and Mentzer (1999), SEM

has difficulties in identifying the measurement model if there are too many indicators representing a single latent variable. By using item parcelling, as suggested by Bagozzi and Heatherton (1994), fewer parameters need estimation, since factor loadings and measurement-error variances can be estimated for each parcel, rather than for each item. This approach will result in greater stability of parameter estimates (Bagozzi and Heatherton, 1994; Marcoulides and Schumacker, 2001).

Partial disaggregation is suggested, as it increases reliability (Marcoulides and Schumacker, 2001). Therefore, the advantage of using composites and partial disaggregation is that a complex model can be simplified, random error is reduced, and yet the benefits of multiple-indicators measurement can be maintained. In addition, the loss of information is minimised with this approach (Garver and Mentzer, 1999; Bagozzi and Heatherton, 1994).

Based on the guidelines imposed as in the discussion above, item parcels were created. Items reflecting a specific construct were randomly grouped to form an item parcel as in the suggestions of Garver and Mentzer, (1999). This approach is appropriate, since all items reflecting a latent construct are assumed to be similar in their representation of that construct (Garver and Mentzer, 1999). This process resulted in 42 item parcels being created from 67 single items. The item parcels and the single items are shown in Appendix 1.

5.8.2   Model Evaluation

The fit of the measurement and structural models examined in this thesis were based on multiple indices recommended by Hair et al. (2006; 2010), Kline (2005), Tabachnick and Fidell (2007), Citak (2009), Schreiber et al. (2006), Hu and Bentler (1995), Hoyle (1995), and Garver and Mentzer (1999). Five indices are used in assessing the measurement model's validity.

5.8.2.1 Assessing the fit of the Model

Chi-square (χ^2)

The fundamental absolute fit index measures the overall model fit by measuring the significance of the difference between the observed and estimated covariance matrices. It is associated with the degree of freedom (*df*) and probability (p) of significant difference. The conventional criterion for acceptable model fit is p > 0.05, where a non-significant χ^2 value supports the model fit. The χ^2 however is sensitive to large sample sizes (N > 200), where it implies that as N increases, the χ^2 value also increases, which suggests rejecting the specific model when N is too large. As such, χ^2 can become less meaningful when sample sizes are large (Hair et al., 2010; Tabachnick and Fidell, 2007). Therefore, χ^2 should be reported cautiously. Reliance only on χ^2 to measure model fit is not recommended; other indices should be used to evaluate the model further.

Root Mean-Square Residual (RMR)

RMR is a measure of the mean absolute value of the covariance residuals—measuring the average differences between Σ and S per element of the variance-covariance matrix. The smaller the average the better, where 0 indicates a perfect fit and anything < 0.08 is considered an acceptable or good fit (Citak, 2009; Schreiber et al., 2006; Hu and Bentler, 1995).

Goodness of fit (GFI)

GFI is a primary measure of absolute fit and is less sensitive to sample size than is χ^2. Absolute fit indices directly measure how well the model specified fits the sample (Hair at al., 2010). It is analogous to a squared multiple regression (R^2), which is a matrix proportion of explained variance (Kline, 2005). The possible range of GFI is between 0 and 1, and GFI > 0.90 is considered a good fit (Hair et al., 2010; Hoyle, 1995).

Comparative fit index (CFI)

CFI is an incremental fit index that assesses how the estimated model fits, relative to other models. CFI is relatively independent of the sample-size effect and is insensitive to model complexity. Values between 0 and 1 indicate that a higher value is a better fit. The rule of thumb is that a CFI value above 0.90 represents an acceptable fit (Garver and Mentzer, 1999; Hair et al., 2010).

Normed fit index (NFI)

NFI is an incremental index which evaluates the estimated model by calculating the ratio of the difference between χ^2 values of the null (independent) model to the fitted model, divided by the χ^2 of the null model (independent). This descriptive-fit index ranges from 0 to 1, with a recommended acceptable threshold above 0.90 for adequate model fit (Garver and Mentzer, 1999; Hair et al., 2006, 2010).

The criterion values used in the measurement and structural analysis are summarised in Table 5.18. The specific diagnostic indicators to evaluate the measurement and structural models are discussed in the following section.

5.8.2.2 Measurement Model

Measures including standardised residuals, modification indices, squared multiple correlations, parameter estimates, and critical ratio values were used to examine and assess model fit. Standardised residuals of less than 2.5 at $p < 0.05$ suggest a good fit (Hair et al., 2010). Modification indices with a value < 7.88 (Garver and Mentzer, 1999), and squared multiple correlations > 0.50 also indicate an acceptable model fit (Bollen, 1989). The magnitude and statistical significance of parameter estimates were further examined and evaluated to confirm the acceptability of the model fit. Standardised parameter estimates that were statistically significant were evaluated based on the criterion value of ± 1.96 ($p < 0.05$), with path coefficient values of > 0.50 that were signed in the correct (+ or -) direction reflecting an acceptable model fit (Garver and Mentzer, 1999; Hair et al., 2006).

5.8.2.3 Structural Model

In order to ascertain model fit further, the statistical significance, size, and direction of the standardised parameter estimates (path coefficient) of the structural model were examined and assessed. Absolute values < 0.10 for path coefficients were considered an indication of a small effect, values around 0.30 were considered a medium effect, and values > 0.50 indicated a large effect (Kline, 2005). The significance of the estimates was based upon the critical ratio value of $\pm$ 1.96 (p < 0.05) for a two-tailed test of significance. The direction of the estimates (+ or -) was assessed to confirm the fit of the model (Garver and Mentzer, 1999; Hair et al., 2006).

Based on these discussions, a summary of all the criterion values for the measurement and structural model are presented in Table 5.18.

Table 5.18: Criterion Values Applied in Model Assessment

Symbol	Criterion	Acceptable Level
X^2	Chi-square	p > 0.05 at α = 0.05 level
RMR	Root Mean-Square Residuals of Approximation	< 0.08
GFI	Goodness-of-Fit Index	> 0.90
CFI	Comparative Fit Index	> 0.90
NFI	Normed Fit Index	> 0.90
λ	Measurement model parameter estimates: standardised path coefficient/regression weights (factor loadings)	> 0.05 acceptable > 0.70 good
B	Structural model parameter estimates: standardised path coefficients/regression weights	> 0.10 small effect > 0.30 medium effect > 0.50 large effect
t-value	Critical ratio	$\pm$ 1.96

5.8.3   Assessment of the Measurement Model

5.8.3.1 Confirmatory Factor Analysis of All Antecedents

Confirmatory factor analysis was performed on all six antecedent variables simultaneously; namely, hedonic attitude, positive feeling, negative feeling, brand awareness, brand association, and personality expression. The purpose was to confirm that there are no cross-loading items and that each antecedent is distinct.   The measurement model for the six antecedents is shown in Figure 5.2.

Figure 5.2: Measurement Model of All Antecedents (Model 1)
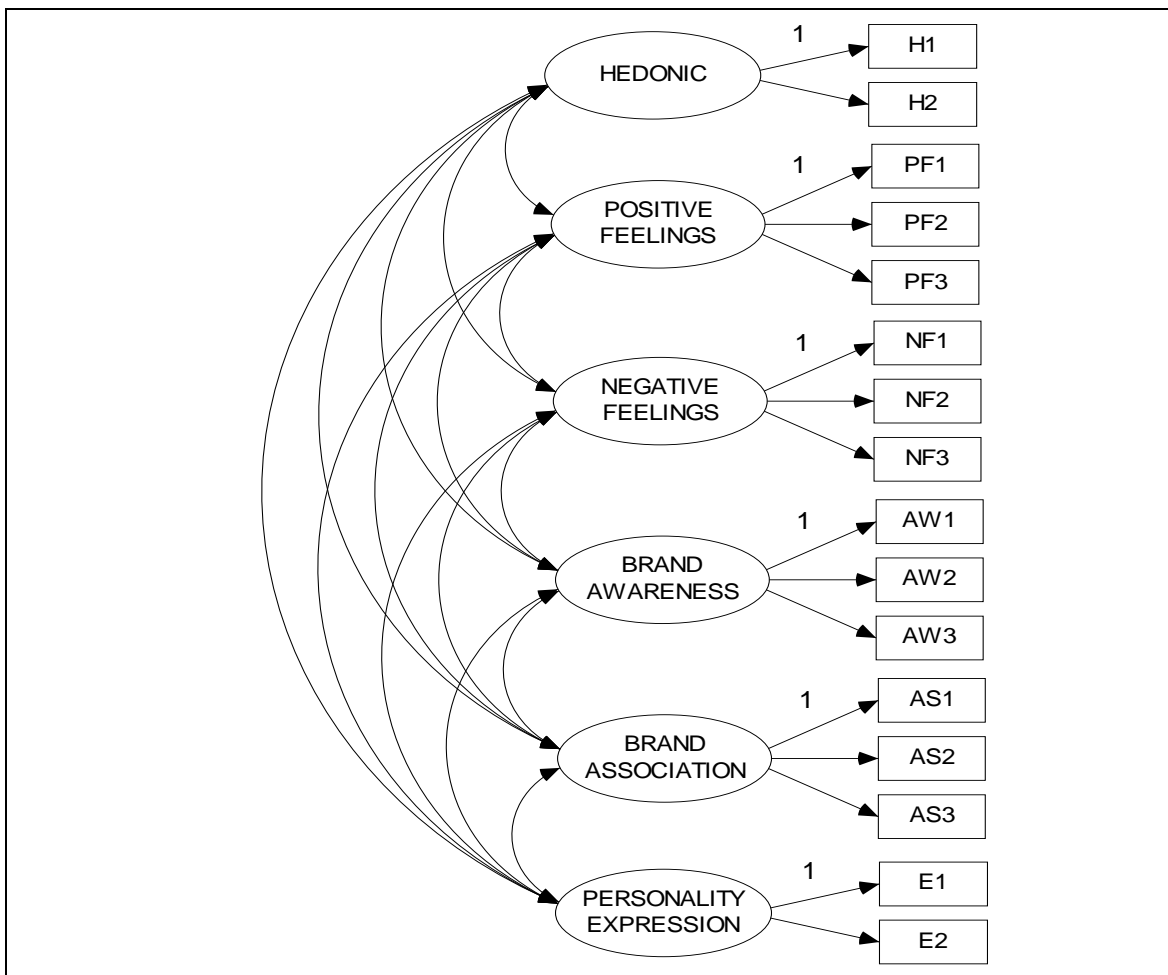
Based on the analysis results, the fit indices for this model show good fit to the data with a significant χ^2 value. The scores for GFI, NFI, and CFI are all above the criterion value of 0.90, with RMR < 0.08 indicating the overall fitness of this model.

Table 5.19: Fit Indices for All Antecedents

Model Fit for All Antecedents: CFA Model 1 Model 1 shown in Figure 5.2	Goodness-of-Fit Indices						
	χ^2	**P**	*df*	**RMR**	**GFI**	**NFI**	**CFI**
Research Samples							
Sample n = 609	272.765	0.00	89	.048	0.948	0.973	0.982

Table 5.20 presents the parameter estimates and critical ratio of the measurement model. The loadings were substantially greater than 0.70 and are significant, indicating that they are strong indicators of their latent constructs. Based on these findings, the strength of the six antecedents was established.

Table 5.20: Parameter Estimates and Critical Ratio Values for All Antecedents

Item Parcels and Latent Constructs for All Antecedent Constructs CFA Model 1 Model 1 is Shown in Figure 5.2	Sample (n = 609)	
	Parameter Estimate	**CR**value
Hedonic → H1	0.953	N/A
Hedonic → H2	0.788	18.724
Positive Feelings → PF1	0.908	N/A
Positive Feelings → PF2	0.966	44.281
Positive Feelings → PF3	0.948	41.868
Negative Feelings → NF1	0.940	N/A
Negative Feelings → NF2	0.982	59.073
Negative Feelings → NF3	0.980	58.404
Awareness → AW1	0.829	N/A
Awareness → AW2	0.837	25.142
Awareness → AW3	0.911	28.839
Association → AS1	0.910	N/A
Association → AS2	0.869	31.648
Association → AS3	0.855	30.547
Personality Expression → E1	0.838	N/A
Personality Expression → E2	0.856	18.918

Note: In CFA, factor loadings of parameter estimates are interpreted as standardised regression weights. CRvalue is the critical ratio of the unstandardised regression weights, which is derived from the parameter estimates.   N/A is 'not applicable', because the parameter is constrained for model identification due to a constant metric (1.0) assigned on a specific path (Kline, 2005).

5.8.3.2 Confirmatory Factor Analysis of Brand Personality, Brand Engagement, Brand Attitude, and Behavioural Intention

A single CFA was undertaken on the construct of brand personality (including its three factors of sincerity, excitement, and ruggedness), brand engagement, brand attitude, and behavioural intentions. Confirmatory factor analysis was performed to reconfirm the strength of these scales. The measurement model can be seen in Figure 5.3.

Figure 5.3: Brand Personality, Brand Engagement, Brand Attitude and Behavioural Intention Measurement Model (Model 2)
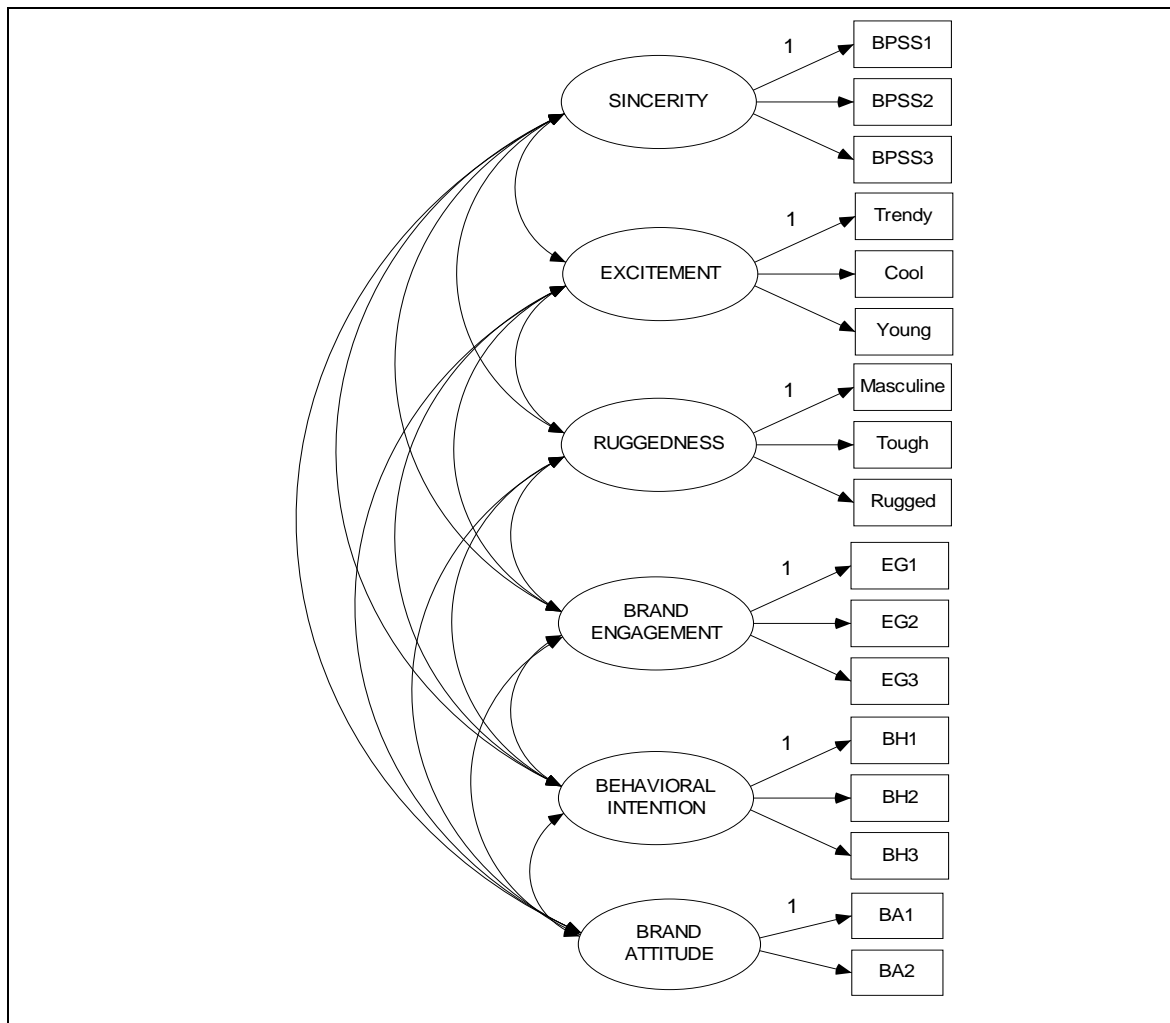
Table 5.21 presents the results where fit indices indicate good fit to the data. GFI, NFI, and CFI indices were all above the criterion value of 0.90, and RMR was below 0.08.

Table 5.21: Fit Indices for Brand Personality, Brand Engagement, Brand Attitude and Behavioural Intention Constructs

Model Fit for Brand Personality, Brand Engagement, Brand Attitude and Behavioural Intention: CFA Model 2	Goodness-of-Fit Indices						
Model 2 shown in Figure 5.3	χ^2	P	df	RMR	GFI	NFI	CFI
Research Samples							
Sample n = 609	465.014	0.00	104	.059	0.916	0.955	0.964

Further analysis of the parameter estimates and critical ratios presented in Table 5.22 indicated that the results of the estimates were significant ($\pm$ 1.96; $p < 0.05$) and exceeded the criterion value of 0.70. Standardised residuals, modification indices, and squared multiple correlations were examined suggesting further that this model is a good fit to the data.

Table 5.22: Parameter Estimates and Critical Ratio Values for Brand Personality, Brand Engagement, Brand Attitude and Behavioural Intention Constructs

Item Parcels and Latent Constructs for Brand Personality, Brand Engagement, Brand Attitude and Behavioural Intention CFA Model 2 Model 2 is Shown in Figure 5.3	Sample (n = 609)	
	Parameter Estimate	CRvalue
Sincerity → BPSS1	0.896	N/A
Sincerity → BPSS2	0.931	36.135
Sincerity → BPSS3	0.913	34.733
Excitement → Trendy	0.779	N/A
Excitement → Cool	0.937	22.482
Excitement → Young	0.712	18.248
Ruggedness → Masculine	0.732	22.508
Ruggedness → Tough	0.944	33.189
Ruggedness → Rugged	0.907	N/A
Brand Attitude → BA1	0.920	N/A
Brand Attitude → BA2	0.978	38.723
Brand engagement → EG1	0.779	N/A
Brand engagement → EG2	0.937	22.482
Brand engagement → EG3	0.712	18.248
Behavioural Intention → BH1	0.860	31.885
Behavioural Intention → BH2	0.840	30.270
Behavioural Intention → BH3	0.924	N/A

Note: In CFA, factor loadings of parameter estimates are interpreted as standardised regression weights. CRvalue is the critical ratio of the unstandardised regression weights which is derived from the parameter estimates. N/A is 'not applicable', because the parameter is constrained for model identification due to a constant metric (1.0) assigned on specific path (Kline, 2005).

5.8.3.3 Confirmatory Factor Analysis of Moderators—Individualism/Collectivism (INDCOL), Self-Expression and Self-Congruence

The conceptual framework developed in Chapter 3 shows the four moderators impacting on the hypothesised relationships; namely, individualism/collectivism (INDCOL), self-expression, self-congruency, and product category. Confirmatory factor analysis is performed to verify the strength of these measures; hence the measurement model shown in Figure 5.4 was established.

Figure 5.4: Moderators: Individualism Collectivism (INDCOL), Self-Expression and Self-Congruency Measurement Model (Model 3)
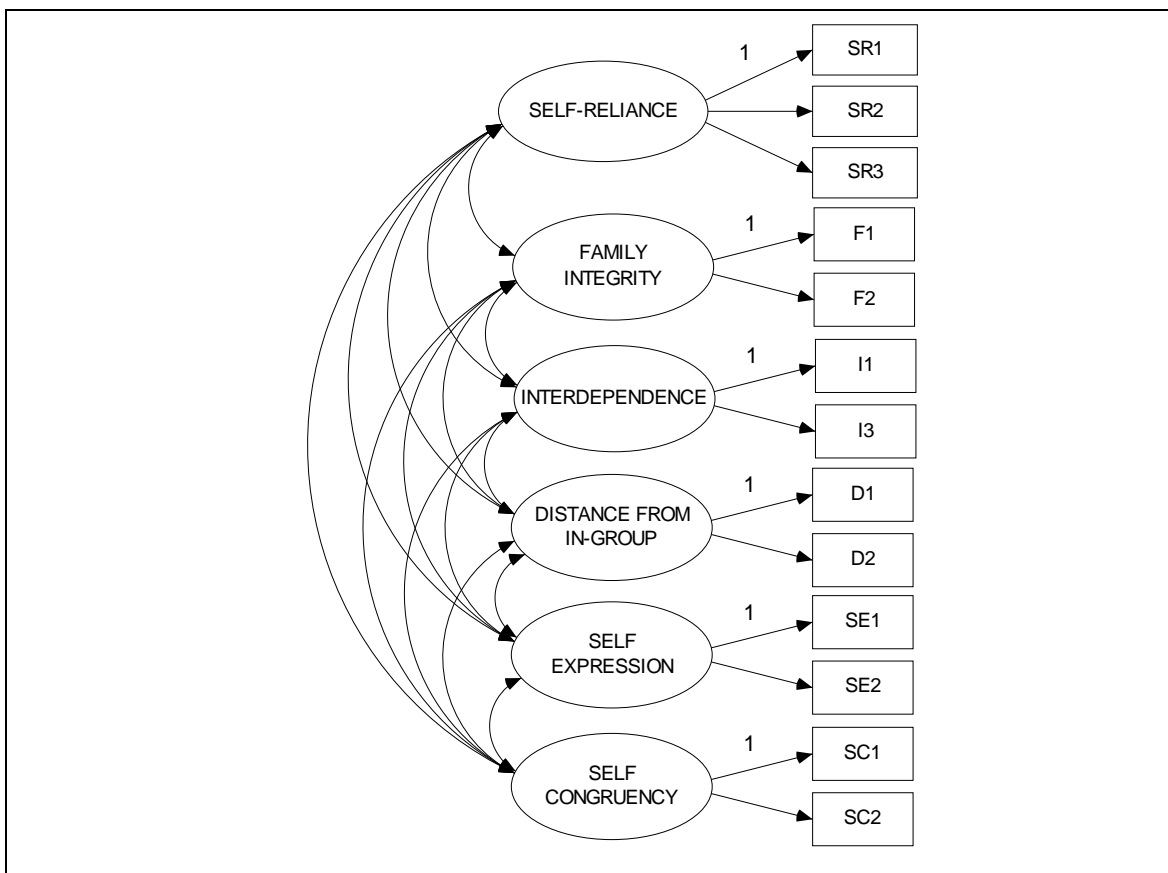
Table 5.23 indicates that the model is a good fit to the data. GFI, NFI, and CFI exceed the criterion value 0.90. The RMR score was below 0.08, and the results therefore indicate a good fit to the data.

Table 5.23: Moderators: Fit Indices for Individualism Collectivism (INDCOL), Self-Expression and Self-Congruency Constructs

Model Fit for Individualism Collectivism (INDCOL), Self-Expression and Self-Congruency Constructs: CFA Model 3 Model 3 shown in Figure 5.4	Goodness of Fit Indices						
	χ^2	P	df	RMR	GFI	NFI	CFI
Research Samples							
Sample n = 609	96.368	0.00	50	.054	0.976	0.981	0.991

The examination of the parameter estimates and critical ratios of the moderators show that the loadings support the measurement model, as all estimates exceed the criterion value of 0.50. Moreover, the results are statistically significant ($\pm$ 1.96; $p < 0.05$). Standardised residuals, modification indices, and squared multiple correlations further confirmed good model fit (Table 5.24).

Table 5.24: Parameter Estimates and Critical Ratio Values for Individualism Collectivism (INDCOL) Constructs

Item Parcels and Latent Constructs for Individualism Collectivism (INDCOL), Self-Expression and Self-Congruency CFA Model 3 Model 3 is Shown in Figure 5.4	Sample (n = 609)	
	Parameter Estimate	CRvalue
Self-reliance → SR1	0.812	N/A
Self-reliance → SR2	0.700	16.055
Self-reliance → SR3	0.790	17.260
Family Integrity → F1	0.710	N/A
Family Integrity → F2	0.766	9.431
Interdependence → I1	0.547	N/A
Interdependence → I3	0.774	6.682
Distance from in-group → D1	0.935	N/A
Distance from in-group → D2	0.946	18.044
Self-Expression → SE1	0.929	N/A
Self-Expression → SE2	0.996	43.286
Self-Congruency → SC1	0.944	N/A
Self-Congruency → SC2	0.978	43.093

Note: In CFA, factor loadings of parameter estimates are interpreted as standardised regression weights. CRvalue is the critical ratio of the unstandardised regression weights which is derived from the parameter estimates. N/A is 'not applicable', because the parameter is constrained for model identification due to a constant metric (1.0) assigned on specific path (Kline, 2005).

5.8.3.4 Confirmatory Factor Analysis of the Full Measurement Model (all Constructs)

To provide a very rigorous test of the measures used in the model all constructs were tested simultaneously using CFA. This model is shown in Figure 5.5.

Figure 5.5: The Full Measurement Model (Model 4)
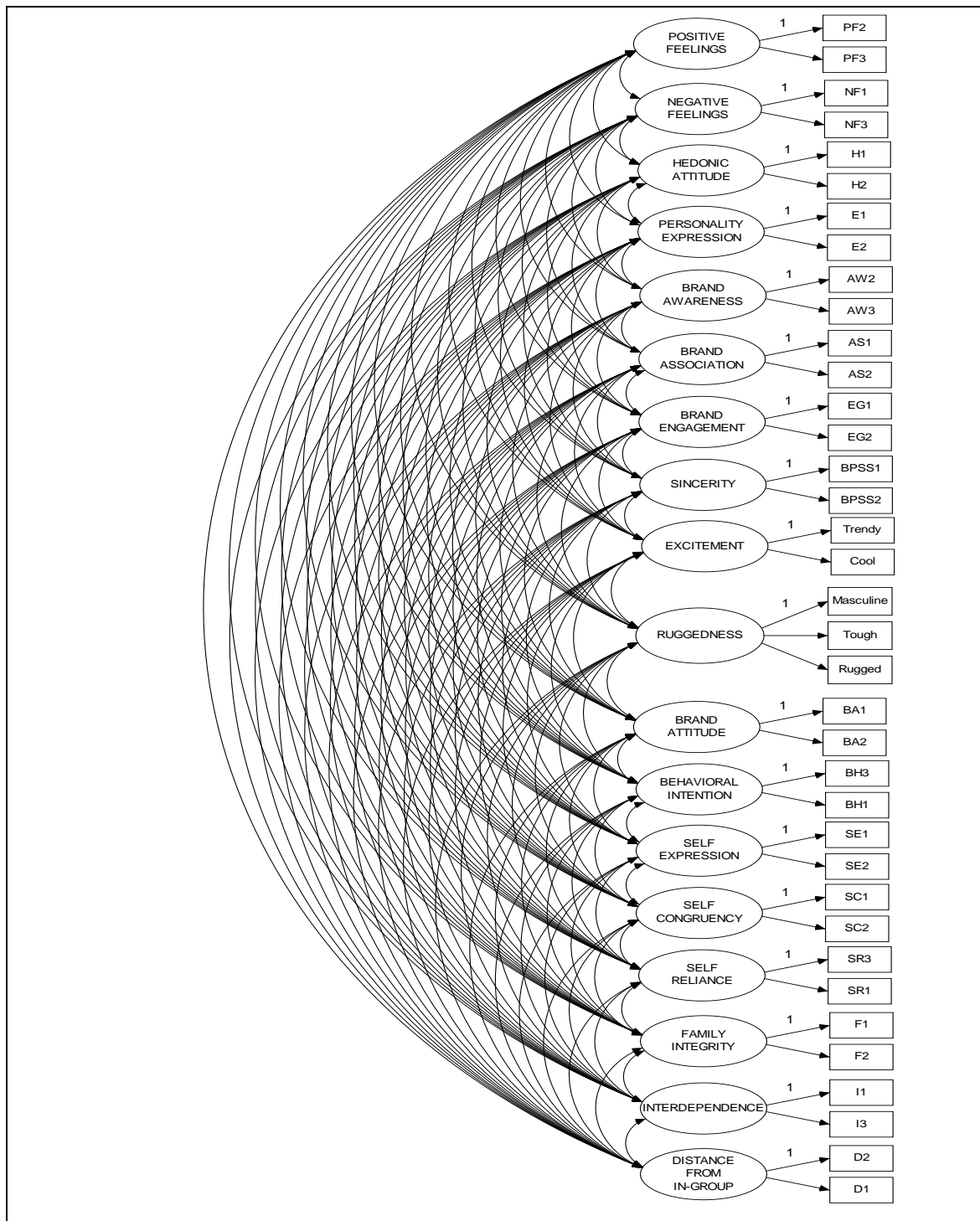
Based on the results presented in Table 5.25, the fit indices of the full model indicated a good fit to the data. Due to the large sample size, the significant χ^2 is an exception (and to be expected). All other fit indices (GFI, NFI, and CFI) exceeded the criterion value of 0.90, and RMR is below the criterion score of 0.08.

Table 5.25: Fit Indices for All Constructs

Model Fit for All Constructs: CFA Model 4	Goodness-of-Fit Indices						
Model 4 shown in Figure 5.5	χ^2	*P*	*df*	RMR	GFI	NFI	CFI
Research Samples							
Sample n = 609	877.214	0.00	476	.046	0.928	0.958	0.980

Indeed, examination of the parameter estimates and critical ratio values presented in Table 5.26 suggests that the measures are strong indicators of their respective variables. All parameter estimates were significant ($\pm$ 1.96; $p < 0.05$); all the loadings exceeded the criterion value > 0.50. Examination of the standardised residuals, modification indices, and squared multiple correlations further suggest that this model has good fit.

Table 5.26: Parameter Estimates and Critical Ratio Values for All Constructs

Item Parcels and Latent Constructs for All Constructs CFA Model 4 Model 4 is Shown in Figure 5.5	Sample (n = 609)	
	Parameter Estimate	**CRvalue**
Hedonic → H1	0.938	N/A
Hedonic → H2	0.801	20.741
Positive Feelings → PF2	0.963	N/A
Positive Feelings → PF3	0.952	50.068
Negative Feelings → NF1	0.959	N/A
Negative Feelings → NF3	0.961	33.874
Awareness → AW2	0.819	N/A
Awareness → AW3	0.890	26.953
Association → AS1	0.938	N/A
Association → AS2	0.876	32.578
Engagement → EG1	0.977	N/A
Engagement → EG2	0.953	56.776
Personality Expression → E1	0.828	N/A
Personality Expression → E2	0.867	21.811
Sincerity → BPSS1	0.901	N/A
Sincerity → BPSS2	0.925	27.988
Excitement → Trendy	0.788	N/A
Excitement → Cool	0.926	20.680
Ruggedness → Masculine	0.731	N/A
Ruggedness → Tough	0.940	22.900
Ruggedness → Rugged	0.912	22.555
Brand Attitude → BA1	0.916	N/A
Brand Attitude → BA2	0.983	40.070
Behavioural Intention → BH1	0.925	N/A
Behavioural Intention → BH3	0.868	33.146
Self-reliance → SR1	0.799	N/A
Self-reliance → SR3	0.798	11.396
Family Integrity → F1	0.659	N/A
Family Integrity → F2	0.825	11.101
Interdependence → I1	0.546	N/A
Interdependence → I3	0.775	8.023
Distance from in-group → D1	0.942	N/A
Distance from in-group → D2	0.939	25.721
Self-Expression → SE1	0.939	N/A
Self-Expression → SE2	0.985	49.317
Self-Congruency → SC1	0.946	N/A
Self-Congruency → SC2	0.977	54.912

Note: In CFA, factor loadings of parameter estimates are interpreted as standardised regression weights. CRvalue is the critical ratio of the unstandardised regression weights which is derived from the parameter estimates. N/A - 'not applicable' because the parameter is constrained for model identification due to a constant metric (1.0) assigned on specific path (Kline, 2005).

In summary, the results from the factor analysis confirmed and supported the measurement models developed for this study. Prior to testing the structural model, construct reliability and validity were established via SEM (Garver and Mentzer, 1999). The following section presents the analysis of the reliability and validity of the measurement model.

5.8.4 Structural Equation Modeling Reliability and Validity Measures

Examination of the reliability and validity of the measurement model was performed via SEM. The purpose was to test the psychometric properties of the measurement scales established here. Reliability and validity were assessed based on the disaggregated measurement scales, instead of on the parcel indicators and that lead to a more detailed assessment of the measures created. The results of the analysis are presented below.

5.8.4.1 Structural Equation Modeling Reliability

In the previous analysis, coefficient alpha was used as an index to measure scale reliability. While this provides an initial indication of reliability, it is necessary to re-examine the items and scale reliability more rigorously with SEM (Garver and Mentzer, 1999). The item reliability was analysed by examining the squared multiple correlation value which is associated with each item and its latent construct. Scale reliability was assessed using the SEM construct reliability formula, as suggested by Garver and Mentzer (1999, p.44). The formula is :

$$C_{REL} = (\Sigma \, \lambda)^2 \, / \, [(\Sigma \, \lambda)^2 + \Sigma \, (1 - \lambda_j^2)].$$

This formula measures the internal consistency of the scales to determine how strong the correlations are between the indicators and the latent variables. Using this approach, scale reliability is indicated as acceptable when the construct reliability estimates exceed 0.70 (Garver and Mentzer, 1999). Based on this criterion, the values for construct reliability (C_{REL}) for the 20 constructs are reported in Table 5.27. The results of the analysis confirm the reliability of constructs (Garver and Mentzer, 1999) except for one construct—interdependence—which does not meet the criterion ($C_{REL} < 0.70.$). It should be remembered that this construct did pass the Cronbach's alpha test; the

researcher decided to retain this construct for the time being, as it is believed that the construct will be useful in later analysis of the research model.

Table 5.27: SEM Reliability for the Research Model Constructs

SEM Scale Reliability for Unobserved Structural Path Constructs	Sample (n = 609)	
	C_{REL}	AVEve
Antecedents		
Hedonic Attitude	0.862	0.761
Positive Feelings	0.957	0.917
Negative Feelings	0.959	0.922
Brand Awareness	0.845	0.731
Brand Association	0.903	0.823
Brand Engagement	0.964	0.931
Personality Expression	0.836	0.719
Brand Personality Affect		
Sincerity	0.909	0.834
Excitement	0.849	0.739
Ruggedness	0.899	0.750
Moderators		
Self-reliance	0.779	0.638
Family Integrity	0.713	0.557
Interdependence	**0.613****	**0.449****
Distance from In-group	0.939	0.885
Self-expression	0.935	0.878
Self-congruency	0.961	0.925
Brand outcomes		
Brand Attitude	0.949	0.903
Behavioural Intention	0.892	0.805

Note: ** does not meet the criteria value but is retained for later analysis

A complementary measure of reliability, suggested by Garver and Mentzer (1999), is the average variance extraction measure and it was also used to analyse the reliability of the measures in this study. The formula for average variance extracted is:

$$AVE_{ve} = \Sigma \lambda^2 / [\Sigma \lambda^2 + \Sigma (1 - \lambda_j{}^2)].$$

This measure should exceed 0.50 if scale reliability is to be established (Fornell and Larker, 1981; Garver and Mentzer, 1999). Table 5.27 shows the results of the average variance that was extracted, and indicates that only one construct, interdependent, does

not meet the criterion. This construct will remain in the analysis for later examination, but results are to be interpreted with caution given the results of the average variance-extracted test. Based on these findings, it can be concluded that the measurement scales used here are generally internally consistent and reliable.

5.8.4.2 Structural Equation Modeling Validity

When scale reliability is acceptable, convergent and discriminant validity are then examined using SEM. Convergent validity was established based on an assessment of model fit indices, parameter estimates, and the average variance extracted estimate (Garver and Mentzer, 1999). The fit indices of the measurement model shown in tables 5.19, 5.21, 5.23, and 5.25 were adequate, indicating evidence of convergence validity. The magnitude of the loadings (> 0.50), the statistical significance of the results (± 1.96; $p < 0.05$), and the direction of the estimated parameters (+ or -) shown in tables 5.20, 5.22, 5.24, and 5.26 provide further evidence of convergence validity (Garver and Mentzer, 1999). The average variance extracted estimates (AVE_{ve}) shown in Table 5.27 generally demonstrate that the measurement scales account for a greater proportion of explained variance (> 0.5), further supporting the convergence validity of the research scales (Fornell and Larcker, 1981). Overall, these findings establish the convergent validity of the measures used in this study.

In addition, discriminant validity is assessed by identifying the ability of the scale items to distinguish between latent constructs (Garver and Mentzer, 1999). Discriminant validity was calculated using Fornell and Larcker's (1981) rigorous approach. Discriminant validity is established when the average variance extracted (AVE_{ve}) per construct is greater than the squared correlation between the two constructs. The average variance extracted (AVE_{ve}) scores for each construct were calculated and are reported in Table 5.28. The scores are shown on the diagonal (shaded) together with the calculated values of the squared correlation between all 18 pairs of constructs.

Table 5.28: SEM Discriminant Validity of Construct Pairs for the Sample (n = 609)

	Hed	Pfeel	Nfeel	Baware	Basso	Beng	SYexp	BPs	BPe	BPr	ICsr	ICfi	ICi	ICd	Pexp	Scon	Batt	BHint
Hed	0.761	0.413	0.177	0.232	0.149	0.266	0.168	0.164	0.276	0.144	0.047	0.163	0.132	0.013	0.200	0.263	0.171	0.269
Pfeel		0.917	0.003	0.508	0.368	0.545	0.368	0.316	0.376	0.122	0.038	0.353	0.146	0.002	0.456	0.563	0.416	0.590
Nfeel			0.922	0.002	0.000	0.021	0.000	0.004	0.002	0.019	0.056	0.099	0.013	0.150	0.003	0.000	0.060	0.002
Baware				0.731	**0.884**	0.449	0.484	0.194	0.293	0.065	0.014	0.097	0.186	0.010	0.465	0.444	0.301	0.454
Basso					0.828	0.324	0.304	0.124	0.228	0.033	0.012	0.086	0.126	0.007	0.368	0.326	0.203	0.328
Beng						0.931	0.277	0.293	0.189	0.130	0.068	0.216	0.109	0.014	0.410	0.638	0.211	0.724
Pexp							0.719	0.110	0.289	0.034	0.035	0.071	0.148	0.009	0.484	0.264	0.226	0.196
BPs								0.834	0.251	0.289	0.010	0.085	0.108	0.003	0.224	0.365	0.244	0.352
BPe									0.739	0.151	0.020	0.072	0.192	0.016	0.310	0.301	0.336	0.267
BPr										0.750	0.011	0.048	0.004	0.019	0.057	0.183	0.095	0.184
ICsr											0.638	0.115	0.002	0.136	0.048	0.054	0.001	0.029
ICfi												0.557	0.099	0.047	0.117	0.116	0.018	0.124
ICi													0.499	0.017	0.169	0.106	0.108	0.097
ICd														0.885	0.002	0.000	0.035	0.001
Sexp															0.878	0.506	0.291	0.436
Scon																0.925	0.394	**0.828**
Batt																	0.903	0.453
BHint																		0.805

The average variance extracted (AVE$_{ve}$) is presented on the diagonal of the matrix (shaded). Cell entries can be read follows:

1. the squared correlation between Hed and Pfeel is 0.413
2. the average variance extracted for Hed = 0.761 and Pfeel = 0.917
3. the average variance extracted for these constructs (0.761, 0.917) was greater than the squared correlation (0.413)

Discriminant validity is established.

Scores where discriminant validity was not established are highlighted in bold. These cases or scores are later examined using the Chi-square difference test shown in Table 5.29.

Key: **Hed** = hedonic; **Pfeel** = positive feelings; **Nfeel** = negative feelings; **Baware** = brand awareness; **Basso** = brand association; **Beng** = brand engagement; **Pexp** = personality expression; **BPs** = sincerity; **BPe** = excitement; **BPr** = ruggedness; **ICsr** = self-reliance; **ICfi** = family integrity; **ICi** = interdependence; **ICd** = distance from in-group; **Sexp** = personality expression; **Scon** = self-congruency; **Batt** = brand attitude; **BHint** = behavioural intention.

The results from the analysis support the distinction of the constructs in the research model. However, two coefficients (in bold) did not meet the stringent criteria of Fornell and Larker's test (1981). Thus, the Chi-square difference test was conducted to examine discriminant validity further (Anderson and Gerbing, 1988; Garver and Mentzer, 1999). The results of the χ^2 difference test are in Table 5.29. They show that the difference between the constrained and unconstrained models was significantly greater than the criterion value of $\chi^2_{0.05(1)} = 3.841$ (p < 0.05). Hence, discriminant validity was also established for these measures.

Table 5.29: χ^2 Difference Tests for Assessing Discriminant Validity

Unobserved Structural Path Constructs	Unconstrained		Constrained		χ^2
	χ^2	*df*	χ^2	*df*	**Difference**
Brand association → Brand awareness	2.639	1	27.706	2	25.067
Self-congruency → Behavioural intention	0.899	1	125.196	2	124.297

5.9   Conclusion

This chapter began with a preliminary examination of the research data followed by exploratory factor analysis to identify the underlying factor structure in the data. The process used was where the item pool was purified and discussed. CFA was then conducted to confirm the initial underlying factors and the results of the measurement-model analyses. Finally, the research measures were validated and tested via an assessment of reliability and validity. Given that these tests generally supported the measures used in this study, the structural model and hypothesis can now be examined. This process is described in Chapter 6.

Chapter 6

Structural Model Analysis and Research Hypotheses

6.1   Introduction

In Chapter 5, the two-step approach to structural equation modeling was introduced and adopted for this study. The first step was to establish the strength and psychometric properties of the measures used. In order to complete the second step, this chapter reports the estimation and analysis of the structural model. The analysis begins with the full structural model, which examines the antecedents influencing brand personality as well as the interrelationships between brand personality, brand engagement, brand attitude, and behavioural intentions. The analysis concludes with an examination of the moderators in this study, using multi-group analysis of invariance.

6.2   The Research Model

In Chapter 1, the research model was established to address three main objectives. The first objective was to identify the antecedents of brand personality and their impact on perceptions of brand personality. The second objective was to identify the relationship that exists between perceptions of brand personality, brand engagement, brand attitude, and behavioural intentions. This is done through an examination of the full structural model. The third objective was to investigate whether there are differences in the relationships between these constructs for different groups of consumers, in particular individualists or collectivists, self-expression, self-congruency, and across product category. The investigation is undertaken via multi-group analysis of invariance. The research model developed in Chapter 3 is presented in Figure 6.1.

Figure 6.1: Research Model
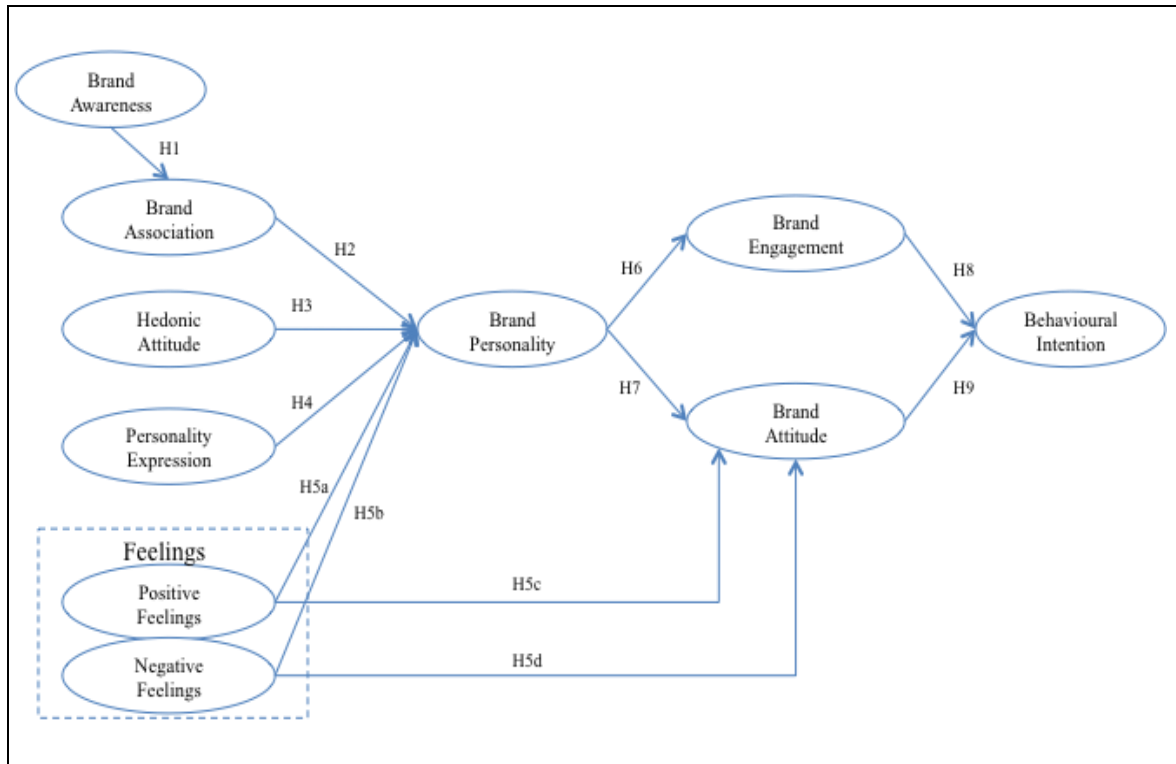
Table 6.1 presents the fit of this model. As can be seen, model fit was determined on the basis of the RMR, GFI, NFI, CFI, and χ^2. The χ^2 and GFI are presented cautiously, as both of these are sensitive to large sample sizes and complex models, such as that found here. The results indicate an acceptable fit, meaning that the model fitted the data adequately.

Table 6.1: Fit Statistics for the Full Research Model

Model fit for the full research model	Goodness-of-fit indices						
	χ^2	*P*	*df*	RMR	GFI	NFI	CFI
Sample n=609	660.573	0.00	167	0.079	0.905	0.944	0.957

Having established model fit, the structural-path estimates of the model are examined. In the first part of the model, the influence of the four antecedents including hedonic attitude, brand association, personality expression, and feelings (positive and negative)

or perceptions of brand personality were examined. The impact of brand awareness on brand association, which then affects perceptions of brand personality, are also examined. The second part of the modeling examines the effect of brand personality on brand engagement, brand attitude, and behavioural intentions. The influence of feelings on brand attitude is also investigated.

6.3   Antecedent Constructs and Brand Personality Perceptions

In Chapter 3, it was predicted that hedonic attitude, brand association, personality expression, positive feelings, and negative feelings would influence perceptions of brand personality. Based on the concept of consumer-based brand equity discussed, it was predicted that brand awareness should initially influence brand association (Keller, 1993; Aaker, 1991 and Keller and Lehmann, 2006), before it has a significant effect on perceptions of brand personality. This means that customers would associate with brands when they are familiar with them, or have at least heard about a product or brand. Six hypotheses were tested to examine such associations. The results are shown in Table 6.2. As can be seen, the standardised parameter estimates were significant for five out of the six hypothesised relationships.

Table 6.2: Path Estimates: Antecedents—Perceptions on Brand Personality

Relationship		
Antecedents and perceptions on brand personality	β	CR
H1: Brand awareness → Brand Association	0.919	24.854
H2: Brand association → Brand personality	0.148	3.441
H3: Hedonic attitude → Brand personality	0.160	3.806
H4: Personality expression → Brand personality	0.113	2.571
H5a: Positive feelings → Brand personality	0.628	10.608
H5b: Negative feelings → Brand personality	0.013	0.435

Based on the analysis presented, the results in Table 6.2 indicate that brand awareness has a significant and large positive effect on brand association ($\beta = 0.919$; $p<0.05$). It is also found that hedonic attitude ($\beta = 0.160$), brand association ($\beta = 0.148$; $p<0.05$), and personality expression ($\beta = 0.113$; $p<0.05$) all had a small impact on brand personality perceptions. In relation to feelings, the results indicate that positive feelings had a large

effect (β = 0.628; p<0.05) on the perception of brand personality, but that negative feelings had an insignificant effect (β = 0.013; p > 0.05). The results suggest that when a brand is perceived as hedonic and symbolic, and the consumers have positive feelings toward the brand, these factors will positively influence the consumers' perception of brand personality. Brand association also positively influences perceptions of brand personality.

6.4   Perceptions of Brand Personality and Brand Outcomes

Based on Chapter 3, it was hypothesised that perceptions of brand personality will have a significant impact on brand engagement and brand attitude, which in turn will lead to a significant effect on behavioural intention. In addition, valence feelings (positive and negative) were hypothesised to have a significant direct effect on brand attitude. In total, there were six hypotheses to be tested and the results are shown in Table 6.3. Based on the standardised parameter estimates presented, five hypothesised relationships were shown to be significant, and only one hypothesis is not significant.

Table 6.3: Path Estimates: Perceptions on Brand Personality—Brand outcomes (brand attitude, brand engagement, and behavioural intention)

Relationship	β	CR
H5c: Positive feelings → Brand attitude	0.185	1.739
H5d: Negative feelings → Brand attitude	-0.304	-9.232
H6: Brand personality → Brand engagement	0.789	15.377
H7: Brand personality →Brand attitude	0.541	4.708
H8: Brand engagement → Behavioural intention	0.679	21.487
H9: Brand attitude → Behavioural intention	0.341	12.073

The results from Table 6.3 indicate that brand personality has a significant and large positive effect on brand engagement (β = 0.789; p<0.05) and brand attitude (β = 0.541; p<0.05). It is also found that brand engagement (β = 0.679; p<0.05) has a significant and large positive effect on behavioural intention. A medium significant and positive effect was found for brand attitude (β = 0.341; p<0.05) and behavioural intention. In relation to feelings, the results show that negative feelings had a significant but negative

medium effect ($\beta = -0.304$; p<0.05) on brand attitude, but that positive feelings had an insignificant effect ($\beta = 0.185$; p > 0.05).

6.5   Summary of Findings

Figure 6.2 indicates the research model, together with the path estimates labelled at each path. The 12 hypotheses analysed in this study are synthesised based on the path shown in Figure 6.2. The results serve to answer the research objectives and research problem established in Chapter 1. Out of the 12 hypotheses, 10 were supported and two were rejected. Summaries of the results for the hypotheses on these interaction effects are shown in Table 6.4.

Figure 6.2: Research Model – Path Estimates
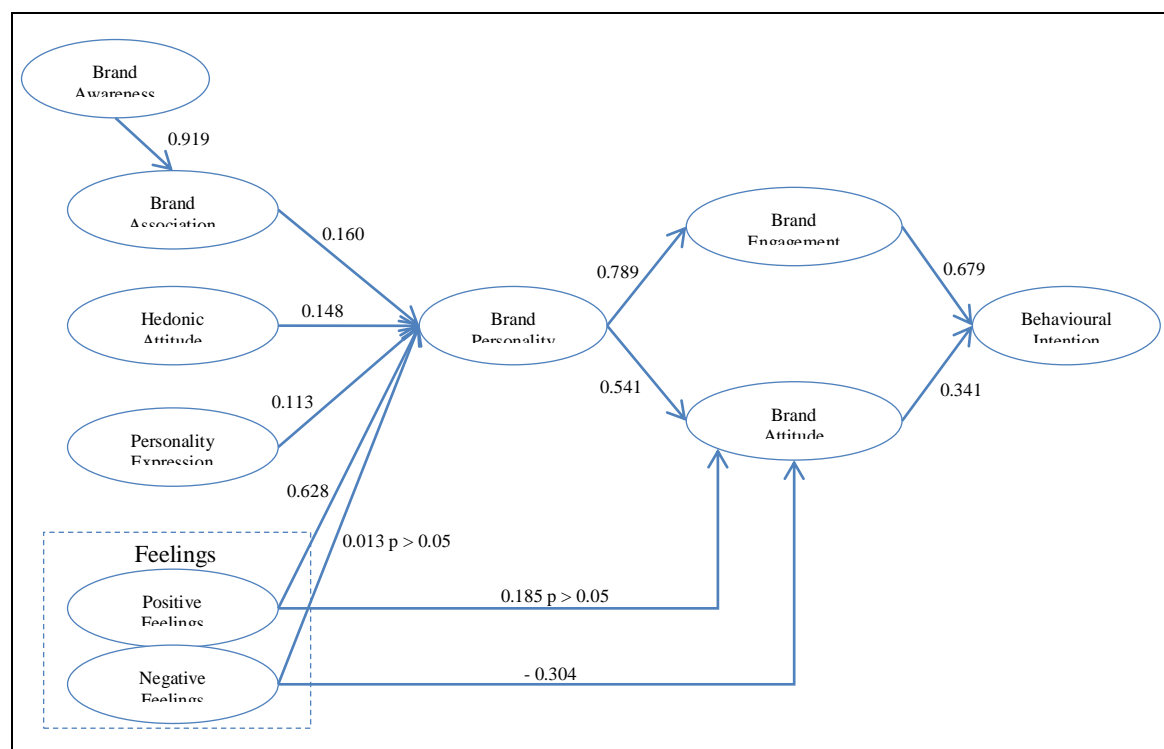
Note: To present the model more clearly, composite indicators, inter-correlations and error variables are not shown. Details of the SEM structural model analysis are as follows: (1) the exogenous antecedent constructs were inter-correlated (Φ), (2) each composite indicator had an associated error variable (ε), and each had one path set to unity, and (3) the endogenous variables each had an associated error variable (ς).

Table 6.4: Research Hypotheses on Interaction Effect

Research Hypothesis Guiding this Inquiry Summary of support for research hypothesis developed to guide this study		Hypothesis (supported)
Research Theme I: Antecedents of the Perceptions of Brand Personality		
There is a positive significant relationship between: (*and a negative significant relationship on negative feelings)		
H1	Brand awareness and brand association	Yes
H2	Brand association and brand personality	Yes
H3	Hedonic attitude and brand personality	Yes
H4	Personality expression and brand personality	Yes
H5a	Positive feelings and brand personality	Yes
H5b	Negative feelings and brand personality	No
Research Theme II: Outcomes of Brand Personality		
There is a positive significant relationship between: (*and a negative significant relationship on negative feelings)		
H5c	Positive feelings and brand attitude	No
H5d	Negative feelings and brand attitude	Yes
H6	Brand personality and brand engagement	Yes
H7	Brand personality and brand attitude	Yes
H8	Brand engagement and behavioural intention	Yes
H9	Brand attitude and behavioural intention	Yes

6.6 Multi-group Analysis of the Moderating Variables

In this section, multi-group analysis of invariance was conducted to address the third objective of the study. The purpose of this analysis was to determine whether the model parameters vary across groups (Kline, 2005). Hence, analysis of invariance using SEM allowed the researcher to examine the moderating effects of self-expression, self-concept, individualist/collectivist orientation, and across product categories on the relationships in the structural model shown in Figure 6.1. The main premise of multi-group analysis is to investigate whether paths in a specified causal structure are significantly different between groups (Byrne, 2001; Michon et al., 2007; Deng et al., 2005). The comparison models in SEM are shown in Figures 6.3a (model 1) and 6.3b (model 2). Both model 1 and 2 have different path labels to indicate clearly the significant differences when testing between two different groups.

Figure 6.3a: Structural Path Diagram for Multi-group Analysis (Model 1)
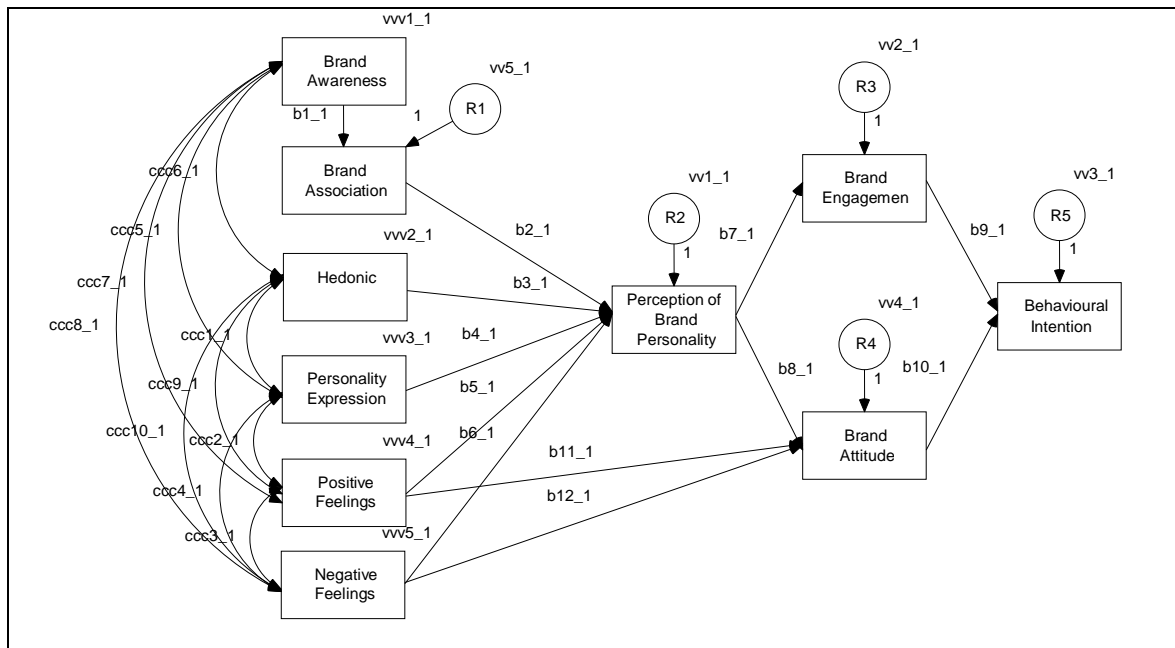
Figure 6.3b: Structural Path Diagram for Multi-group Analysis (Model 2)
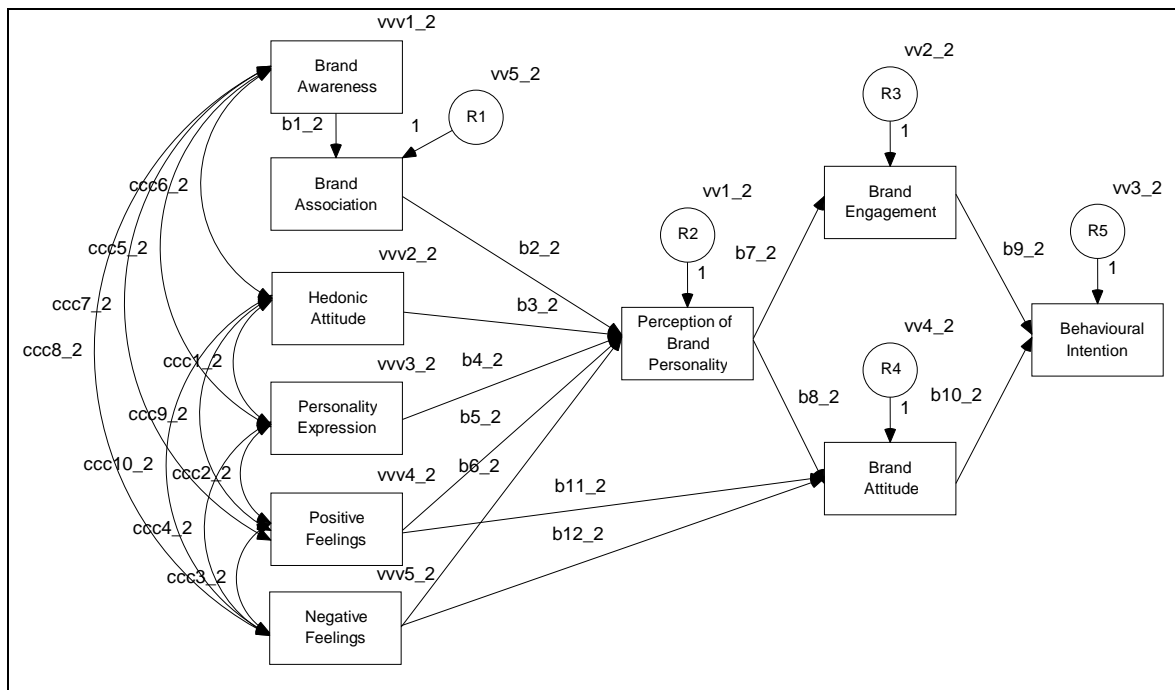
The model was tested against the following groups: individualist versus collectivist; high self-expression versus low self-expression; high self-congruency versus low self-congruency; and across three product categories (clothes versus watches, clothes versus perfume, and watches versus perfume). The structural weights are tested by comparing

the path coefficient between each model, and whether any differences are statistically significant. For example, the coefficient path *brand awareness* → *brand association* for group 1 is b1_1 (Table 6.3a) and the coefficient path *brand awareness* → *brand association* for group 2 is b1_2 (Table 6.3b).

The three groups of self-expression, self-congruency, and individualist/collectivist orientation were created using a mean-split approach. That is, the mean score was determined and the sample was split above and below the mean. Table 6.5 shows exactly how the mean split was determined for each construct.

Table 6.5: Group Identification Using a Mean-split Approach

Group	Mean score	Range/group sample
Self-expression	Mean score = 3.08	0 – 3.08 → 1, high self-expression 3.09 – 7 → 0, low self-expression
Self-congruency	Mean score = 3.71	0 – 3.71 → 1, high self-congruency 3.72 – 7 → 0, low self- congruency
Individualism/ Collectivism	Mean score = 3.71	0 – 3.40 → 1, individualism 3.40 – 7 → 0, collectivism

The product category is based upon the selection of specific brands. Three types of brands were initially grouped within each product category. Clothes brands selected are labelled as 1, watch brands are labelled as 2, and perfume brands are labelled as 3. The groups range is shown in Table 6.6.

Table 6.6: Group Identification Using Ranking Scores of Brand Selection

Group	Rank	Range/group sample
Clothes	1 = Country Road 4 = Levi's 7 = Esprit	Any scores of 1, 4, or 7 is grouped as 1 = clothes
Watches	2 = Rolex 5 = Seiko 8 = Citizen	Any scores of 2, 5, or 8 is grouped as 2 = watch
Perfume	3 = Christian Dior 6 = Chanel 9 = Calvin Klein	Any scores of 3, 6, or 9 is grouped as 3 = perfume

Based on these groups, the model was tested simultaneously on each group to compare the path coefficients and significance values. The key was to identify whether a significant shift had occurred between the groups in the path coefficients of the model. Significant differences were identified based on an examination of the pair-wise parameter comparisons matrix as per tables 6.7 to 6.10. Each coefficient path was compared via a z-test (two-tail test) with an absolute value greater than |1.96| for the differences between paths for it to be statistically significant at $p < 0.05$. Results of the multi-group analysis for each moderating construct are presented in tables 6.7 to 6.10.

Moderating Effects of Structural Weights on Self-expression Groups

A multi-group analysis of variance was performed on self-expression, which resulted in a significant difference on one path. The results indicated that the impact of personality expression (HSE[4]: B4_1, ß = -0.11, P < 0.05; LSE[5]: B4_2, ß = 0.07, P < 0.05) on the perception of brand personality differs between highly self-expressive customers and customers with low levels of self-expression - with negative effect on highly self-expressive customers but positive effect on low self-expressive customers when their personality expression affects their perceptions of brand personality.

Table 6.7: Structural Invariance Analysis across Self-expression Group

PATH	z-test	Sig.	Beta std. weight	
SELF-EXPRESSION			HIGH	LOW
Brand Awareness → Brand Association	1.912	N	0.702	0.844
Brand Association → Brand Personality	0.589	N	-0.010	0.040
Hedonic Attitude →Brand Personality	1.84	N	0.223	0.035
Personality Expression →Brand Personality	**2.302**	**Y****	**-0.110**	**0.07**
Positive Feelings →Brand Personality	0.619	N	0.349	0.434
Negative Feelings →Brand Personality	0.458	N	-0.067	-0.093
Brand Personality →Brand Engagement	0.909	N	0.461	0.425
Brand Personality →Brand Attitude	0.677	N	0.163	0.189
Negative Feelings →Brand Attitude	0.539	N	-0.305	-0.275
Positive Feelings →Brand Attitude	1.289	N	0.447	0.511
Brand Engagement →Behavioural Intention	0.116	N	0.636	0.629
Brand Attitude →Behavioural Intention	1.874	N	0.388	0.359

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[4] HSE: high self-expression
[5] LSE: low self-expression

Moderating Effects of Structural Weights on Self-Congruency Groups

In the case of self-congruency, the results demonstrate a significant shift for positive feelings (HSC[6]: B6_1, ß = 0.157, P < 0.05; LSC[7]: B6_2, ß = 0.424, P < 0.05) on brand personality, suggesting that for a customer with low self-congruency, positive feelings are a stronger driver of perceptions of brand personality than they are for a customer with high self-congruency. The effect of negative (HSC: B12_1, ß = -0.313, P < 0.05; LSC: B12_2, ß = -0.311, P < 0.05) and positive feelings (HSC: B11_1, ß = 0.384, P < 0.05; LSC: B11_2, ß = 0.477, P < 0.05) on brand attitude also significantly shifted between low and high self-congruency groups. For negative feelings, only a small difference in structural weights between low self-congruency and high self-congruency are seen. The result for positive feelings, however, confirmed that low self-congruency leads to positive feelings, having a greater impact on brand attitude than for customers with high self-congruency. In terms of brand engagement (HSC: B9_1, ß = 0.496, P < 0.05; LSC: B9_2, ß = 0.599, P < 0.05) impacting on behavioural intentions, again low self-congruency has a greater effect than high self-congruency does, meaning that the relationship between engagement and intentions is relatively stronger for customers with low self-congruency. In contrast, the impact of brand attitude (HSC: B10_1, ß = 0.413, P < 0.05; LSC: B10_2, ß = 0.356, P < 0.05) on behavioural intentions was greater for high self-congruency customers than for low self-congruency customers (Table 6.8).

Table 6.8: Structural Invariance Analysis across Self-congruency Group

PATH	z-test	Sig.	Beta std. weight	
			HIGH	LOW
SELF-CONCEPT				
Brand Awareness → Brand Association	0.585	N	0.725	0.787
Brand Association → Brand Personality	0.445	N	0.008	-0.031
Hedonic Attitude →Brand Personality	1.948	N	0.284	0.052
Personality Expression →Brand Personality	0.351	N	-0.001	-0.032
Positive Feelings →Brand Personality	**2.701**	**Y****	**0.157**	**0.424**
Negative Feelings →Brand Personality	0.078	N	-0.126	-0.088
Brand Personality →Brand Engagement	0.888	N	0.349	0.323
Brand Personality →Brand Attitude	**0.788**	**N**	**0.131**	**0.155**
Negative Feelings →Brand Attitude	**2.371**	**Y****	**-0.313**	**-0.311**
Positive Feelings →Brand Attitude	**2.461**	**Y****	**0.384**	**0.477**
Brand Engagement →Behavioural Intention	**3.639**	**Y****	**0.496**	**0.599**
Brand Attitude →Behavioural Intention	**1.975**	**Y****	**0.413**	**0.356**

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[6] HSC: high self-congruency
[7] LSC: low self-congruency

Moderating Effects of Structural Weights on Individualist/Collectivist Groups

As can be seen in Table 6.9, five structural paths showed significant differences between individualist customers and collectivist customers. The impact of personality expression (individualists: B4_1, ß = -0.166, P < 0.05; collectivists: B4_2, ß = 0.172, P < 0.05) on the perception of brand personality differed between individualists and collectivists. Negative feelings (individualists: B6_1, ß = -0.186, P < 0.05; collectivists: B6_2, ß = -0.043, P < 0.05) reduced customers' perceptions of brand personality, with this negative effect being greater for individualists compared to collectivists. The influence of brand personality (individualist: B8_1, ß = 0.102, P < 0.05; collectivists: B8_2, ß = 0.221, P < 0.05) on brand attitude was greater for collectivists than for individualists. In addition, positive feelings (individualists: B11_1, ß = 0.501, P < 0.05; collectivists: B11_2, ß = 0.569, P < 0.05) have more of an effect on collectivists' perceptions of brand attitude than they do for individualists. In contrast, the impact of brand attitude (individualists: B10_1, ß = 0.404, P < 0.05; collectivists: B10_2, ß = 0.376, P < 0.05) on behavioural intentions was greater among individualists than on collectivists.

Table 6.9: Structural Invariance Analysis across Individualism-collectivism Group

PATH	z-test	Sig.	Beta std. weight	
INDCOL			IND	COL
Brand Awareness → Brand Association	1.177	N	0.783	0.859
Brand Association → Brand Personality	0.369	N	0.033	0.003
Hedonic Attitude →Brand Personality	0.325	N	0.130	0.156
Personality Expression →Brand Personality	**4.042**	**Y****	**-0.166**	**0.172**
Positive Feelings →Brand Personality	0.954	N	0.465	0.372
Negative Feelings →Brand Personality	**2.541**	**Y****	**-0.186**	**-0.043**
Brand Personality →Brand Engagement	0.082	N	0.488	0.535
Brand Personality →Brand Attitude	**2.197**	**Y****	**0.102**	**0.221**
Negative Feelings →Brand Attitude	0.37	N	-0.264	-0.265
Positive Feelings →Brand Attitude	**2.598**	**Y****	**0.501**	**0.569**
Brand Engagement →Behavioural Intention	0.915	N	0.627	0.649
Brand Attitude →Behavioural Intention	**2.644**	**Y****	**0.404**	**0.376**

IND = individualism, COL = collectivism, ** showed significant differences between the coefficient path

Moderating Effects of Structural Weights across Product Category

The results in Table 6.10 show that there are no significant differences in the research model between clothes and watch brands. However, two paths were significantly different between clothes and perfume brands, and three paths were significantly different among watch and perfume brands. As can be seen, the impact of negative feelings on brand attitude differed between clothes and perfume brands (clothes: b12_1, β = - 0.201, P < 0.05; perfume: b12_2, β = -0.404, P < 0.05), and between watch and perfume brands (watch: b12_1, β = -0.196, P < 0.05; perfume: b12_2, β = -0.404, P < 0.05), with such feelings having a larger negative impact on perfume brands than on watch brands. Similarly, the impact of brand engagement on behavioural intentions was significantly different between these brands, but this time the effect was positive, with brand engagement having a greater effect on intentions for watch brands (watch: b9_1, β = 0.616, P < 0.05; perfume: b9_2, β = 0.592, P < 0.05) and clothes brands (clothes: b9_1, β = 0.737, P < 0.05; perfume: b9_2, β = 0.592, P < 0.05) than for perfume brands. Moreover, the effect of brand awareness on brand association was significantly greater for perfume brands than for watch brands (watch: b1_1, β = 0.802, P < 0.05; perfume: b1_2, β = 0.870, P < 0.05).

Table 6.10: Structural Invariance Analysis across Product Category

PATH	z-test	Sig.	Beta std. weight	
			Clothes	**Watch**
Brand Awareness → Brand Association	0.470	N	0.808	0.802
Brand Association →Brand Personality	0.938	N	0.068	-0.023
Hedonic Attitude →Brand Personality	0.336	N	0.093	0.115
Personality expression → Brand Personality	1.000	N	0.124	0.027
Positive Feelings → Brand Personality	0.023	N	0.459	0.434
Negative Feelings →Brand Personality	0.130	N	-0.179	-0.159
Brand Personality → Brand Engagement	1.257	N	0.513	0.475
Brand Personality →Brand Attitude	1.042	N	0.277	0.210
Negative Feelings →Brand Attitude	0.194	N	-0.210	-0.196
Positive Feelings → Brand Attitude	0.494	N	0.501	0.477
Brand Engagement →Behavioural Intention	0.577	N	0.737	0.616
Brand Attitude → Behavioural Intention	1.534	N	0.304	0.334
			Clothes	**Perfume**
Brand Awareness → Brand Association	1.614	N	0.808	0.870
Brand Association →Brand Personality	0.043	N	0.068	0.076
Hedonic Attitude →Brand Personality	1.618	N	0.093	0.242
Personality expression → Brand Personality	1.359	N	0.124	-0.014
Positive Feelings → Brand Personality	0.765	N	0.459	0.372
Negative Feelings →Brand Personality	2.589	N	-0.179	0.042
Brand Personality → Brand Engagement	0.020	N	0.513	0.538
Brand Personality →Brand Attitude	1.630	N	0.277	0.131
Negative Feelings →Brand Attitude	**3.798**	**Y****	**-0.201**	**-0.404**
Positive Feelings → Brand Attitude	0.450	N	0.501	0.524
Brand Engagement →Behavioural Intention	**3.391**	**Y****	**0.737**	**0.592**
Brand Attitude → Behavioural Intention	1.439	N	0.304	0.481
			Watch	**Perfume**
Brand Awareness → Brand Association	**2.128**	**Y****	**0.802**	**0.870**
Brand Association →Brand Personality	0.948	N	-0.023	0.076
Hedonic Attitude →Brand Personality	1.222	N	0.115	0.242
Personality expression → Brand Personality	0.377	N	0.027	-0.014
Positive Feelings → Brand Personality	0.782	N	0.434	0.372
Negative Feelings →Brand Personality	2.254	N	-0.159	0.042
Brand Personality → Brand Engagement	1.257	N	0.475	0.538
Brand Personality →Brand Attitude	0.651	N	0.210	0.131
Negative Feelings →Brand Attitude	**3.871**	**Y****	**-0.196**	**-0.404**
Positive Feelings → Brand Attitude	0.963	N	0.477	0.524
Brand Engagement →Behavioural Intention	**2.397**	**Y****	**0.616**	**0.592**
Brand Attitude → Behavioural Intention	0.151	N	0.334	0.481

** showed significant differences between the coefficient path

The results of the multi-group analysis on the four moderators are combined in Table 6.11. The table indicates the significant difference in the path between two different groups for each moderating variable.

First, the moderating effects of **self-expression** show only one path significantly affected (personality expression to brand personality). This suggests that self-expression does not greatly alter the model and that the way in which the antecedents and outcomes of brand personality perceptions operate is not heavily impacted by whether a consumer is highly self-expressive or scores lower on self-expression. Whether you are extroverted or introverted doesn't seem to change how consumers form brand personality perceptions or the way these perceptions influence important outcomes.

Second, five paths in the conceptual model were found to be significantly affected when the conceptual model is moderated by **self-congruency**. Thus, this moderator does seem to have a greater impact on the relationships in the model and the way in which brand personality is formed and then drives outcomes. The paths impacted were (i) positive feelings to brand personality, (ii) negative feelings to brand attitude, (iii) positive feelings to brand attitude, (iv) brand engagement to behavioural intention, and (v) brand attitude to behavioural intention.

The results indicate that consumers with high levels of self-congruency with the brand has less influence on their brand personality perceptions compared to consumers with low self-congruency with the brand. However, the impact of negative feelings on brand attitude was stronger for consumers who feel less congruent with the brand than those who feel more congruent with the brand. The results also show that the influence of positive feelings on brand attitude is greater among consumers who have less congruency with the brand.

Similar results were shown for the impact of brand engagement on behavioural intentions. This effect is stronger for consumers who are highly congruent with the brand than consumers who have low congruence with the brand. The relationship between brand attitude and behavioural intention is stronger for consumers who are have more congruency with a brand than those who have less congruency with the brand.

Third, five relationships in the conceptual framework indicated significant differences when compared between the **individualist/collectivist** groups. These include: (i) personality expression to brand personality, (ii) negative feelings to brand personality, (iii) brand personality to brand attitude, (iv) positive feelings to brand attitude, and (v) brand attitude to behavioural intentions. Specifically, the results show that the impact of personality expression on brand personality was negative for individualists but positive for collectivists. The results also demonstrate that the perceptions of brand personality on brand attitude have weaker effect among the individualist but stronger effect among the collectivist groups. The relationship between positive feelings and brand attitude further shows that the effect is weaker among the individualists and stronger among the collectivists. With regards to the effect of brand attitude on brand intentions, a stronger effect was found from individualists compared to collectivists. Overall, the four paths were similarly affected between groups, except for the relationship of brand attitude and behavioural intentions, which indicated stronger effects among the individualists and weaker effects among the collectivists.

Finally, based on the moderating effects tested across the three **product categories**, no significant differences exist between clothes and watch categories. However, when both clothing and watches are tested against perfume, three paths have significant differences. Two paths showed significant differences between clothing and perfume. Here the impact of negative feelings on brand attitude was significantly stronger for consumers in the perfume brand category compared to the clothing brand category. In contrast, the relationship between brand engagement and behavioural intentions is stronger for clothing brands than for perfume brands. These three significant paths were also affected when the watch and perfume categories were compared. The impact of the relationship between brand awareness and brand association was less in the watch category than it was for perfumes. The impact of negative feelings on brand attitude was smaller for watch brands than for perfume brands. In contrast, the impact of brand engagement on behavioural intentions was greater for watch brands than perfume brands.

Table 6.11: Moderation Effects

Summary of findings for moderation effects		
Self-expression (moderator1)	**High self-expression**	**Low self-expression**
Personality expression → perceptions of brand personality	negative	positive
Self-congruency (moderator 2)	**High self-congruency**	**Low self-congruency**
Positive feelings → perceptions of brand personality	lower	higher
Negative feelings → brand attitude	negative and lower	negative and higher
Positive feelings → brand attitude	lower	higher
Brand engagement → behavioural intention	lower	higher
Brand attitude → behavioural intention	higher	lower
Individualist/Collectivist (moderator 3)	**Individualist**	**Collectivist**
Personality expression → brand personality	negative	positive
Negative feelings → brand attitude	negative and lower	negative and higher
Brand personality → brand attitude	lower	higher
Positive feelings → brand attitude	lower	higher
Brand attitude → behavioural intention	higher	lower
Product Category (moderator 4)	**Clothes**	**Watch**
No significant differences across product category	-	-
	Clothes	**Perfume**
Negative feelings → brand attitude	negative and lower	negative and higher
Brand engagement → behavioural intention	higher	lower
	Watch	**Perfume**
Brand awareness → brand association	lower	higher
Negative feelings → brand attitude	negative and lower	negative and higher
Brand engagement → behavioural intention	higher	lower

* INDCOL represents individualism/collectivism

6.7   Conclusion

This chapter discussed the analysis of the research model completing the two-step approach to structural equation modeling. This chapter outlined the model fit of the full structural model and the results from testing the research hypotheses. As an extension, several important moderators were examined via multi-group analysis of invariance. These included self-expression, self-congruency, individualist/collectivist orientation and the product category of watches, clothing, and perfume. The implications of these findings, the limitations of the study, and directions for future research are discussed in the next chapter.

Chapter 7

Conclusions

7.1   Introduction

Chapter 6 reported the analysis and findings of the research model in accordance with the hypotheses developed.   This chapter presents the conclusions, contributions, implications, and limitations of the research. The three research themes which guide this thesis are reintroduced, and a summary of the findings with respect to each theme is detailed and discussed. This chapter discusses the significant theoretical and managerial contributions, the limitations of the study and directions for future research.

The thesis set out to obtain empirical evidence to establish important antecedents that drive consumers' perceptions of brand personality. It also sought to confirm that a concept of brand personality constructed in this way would explain consumers' behavioural outcomes.   As an extension of the research, some clarification of the moderating variables on the conceptual model was explored.

The objectives have been met in the following ways. Five antecedents were found to be significant in influencing the formation of brand personality perceptions. These perceptions of brand personality, driven by the five antecedents, were shown to influence consumers' behavioural outcomes. The four moderating variables tested in this study had resulted different effects on the relationships in the conceptual model. Detailed discussions of these findings are in the following sections.

7.2   The Antecedents and Outcomes of Brand Personality

This chapter starts by examining a conceptual model of consumer brand personality perception, as set out in Figure 7.1, which emerges from the analysis of the literature and is used to establish the initial conceptualisation of the investigation. Specifically, this model examines the antecedents that drive consumers' perceptions of brand personality and behavioural outcomes in the context of fashion brands. Three interrelated research themes guide the development and analysis of this model. Theme I focuses on the five

antecedents that drive brand personality. These include brand association, hedonic attitude, personality expression, and valence of feelings, and each has a direct effect on brand personality. The fifth antecedent, brand awareness, has an indirect effect through brand association. Valence of feelings is unique among the five antecedents of brand personality in that it also has a direct effect on the behavioural outcome of brand attitude. Theme II investigates the impact of brand personality perceptions on brand engagement, brand attitude, and behavioural intentions. Theme III examines factors that moderate these relationships. The moderating variables examined were self-expression, self-congruency, individualist/collectivist orientation, and product category.

Figure 7.1: Conceptual Model: The Antecedents and Outcomes of Brand personality Perceptions
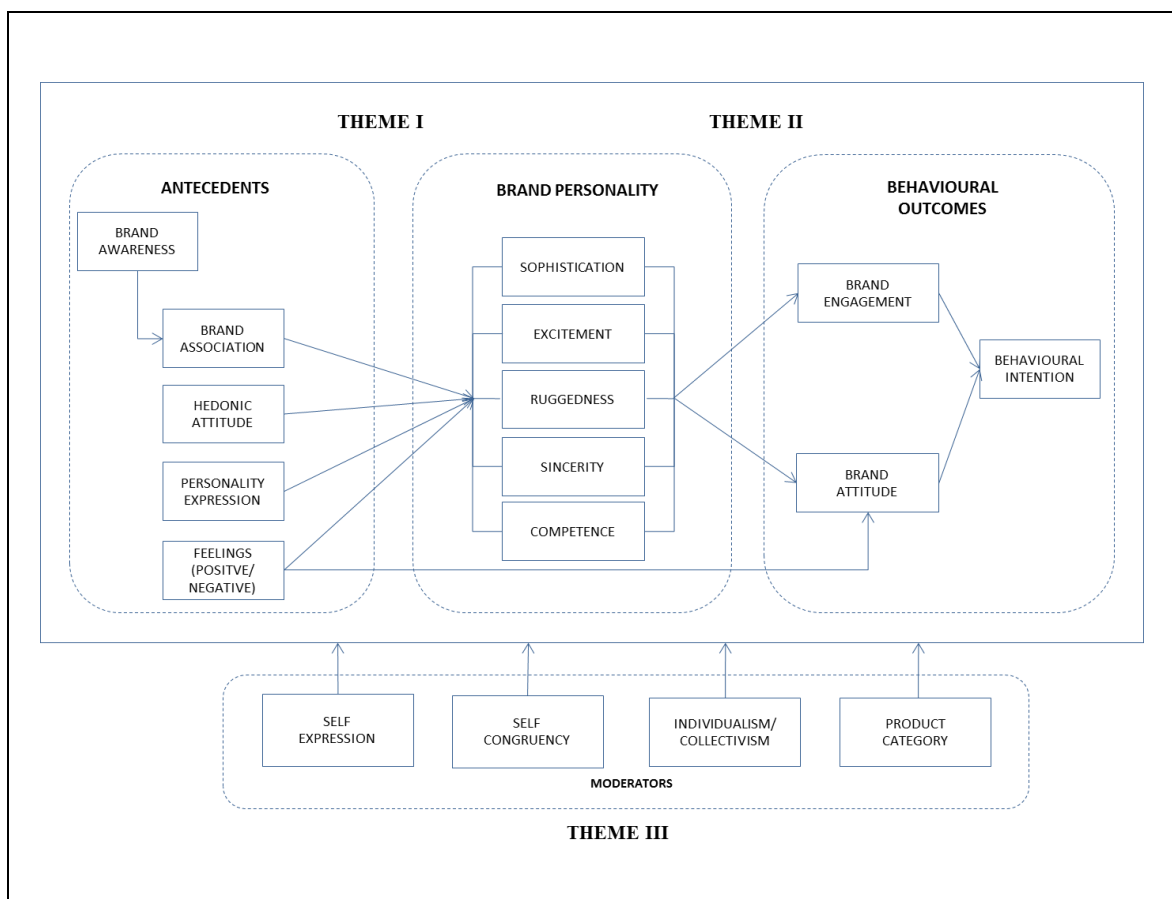
The conceptual model shows our current understanding of how consumers form brand personality perceptions and how in turn these perceptions affect their behaviour. Each of the themes is discussed in detail later in this chapter and a revised model is produced in the light of the research reported here.

7.3 Findings of Research Theme I

The first research theme investigates the antecedents driving the formation of brand personality perceptions. The synthesis of the literature, as diagrammatically summarised in Figure 7.1, posited that perceptions of brand personality are driven by five antecedents. The results of the analysis of the investigation of each antecedent are discussed in detail in the following sections and are then summarised in Figure 7.3.

7.3.1 The Effects of Antecedents on Brand Personality

Brand Awareness

Brand awareness and brand association have been well established in the literature as measures of consumer-based brand equity (Keller, 1993; Aaker, 1991). Brand awareness is crucial in consumer behaviour theory, as it influences the associations formed by consumers towards the brand images residing in their memory (Keller, 1993). This study sought to investigate the effect of these two constructs on consumers' brand personality perceptions. The results indicate that brand awareness affects brand association strongly among consumers.

The results also showed that both brand awareness and brand association remain as two separate constructs. This supports the conceptualisation of Aaker (1991) and Keller (1993); it does not support Yoo and Donthu (2001) and Washburn and Plank (2002), who argued that brand awareness and brand association were one indivisible and measureable construct. Clarifying that brand awareness and brand association remain as separate concepts is important in suggesting that brand awareness should drive brand association, indicating that familiarity with a brand is a prerequisite to consumers

building an association with brands. The results confirm that brand awareness precedes and significantly affects brand association.

Brand association exists through developing meaningful thoughts about a brand by linking it with various factors including symbols, images, usage experience, advertising, prices, and so on. Therefore, when a consumer hears of a brand, possible connections to associate the brand with relevant factors or a context are possible. This can be particularly important in the case of new brands or international brands which are not well known and that wish to compete in a new market.

Therefore, the association of a brand with meaningful factors or environments must be plausible. These can be through things such as associating the brand with packages, prices, childhood experiences, campus life, tastes, and so on. In line with the concept of brand knowledge and the theory of brand equity, the results show that the relationship of the two constructs is crucial in capitalising on the value of the brand in establishing strong and favourable associations to influence consumers.

Brand Association

Brand association has a positive effect on consumers in forming perceptions of brand personality. Brand association allows consumers to make links with other entities like a person, place, thing, or a brand (Keller, 2003) already in their memory. It enables consumers to leverage their brand knowledge and create brand equity, ultimately affecting behavioural outcomes. Understanding how knowledge of a brand associates with these other entities is of paramount importance, as it can change the mental representation among consumers of a specific brand in their memory (Keller, 2003). Therefore, consumers must build an association with the brand before forming perceptions of brand personality.

Building a meaningful association that can humanise brands by linking them with entities relating to human personality would inspire consumers to associate human personality perceptions with those brands more effectively. Thus, understanding how brand association affects consumers' formation of brand personality perceptions by establishing a strong and unique association with a brand is important in attempting to

further enhance consumers' symbolic and abstract perceptions. The abstract associations are considered more durable and accessible in consumers' memories and are inherently more evaluative due to their embedded meaning, as compared to just relying on product attribute information (Chattopadhyay and Alba, 1988). Thus, the findings provide valuable insights into consumer perceptions of the abstract or intangible personality attributes of brands. This study has shown that it is important how brand association established can enhance consumers' perceptions of brand personality.

Hedonic Attitude

Consumers may consume products or brands due to hedonic or utilitarian reasons or motivations, but these consumption needs are not necessarily mutually exclusive (Batra and Ahtola, 1991). Both hedonic and utilitarian consumption are considered discretionary (Okada, 2005) yet distinctive (Voss et al., 2003), because of the subjectiveness of perceptions derived among consumers (Okada, 2005). This suggests that consumers have the ability to perceive brands as hedonic or utilitarian, or both.

Extending from this conceptual understanding of the distinct differences between hedonic and utilitarian attitudes, this research further confirms that consumers with hedonic consumption needs and attitudes to brands are likely to form perceptions of brand personality. Hedonic attitude substantially evokes emotion-generated consumption and benefits, which enhance perceptions and decisions with symbolic elements rather than with the tangible or functional features of the products or brands. Most hedonic brands are seen as subjective symbols. Although they are linked with product symbols such as perfume, handbags, furniture, footwear, mobile phones, and so on it is the subjective symbols that are believed to trigger consumers' affective thoughts and feelings when making a purchase decision.

Understanding the role of hedonic attitude in arousing the symbolic appeal in consumers' minds should provide better opportunities for marketers to influence consumer perceptions of brand personality. Creating an image of the brand to influence consumers' perceptions of hedonic goods or brands that can deliver experiential enjoyment and pleasure should enhance consumers' affective and sensory needs. This can lead consumers to explore the personality images communicated and positioned with

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a brand by its marketers. This may anchor consumers' thoughts, influencing their perceptions of brand personality which will ultimately affect their behavioural outcomes. Communications stressing experiential fun and excitement around brands can help to fulfil the desire of satisfying symbolic benefits and to influence consumers' perceptions of brand personality more effectively.

Personality Expression

This particular antecedent in Theme I has been drawn from the literature to determine if the symbolic perceptions derived from the idea of expressing oneself would affect consumers' perceptions of brand personality. The results of this research have shown that the construct of personality expression acts as a driver of consumers' perceptions of brand personality. This confirms that if consumers perceive brands as a symbolic way of expressing themselves, it will influence their ability to form perceptions of brand personality. Consumers have the ability to perceive the soft side of brands in order to determine whether the brand is the right one for them. Building from this idea, it is important for consumers to search for soft images of brands congruent with their self-image.

In brand concept management, it is important for marketers to develop specific brand meaning for targeted markets, operationalise the meaning in the form of symbolic images, and maintain those images over time (Park et al., 1986). The positioning of the brand image must be linked to the symbolic needs of consumers to satisfy and fulfil their internally generated needs, such as the need for self-enhancement. This is because consumers can see a brand with either functional or symbolic characteristics, or both in one brand (Park et al., 1986; Bhat and Reddy, 1998) and they choose brands that can satisfy their psychological needs for functional, experiential, and symbolic benefits, such as in this case personality expression. This study has strengthened the Park et al., (1986) work by showing that consumer personality expression is important in leading them to explore and form brand personality perceptions that influence their behavioural outcomes.

Valence of Feelings

The literature has shown that brands can be linked with different kinds of information that can store meaning in consumers' memories. These information links can be derived from factors such as awareness, attributes, images, thoughts, and feelings (Keller, 2003). The concept of brand equity suggests that both human cognitive and affective thoughts allow a favourable and meaningful view of a brand to reside in consumers' minds and thus influence their decision making. Feelings are considered as an important measure in this research to strengthen the association of the brand in relation to brand personality, and to create brand value that translates into positive behaviour.

This research sought to investigate the relationship between consumers' positive or negative feelings about a brand and perceptions of its personality. The results demonstrated showed that a consumer who felt positively about a brand had the tendency to form positive brand personality perceptions. Negative feelings did not influence their perceptions of brand personality (Negative feelings had an influence on brand attitude and this will be discussed in the next section.) This suggests that associating positive feelings with brands is important in driving consumers' capacity to explore the personality of the brand.

Feelings are an important component of the theory of brand equity, but the constructs of specific measures of positive and negative feelings in relation to brand personality perceptions are less emphasised in the literature. General measures of emotions toward brands have been empirically investigated by Brakus et al. (2009), and this study extends their work to derive an understanding of how valence of feelings would influence consumers' formation of brand personality perceptions. This thesis sought to determine whether feeling positive or negative towards a brand would have different effects on brand personality perceptions and behavioural outcomes. From this research, it appears that consumers can form brand personality perceptions on brands that they have positive feelings about. In contrast, they do not form personality perceptions about brands for which they have negative feelings.

7.3.2 The Effect of Feelings on Brand Attitude

It has been shown in the literature that feelings can have a direct effect on brand attitude or be mediated or moderated by other factors, such as attitude to advertisements or brands, information, and consumers' motivations and beliefs, so they can also affect brand attitude indirectly (Yoo and MacInnis, 2005; Edell and Burke, 1987). Feelings play an important role in our theoretical understanding of the formation of brand attitude and how it influences consumers' choices and evaluations (Yoo and MacInnis, 2005; Ruth, 2001). The results indicate that despite feelings having an indirect effect on brand attitude through brand personality, they also have a direct effect.

Valence of Feeling on Brand Attitude

The results have shown that positive feelings have no direct effect on brand attitude. Indeed, the results show that a positive brand attitude is developed after brand personality is initiated and formed around a brand that the consumer perceives positively. In contrast, a negative feeling is shown to have a negative and direct effect on brand attitude, with no effect on perceptions of brand personality.

A possible reason for this is that positive feelings create flexibility in consumer cognitive thinking to form meaningful associations (Yoo and MacInnis, 2005; Lee and Sternthal, 1999). The positive feelings captured about brands will lead consumers to respond and form brand personality perceptions to provide meaningful thoughts and induce favourable attitudes towards brands. In contrast, negative feelings, although influencing attitude towards the brand, do not affect the perceptions of brand personality. This is to suggest that brand personality is vital in the development of positive brand attitude and engagement as it is an intermediary between these two constructs and positive consumer feelings.

7.4 Findings of Research Theme II

The second research theme examined the effects of brand personality perceptions toward consumers' brand engagement, brand attitude, and behavioural intention. Previous

literature revealed the significant effects of brand personality perceptions to influence consumers' behavioural outcomes (Plummer, 1984; Keller, 1993; Lau and Phau, 2007; Aaker et al., 1999; Siguaw et al., 1999). The work reported in this thesis has added to our knowledge of how brand personality perceptions can influence consumer behavioural outcomes, with results that build on the understandings from previous work.

7.4.1 The Effects on Behavioural Outcomes

This research investigated whether perceptions of brand personality would influence how consumers engage with brands and form an attitude to them that will later affect their behavioural intentions. The analysis shows that forming a positive brand personality perception among consumers will encourage consumers to be engaged with the brands and form attitudes that will significantly affect behavioural intentions. The effects of these three variables are further discussed for their contributions and are articulated to suggest relevant implications for marketers and brand managers to impose effective strategies on potential markets.

Brand Engagement

The findings from this research confirm positive relationships between consumers' brand personality perceptions and brand engagement. This suggests that consumers who form brand personality perceptions are more likely to engage with the brand. Building a strong relationship between brands and consumers has been shown to be important with the finding that establishing a brand relationship forms an active two-way bond (Fournier, 1998; Hollebeek, 2011; Sprott et al., 2009). This leads to the idea that a brand is considered as a partner (Fournier, 1998). This research has shown that building a brand relationship is more likely to succeed when the personality of the chosen brand helps consumers to create more meaningful thoughts and thus influences their decisions.

The symbolic perception of brand personality is important in assisting consumers to search for brands that are similar to their self-concept for the purpose of projecting their personality to others. This research has shown that perceiving brand personality relevant

to consumers should lead to a stronger engagement in the relationship with the brand, resulting in stronger preference, loyalty, and consumers' behavioural intentions.

Brand Attitude

The results also show that brand personality is an important antecedent to consumers' brand attitude. Understanding consumers' brand attitude is important in differentiating and positioning brands competitively in the marketplace (Plummer, 1984; Lau and Phau, 2007; Keller, 1993; Aaker et al., 1999). The findings of this research combined with previous literature suggest that searching for suitable brand personality traits for one's personality is important in order to identify that the brand selected is the right one for them. This will enhance their thinking on how the brand attributes and benefits (Keller, 1993) perceived through brand personality can influence their beliefs (Fishbein and Ajzen, 1975); and thus will then form an overall attitude towards the brands. This research illustrates that brand personality perceptions are important in consumers' overall evaluation of brands. Thus, this study shows that perceptions of brand personality are an important antecedent of consumers' positive attitudes towards brands.

Behavioural Intentions

An attitude has been shown to be a factor that influences consumers' behavioural intention (Ajzen and Fishbein, 1980) and the results of this study confirm the effect. Positive behavioural intention is found in this research to occur when brand engagement and brand attitude are positive. Determining the effect on behavioural intention is important, as it is an important antecedent of consumer behaviour. The results of this research add to our knowledge by clearly indicating that when consumers create strong connections with brands, and at the same time have positive attitudes towards those brands, this will encourage them to recommend the brand to others, and at the same time remain loyal to the brands.

7.4.2 Summary of Themes I and II

Overall, the results demonstrate that perceptions of brand personality are crucial in helping consumers to build connections with brands and influence their behaviour. The brand personality perceptions are derived from the five antecedents of brand personality.

7.5 The Revised Antecedents and Outcomes of Brand Personality Perceptions Model

From the discussion of themes I and II, it is clear that the conceptual model shown in Figure 7.1, which is based on previously published literature, should be revised in the light of the research findings. The antecedents of brand personality that were hypothesised from the literature (brand association preceded by brand awareness, hedonic attitude, personality expression and valence of feelings) have been shown by the research reported here to be distinct constructs, each with an influence on perceptions of brand personality. The perceptions of brand personality drive brand engagement and brand attitude and through them affect behavioural intention. This is shown in Figure 7.2 which is a simplified version of Figure 7.1, removing the moderating variables from the model that was derived from the literature because they are not relevant for this part of the discussion.

However, what was not hypothesised but has emerged from the research reported here is that positive feelings and negative feelings affect behavioural intention through different mechanisms. Positive feelings influence brand personality, and through brand personality influence brand engagement and brand attitude and hence affecting behavioural intention. Negative feelings, on the other hand, influence neither brand personality nor brand engagement, but influence brand attitude directly and through that construct alone affect behavioural intentions. Figure 7.3 shows how the new knowledge generated by this research about the effect of the valence of feelings changes the way in which the antecedents of behavioural intentions are conceptualised.

Figure 7.2: Conceptual Model (simplified version of Figure 7.1): The Antecedents and Outcomes of the Brand Personality Perceptions
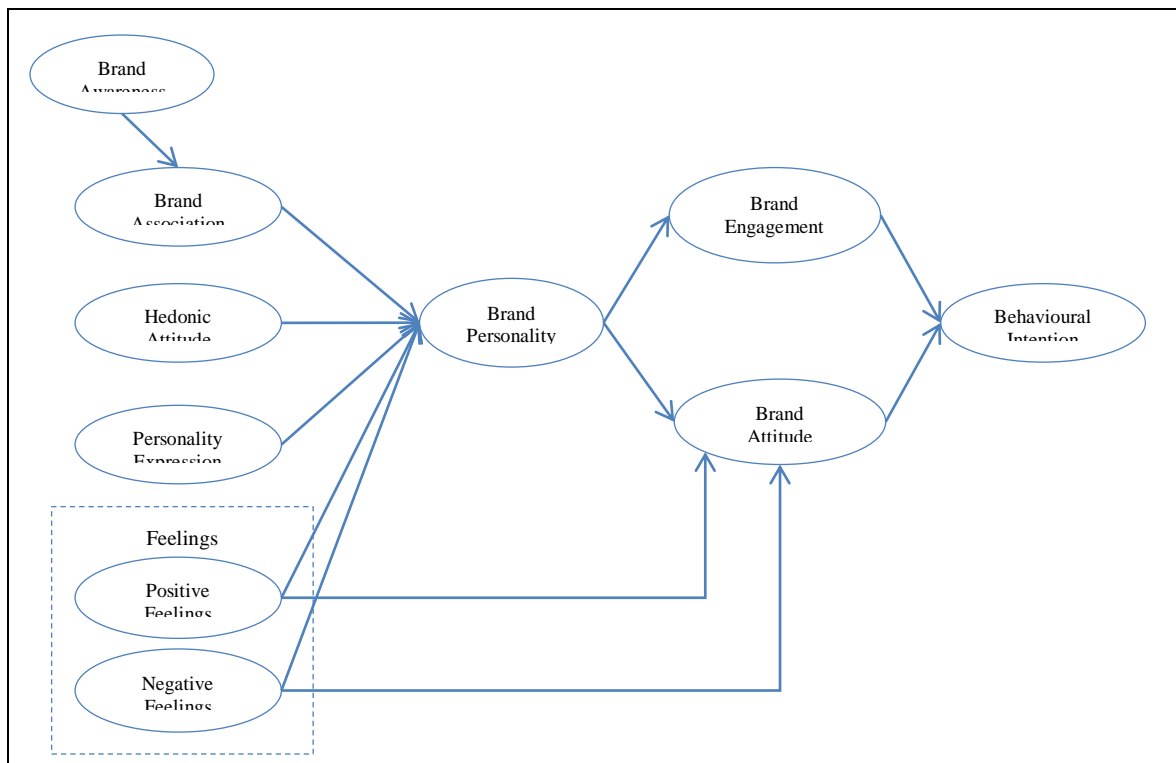
Figure 7.3: Revised Model: The Antecedents and Outcomes of Brand Personality Perceptions
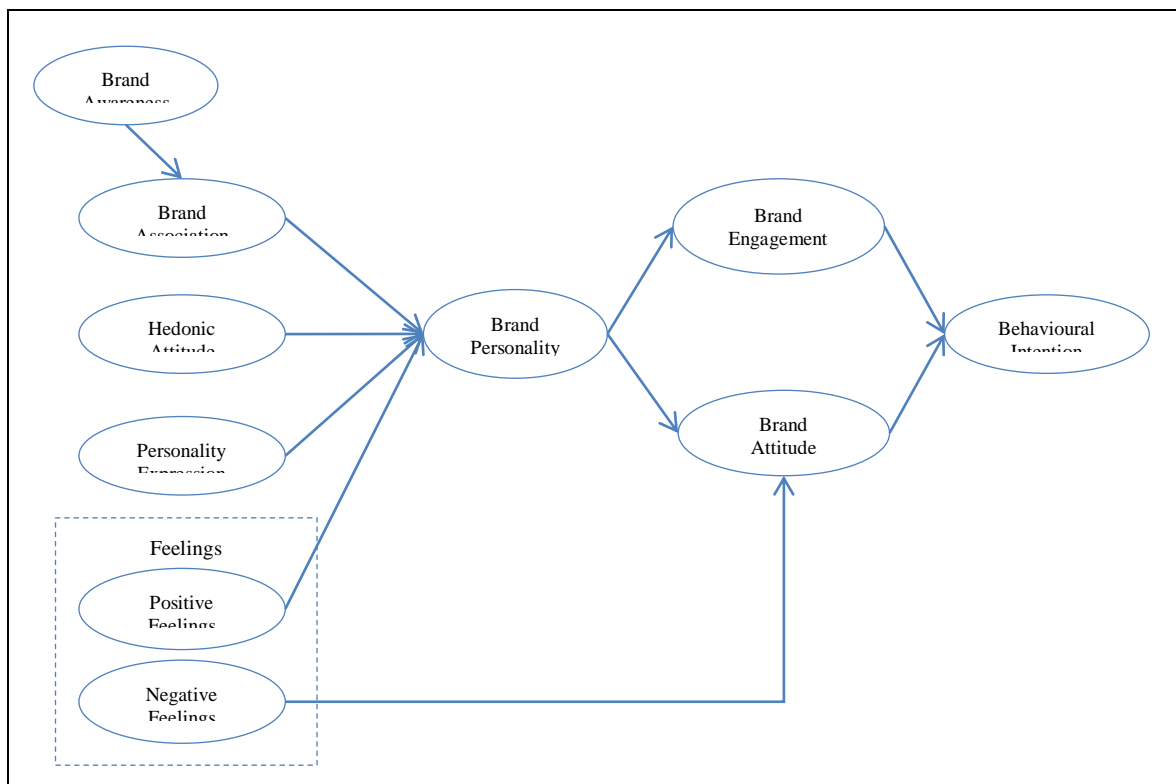
This summarises the major contribution of this thesis. However, some further findings of interest should be reported and these have been classified as Theme III, which focuses on the four moderating variables.

7.6   Findings of Research Theme III

The third theme of this research examined the effects of moderating variables on the overall relationships of the conceptual model. The purpose was to investigate whether the variation of the relationships between constructs would be related to variation in consumer self-expressiveness, self-congruency with the brand, individualist/collectivist orientation, and also across product category. Less significant differences showed on the paths of the conceptual model indicate less effect of the moderating variable, and vice versa. The results of the analysis are explained for each variable separately to simplify the discussion.

7.6.1   The Effects of Moderating Variables

High versus Low Self-expression

First, the moderating effect of self-expressiveness was tested. A high self-expressive person is someone who is extroverted and strongly wants to be distinctive from others. In contrast, a low self-expressive person is someone who is introverted and reluctant to stand out from others (Triandis, 1989). The results of the analysis show that only one path, personality expression to brand personality, is moderated by this variable. While the concepts of personality expression and self-expressiveness are not identical, they are similar, so the correlation here is of limited value. What is more interesting is that self-expressiveness does not moderate any of the other antecedents of brand personality or the relationship of brand personality with behavioural outcomes.

High versus Low Self-congruency

Second, the moderating effect of high or low self-congruency with the brand was tested. The analyses showed different significant effects on five of the relationships: (i) positive feelings to brand personality, (ii) negative feelings to brand attitude, (iii) positive feelings to brand attitude, (iv) brand engagement to behavioural intention, and (v) brand attitude to behavioural intention. That said, the technique used was not ideal for identifying individual relationship effects because of the collective method used via survey. Having to test the variation of self-congruency among consumers affecting specific outcomes is more relevant when observed via experiment. But it is clear that the amount of self-congruency with brands affects the influence of various antecedents and outcomes of consumer perceptions of brand personality. Of the four moderating variables tested, this is likely to be one of the most influential. This is discussed further in the sections on limitations and further research.

Individualism versus Collectivism

The moderating effects of individualism/ collectivism were also tested. While the methodological limitation explained in the previous paragraph still applies, five relationships were shown to be significantly affected. These include: (i) personality expression to brand personality, (ii) negative feelings to brand personality, (iii) brand personality to brand attitude, (iv) positive feelings to brand attitude, and (v) brand attitude to behavioural intentions. This suggests that further research could investigate the mechanism underlying the different perceptions of brand personality by individualists and collectivists. Again this is likely to be one of the more influential moderating variables to affect the conceptual model of this study.

Product Category

Three different product categories were tested to identify whether any invariance pattern existed in the conceptual model. The analysis was tested between two groups of product categories per analysis: (i) clothes versus watches, (ii) clothes versus perfume, and (iii)

watches versus perfume. Only two paths were affected between clothes and perfume, and three paths were affected between watches and perfume. Due to the low number of paths affected, it can be concluded that all three product categories selected were reasonably homogenous and sound as a stimuli of this research.

7.6.2   Summary of Theme III

Each of the moderating variables has a distinct outcome on the effects of the relationships in the conceptual model. These results should prompt practitioners and marketers to recognise the importance of effective communication and positioning strategies to improve brand equity, leading to competitive advantage. The implications are discussed later in this chapter.

7.7   Contribution to Theory

This study sought to enhance our understanding of consumers' perceptions of brand personality. Six contributions are made to knowledge and are detailed as follows:

1. Five antecedents affect the formation of brand personality perceptions. Brand association, hedonic attitude, personality expression, and positive feelings are shown as direct antecedents of brand personality; brand awareness exerts an indirect effect on brand personality via brand association.

2. The formation of brand personality perceptions derived from these five antecedents has an effect on consumers' behavioural outcomes via brand engagement and brand attitude.

3. A synthesis of the existing literature generated a comprehensive conceptual model which when tested confirmed the hypothesised relationships of the antecedents and outcomes of brand personality perceptions.

4. Positive feelings have an effect on behavioural intentions through brand personality, brand engagement and brand attitude. Negative feelings affect behavioural intentions only through brand attitude.

5. The conceptual model was moderated by the two variables of self-congruency and individualist/collectivist orientation.

6. Whether brand awareness and brand association are identical or separate constructs has been contested in the literature. This work has shown that they are separate but closely related, with brand awareness being an antecedent of brand association.

7.8   Managerial Implications

This study has shown that the factors driving consumers' perceptions of brand personality are brand association (which is preceded by brand awareness), personality expression, hedonic attitude and valence of feelings. This has significant implications for the managerial point of view which will be discussed in detail in the following sections. The results of this research support the idea that the brand personality concept can be used to establish a strong and differentiated brand. This research clearly shows that it is important for marketers to strategically manage the antecedent factors affecting brand personality. Each of these affects consumers' behavioural outcomes and each are described and articulated to suggest relevant implications for brand managers.

Brand Awareness

Since the work reported in this thesis has shown that brand awareness is necessary antecedent of brand association, it is very important for managers to ensure that their brand awareness remains strong. This is particularly so in an environment where burgeoning new brands are providing strong competition. Brand names must be continuously communicated to potential markets. (With the rise of social networking tools and mobile electronic communication, the specific tactics used to implement this strategy will necessarily change, but this is beyond the scope of the recommendation

from this thesis.) This strategy should be continuously implemented ensuring that consumers' minds can be easily influenced and made aware of the brands.

Brand Association

The results have shown that brand association has an effect on the perceptions of brand personality among consumers. Brand managers must pay attention to the brand associations that help to form consumers' perceptions of brand personality. Therefore, brand managers should embellish brand association with unique and personal communications by humanising the brands with a specific logo, mascot, slogan, or images relating to the human personality trait attached to the brand. This is important to establish brands with meaningful associations.

Images of sexy models for the Levi's and Chanel brands or sporty and athletic models for Nike and Adidas indicate how brand association builds knowledge to transfer these images to the personality of the brands.

Hedonic Attitude

This study has also shown that the more hedonic the attitude of a consumer, the more likely they are to perceive the personality of the brand. So, brand managers must always bear in mind that their brand personality communication and characteristics will be disproportionately effective with consumers who have hedonic attitudes.

It is recommended that marketers present their brands and products in an exciting and pleasurable way to capture consumers' hedonistic needs and preferences. This appeals to consumer sensory feelings and helps them to perceive brand personality more effectively.

Personality Expression

Consumers use brands as a way to express their personality. They can own the brands as a way to communicate their personality and identity. For instance,; the L'Oreal brand has feminine, sincere, and stylish images. The results of the research reported in this thesis suggests that personality expression by consumers will have an effect on their perceptions of brand personality. This effect, similar to the effect of hedonic attitude discussed above increases consumers' perceptions of brand personality.

Managers and marketers need to continuously rethink ways to reposition their brands that focus on attributes and values that are strongly associated with their desired human personality characteristics. This strategy will motivate an individual's behaviour when brands are strongly related to the individual's identity.

Positive Feelings

One of the interesting findings of this research from the managerial point of view is that difference valence of feelings affect behavioural intentions in quite different ways. Positive feelings have an effect on perceptions of brand personality and then on both brand engagement and brand attitude before they affect behavioural intentions. In contrast, negative feelings affect behavioural intention in a much simpler mechanism. They affect only brand attitude and through brand attitude affect behavioural intentions. Managers need therefore to understand that only positive, not negative, feelings affect brand personality and brand engagement. Actions to manage brand personality need therefore only to consider consumers' positive feelings. Of course, negative feelings are very important managerial considerations but an important finding of this research is that they do not affect brand personality and must be managed by different mechanisms.

Table 7.1 summarises the recommended strategies for brand managers to implement based on the research reported in this thesis. Actions related to each of the five antecedents of brand personality are summarised.

Table 7.1 Strategies to Manage the Antecedents that Influence Consumers' Perceptions of Brand Personality as Identified in this Study

Brand Awareness Marketing activity: i. Ensure brand awareness remain strong. ii. Brand names must be continuously communicated to potential markets. iii. Specific tactics should be implemented to increase brand awareness (i.e., social networking)	**Brand Association** Marketing activity: i. Must pay attention to build strong brand association. ii. Embellish brands with a specific logo, mascot, slogan, and images. iii. Establish brand association with meaningful associations.
Hedonic Attitude Marketing activity: i. Brand personality communication and characteristics is necessary for consumers who have hedonic attitudes. ii. Present their brands in an exciting and pleasurable way to capture consumers' hedonistic needs and preferences.	**Personality Expression** Marketing activity: i. Reposition their brands that focus on attributes and values that are strongly associated with their desired human personality characteristics. ii. Emphasise brands with images that can allow consumers to express their identity or personality.
Positive Feelings Marketing activity: i. Actions to manage brand personality need therefore only to consider consumers' positive feelings. ii. Negative feelings do not affect brand personality and hence must be managed by different mechanisms.	

The research has shown that the brand personality concept is important and relevant to consumers as they build relationships with brands. Brand managers should always bear in mind how consumers associate human personality traits with brands as they implement strategies to influence consumers' brand attitude and affect their behavioural intentions.

7.9   Research Limitations

As with any research, this study has limitations.

Firstly, the model developed is static, because the respondents were tested at a single point in time. To develop an understanding of consumer behaviour, static measures are unlikely to succeed; hence this is considered a limitation of this research. Longitudinal studies or experimental methods should be explored to address this limitation.

Secondly, the sampling method was measured based on the Australian consumers population. This may limit generalisability, since the study is limited to a specific country. Relevant measures should be replicated in other countries to confirm the conceptual model of this research.

Third, while a hedonic measure was tested, a utilitarian measure was not. Fashion brands have strong connections with hedonic attitudes and values that possess abstract meaning compared with utilitarian or functional measures. However, future research could further investigate this area by using a utilitarian measure.

Fourth, the relationship of brand awareness and other antecedents of brand personality were not shown in this research.   The relationship tested was the effect of brand association.   The reason this was done is to highlight how the concept of brand knowledge in relation to brand awareness and brand association can trigger consumers' perceptions of brand personality. The relationship between brand awareness and brand association was tested to clarify the link and establish the constructs as a single entity or two separate entities, and later to understand how this relationship will affect the formation of brand personality perceptions.

7.10   Implications for Future Research

The findings of this research suggest important directions for future research.

First, this comprehensive model can be tested across other symbolic brands to test the generalisability of the model constructed.

Second, the model, which has been developed in the context of fashion (symbolic) brands could be extended and tested with functional brands. As shown by Bhat and Reddy (1998) and Park et al., (1986), brands can be distinctively positioned as symbolic and functional, and how these different categories of brands can influence consumers' perceptions of brand personality differently is a gap in this study.

Third, because this thesis has relied on the foundation of the consumer-based brand equity concept in developing the model, other dimensions suggested in the literature should be tested to determine the effect of the relationship on brand personality perceptions.   Such dimensions may include perceived quality, brand loyalty, trustworthiness, performance, value, social image, product functional and (or) symbolic utility, and brand functional and (or) symbolic utility (Lassar et al., 1995; Vazquez et al., 2002; Kocak et al., 2007; Yoo and Donthu, 2001; Pappu et al., 2005; Buil et al., 2008; Washburn and Plank, 2002).

Fourth, theme III started to address some issues that were beyond the scope of this thesis. It would be interesting for future researchers to investigate these moderating factors further. For example, one of the aims of this study was to investigate whether the perceptions of brand personality differ at an individual level in a specific country for people behaving either as individualists or collectivists. As stated by Hofstede (2011) in his cultural-dimension theory, the measurement index of individualism differs across countries. Specific measurement of individualism/collectivism should be implemented in different countries to compare how this index may differ culturally and individually in forming perceptions of brand personality.

7.11   Conclusion

Synthesis and analysis of the existing literature established that there was a significant gap in our understanding of the antecedents and outcomes of consumers' brand personality perceptions.   A comprehensive model, in the context of fashion brands, was developed and empirically tested to fill that gap. The findings reported here built six distinct contributions to theory, with practical implications for managers.

 Overall, the research model developed and tested here has significant value in assisting our understanding of brand personality perceptions. It has made a significant contribution towards brand-equity theory, particularly the conceptualisation of consumer-based brand equity relating to brand personality.   This research represents new insights into the antecedents and outcomes of consumers' brand personality perceptions.

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Appendix 1: Composite Item Scales

Composite *Items*	Item Scales
	Hedonic
H1	Thrilling : not thrilling (Ht). Amusing : not amusing (Ha).
H2	Playful : not playful (Hp). Funny : not funny (Hf).
	Positive Feelings
PF2	Excited (PFex) Inspired (PFi) Strong (PFs)
PF3	Attentive (PFat) Enthusiastic (PFent) Active (PFact)
	Negative Feelings
NF1	Nervous (NFn) Guilty (NFg) Irritable (NFirr)
NF3	Jittery (NFj) Afraid (NFaf)
	Brand Awareness
AW2	Some of the characteristics of the X brand come to my mind quickly (AWmind)
AW3	I can recognize X quickly among other brands (AWrecogq)
	Brand Association
AS1	I can quickly recall the symbol or logo of the X brand (ASrecall)
AS2	I do not have difficulty in imagining the X brand in my mind (ASimagine)
	Brand Engagement
EG1	I consider brand X to be a part of myself (EGpart) I have a special bond with brand X (EGbond)
EG2	I feel as if I have a close personal connection with brand X (EGclosecon) I often feel a personal connection between brand X and me (EGpercon)
	Personality Expression (Pexp)
E1	People use the X brand as a way of expressing their personality (EXPpersonality)
E2	Using brand X says something about the kind of person you are (EXPkindofperson)
	Sincerity (BP)
BPSS1	Sincere (BPS1) Down to earth (BPS5)
BPSS2	Real (BPS3) Wholesome (BPS4)
	Excitement (BP)
TRENDY	Trendy
COOL	Cool
	Ruggedness (BP)
MASCULINE	Masculine
TOUGH	Tough

RUGGED	Rugged
	Brand Attitude
BA1	Favorable : unfavourable (Bfav) Very good : very bad (Bgood)
BA2	Extremely likable : extremely unlikable (Blike) Very attractive : very unattractive (Battract)
	Behavioural Intention
BH1	Purchase intention – likely : unlikely (BHlike) Purchase intention – probable : improbable (BHprob) Purchase intention – certain : uncertain (BHcert) Purchase intention – definitely : definitely not (BHdef)
BH3	I am a loyal customer of this brand (BHloyal) I care about the long term success of this brand (BHlong) I consider the X brand my first choice when buying this product (BHchoice)
	Self-Expression
SE1	Brand that I like reflects my personality (SEper)
SE2	Brands that I like help me express myself (SEexp) Brands that I like enhance myself (SEenh)
	Self-Congruency
SC1	I identify myself with the brand: I do not identify myself with the brand (SCiden) This brand matches me: this brand does not match me (SCmatch)
SC2	This brand is like me: this brand is not like me (SClike) Consider your own personality and compare yourself to brand X is similar: dissimilar (SCsim)
	Self-Reliance (INDCOL)
SR1	When faced with a difficult personal problem, it is better to decide yourself rather than follow advice from others (SR1)
SR3	One does better working alone than in a group (SR3)
	Family Integrity (INDCOL)
FI	Ageing parents should live at home with their children (F1)
F2	Children should live at home with parents until they get married (F2)
	Interdependence (INDCOL)
I1	I would help within my means if a relative told me that he(she) is in financial difficulties (I1)
I3	I like to live close to my good friends (I3)
	Distance from in-group (INDCOL)
D1	Children should not feel honoured even if the parents were praised and given a national award (D1)
D2	Even if a child won a Nobel prize, the parents should not feel honoured in any way (D2)

* BP = Brand personality
* INDCOL = Individualism collectivism

Appendix 2: Set/Actual Quota for Respondents' Selection Criteria

Characteristic	Set Quota	Actual Quota
	Total (n = 600)	Total (n = 609)
Gender	Frequency/Percent	Frequency/Percent
Male	300 (50)	304 (49.9)
Female	300 (50)	305 (50.1)
Total	**600 (100)**	609 (100)
Age		
18 - 44	300 (50)	315 (51.8)
45 – 65 and above	300 (50)	293 (48.2)
Total	**600 (100)**	608 (100)
Annual income (before tax)		
Below $20000 - $39999	200 (33.3)	228 (37.4)
$40000 - $69999	200 (33.3)	202 (33.2)
$70000 - $90000 and above	200 (33.3)	179 (29.4)
Total	**600 (100)**	609 (100)
Ancestry		
Asian, Middle Eastern	300 (50)	178 (29.2)
Australian, North American and European	300 (50)	431 (70.8)
Total	**600 (100)**	609 (100)
INDCOL group		
Collectivist	300 (50)	178 (29.2)
Individualist	300 (50)	431 (70.8)
Total	**600 (100)**	609 (100)

Appendix 3: Preliminary study Survey Questionnaire

Explanatory Statement

14th July, 2010
Title: Brand Personality Perceptions

My name is Yasmin Raja Abdul and I am conducting a research project with Dr. Colin Jevons a Senior lecturer and Dr. Tracey Dagger an Associate Professor in the Department of Marketing towards a PhD in Business and Economics at Monash University.

The aim of this study is to understand the importance of branding on consumer perceptions. Your participation is very important to the success of the study.

The study involves filling in a questionnaire that takes about 5 minutes to complete. Being in this study is voluntary and you are under no obligation to participate. All responses to the survey questions are anonymous. You can choose to withdraw from the study at anytime prior to submitting your completed survey. Submitting the survey implies that you consent to participate in the study.

The result of the study will be published in a thesis, journal articles/books/chapters and conference presentations. Individual participants will not be identifiable in any published results.

A summary of the results from this study can be obtained in due course. If you wish to obtain the outcome of the study, please contact the following people as below;

- Yasmin Raja Abdul, PhD student (█████████████████████████)
- Dr. Colin Jevons (████████████████████)
- Associate Professor Dr. Tracey Dagger ████████████████████████)

If you have questions concerning your rights as a research subject that have not been answered by the investigator, or you have any complaint concerning the manner in which this research is conducted, please do not hesitate to contact the Monash University Human Research Ethics Committee (MUHREC) as below:

Executive Officer Monash University Human Research Ethics Committee (MUHREC)
Building 3e Room 111
Research Office
Monash University VIC 3800
Tel: +61 3 9905 2052   Fax: +61 3 9905 3831 Email: muhrec@adm.monash.edu.au

Thank you.

Regards,

Yasmin Raja Abdul

What brands come to mind when you think of clothing? (List 3 brands)

Brand A
Brand B
Brand C

Have you ever purchased clothing, for yourself, from any of these brands? If so, which ones?

	YES	NO
Brand A	o	o
Brand B	o	o
Brand C	o	o

Rate your familiarity with these brands.

	Extremely familiar	Very familiar	Somewhat familiar	Neither familiar nor unfamiliar	Somewhat unfamiliar	Very unfamiliar	Extremely unfamiliar
Brand A	o	o	o	o	o	o	o
Brand B	o	o	o	o	o	o	o
Brand C	o	o	o	o	o	o	o

Please rank each of these brands from the one that you think is most prestigious to the one that you think is least prestigious. Rank the brands as 1, 2 or 3, where 1 represents the most prestigious brand and 3 the least prestigious brand.

Brand A
Brand B
Brand C

Thinking about these brands, please indicate whether you feel the brand is "upscale" or "downscale".

	UPSCALE	DOWNSCALE
Brand A	o	o
Brand B	o	o
Brand C	o	o

What brands come to mind when you think of watches? (List 3 brands)

Brand A	
Brand B	
Brand C	

Have you ever purchased a watch, for yourself, from any of these brands? If so, which ones?

	YES	NO
Brand A	o	o
Brand B	o	o
Brand C	o	o

Rate your familiarity with these brands.

	Extremely familiar	Very familiar	Somewhat familiar	Neither familiar nor unfamiliar	Somewhat unfamiliar	Very unfamiliar	Extremely unfamiliar
Brand A	o	o	o	o	o	o	o
Brand B	o	o	o	o	o	o	o
Brand C	o	o	o	o	o	o	o

Please rank each of these brands from the one that you think is most prestigious to the one that you think is least prestigious. Rank the brands as 1, 2 or 3, where 1 represents the most prestigious brand and 3 the least prestigious brand.

	Brand A
	Brand B
	Brand C

Thinking about these brands, please indicate whether you feel the brand is "upscale" or "downscale"

	UPSCALE	DOWNSCALE
Brand A	o	o
Brand B	o	o
Brand C	o	o

What brands come to mind when you think of perfume/cologne? (List 3 brands)

Brand A
Brand B
Brand C

Have you ever purchased perfume/cologne, for yourself, from any of these brands? If so, which ones?

	YES	NO
Brand A	o	o
Brand B	o	o
Brand C	o	o

Please rate your familiarity with these brands.

	Extremely familiar	Very familiar	Somewhat familiar	Neither familiar nor unfamiliar	Somewhat unfamiliar	Very unfamiliar	Extremely unfamiliar
Brand A	o	o	o	o	o	o	o
Brand B	o	o	o	o	o	o	o
Brand C	o	o	o	o	o	o	o

Please rank each of these brands from the one that you think is most prestigious to the one that you think is least prestigious. Rank the brands as 1, 2 or 3, where 1 represents the most prestigious brand and 3 the least prestigious brand.

	Brand A
	Brand B
	Brand C

Thinking about these brands, please indicate whether you feel the brand is "upscale" or ".

	UPSCALE	DOWNSCALE
Brand A	o	o
Brand B	o	o
Brand C	o	o

Rate your agreement or disagreement with the following statements:

	Extremely agree	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree	Extremely disagree
One should live one's life independently of others as much as possible.	❍	❍	❍	❍	❍	❍	❍
I would rather struggle through a personal problem by myself than discuss it with my friend.	❍	❍	❍	❍	❍	❍	❍
The most important thing in my life is to make myself happy.	❍	❍	❍	❍	❍	❍	❍
It is important to me that I perform better than others.	❍	❍	❍	❍	❍	❍	❍
I tend to do my thing and most people in my family do the same.	❍	❍	❍	❍	❍	❍	❍
One does better working alone than in a group.	❍	❍	❍	❍	❍	❍	❍
When faced with difficult personal problem it is better to decide yourself rather than follow the advice from others.	❍	❍	❍	❍	❍	❍	❍

What happens to me is my own doing.	○	○	○	○	○	○	○
If the group is slowing me down, it is better to leave it and work alone.	○	○	○	○	○	○	○
In most cases, to cooperate with someone of lower ability is not as desirable as doing the thing on one's own.	○	○	○	○	○	○	○
Aging parents should live at home with their children.	○	○	○	○	○	○	○
Children should live at home with parents until they get married.	○	○	○	○	○	○	○
I would help within my means if a relative told me that he(she) is in financial difficulties.	○	○	○	○	○	○	○
I like to live close to my good friends.	○	○	○	○	○	○	○
What I look for in a job is a friendly group of workers.	○	○	○	○	○	○	○
I enjoy talking to neighbours everyday.	○	○	○	○	○	○	○
I can count on my	○	○	○	○	○	○	○

relatives for help if I find myself in any kind of trouble.							
It does not matter to me how my country is viewed in the eyes of other nations.	○	○	○	○	○	○	○
Even if a child won the Nobel prize the parents should not feel honoured in any way.	○	○	○	○	○	○	○
Children should not feel honoured even if the father were praised and given an award by government.	○	○	○	○	○	○	○

In what country were you born?

What is your gender?
○ Male
○ Female

What is your annual income range (before tax)?
○ Below 20,000
○ 20,000 - 29,999
○ 30,000 - 39,999
○ 40,000 - 49,999
○ 50,000 - 59,999
○ 60,000 - 69,999
○ 70,000 - 79,999
○ 80,000 - 89,999
○ 90,000 and above

What is your ancestry?
- ○ Asian
- ○ North African
- ○ Middle Eastern
- ○ Australian
- ○ North American
- ○ European
- ○ Others, please specify _____

What is your age?
- ○ 18 - 24
- ○ 25 - 34
- ○ 35 - 44
- ○ 44 - 54
- ○ 55 - 64
- ○ 65 and above

In which country do you currently live in?
- ○ Melbourne
- ○ Adelaide
- ○ Canberra
- ○ Sydney
- ○ Brisbane
- ○ Darwin
- ○ Perth
- ○ Other

Please type any comments you may have regarding this questionnaire.

Appendix 4: Survey Questionnaire

EXPLANATORY STATEMENT

12th October, 2010
Title: Brand Personality Perceptions

My name is Yasmin Raja Abdul and I am conducting a research project with Dr. Colin Jevons a Senior Lecturer and Dr. Tracey Dagger an Associate Professor in the Department of Marketing towards a PhD in Business and Economics at Monash University.

The aim of this study is to understand the importance of branding on consumer perceptions. Your participation is very important to the success of the study.

The study involves filling in a questionnaire that takes about 15 - 20 minutes to complete. Being in this study is voluntary and you are under no obligation to participate. All responses to the survey questions are anonymous. You can choose to withdraw from the study at any time prior to submitting your completed survey. Submitting the survey implies that you consent to participate in the study.

The result of the study will be published in a thesis, journal articles/books/chapters and conference presentations. Individual participants will not be identifiable in any published results.

A summary of the results from this study can be obtained in due course. If you wish to obtain the outcome of the study, please contact the following people as below;

Yasmin Raja Abdul, PhD student ███████████████████████████)
Dr. Colin Jevons ████████████████████████)Associate
Professor Tracey Dagger ███████████████████████)

If you have questions concerning your rights as a research subject that have not been answered by the investigator, or you have any complaint concerning the manner in which this research is conducted, please do not hesitate to contact the Monash University Human Research Ethics

Committee (MUHREC) as below:
Executive Officer Monash University Human Research Ethics Committee (MUHREC)
Building 3e Room 111
Research Office Monash University VIC 3800
Tel: +61 3 9905 2052   Fax: +61 3 9905 3831 Email: muhrec@adm.monash.edu.au

Thank you.

Regards,

Yasmin Raja Abdul

How familiar are you with these brands?

	Extremely familiar	Very familiar	Somewhat familiar	Neither familiar nor unfamiliar	Somewhat unfamiliar	Very unfamiliar	Extremely unfamiliar
COUNTRY ROAD	❍	❍	❍	❍	❍	❍	❍
ROLEX	❍	❍	❍	❍	❍	❍	❍
CHRISTIAN DIOR	❍	❍	❍	❍	❍	❍	❍
LEVI'S	❍	❍	❍	❍	❍	❍	❍
SEIKO	❍	❍	❍	❍	❍	❍	❍
CHANEL	❍	❍	❍	❍	❍	❍	❍
ESPRIT	❍	❍	❍	❍	❍	❍	❍
CITIZEN	❍	❍	❍	❍	❍	❍	❍
CALVIN KLEIN	❍	❍	❍	❍	❍	❍	❍

From the list below, please select a brand that you know about. The remainder of this survey
will be about the brand that you choose.
- ❍ COUNTRY ROAD
- ❍ ROLEX
- ❍ CHRISTIAN DIOR
- ❍ LEVI'S
- ❍ SEIKO
- ❍ CHANEL
- ❍ ESPRIT
- ❍ CITIZEN
- ❍ CALVIN KLEIN

Have you ever purchased a ${q://QID71/ChoiceGroup/SelectedChoices} product?
- ❍ Yes
- ❍ No

How often have you purchased ${q://QID71/ChoiceGroup/SelectedChoices}?
- ❍ more than once a year
- ❍ once a year
- ❍ every 1 - 2 years
- ❍ every 3- 4 years
- ❍ every 5 years or more

In the past 12 months, about how much money you have spent
on ${q://QID71/ChoiceGroup/SelectedChoices}?
- ❍ less than $100
- ❍ $100 - $499
- ❍ $500 - $999
- ❍ $1000 - $1499
- ❍ $1500 - $1999
- ❍ more than $2000

In the past 1 - 2 years, about how much money you have spent
on ${q://QID71/ChoiceGroup/SelectedChoices}?
- ❍ less than $100
- ❍ $100 - $499
- ❍ $500 - $999
- ❍ $1000 - $1499
- ❍ $1500 - $1999
- ❍ more than $2000

In the past 3 - 4 years, about how much money you have spent
on ${q://QID71/ChoiceGroup/SelectedChoices}?
- ❍ less than $100
- ❍ $100 - $499
- ❍ $500 - $999
- ❍ $1000 - $1499
- ❍ $1500 - $1999
- ❍ more than $2000

In the past 5 years or more, about how much money you have spent
on ${q://QID71/ChoiceGroup/SelectedChoices}?
- ❍ less than $100
- ❍ $100 - $499
- ❍ $500 - $999
- ❍ $1000 - $1499
- ❍ $1500 - $1999
- ❍ more than $2000

Please rate your agreement or disagreement with the following statements.

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
I can recognize the ${q://QID71/ChoiceGroup/SelectedChoices} brand among other competing brands	❍	❍	❍	❍	❍	❍	❍
Some characteristics of the ${q://QID71/ChoiceGroup/SelectedChoices} brand come to my mind quickly	❍	❍	❍	❍	❍	❍	❍
I can quickly recall the symbol or logo of the ${q://QID71/ChoiceGroup/SelectedChoices} brand	❍	❍	❍	❍	❍	❍	❍
I do not have difficulty in imagining the ${q://QID71/ChoiceGroup/SelectedChoices} brand in my mind	❍	❍	❍	❍	❍	❍	❍
The ${q://QID71/ChoiceGroup/SelectedChoices} brand has a unique image compared to competing brands	❍	❍	❍	❍	❍	❍	❍
I admire people who wear the ${q://QID71/ChoiceGroup/SelectedChoices} brand	❍	❍	❍	❍	❍	❍	❍
I like the brand image of ${q://QID71/ChoiceGroup/SelectedChoices}	❍	❍	❍	❍	❍	❍	❍
I trust the company which makes ${q://QID71/ChoiceGroup/SelectedChoices}	❍	❍	❍	❍	❍	❍	❍
I can recognize ${q://QID71/ChoiceGroup/SelectedChoices} quickly among other competing brands	❍	❍	❍	❍	❍	❍	❍

How would you describe the ${q://QID71/ChoiceGroup/SelectedChoices} brand?

	1	2	3	4	5	6	7
Fun:Not fun	❍	❍	❍	❍	❍	❍	❍
Exciting:Dull	❍	❍	❍	❍	❍	❍	❍
Delightful:Not delightful	❍	❍	❍	❍	❍	❍	❍
Thrilling:Not thrilling	❍	❍	❍	❍	❍	❍	❍
Enjoyable:Unenjoyable	❍	❍	❍	❍	❍	❍	❍
Amusing:Not amusing	❍	❍	❍	❍	❍	❍	❍
Happy:Not happy	❍	❍	❍	❍	❍	❍	❍
Pleasant:Unpleasant	❍	❍	❍	❍	❍	❍	❍
Playful:Not playful	❍	❍	❍	❍	❍	❍	❍
Cheerful:Not cheerful	❍	❍	❍	❍	❍	❍	❍
Sensuous:Not sensuous	❍	❍	❍	❍	❍	❍	❍
Funny:Not funny	❍	❍	❍	❍	❍	❍	❍
Effective:Ineffective	❍	❍	❍	❍	❍	❍	❍
Helpful:Unhelpful	❍	❍	❍	❍	❍	❍	❍
Functional:Non functional	❍	❍	❍	❍	❍	❍	❍
Necessary:Unnecessary	❍	❍	❍	❍	❍	❍	❍
Practical:Impractical	❍	❍	❍	❍	❍	❍	❍
Beneficial:Harmful	❍	❍	❍	❍	❍	❍	❍
Sensible:Not sensible	❍	❍	❍	❍	❍	❍	❍
Efficient:Inefficient	❍	❍	❍	❍	❍	❍	❍
Productive:Unproductive	❍	❍	❍	❍	❍	❍	❍
Handy:Not handy	❍	❍	❍	❍	❍	❍	❍
Problem solving:Not problem solving	❍	❍	❍	❍	❍	❍	❍
Useful:Useless	❍	❍	❍	❍	❍	❍	❍

How do you feel about the ${q://QID71/ChoiceGroup/SelectedChoices} brand? Please indicate on the scale below how well each word describes your feelings.

	Perfectly describes my feelings	Clearly describes my feelings	Partly describes my feelings	Neither describes nor does not describe my feelings	Partly does not describe my feelings	Clearly does not describe my feelings	Absolutely does no describe my feelings
Interested	❍	❍	❍	❍	❍	❍	❍
Alert	❍	❍	❍	❍	❍	❍	❍
Excited	❍	❍	❍	❍	❍	❍	❍
Inspired	❍	❍	❍	❍	❍	❍	❍
Strong	❍	❍	❍	❍	❍	❍	❍
Attentive	❍	❍	❍	❍	❍	❍	❍
Enthusiastic	❍	❍	❍	❍	❍	❍	❍
Active	❍	❍	❍	❍	❍	❍	❍
Proud	❍	❍	❍	❍	❍	❍	❍
Determined	❍	❍	❍	❍	❍	❍	❍
Irritable	❍	❍	❍	❍	❍	❍	❍
Distressed	❍	❍	❍	❍	❍	❍	❍
Ashamed	❍	❍	❍	❍	❍	❍	❍
Upset	❍	❍	❍	❍	❍	❍	❍
Nervous	❍	❍	❍	❍	❍	❍	❍
Guilty	❍	❍	❍	❍	❍	❍	❍
Scared	❍	❍	❍	❍	❍	❍	❍
Hostile	❍	❍	❍	❍	❍	❍	❍
Jittery	❍	❍	❍	❍	❍	❍	❍
Afraid	❍	❍	❍	❍	❍	❍	❍

Please rate your agreement or disagreement with the following statements:

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
I have a special bond with ${q://QID71/ChoiceGroup/SelectedChoices}	❍	❍	❍	❍	❍	❍	❍
I consider ${q://QID71/ChoiceGroup/SelectedChoices} to be a part of myself	❍	❍	❍	❍	❍	❍	❍
I often feel a personal connection between ${q://QID71/ChoiceGroup/SelectedChoices} and me	❍	❍	❍	❍	❍	❍	❍
Part of me is defined by important brands like ${q://QID71/ChoiceGroup/SelectedChoices} in my life	❍	❍	❍	❍	❍	❍	❍
I feel as if I have a close personal connection with ${q://QID71/ChoiceGroup/SelectedChoices}	❍	❍	❍	❍	❍	❍	❍
I can identify with important brands like ${q://QID71/ChoiceGroup/SelectedChoices} in my life	❍	❍	❍	❍	❍	❍	❍
There are links between ${q://QID71/ChoiceGroup/SelectedChoices} and how I view myself	❍	❍	❍	❍	❍	❍	❍
${q://QID71/ChoiceGroup/SelectedChoices} is an important indication of who I am	❍	❍	❍	❍	❍	❍	❍

Please rate your agreement or disagreement with the following statements:

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
People use the ${q://QID71/ChoiceGroup/SelectedChoices} brand as a way of expressing their personality	❍	❍	❍	❍	❍	❍	❍
${q://QID71/ChoiceGroup/SelectedChoices} is for people who want the best things in life	❍	❍	❍	❍	❍	❍	❍
A ${q://QID71/ChoiceGroup/SelectedChoices} user stands out in the crowd	❍	❍	❍	❍	❍	❍	❍
Using ${q://QID71/ChoiceGroup/SelectedChoices} says something about the kind of person you are	❍	❍	❍	❍	❍	❍	❍

Please rate how well you think each attribute describes the characteristics of the ${q://QID71/ChoiceGroup/SelectedChoices} brand.

	Perfectly describes	Clearly describes	Partly describes	Neither describes nor does not describe	Partly does not describe	Clearly does not describe	Absolutely does not describe
Prestigious	❍	❍	❍	❍	❍	❍	❍
Exciting	❍	❍	❍	❍	❍	❍	❍
Status symbol	❍	❍	❍	❍	❍	❍	❍
Distinctive	❍	❍	❍	❍	❍	❍	❍
Conventional	❍	❍	❍	❍	❍	❍	❍
Symbolic	❍	❍	❍	❍	❍	❍	❍

How would you describe a person who owns ${q://QID71/ChoiceGroup/SelectedChoices}?

	1	2	3	4	5	6	7
Sophisticated:Simple	○	○	○	○	○	○	○
Very romantic:Not very romantic	○	○	○	○	○	○	○
Very successful:Not very successful	○	○	○	○	○	○	○
Unique:Ordinary	○	○	○	○	○	○	○
Stylish:Plain	○	○	○	○	○	○	○
Expressive:Subdued	○	○	○	○	○	○	○
Glamorous:Sedate	○	○	○	○	○	○	○
Very elegant:Not very elegant	○	○	○	○	○	○	○

If you imagine ${q://QID71/ChoiceGroup/SelectedChoices} "as a person", how would you describe this brand to someone? Please indicate on the scale below how well you feel each characteristic describes this brand.

	Extremely descriptive	.	.	.	Not at all descriptive
Down to earth	❍	❍	❍	❍	❍
Family oriented	❍	❍	❍	❍	❍
Small town	❍	❍	❍	❍	❍
Honest	❍	❍	❍	❍	❍
Sincere	❍	❍	❍	❍	❍
Real	❍	❍	❍	❍	❍
Wholesome	❍	❍	❍	❍	❍
Original	❍	❍	❍	❍	❍
Cheerful	❍	❍	❍	❍	❍
Sentimental	❍	❍	❍	❍	❍
Friendly	❍	❍	❍	❍	❍
Reliable	❍	❍	❍	❍	❍
Hard-working	❍	❍	❍	❍	❍
Secure	❍	❍	❍	❍	❍
Intelligent	❍	❍	❍	❍	❍
Technical	❍	❍	❍	❍	❍
Corporate	❍	❍	❍	❍	❍
Successful	❍	❍	❍	❍	❍
Leader	❍	❍	❍	❍	❍
Confident	❍	❍	❍	❍	❍
Daring	❍	❍	❍	❍	❍
Trendy	❍	❍	❍	❍	❍
Exciting	❍	❍	❍	❍	❍
Spirited	❍	❍	❍	❍	❍
Cool	❍	❍	❍	❍	❍
Young	❍	❍	❍	❍	❍
Imaginative	❍	❍	❍	❍	❍
Unique	❍	❍	❍	❍	❍
Up-to-date	❍	❍	❍	❍	❍
Independent	❍	❍	❍	❍	❍
Contemporary	❍	❍	❍	❍	❍
Upper class	❍	❍	❍	❍	❍
Glamorous	❍	❍	❍	❍	❍
Good looking	❍	❍	❍	❍	❍
Charming	❍	❍	❍	❍	❍
Feminine	❍	❍	❍	❍	❍

Smooth	○	○	○	○	○
Outdoorsy	○	○	○	○	○
Masculine	○	○	○	○	○
Western	○	○	○	○	○
Tough	○	○	○	○	○
Rugged	○	○	○	○	○

Using the scale below, how would you rate ${q://QID71/ChoiceGroup/SelectedChoices} as a brand?

	1	2	3	4	5	6	7
Very good:Very bad	○	○	○	○	○	○	○
Favourable:Unfavourable	○	○	○	○	○	○	○
Very attractive:Very unattractive	○	○	○	○	○	○	○
Extremely likable:Extremely unlikable	○	○	○	○	○	○	○

Please rate your intention to buy ${q://QID71/ChoiceGroup/SelectedChoices} the next time you purchase this product category.

	1	2	3	4	5	6	7
Likely:Unlikely	○	○	○	○	○	○	○
Probable:Improbable	○	○	○	○	○	○	○
Certain:Uncertain	○	○	○	○	○	○	○
Definitely:Definitely not	○	○	○	○	○	○	○

Please rate your agreement or disagreement with the following statements about ${q://QID71/ChoiceGroup/SelectedChoices} brand;

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
I'm likely to say good things about this brand	❍	❍	❍	❍	❍	❍	❍
I would recommend this brand to my friends and relatives	❍	❍	❍	❍	❍	❍	❍
I would recommend this brand to others	❍	❍	❍	❍	❍	❍	❍
I am a loyal customer of this brand	❍	❍	❍	❍	❍	❍	❍
I care about the long term success of this brand	❍	❍	❍	❍	❍	❍	❍
I consider the ${q://QID71/ChoiceGroup/SelectedChoices} brand my first choice when buying this product.	❍	❍	❍	❍	❍	❍	❍

Please rate the following statements about ${q://QID71/ChoiceGroup/SelectedChoices}.

	1	2	3	4	5	6	7
This brand is like me:This brand is not like me	❍	❍	❍	❍	❍	❍	❍
I identify myself with the brand:I do not identify myself with the brand	❍	❍	❍	❍	❍	❍	❍
This brand matches me:This brand does not match me	❍	❍	❍	❍	❍	❍	❍

Please consider your own personality and compare yourself to ${q://QID71/ChoiceGroup/SelectedChoices}. Now rate to what extent your personality and that of the brand are similar or dissimilar.

	1	2	3	4	5	6	7
Similar:Dissimilar	❍	❍	❍	❍	❍	❍	❍

Please rate your agreement or disagreement with the following statements:

	Strongly Agree	Agree	Somewhat Agree	Neither Agree nor Disagree	Somewhat Disagree	Disagree	Strongly Disagree
Brands that I like help me to express myself	❍	❍	❍	❍	❍	❍	❍
Brands that I like reflect my personality	❍	❍	❍	❍	❍	❍	❍
Brands that I like enhance myself	❍	❍	❍	❍	❍	❍	❍

Please rate your agreement or disagreement with the following statements:

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
One should live one's life independently of others as much as possible.	❍	❍	❍	❍	❍	❍	❍
I would rather struggle through a personal problem by myself than discuss it with friends.	❍	❍	❍	❍	❍	❍	❍
The most important thing in my life is to make myself happy.	❍	❍	❍	❍	❍	❍	❍
It is important to me that I perform better than others.	❍	❍	❍	❍	❍	❍	❍
I tend to do my thing and most people in my family do the same.	❍	❍	❍	❍	❍	❍	❍
One does better working alone than in a group.	❍	❍	❍	❍	❍	❍	❍
When faced with a difficult personal problem it is better to decide by yourself rather than follow advice from others.	❍	❍	❍	❍	❍	❍	❍
What happens to me is my own doing.	❍	❍	❍	❍	❍	❍	❍
If the group is slowing me down, it is better to leave it and work alone.	❍	❍	❍	❍	❍	❍	❍
In most cases, to cooperate with someone of lower ability is not as desirable as working on one's own.	❍	❍	❍	❍	❍	❍	❍
Ageing parents should live at home with their children.	❍	❍	❍	❍	❍	❍	❍
Children should live	❍	❍	❍	❍	❍	❍	❍

at home with parents until they get married.							
I would help within my means if a relative told me that he(she) is in financial difficulties.	❍	❍	❍	❍	❍	❍	❍
I like to live close to my good friends.	❍	❍	❍	❍	❍	❍	❍
What I look for in a job is a friendly group of co-workers.	❍	❍	❍	❍	❍	❍	❍
I enjoy talking to neighbours every day.	❍	❍	❍	❍	❍	❍	❍
I can count on my relatives for help if I find myself in any kind of trouble.	❍	❍	❍	❍	❍	❍	❍
It does not matter to me how my country is viewed in the eyes of other nations.	❍	❍	❍	❍	❍	❍	❍
Even if a child won the Nobel prize the parents should not feel honoured in any way.	❍	❍	❍	❍	❍	❍	❍
Children should not feel honoured even if the parents were praised and given a national award.	❍	❍	❍	❍	❍	❍	❍

Please rate your agreement or disagreement with the following statements:

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
One should live one's life independently of others as much as possible.	○	○	○	○	○	○	○
I would rather struggle through a personal problem by myself than discuss it with friends.	○	○	○	○	○	○	○
The most important thing in my life is to make myself happy.	○	○	○	○	○	○	○
It is important to me that I perform better than others.	○	○	○	○	○	○	○
I tend to do my thing and most people in my family do the same.	○	○	○	○	○	○	○
One does better working alone than in a group.	○	○	○	○	○	○	○
When faced with a difficult personal problem it is better to decide by yourself rather than follow advice from others.	○	○	○	○	○	○	○
What happens to me is my own doing.	○	○	○	○	○	○	○
If the group is slowing me down, it is better to leave it and work alone.	○	○	○	○	○	○	○
In most cases, to	○	○	○	○	○	○	○

cooperate with someone of lower ability is not as desirable as working on one's own.							
Ageing parents should live at home with their children.	○	○	○	○	○	○	○
Children should live at home with parents until they get married.	○	○	○	○	○	○	○
I would help within my means if a relative told me that he(she) is in financial difficulties.	○	○	○	○	○	○	○
I like to live close to my good friends.	○	○	○	○	○	○	○
What I look for in a job is a friendly group of co-workers.	○	○	○	○	○	○	○
I enjoy talking to neighbours every day.	○	○	○	○	○	○	○
I can count on my relatives for help if I find myself in any kind of trouble.	○	○	○	○	○	○	○
It does not matter to me how my country is viewed in the eyes of other nations.	○	○	○	○	○	○	○
Even if a child won the Nobel prize the parents should not feel honoured in any way.	○	○	○	○	○	○	○
Children should not feel	○	○	○	○	○	○	○

honoured even if the parents were praised and given a national award.			219				

Please rate your agreement or disagreement with the following statements:

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
One should live one's life independently of others as much as possible.	❍	❍	❍	❍	❍	❍	❍
I would rather struggle through a personal problem by myself than discuss it with friends.	❍	❍	❍	❍	❍	❍	❍
The most important thing in my life is to make myself happy.	❍	❍	❍	❍	❍	❍	❍
It is important to me that I perform better than others.	❍	❍	❍	❍	❍	❍	❍
I tend to do my thing and most people in my family do the same.	❍	❍	❍	❍	❍	❍	❍
One does better working alone than in a group.	❍	❍	❍	❍	❍	❍	❍
When faced with a difficult personal problem it is better to decide by yourself rather than follow advice from others.	❍	❍	❍	❍	❍	❍	❍
What happens to me is my own doing.	❍	❍	❍	❍	❍	❍	❍
If the group is slowing me down, it is better to leave it and work alone.	❍	❍	❍	❍	❍	❍	❍
In most cases, to cooperate with someone of lower ability is not as desirable as working on one's	❍	❍	❍	❍	❍	❍	❍

own.							
Ageing parents should live at home with their children.	○	○	○	○	○	○	○
Children should live at home with parents until they get married.	○	○	○	○	○	○	○
I would help within my means if a relative told me that he(she) is in financial difficulties.	○	○	○	○	○	○	○
I like to live close to my good friends.	○	○	○	○	○	○	○
What I look for in a job is a friendly group of co-workers.	○	○	○	○	○	○	○
I enjoy talking to neighbours every day.	○	○	○	○	○	○	○
I can count on my relatives for help if I find myself in any kind of trouble.	○	○	○	○	○	○	○
It does not matter to me how my country is viewed in the eyes of other nations.	○	○	○	○	○	○	○
Even if a child won the Nobel prize the parents should not feel honoured in any way.	○	○	○	○	○	○	○
Children should not feel honoured even if the parents were praised and given a national award.	○	○	○	○	○	○	○

In what country were you born?

What is your gender?
- ○ Male
- ○ Female

What is your annual income range (before tax)?
- ○ Below 20,000
- ○ 20,000 - 29,999
- ○ 30,000 - 39,999
- ○ 40,000 - 49,999
- ○ 50,000 - 59,999
- ○ 60,000 - 69,999
- ○ 70,000 - 79,999
- ○ 80,000 - 89,999
- ○ 90,000 and above

What is your ancestry?
- ○ Asian
- ○ North African
- ○ Middle Eastern
- ○ Australian
- ○ North American
- ○ European
- ○ Others, please specify _____

What is your age?
- ○ 18 - 24
- ○ 25 - 34
- ○ 35 - 44
- ○ 44 - 54
- ○ 55 - 64
- ○ 65 and above

In which country do you currently live in?
- ○ Melbourne
- ○ Adelaide
- ○ Canberra
- ○ Sydney
- ○ Brisbane
- ○ Darwin
- ○ Perth
- ○ Other

Please type any comments you may have regarding this questionnaire.