A CONCEPTUAL REVIEW OF THE LITERATURE ON BRAND PERSONALITY

UNA REVISIÓN CONCEPTUAL DE LA LITERATURA SOBRE PERSONALIDAD DE MARCA

Gonzalo Llanos-Herrera

Facultad de Economía y Negocios, Universidad Finis Terrae, Chile

http://orcid.org/0000-0002-2516-3549

gllanosh@uft.edu

Abstract

The purpose of this study is to contribute to the knowledge of the systematization of the concept of brand personality by exploring examples of its main research via a review of the literature. We conceptually analyze the brand personality construct and review the extant findings regarding it using the antecedents, consequences and moderators identified by Eisend & Stokburger-Sauer (2013) as our methodological framework.Throughout this work, we provide a series of proposals that pose questions that merit review and exploration. Additionally, we identify some antecedents that point to emerging areas of research, and we posit that these will receive important development in the near future.Recently, the concept of brand personality has become increasingly important via greater theoretical and practical development. This situation constitutes a natural response to the social and technological trends that are taking consumer relationships to a new level. Accordingly, our findings underscore the elements that comprise a favorable context for generating brand personality and highlight its consequences and its impacts.

Keywords: Brand personality, Brand loyalty, Hedonic benefits, Brand image, Strength of the brand relationship.

Resumen

El propósito de este estudio es contribuir al conocimiento de la sistematización del concepto de personalidad de marca explorando ejemplos de sus principales investigaciones a través de una revisión de la literatura. Analizamos conceptualmente el constructo de personalidad de marca y revisamos los hallazgos existentes al respecto utilizando los antecedentes, consecuencias y moderadores identificados por Eisend & Stokburger-Sauer (2013) como marco metodológico. A lo largo de este trabajo, brindamos una serie de propuestas que plantean preguntas que revisión y exploración de méritos. Adicionalmente, identificamos algunos antecedentes que apuntan a áreas emergentes de investigación, y postulamos que estas recibirán un importante desarrollo en un futuro cercano. Recientemente, el concepto de personalidad de marca ha cobrado mayor importancia a través de un mayor desarrollo teórico y práctico. Esta situación constituye una respuesta natural a las tendencias sociales y tecnológicas que están llevando las relaciones de consumo a un nuevo nivel. En consecuencia, nuestros hallazgos subrayan los elementos que componen un contexto favorable para generar personalidad de marca y destacan sus consecuencias y sus impactos.

Palabras Clave: Personalidad de marca, Lealtad de marca, beneficios hedónicos, Imagen de marca, Fortaleza de la relación de marca.

1. Introduction

A brand is a fundamental element in administration since it conditions the way in which people perceive a product (Calkins, 2005). Today, even for successful companies, the creation and management of a brand represents a great challenge. This reality illustrates the importance of considering the concept of the brand, its theories and the guidelines that are associated with brand management (Keller, 2003). In particular, a brand is considered an important intangible asset and can be appreciated via the conceptualization of the value that it brings to a company: brand capital. The definition of this concept incorporates the elements of brand loyalty, brand awareness, perceived quality, brand associations and other brand assets (Aaker, 2012). Thus, through brand performance, it is possible to access value creation in terms of market share, price elasticity and premium prices (Keller & Lehmann, 2003).

Among the concepts associated with a brand that add value to it, there is one of particular interest due to its holistic nature concerning an analogy between a brand and the personality that develops around it. Although this concept of "brand personality" has been used since the 1950s (Ogilvy, 1955) or even earlier, it was not until 1997, when researcher Jennifer Aaker proposed a more elaborate definition of the construct and its dimensions, that the basis for measuring it was established. From that moment, the concept began to gain strength and receive greater prominence in marketing research.

Initially, during the systematization of the concept, its scientific discussion focused

mainly on the interpretation of the dimensions of the brand personality construct (Aaker, 1997; Caprara *et al.*, 2001; Olavarrieta *et al.*, 2010). Then, the focus shifted to its application in different contexts and its connection with specific situations or products (e.g., Hem & Iversen, 2002; Venable *et al.*, 2003; Park *et al.*, 2005). Today, research continues to develop, with various modifications innovating the concept of brand personality.

Although the number of publications on brand personality has increased over time and its research structure has been importantly developed (Llanos-Herrera & Merigo, 2018), there is no concrete definition of brand personality. This seems to be the result, in large part, of the conceptual differences that can be observed in the literature. Hence, there is a need for a formal systematization that adopts the findings of previous research and integrates them through a critical conceptual review that promotes a cross-sectional view of this concept.

Therefore, the objective of this work is to contribute to the literature by reducing this knowledge gap through a systematization of the concept of brand personality and its research via a review of the literature and the approaches of its propositions. To achieve this objective, this work comprises two main parts. First, the concept of brand personality is reviewed, and its conceptual quality is evaluated. Then, the main extant findings on the concept of brand personality are reviewed, including some emerging areas in brand personality research. These areas represent interesting research opportunities, which we present in the form of proposals that we expect to contribute to the consolidation of the concept of brand personality. Ultimately, through our investigation of its relationships with other fundamental current marketing concepts, we intend to show that the concept of brand personality has an important potential to continue developing.

2. Methodology

One of the most important aspects of academic research is to use a methodology that ensures impartiality of the data. For this reason, the first step we carried out was the systematization of the specific information related to the number of salient publications, journals, authors, universities and countries via data obtained on the *Web of Science* (WoS), offered by Clarivate. Although there are other sources of relevant information, this article was based mainly on this database.

For the development of the research, we searched for the concept of brand personality in titles, abstract and keywords to specifically obtain articles directly related to the construct as defined by Aaker (1997). As of May 2021, there were 690 articles that included the concept of brand personality among their topics, distributed across five types of publications: articles (666), early accesses (23), proceedings (15), reviews (19), editorial materials (3), meeting abstracts (1) and corrections (1). To focus on the main articles, the results were filtered by articles and reviews, providing 685 publications for analysis.

To systematize and integrate the research in this selection of articles, we followed the methodologies suggested by Torraco (2005) and Chaffee (1991). Its structure was also based on the results obtained in the meta-analysis developed by Eisend & Stokburger-Sauer (2013). Thus, this work proceeds as follows: In part three, the results of our analysis and our evaluation of the concept of brand personality are presented, and we address the background of the construct, its consequences and the moderators that affect it. In part four, the discussions are presented, and some emerging areas

of research are identified. Finally, in part five, the main conclusions of this work are articulated.

3. Results

3.1. Conceptualization of Brand Personality

3.1.1 Brand personality concept

Since its inception, brand personality has been accepted by the business world and some academics. However, it is a concept that has been criticized for its conceptual and methodological aspects (Aaker & Fournier, 1995). Moreover, today, given the complexity of its structure and its ambitious scope, there are so many elements to consider that it has been difficult to clearly and definitively systematize the components of brand personality. As a result, there is no consensus that clarifies either the concept or how its management benefits can be achieved in brand management.

Notably, important efforts have been made to systematize the results of academic studies that address the concept of brand personality (Eisend & Stokburger-Sauer, 2013; Leung & Law, 2010; Valette-Florence & Barnier, 2013). However, in this work, we propose that this problem has arisen mainly because the concept has not reached a level of maturity in terms of its theoretical development. Among other reasons, a repeated verification of the extant findings to achieve the theorization of the concept has not occurred. Thus, studies that point to academic agreements are insufficient. This situation renders the concept vulnerable to criticism of its constitution due to the lack of a consensus on the role it plays and how it relates to other concepts with greater acceptance in the academic world.

In its practical and academic applications, brand personality has the ability to easily respond to relatively simple and intuitive reasoning. In its broadest sense, brand personality is defined as a metaphor, i.e., an analogy of the personality of people that is applied to a brand (Aaker, 1997). This concept involves a rational and useful logic with the potential to facilitate competitive analysis, improve brand performance and, in particular, manage how brands become part of consumers' lives. According to social and consumer trends, relational marketing has greater prominence (Gretry et al., 2017); hence, this concept continues to play an increasingly important role in brand management as one of the fundamental concepts of relationship marketing.

3.1.2 Conceptual quality

To provide a solid conceptualization of brand personality, researchers must resolve some ambiguities. Following the proposal of Chaffee (1991), for a concept to be clearly defined, two fundamental conditions must be met. First, there must be coherence between what the concept means in itself and in relation to others. Second, there must be a systematization of the concept in terms of its operational definition.

Regarding the condition of coherence, the original concept of brand personality was not located in its own space and was reached via other related concepts. In 2003, Asoulay and Kapferer therefore critically reviewed the composition of the brand personality construct and the methodology used for its initial establishment, which was proposed by Aaker (1997). The authors concluded that the defined construct included, in addition to brand personality, elements such as brand identity and even elements of brand performance, necessitating its refinement.

Concerning systematization, the concept of brand personality has not always been understood or used in the same way. Some authors, for example, have directly adopted

the definition of brand personality proposed by Jeniffer Aaker in 1997, where brand personality refers to the group of human characteristics associated with a brand. However, there have been other proposals. For example, in 2003, Asoulay and Kapferer proposed an alternative definition where brand personality is defined as the group of personality traits that are applicable and relevant to brands. Furthermore, in 2005, Sung & Tinkham suggested an even more divergent definition, which alluded to the symbolic meaning of trademarks. Later, in 2016, Hong-Youl Ha proposed a different definition where brand personality is considered a group of human personality traits that corresponds to the individual and is directly or indirectly associated with a brand.

Nevertheless, despite the difficulties presented by the concept of brand personality, the elements that have given it life should be considered. One of these elements is the theory of self-congruence, which states that customers will prefer brands that have personality traits similar to their own (Valette-Florence & Barnier, 2013). According to Ha (2016), through brand personality, it is thus possible to make sense of why consumers prefer one brand over another when their products are similar. The authors of this study advocate this use of the theory of self-congruence.

To date, however, the concept of brand personality is not robust enough to meet the conceptual criteria proposed by Chaffee (1991). The lack of coherence and systematization of the concept has made it difficult to extrapolate research results to broader conceptual contexts, which has diminished its theorization. Today, brand personality is a concept that continues to be addressed in the academic world; however, the research focus has mostly been on empirical data (approximately 5% of the studies considered utilize qualitative analysis or theoretical development), because such results fit better with specific phenomena.

### 3.1.3 Conceptualization and proposition

The essence of the concept of brand personality is intuitive, and researchers have basically used this condition to keep it current and attract the attention of the academic and business world; however, the literature also suggests that its conceptualization has not achieved a good level of validity. That is, the meaning of the concept does not have a clear delimitation with the other concepts it will be eventually linked to, entailing a lack of coherence in its interaction with related concepts that impedes locating this construct in its nomological network. On the other hand, the operational definition, rather than being applied with caution, has been adapted and used extensively without further questioning, making it difficult for a large amount of empirical research to be directly related to generalizing results.

> *Proposition 1: The conceptual development of brand personality requires a review and revision of its construct and its nomological network.*

3.2. Main findings

As mentioned above, as a frame of reference, we follow Eisend & Stokburger-Sauer (2013), whose main model is shown in Figure 1. Following the structure that we derived from this meta-analysis and to understand what elements condition and shape brand personality, we have studied the antecedents that drive it. In some cases, these concepts have been expanded based on the literature we obtained in our search for the term brand personality in the main collection of the WoS database.

Figure 1. Referential model based on Eisend & Stokburger-Sauer (2013)
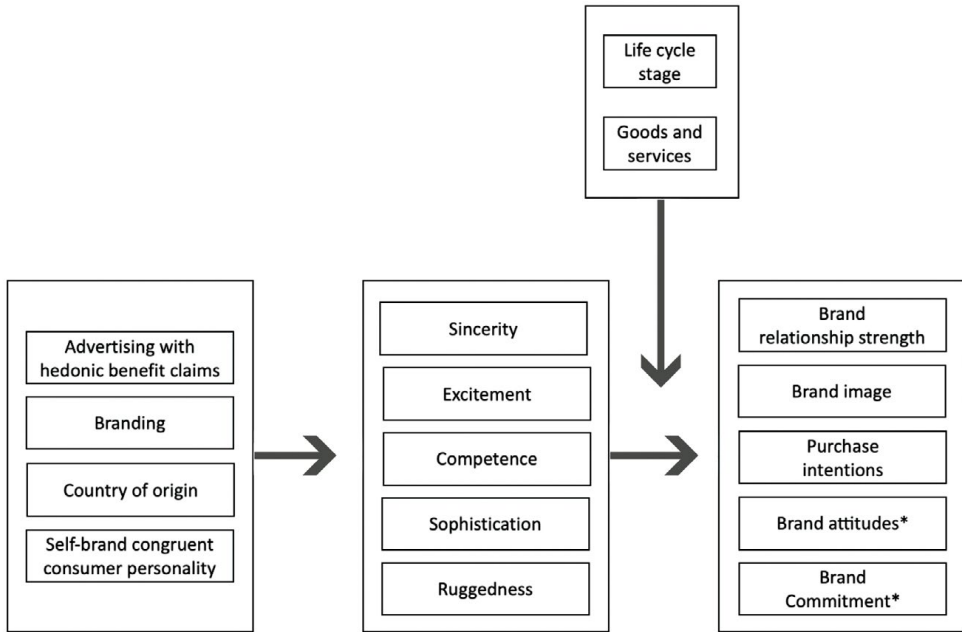
*Consequences of brand personality associated with greater strength with the dimensions of sincerity and competence and with less strength with the dimensions of entertainment and roughness.
Source: Own elaboration based on Eisend & Stokburger-Sauer (2013).

3.2.1 Brand personality background

Our literature review reveals that there is still a need for more empirical research on the antecedents of the brand personality construct. Hence, although the complexity of its meaning and interactions with other variables hinder clearly establishing the specific elements that influence the generation of brand personality, researchers have identified some concepts that fulfill this function, i.e., advertising with hedonic benefits, brand management, country of origin and self-congruence with customer personality (Eisend & Stokburger-Sauer, 2013).

Below, we review the elements incorporated in Figure 1 from a conceptual point of view, expanding its definition and reviewing what has been established by some researchers. We provide a more specific view of what has thus far been proposed in the research concerning each concept under study.

3.2.1.1 Advertising with hedonic benefits

Although indirectly, all the elements of the marketing mix shape brand personality (Lim & Ang, 2008). Due to its properties and, in particular, its scope, advertising seems to be one of the most influential elements. Therefore, for Plummer (1985), brand personality is formed through the influence exerted by direct and indirect contacts that a consumer has with a brand.

On the other hand, the purpose that a product is acquired for regarding its consumption must be considered. This condition could predispose or affect the attitude of a consumer when perceiving a certain brand personality in a product (Bosnjak et al., 2011). Thus, consumer products can be classified as hedonic or utilitarian, as noted by Lim & Ang (2008). Hedonic products are primarily consumed for affective purposes and sensory gratification (Woods, 1960), while utilitarian products have a rational appeal and offer cognitive benefits (Woods, 1960).

Hedonic products have some advantages for achieving a positive brand personality. These products promote a sensory experience based on aesthetic elements, tastes and symbols (Holbrook & Moore, 1981). Through experience, they manage to generate emotional excitement (Mano & Oliver, 1993). When this emotional excitement is positive, the evaluation of a product improves (Isen et al., 1978), which promotes a more attractive brand personality.

Building a brand personality could basically depend on having this connotation of a hedonic product; however, the preference for this type of communication is conditioned by cultural aspects (Lim & Ang, 2008). This predisposition sometimes inclines toward utilitarian communication and sometimes toward hedonic communication. According to the findings of Lim & Ang (2008) in regard to utilitarian products, the use of advertising that appeals to hedonic benefits reinforces consumer attitudes, while in the case of hedonic products, the use of such advertising does not have this effect. Hence, the benefit of this type of communication directly impacts utilitarian products.

Research in relation to communication with hedonic messages is broad and focused on various areas, for example, food consumption, tourism or advertising (Rezaei et al., 2016; Flight & Coker, 2016; Guido et al., 2015 and Lim & Ang, 2008). On the other hand, works such as that of Lin (2009) highlight the importance of the application of hedonic brand personalities in this context.

3.2.1.2 Brand management

The brand management variable, proposed as an antecedent, corresponds to the activities that support the creation of a unique brand that is difficult to imitate (Eisend & Stokburger-Sauer, 2013). A brand can be defined as "a name, term, sign, symbol or design, or a combination of these elements that seeks to identify the goods and services of a seller or group of sellers and differentiate them from those of their competitors" (Kotler 1991; p. 442). Brands have existed since the beginning of civilization, and perhaps this is why few articles address the definition of brand and instead focus on other elements, primarily from the point of view of the consumer (Moore. & Reid, 2008).

The use of this element as an antecedent can be better understood from the perspective of the management that is deployed to create and maintain a brand. Even when the purpose of marketing plans is to increase sales, it is first necessary to establish brand awareness structures so that consumers respond favorably to relevant marketing activities (Keller, 1993). For example, a tourist destination can structure a certain brand personality through different brand management strategies and advertising messages (Kim & Lehto, 2013).

According to Keller (1993), brand awareness results from both brand awareness and brand image. The first concept is related to the strength with which a brand is present in a consumer's memory, entailing the ability to identify the same brand under different conditions (Rossiter & Percy, 1987). The second concept relates to the brand perceptions that reflect the brand associations in a consumer's memory (Keller,

1993). Therefore, included in a brand image are the associations that can be with the brand's attitudes, benefits or attributes.

According to the model proposed by Keller (1993), brand attributes are characteristics related to a product. Some are sought directly by a consumer, while others are attached to a product without being benefits that are directly sought. This classification includes both the user and the use imagined by a consumer, which contribute to brand personality. However, brand personality attributes can also reflect emotions or feelings.

3.2.1.3 Country of origin

Country of origin or country of production is a relevant variable to consider in the formation of brand personality for consumers. The research that proves this relationship is diverse. For example, Wang & Yang (2008) have found that a country of origin with a positive image strengthens the impact of positive brand personality on purchase intention, while a country of origin with a negative image can significantly decrease the positive effect of brand personality on purchase intention. This finding is supported by Fetscherin & Toncar (2010), who have found that place of origin is an important consideration for consumers, given that they develop their brand perception based on brand origin, which also appears to have an effect on their perceived brand personality.

Specifically, the relationship between brand personality and country of origin seems to be especially relevant in the tourism industry. In fact, the concept of brand personality has been intensively applied in tourism in recent years, particularly concerning tourist destinations. Of the total number of articles we considered, more than 15% are related to the tourism sector, a proportion that has been increasing in relative growth in recent years (Gertner, 2010; Stokburger-Sauer, 2011; and Zeugner-Roth & Žabkar, 2015).

Moreover, automobiles are products that seem particularly attractive for the application of the relationship of country of origin and brand personality. For these products, place of origin seems to be especially relevant, given they are purchases with high involvement; however, it is still necessary to understand the impact that this relationship has on products with less involvement (Wang & Yang, 2008; Fetscherin & Toncar, 2010).

3.2.1.4 Congruence with consumer personality

Brands play an important role in consumers' relationship with the self-expression that allows their consumption (Aaker, 1999; Lau & Phau, 2007). Hence, the principle of self-congruence—the greater the congruence between the characteristics a consumer associates with himself or herself with those that a brand projects, the greater the consumer's preference for that brand—should be considered (Sung et al., 2012).

The congruence that exists between brand personality and consumer personality will support brand personality (Eisend & Stokburger-Sauer, 2013). Thus, when a brand presents personality traits congruent with consumers' self-concepts, not only will they have a greater preference for it, but their evaluation of the brand will also be more positive than when there is incongruence (Sung & Choi, 2012.). That is, when there is coherence, consumers not only are more likely to form a favorable attitude toward a brand but also will tend to develop a bias in how they process the utilitarian aspects of the brand (Kressmann et al., 2006).

To express the concept that consumers have of themselves, people buy brands with personalities they perceive to be congruent with their own (Aaker, 1999). Therefore,

consumers who have their own concept of elegance and exclusivity will favor brands with these characteristics. The work of Aguirre-Rodriguez et al. (2012) thus suggests that the effects of congruence are a function of a social self-motivation of seeking to stand out, of brand personality, and of cognitive elaboration, among others. Hence, the environmental aspects related to this concept should also be considered. In particular, the literature highlights the relationship of congruence with one's situation and culture.

The effects of congruence on brand personality depend largely on culture. For example, in Korea, as suggested by Sung and Choi (2012), brand personality structures reflect the importance of Confucian values in its economic and social system. These authors postulate that when a situation of consumption is congruent with a brand personality, interdependent consumers will thus evaluate the brand more favorably than independent consumers. Therefore, this congruence effect between situation and brand personality is important, especially for people with a high level of self-monitoring (Sung, 2011).

Notably, one element has recently been included in some research and is related to consumption situation. Specifically, it has been proposed that congruence with brand personality is not only related to consumer personality but also largely affected by the situation of use or consumption. Despite its theoretical and practical relevance, however, the relationship between the congruence of situation of use and brand personality has not received enough attention (Sung et al., 2012). Indeed, as of the writing of this article, it remains underdeveloped.

3.2.1.5 Additional background elements to consider

Although the work carried out by Eisend & Stokburger-Sauer (2013) importantly contributes to the systematization of the concepts that precede the brand personality construct, the antecedents of this remain a topic whose relevant empirical studies are still scarce (Guido & Peluso, 2015; Maehle et al., 2011).

Thus, we have excluded those elements that have received insufficient attention from researchers. Nevertheless, there is still a need to investigate other potential antecedents of brand perceptions, such as market factors, competitors, and the presence of similar brands in a category (Lovett et al., 2014).

3.2.1.6 Background of brand personality and propositions

Thus far, we have presented the antecedents of brand personality proposed by Eisend & Stokburger-Sauer (2013). Among them, the purpose for a consumer acquiring a certain product conditions a mental state that induces him or her to adopt positive associations about the product and therefore its brand. Accordingly, we have also considered the activities that support the creation and maintenance of a brand at a broader level. These elements are the result of the management carried out for the brand.

Regarding country of origin and consistency with the consumer, although they also have a certain relationship with marketing management, they are more closely linked with elements that are external to a company and more typical of a consumer's feelings. Specifically, country of origin influences brand personality, acting as a reflection of a given culture; when there is congruence between one's own personality and that of a brand, there is a favorable effect on the latter.

Proposition 2: Country of origin will have a lesser effect on brand personality in the case of products with general standards (such as cell phones or other

technological devices).

Proposition 3: The influence of congruence with use context has a greater impact than congruence with consumer personality.

Proposition 4: The interaction that is generated between brands collectively influences individual brand personalities.

3.2.2. Consequences of brand personality

Our literature review shows that more empirical research on the consequences of the brand personality construct is still needed. However, similar to the studies of antecedents of the construct, research has been consolidating some concepts that fulfill this function, i.e., the strength of the relationship with a brand, brand image and purchase intention (Eisend & Stokburger-Sauer, 2013). Below, we review these elements from a conceptual point of view, expanding their definitions and reviewing their advances in the literature.

3.2.2.1 Strength of the relationship with the brand

Key elements for building long-term relationships with consumers are the perceptual insights that consumers have about brands. These insights contribute to a brand personality; they are influenced by the cognitive and affective aspects that are manifested in the communication process (Cervera-Taulet *et al.*, 2013). Such interaction contributes to the generation of a brand personality.

The relationship that may exist between a person and a brand can even lead to a strong emotional relationship (Batra *et al.*, 2012). When these feelings for the brand are present, there is a connection and long-term positive effect; however, this element is focused particularly on the feeling of a consumer, without exploring the role of the personality of a brand. This absence thus offers the opportunity to study how brand personality, driven by affective elements, relates to the attraction that people can feel for a brand.

Some studies express a concern that some brands could be more suited to forming relationships than others, which has led to the investigation of certain elements, e.g., the perceived quality of brands. In their research, Smit et al. (2007) thus propose that brands with unique and entertaining personalities better fulfill the role of companion, arguing that it benefits the former to exert the effort needed to develop this type of relationship.

Hence, our literature review suggests that there are possibilities for detailing how relationships are generated according to the demographic characteristics of consumers. There have been some attempts at this. For example, Haryanto et al. (2016) postulate that in the case of children, the relationship with a brand is not a consequence of brand personality, entailing that the formation of brand personality or the perception of it is dependent on age group.

3.2.2.2 Brand image

In his 1993 work, Kevin L. Keller defines brand image as the perceptions about a brand that are reflected through associations that are present in a consumer's memory. Brand image is thus related to the attributes of a brand that are perceived by a consumer, such as likeness, prestige or distinction. These attributes are the result of a consumer's drive to achieve his or her own objectives of continuity or verification,

distinction and improvement through his or her consumption of brands (Eisend & Stokburger-Sauer, 2013). Therefore, this concept is mainly based on the associations that a brand has and that in turn contain the meanings that consumers give to brands. Such associations can be subdivided into attributes, benefits and attitudes.

It is difficult to cease relating the image of a brand with the image of a consumer. Consistency via brand image acts as a hub that relates the image of a user and brand personality, contributing to the establishment of an image effect of the user on brand personality (Lee & Back, 2010). The use of imagery as a resource that allows the connection of a brand personality with a specific brand in the mind of a consumer facilitates the inclusion of the concept of imagination, thereby affecting brand personality as its generator and enhancer.

Consumers tend to describe brands with associations of male and female personality traits (Grohmann, 2009). This implies that some differences are manifested in the projection of the gender of a brand, since these associations impact the probability of recommendation, depending on the gender of the target group. Accordingly, brands that are androgenous (that combine both genders) achieve greater brand capital than those that are male, female or indeterminate (Lieven & Hildebrand, 2016).

3.2.2.3 Attitude toward a brand

Attitude toward a brand has been defined as the general evaluation of a brand (Keller, 1993; Eisend & Stokburger-Sauer, 2013). The importance of this concept is its potential relationship with consumer behavior (Aguirre-Rodriguez et al., 2012). In his conceptual model, for example, Keller (1993) proposes that attitudes have a direct relationship with the types of brand associations. However, according to the author, there is no direct relationship between attitude toward a brand and brand personality.

This concept of attitude is related to the elements that allow a greater adjustment by a consumer to a brand. In their study, Sung et al. (2012) point out that consumers will have a more positive attitude toward a brand when it is congruent with a particular situation. This assertion is directly related to cultural elements, which are especially strong in collectivist cultures where the search for harmony is highlighted as a key element.

As the literature demonstrates, the concept of attitude toward a brand has received much attention, with a focus on both its aspects others that are related to it. For example, in their model, Batra et al. (2012) consider the construct "sensitivity of the attitude" in addition to the "strength of the attitude" in terms of frequency of thoughts and certainty/confidence. Another case that uses a variant of attitude is a study by Sung & Yang (2008), where the construct of support attitude is employed to integrate the variables of belonging, pride, trust and interest in a model for evaluating the image of an educational organization. On the other hand, Ang & Lim (2006) show that it is possible to enhance the attitude toward a brand and purchase intention via metaphorical resources in communication. In this case, the situation of use is contextualized metaphorically, which could generate an effect similar to that of congruence with the situation.

Furthermore, attitude toward a brand corresponds to the response to a brand personality. Brands with personalities or personality dimensions that better fit the preferences of consumers should therefore generate more positive attitudes. For example, according to Eisend & Stokburger-Sauer (2013), attitude toward a brand is a consequence of the brand personality construct that entails greater strength in the dimensions of sincerity and competence and a weaker effect of the dimensions of entertainment and roughness.

3.2.2.4 Purchase intention

The relationship between brand personality and purchase intention has received increasing academic attention in recent years. However, studies have developed essentially different models. For example, Gordon, Zainuddin & Magee (2016) include in their model the mediator of "attractiveness of brand personality" (Freling et al., 2011) between brand personality and behavioral intention. In contrast, the model developed by Aguirre-Rodriguez *et al.* (2012) indicates that brand personality plays a role in moderating the effect of self-congruence assessment on consumer attitude, intention and behavior. In this research, the authors find that not all dimensions of brand personality contribute positively to purchase intention.

Other studies point to emotional aspects as drivers of purchase intention. For example, Toldos-Romero & Orozco-Gomez (2015) suggest that the dimensions of success, liveliness (related to entertainment), sophistication, sincerity, emotionality and professionalism explain purchase intention. Likewise, in the model of Batra et al. (2012), behavior is driven by passion, which in turn is composed of the passionate desire to use, the willingness to invest resources and the tasks that have been completed in the past with regard to involvement.

Therefore, brand personality tends to positively impact purchase intention (Eisend & Stokburger-Sauer, 2013). Moreover, purchase intention is linked to a brand's country of origin (Wang & Yang, 2008). On the other hand, purchase intention is optimized when "favorability", originality and clarity are at high levels (Freling et al., 2011).

3.2.2.5 Brand commitment

Brand commitment is commonly related to elements that lead a consumer to maintain a certain preference with greater stability. Sung & Yang (2008) propose a definition of brand commitment that is based on an affective relationship that depends on satisfaction, image and reputation. In an increasingly competitive context, brands that have low levels of commitment are thus more likely to be replaced by other brands with higher levels of commitment (Sung *et al.*, 2012).

Individuals with a strong commitment to (and/or a defined attitude toward) a brand tend to trust the beliefs they have are hardly influenced by other contextual elements. For example, Agrawal & Maheswaran (2005) show that people with strong brand commitment tend to show very minor changes in brand attitude. Conversely, their attitude changes depending on social context. Consumers with a weak brand attitude or commitment will therefore have greater sensitivity to feelings or beliefs in the context of a use situation (Lavine et al., 1998). This position is supported in part by Sung et al. (2012), who note that the effect of brand congruence on use situation could be moderated by the level of brand commitment. In a study by Eisend & Stokburger-Sauer (2013), such brand commitment is most strongly impacted by the dimensions of sincerity and competence and with less force by the dimensions of entertainment and roughness.

The research on the relationship between brand personality and brand commitment is still nascent and thus requires more evidence to confirm its most recent findings and consolidate its foundations (Ha & Janda, 2014). At the time of writing this article, there is still a shortage of research to improve the understanding of the impact of brand personality on perceptions of brand quality, brand trust and brand commitment. Likewise, the effect of brand personality on perceived quality and brand commitment has emerged as a relationship that needs to be addressed.

3.2.2.6 Consequences of brand personality and propositions

The consequences of brand personality have relational marketing elements as their common factor. In this context, brands should be designed to obtain advantages over their competition from the moment of their selection via acquiring aspects such as uniqueness or entertainment. Thus, the concept of attractiveness of brand personality is of vital importance both at the time of its creation and during its maintenance.

Brand image, defined as brand association, is the result of brand personality. However, greater clarity regarding the effects that these elements have on different groups of consumers, e.g., on each age group, is needed. Similarly, the congruence between brand and consumer personality is fundamental to obtaining an adjustment that results in a positive brand attitude.

As mentioned above, emotions play a fundamental role in driving purchase intention. However, in this scheme, imagination plays a preponderant role that influences how people perceive the effects of brand personality.

> *Proposition 5: Brands that effectively form the perception of a personality achieve a higher quality relationship with consumers.*

> *Proposition 6: When the perception of brand personality is strong in the relational sphere, brand image is formed as a consequence of brand personality and vice versa.*

> *Proposition 7: The attitude toward a brand is conditioned by brand personality, and this relationship is moderated by the congruence between brand and consumer personality.*

> *Proposition 8: The effect of brand personality on brand attitude is moderated by a consumer's capacity for imagination.*

> *Proposition 9: The main consumer–brand relational driver is based on a consumer's emotional aspects with respect to brand personality.*

3.2.3. Moderators

In the work of Eisend & Stokburger-Sauer (2013), some variables that could be potential moderators of brand personality are considered. Of these, two are relevant: life cycle, i.e., whether a brand is associated with a product with an early or late life stage; and product type, i.e., good or service.

Additionally, we evaluate the potential moderator role of study design, which in contrast to the moderators mentioned above, reflects a methodological level of research. This element is interesting to analyze because these designs allow obtaining different types of information.

3.2.3.1 Brand life cycle

Eisend & Stokburger-Sauer (2013) have systematized the variables that they consider potential moderators. They find that brand personality is moderated by product life cycle. For the purposes of this research, we thus identified 59 records as mature products and 17 as in early stages.

The support for the inclusion of this variable concerning product life cycle based on the argument that brand personality needs more time to be constructed in the

mind of a consumer, i.e., to become stronger, for mature brands than for younger brands (Jobar et al., 2005). As expected, we found that brand maturity favors stronger brand personality dimensions. Thus, it is possible through brand management to communicate and transfer to the mind of a consumer the associations of attributes that foster brand personality (Keller, 1993). However, such brand personality inevitably tends to vary over time (adopting associations of a particular stage of maturity). Meanwhile, brand personality loses flexibility over time, making it more manageable amid eventual changes.

3.2.3.2 Product type

Given the differences that characterize goods and services, it is reasonable that brand personality could impact each type differently. Some studies implicitly consider these differences; for example, the variable of product type is considered in the work of Aggarwal & McGill (2007), which suggests that the act of anthropomorphism is easier for goods than for services. Thus, brand personality becomes more accessible for goods and there are greater effects on goods than on services (Aggarwal & McGill, 2007).

In the investigations of brand personality, attention has been concentrated mainly on goods. For example, in the study by Eisend & Stokburger-Sauer (2013), goods represent 75% of the studies they consider. This suggests a contradiction; the literature shows that the intangibility of services makes brand personality even more important when designing differentiation strategies. Even so, studies on the role of brand personality in services are still scarce (Kotsi & Valek, 2018; Cervera-Taulet et al., 2013).

The extant research on services in relation to brand personality has defined some important characteristics that make its analysis more complex. For example, given the characteristics of services, the relationships proposed by Keller (1993), which explain brand awareness, are not as clear and direct as the author's classification of attributes, i.e., product characteristics, which consist of related and unrelated attributes. On the other hand, Spielmann & Babin (2011) suggest that consumers describe brand personality by summarizing the benefits provided via services, making it difficult to distinguish brand personality. In addition, the particularities of any service and the different images that a service provider can project with their behavior can cause service brands to differ greatly (Chernatony & Segal-Horn, 2003), increasing the variables that must be considered.

Accordingly, the importance of services is becoming increasingly strong in the literature, as is the need to better understand their differences concerning brand personality compared to goods. One of the arguments that highlight this importance suggests that intangible activities add value to experiences (Zeithaml, 1988). Therefore, the need to consider the emotional and symbolic elements of service brands has been reinforced (Kotsi & Valek, 2018; Chernatony & Segal-Horn, 2003).

3.2.3.3 Brand personality moderators and propositions

When evaluating the moderators of brand personality, it is important to consider how it changes over time. By adopting the same approach to the life cycle of a product, we can infer that brand personality also experiences changes in the course of its life. For example, a new brand confronts the challenge of starting to build a brand personality; however, it has greater flexibility (or instability) regarding its definition. Once its stage of maturity is reached, it thus has less flexibility (or greater stability).

In the case of product type, the literature tends to indicate that goods have a greater capacity to project anthropomorphism than services. the tangibility of goods reasonably indicates that they have a greater capacity for a consumer to clearly interpret their brand personality. However, given that intangible activities generate emotions in experiences, brand personality should also be enhanced in regard to services.

On the other hand, according to the studies we have reviewed, the methodologies based on surveys help consolidate the extant findings; however, methodologies based on experiments apparently allow expanding the development and exploration of this construct. This point requires the attention of the academic community. Through experimental design, it is possible to reveal causal relationships. In particular, this condition is crucial to advance the determination of the relationships of the brand personality construct with other marketing concepts.

> *Proposition 10: Brand personality has a development that is consistent with the stages of product life cycle, conditioning its ability to change over time.*

> *Proposition 11: Brand personality has a greater definition for services than for goods.*

4. Discussion

This research has reviewed the literature on the brand personality construct, its antecedents and its consequences. During this process, emerging areas of research have been found, which invite us to explore some elements of the field of brand personality. These elements represent interesting research opportunities mainly because their level of development does not yet allow reaching a consensus.

4.1 Relationship between brand trust and brand loyalty

In their research, Batra et al. (1993) point out that well-established brand personalities achieve greater emotional ties via brand trust. The transition from brand personality to brand loyalty through trust reflects how brand personality contributes to brand loyalty (Lee & Back, 2010). Figure 2 shows this relationship.

Figure 2. Adaptation of proposed relationships in modality A

Source: Own elaboration.

However, this relationship is not fully established. On the one hand, the work of Haryanto et al. (2016) proposes trust in a brand is an antecedent of brand personality, with brand loyalty being its consequence. Figure 3 shows this relationship. This position contrasts with the model proposed by Ha (2016), where the proposed relationship originates in brand personality, generating trust in a brand, and finally, as a consequence of the latter, brand loyalty. Moreover, Levy & Hino (2015) show how the relationship between trust and loyalty is mediated by satisfaction. On the other hand, Sung & Kim (2010) demonstrate that brand personality can increase levels of trust in a brand and evoke affection for it (in line with Batra *et al.*, 1993.), which in turn increases brand loyalty.

Figure 3. Adaptation of proposed relationships in modality B
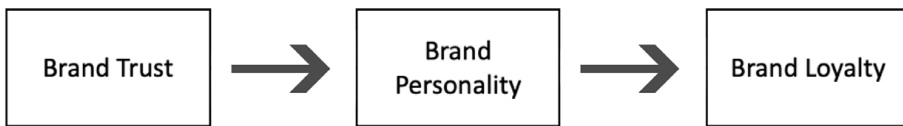
Source: Own elaboration.

Notably, many studies that include brand personality consider brand loyalty in their models but do not directly relate it to brand trust (Kim *et al.*, 2001; Brakus *et al.*, 2009; Kima *et al.*, 2010). Accordingly, some relationships can be identified that have not been clearly according to the scientific community. Thus, reflecting the findings of Lovett et al. (2014), we suggest that more research is needed on the relationship between the characteristics of a brand and brand loyalty.

4.2 New media and the construction of brand personality

Another element that the literature should consider is the connection between the characteristics of brands and social networks (Lovett *et al.*, 2014). Accordingly, the characteristics of brands could be related to aspects of social networks, such as the speed at which information is disseminated or the effectiveness of such dissemination, as well as social media users themselves and the behaviors of salient actors, specifically, of the communities where brands interact. This could result show that the actions that communicate brand personality online have different effects than those via traditional media, regardless of whether a communication itself is the same. For example, Okazaki (2006) points out that the internet may not be able to recreate all the dimensions of brand personality.

The methods of communicating have undergone changes to adapt to nontraditional formats. Social networks, for instance, seem to be abandoning push strategies, while users of social networks tend to avoid impersonal communications from companies. Users seem to favor personal contacts, seeking greater involvement with their favorite brands and more participation in the creation of brand personalities (Parent *et al.*, 2011). This also highlights the importance of better understanding how brand personalities are constructed in the online dimension.

4.3 Others

In the recent literature, there has been a significant increase in research that considers brand personality. The extant contributions are diverse, and some are

especially interesting. Specifically, Freling *et al.* (2011) identify a construct called "brand personality appeal", which is a mediator between brand personality and purchase intention. Including this concept in future models is an interesting proposal that is consistent with the research that distinguishes between some brand personalities, e.g., entertaining or sincere personalities, for example, Aaker *et al.* (2004). To date, however, the attention given to the attractiveness of brand personality remains limited (Willems, 2022; Kumar, 2021).

4.4 Emerging areas of brand personality and propositions

In the development of this work, we have found some relationships that have not been resolved and demand the attention of academia. The constructs that are part of these relationships are brand personality, brand trust and brand loyalty. Given that these are already consolidated constructs in the literature on brand relationships, brand personality's theoretical development is that much more crucial. As we have shown, certain constructs are still included in the conceptual development of brand personality; over time, evaluating these will thus strengthen the solidity of the concept.

On the other hand, new media pose new challenges. The characteristics of media can be considered a sort of filter that enhances or reduces the effect of brand personalities; new media have their own qualities and styles of disseminating information, with discrete environments and communities. Likewise, the tendency of social media users to avoid impersonal communications functions as a differentiating factor that facilitate and harness the potential of the brand personality effect.

> *Proposition 12: Brand personality precedes brand trust, which in turn precedes brand loyalty.*

> *Proposition 13: Nontraditional media allow the projection of a more defined brand personality.*

5. Conclusions

The purpose of this study is to contribute to the salient literature through a systematization of the concept of brand personality and some of its research via a literature review. Specifically, the brand personality construct was conceptually analyzed, and the main extant findings were reviewed via a methodological framework integrating the concept's antecedents, consequences and moderators following Eisend & Stokburger-Sauer (2013). This has allowed us to extend their conceptualizations further.

Although our elaboration of these antecedents, mediators and consequences represents progress, we have found that the concept of brand personality is still far from a stage of consolidation. Research has not converged on the development of a theorization. Accordingly, considerate is unclear whether the definition of the construct is sufficient for shaping its nomological network or for locating its place among and link with its related concepts.

From the academic point of view, the aspects presented in this work represent a great challenge to improving the conceptualization of the construct. We have thus provided a series of proposals whose purpose is to generate questions that merit review and exploration. Eventually, the developments of these propositions could

lead to critical individual research. Additionally, in the final section, we have reviewed some antecedents that point to emerging areas of research; we expect that over time, they will reach an important level of development.

For industry, this article also provides some guidelines that allow the improvement of the management and construction of a brand personality. The identified antecedents provide the basis for its construction and indicate, in some cases quite precisely, the conditions that facilitate a stronger brand personality, e.g., communications with hedonic benefits and congruence with consumer personality and the context of their use or consumption. On the other hand, the consequences that we have exposed are also of particular interest, especially the strength of one's relationship with a brand, brand attitude and purchase intention.

Overall, brand personality is a concept that has existed for many years and is far older than its systematization or approaches concerning its dimensions. Although in its beginning it developed slowly, in recent years its growth has increased, entailing greater development. However, the consolidation of the construct is still distant. Nevertheless, according to our findings, the concept has significant potential from both the theoretical and practical point of view.

The present study is not without limitations. Although taking a specific study as a basis has allowed us to extend an ordered methodological framework, we have not considered potential research topics. Our systematization of the concept was based on findings made in the same strand of literature, so the limitations of previous studies are also present here. This can significantly influence the antecedents, consequences and/or moderators that have not been considered in past research. Additionally, the studies we have considered in our literature review were mainly extracted from the WoS database, which while constituting a source of high-quality data, excludes studies that for various reasons have been published in other databases and may eventually contain information relevant to the purposes of this study. Finally, given the amount of information we have analyzed, it is possible that some elements that could have been included in this article have been disregarded. However, we have tried to evaluate each element on its merit by making this analysis as exhaustive as possible.

Finally, future research will allow a better development of the brand personality construct and its relationships with other concepts. Although the possibilities of research that emerge from this work have already been mentioned, some other topics to explore are the existing relationships between brand personality, brand life cycle and the particularities that differentiate brand personality when it is associated with either goods or services.

Declaration of conflict of interest

The author of this manuscript state that there are no conflicts of interest with any entity or institution, nor of a personal nature in this publication.

References

Aaker, J., & Fournier, S. (1995). A brand as a character, a partner and a person: Three perspectives on the question of brand personality. *ACR North American Advances.* https://www.acrwebsite.org/volumes/7775/volumes/v22/NA-22/full

Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research,* 34 (3), 347-356. https://doi.org/10.1177/002224379703400304

Aaker, J. L. (1999). The malleable self: The role of self-expression in persuasion. *Journal of Marketing Research*, 36(1), 45-57. https://doi.org/10.1177/002224379903600104

Aaker, D. A. (2012). *Building strong brands*. Simon and Schuster.

Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer research*, 31(1), 1-16. https://doi.org/10.1086/383419

Aggarwal, P., & McGill, A. L. (2007). Is that car smiling at me? Schema congruity as a basis for evaluating anthropomorphized products. *Journal of Consumer Research,* 34(4), 468-479. https://doi.org/10.1086/518544

Agrawal, N., & Maheswaran, D. (2005). The effects of self-construal and commitment on persuasion. *Journal of Consumer Research,* 31(4), 841-849. https://doi.org/10.1086/426620

Aguirre-Rodriguez, A., Bosnjak, M., & Sirgy, M. J. (2012). Moderators of the self-congruity effect on consumer decision-making: A meta-analysis. *Journal of Business Research,* 65(8), 1179-1188. https://doi.org/10.1016/j.jbusres.2011.07.031

Ang, S. H., & Lim, E. A. C. (2006). The influence of metaphors and product type on brand personality perceptions and attitudes. *Journal of Advertising,* 35(2), 39-53. https://doi.org/10.1080/00913367.2006.10639226

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing,* 76(2), 1-16. https://doi.org/10.1509/jm.09.0339

Bosnjak, M., Sirgy, M. J., Hellriegel, S., & Maurer, O. (2011). Postvisit destination loyalty judgments developing and testing a comprehensive congruity model. *Journal of Travel Research,* 50(5), 496-508.

Calkins, T. (2005). The challenge of branding. Kellogg on Branding. New York: John Wiley and Sons.

Caprara, G. V., Barbaranelli, C., & Guido, G. (2001). Brand personality: how to make the metaphor fit?. *Journal of economic psychology*, 22(3), 377-395. https://doi.org/10.1016/S0167-4870(01)00039-3

Cervera-Taulet, A., Schlesinger, M. W., & Yague-Guillen, M. J. (2013). Influence of Advertising on Brand Personality in The Airline Sector: The Case of Spain. *Journal of Travel & Tourism Marketing*, 30(5), 445-454. https://doi.org/10.1080/10548408.2013.803390

Chaffee, S. H. (1991). *Explication* (Vol. 1). Sage Publications, Incorporated.

Eisend, M., & Stokburger-Sauer, N. E. (2013). Brand personality: A meta-analytic review of antecedents and consequences. *Marketing Letters,* 24(3), 205-216. https://doi.org/10.1007/s11002-013-9232-7

Fetscherin, M., & Toncar, M. (2010). The effects of the country of brand and the country of manufacturing of automobiles: An experimental study of consumers' brand personality perceptions. *International Marketing Review,* 27(2), 164-178. https://doi.org/10.1108/02651331021037494

Flight, R. L. & Coker, K. K. (2016). Brand constellations: reflections of the emotional self. *Journal of Product & Brand Management,* 25(2), 134-147. https://doi.org/10.1108/JPBM-02-2015-0806

Freling, T. H., Crosno, J. L., & Henard, D. H. (2011). Brand personality appeal: conceptualization and empirical validation. *Journal of the Academy of Marketing Science,* 39(3), 392-406. https://doi.org/10.1007/s11747-010-0208-3

Gertner, R. K. (2010). Similarities and differences of the effect of country images on tourist and study destinations. *Journal of Travel & Tourism Marketing*, 27(4), 383-395. https://doi.org/10.1080/10548408.2010.481572

Gordon, R., Zainuddin, N., & Magee, C. (2016). Unlocking the potential of branding in social marketing services: utilising brand personality and brand personality appeal. *Journal of Services Marketing,* 30(1), 48-62. https://doi.org/10.1108/jsm-02-2015-0105

Gretry, A., Horváth, C., Belei, N., & van Riel, A. C. (2017). "Don't pretend to be my friend!" When an informal brand communication style backfires on social media. *Journal of Business Research,* 74, 77-89. https://doi.org/10.1016/j.jbusres.2017.01.012

Grohmann, B. (2009). Gender Dimensions of Brand Personality. *Journal of Marketing Research,* 46(1), 105-119. https://doi.org/10.1509/jmkr.46.1.105

Guido, G., & Peluso, A. M. (2015). Brand anthropomorphism: Conceptualization, measurement, and impact on brand personality and loyalty. *Journal of Brand Management,* 22(1), 1-19. doi:10.1057/bm.2014.40

Guido, G., Peluso, A. M., Capestro, M., & Miglietta, M. (2015). An Italian version of the 10-item Big Five Inventory: An application to hedonic and utilitarian shopping values. *Personality and Individual Differences,* 76, 135-140. https://doi.org/10.1057/bm.2014.40

Ha, H. Y. (2016). The evolution of brand personality: an application of online travel agencies. *Journal of Services Marketing,* 30(5), 529-540. https://doi.org/10.1108/jsm-05-2015-0188

Ha, H. Y., & Janda, S. (2014). Brand personality and its outcomes in the Chinese automobile industry. *Asia Pacific Business Review,* 20(2), 216-230. https://doi.org/10.1080/13602381.2013.841022

Haryanto, J. O., Moutinho, L., & Coelho, A. (2016). Is brand loyalty really present in the children's market? A comparative study from Indonesia, Portugal, and Brazil. *Journal of Business Research,* 69(10), 4020-4032. https://doi.org/10.1016/j.jbusres.2016.06.013

Hem, L. E., & Iversen, N. M. (2002). Hem, L. E., & Iversen, N. M. (2002). Decomposed similarity measures in brand extensions. In S. M. Broniarczyk and K. M. Valdosta (Eds.). Advances in Consumer Research (199-206). ACR North American Advances.

Holbrook, M. B., & Moore, W. L. (1981). Feature interactions in consumer judgments of verbal versus pictorial presentations. *Journal of Consumer Research,* 8(1), 103-113. https://doi.org/10.1086/208846

Ha, H. Y. (2016). The evolution of brand personality: an application of online travel agencies. *Journal of Services Marketing,* 30, 5, 529-540. https://doi.org/10.1108/JSM-05-2015-0188

Isen, A. M., Shalker, T. E., Clark, M., & Karp, L. (1978). Affect, accessibility of material in memory, and behavior: A cognitive loop?. *Journal of Personality and Social Psychology,* 36(1), 1. https://doi.org/10.1037/0022-3514.36.1.1

Johar, G. V., Sengupta, J., & Aaker, J. L. (2005). Two roads to updating brand personality impressions: Trait versus evaluative inferencing. *Journal of Marketing Research,* 42(4), 458-469. https://doi.org/10.1509/jmkr.2005.42.4.458

Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22. https://doi.org/10.1177/002224299305700101

Keller, K. L. (2003). Brand synthesis: The multidimensionality of brand knowledge. *Journal of Consumer Research,* 29(4), 595-600. https://doi.org/10.1086/346254

Kim, S., & Lehto, X. Y. (2013). Projected and Perceived Destination Brand Personalities: The Case of South Korea. *Journal of Travel Research,* 52(1), 117-130. https://doi.org/10.1177/0047287512457259

Keller, K. L., & Lehmann, D. R. (2003). How do brands create value?. *Marketing Management*, 12(3), 26-31.

Kotler, P. (1991). *Marketing management: analysis, planning, and control,* 8th ed. Englewood Cliffs, NJ: Prentice-Hall.

Kotsi, F., & Valek, N. (2018). Flying with Nicole Kidman or Jennifer Aniston? Brand funnel stages' influence on brand personality. *Journal of Travel & Tourism Marketing,* 35(3), 365-376. https://doi.org/10.1080/10548408.2017.1360232

Kressmann, F., Sirgy, M. J., Herrmann, A., Huber, F., Huber, S., & Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research,* 59(9), 955-964. https://doi.org/10.1016/j.jbusres.2006.06.001

Kumar, J. (2021). Understanding the ties between brand gender and brand engagement in online brand communities: the moderating role of consumers' biological sex. *Journal of Product & Brand Management,* 31(5), 761-779. https://doi.org/10.1108/JPBM-11-2019-2659

Lau, K. C., & Phau, I. (2007). Extending symbolic brands using their personality: Examining antecedents and implications towards brand image fit and brand dilution. *Psychology & Marketing,* 24(5), 421-444. https://doi.org/10.1002/mar.20167

Lavine, H., Huff, J. W., Wagner, S. H., & Sweeney, D. (1998). The moderating influence of attitude strength on the susceptibility to context effects in attitude surveys. *Journal of Personality and Social Psychology*, 75(2), 359- 373. https://doi.org/10.1037/0022-3514.75.2.359

Lee, J. S., & Back, K. J. (2010). Examining antecedents and consequences of brand personality in the upper-upscale business hotel segment. *Journal of Travel & Tourism Marketing,* 27(2), 132-145. doi:10.1080/10548400903579688

Leung, R., & Law, R. (2010). A review of personality research in the tourism and hospitality context. *Journal of Travel & Tourism Marketing,* 27(5), 439-459. https://doi.org/10.1080/10548408.2010.499058

Levy, S., & Hino, H. (2016). Emotional brand attachment: a factor in customer-bank relationships. *International Journal of Bank Marketing,* 34(2), 136-150. doi:10.1108/ijbm-06-2015-0092

Lieven, T., & Hildebrand, C. (2016). The impact of brand gender on brand equity Findings from a large-scale cross-cultural study in ten countries. *International Marketing Review,* 33(2), 178-195. https://doi.org/10.1108/imr-08-2014-0276

Lim, E. A. C., & Ang, S. H. (2008). Hedonic vs. utilitarian consumption: A cross-cultural perspective based on cultural conditioning. *Journal of Business Research,* 61(3), 225-232. https://doi.org/10.1016/j.jbusres.2007.06.004

Lin, C. P. (2009). Learning online brand personality and satisfaction: The moderating effects of gaming engagement. *International Journal of Human-Computer Interaction,* 25(3), 220-236. https://doi.org/10.1080/10447310802629827

Llanos-Herrera, G. R., & Merigo, J. M. (2018). Overview of brand personality research with bibliometric indicators. *Kybernetes,* 48 (3), 546-569. https://doi.org/10.1108/K-02-2018-0051

Lovett, M., Peres, R., & Shachar, R. (2014). A data set of brands and their characteristics. *Marketing Science,* 33(4), 609-617. https://doi.org/10.1287/mksc.2014.0861

Maehle, N., Otnes, C., & Supphellen, M. (2011). Consumers' perceptions of the dimensions of brand personality. *Journal of Consumer Behaviour,* 10(5), 290-303. https://doi.org/10.1002/cb.355

Mano, H., & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: evaluation, feeling, and satisfaction. *Journal of Consumer research*, 20(3), 451-466. https://doi.org/10.1086/209361

Moore, K., & Reid, S. (2008). The birth of brand: 4000 years of branding. *Business History,* 50(4), 419-432.

Ogilvy, D. (1955). The Image of the Brand–A new approach to creative operations. *Reprinted by Courtesy of Ogilvy & Mather,* 1-6. https://markenlexikon.com/texte/ogilvy_the-image-of-the-brand_1955.pdf

Okazaki, S. (2006). Excitement or sophistication? A preliminary exploration of online brand personality. *International Marketing Review,* 23(3), 279-303. https://doi.org/10.1108/02651330610670451

Olavarrieta, S., Friedmann, R., & Manzur, E. (2010). Brand Personality en Chile: un enfoque combinado emico-etico. *Estudios de Administración,* 17(1), 25–50. https://doi.org/10.5354/0719-0816.2010.56336

Parent, M., Plangger, K., & Bal, A. (2011). The new WTP: Willingness to participate. *Business horizons,* 54(3), 219-229. https://doi.org/10.1016/j.bushor.2011.01.003

Park, S. E., Choi, D., & Kim, J. (2005). Visualizing e-brand personality: Exploratory studies on visual attributes and e-brand personalities in Korea. *International Journal of Human-Computer Interaction*, 19(1), 7-34. https://doi.org/10.1207/s15327590ijhc1901_3

Plummer, J. T. (1985). Brand personality: A strategic concept for multinational advertising. In *Marketing Educators' Conference* (pp. 1-31). New York, NY: Young & Rubicam.

Rezaei, S., Ali, F., Amin, M., & Jayashree, S. (2016). Online impulse buying of tourism products: The role of web site personality, utilitarian and hedonic web browsing. *Journal of Hospitality and Tourism Technology,* 7(1), 60-83. https://doi.org/10.1108/JHTT-03-2015-0018

Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill Book Company.

Singh, D. (2013). The brand personality component of brand goodwill: Some antecedents and consequences. *Brand equity & advertising: Advertising's role in building strong brands,* 83-96.

Smit, E., Bronner, F., & Tolboom, M. (2007). Brand relationship quality and its value for personal contact. *Journal of Business Research,* 60(6), 627-633. https://doi.org/10.1016/j.jbusres.2006.06.012

Spielmann, N., & Babin, B. J. (2011). Service with personality: a note on generalizing personality across services contexts. Journal of Services Marketing, 25(7), 467-474. https://doi.org/10.1108/08876041111173543

Stokburger-Sauer, N. E. (2011). The relevance of visitors' nation brand embeddedness and personality congruence for nation brand identification, visit intentions and advocacy. *Tourism Management,* 32(6), 1282-1289. https://doi.org/10.1016/j.tourman.2010.12.004

Sung, M., & Yang, S. U. (2008). Toward the model of university image: The influence of brand personality, external prestige, and reputation. *Journal of Public Relations Research,* 20(4), 357-376. https://doi.org/10.1080/10627260802153207

Sung, Y. J. (2011). The effect of usage situation on Korean consumers' brand evaluation: The moderating role of self-monitoring. *Journal of Consumer Behaviour,* 10(1), 31-40. https://doi.org/10.1002/cb.344

Sung, Y. J., & Choi, S. M. (2012). The influence of self-construal on self-brand congruity in the United States and Korea. *Journal of Cross-Cultural Psychology*, 43(1), 151-166. https://doi.org/10.1177/0022022110383318

Sung, Y., & Kim, J. (2010). Effects of brand personality on brand trust and brand affect. *Psychology & Marketing,* 27(7), 639-661. https://doi.org/10.1002/mar.20349

Sung, Y., Choi, S. M., & Tinkham, S. F. (2012). Brand-situation congruity: The roles of self-construal and brand commitment. *Psychology & Marketing*, 29(12), 941-955. https://doi.org/10.1002/mar.20576

Sung, Y. J., & Tinkham, S. F. (2005). Brand personality structures in the United States and Korea: Common and culture-specific factors. *Journal of Consumer Psychology,* 15(4), 334-350. https://doi.org/10.1207/s15327663jcp1504_8

Toldos-Romero, M. D., & Orozco-Gomez, M. M. (2015). Brand personality and purchase intention. *European Business Review,* 27(5), 462-476. https://doi.org/10.1108/ebr-03-2013-0046

Valette-Florence, R. & Barnier, V.D. (2013). Toward a micro conception of brand personality: an application for print media brand in a French context. *Journal of Business Research,* 66(7), 897-903. https://doi.org/10.1016/j.jbusres.2011.12.008

Venable, B. T., Rose, G. M., & Gilbert, F. W. (2003). Measuring the brand personality of non-profit organizations. In P. A. Keller and Rook, D. W. (Eds.). Advances in Consumer Research Volume 30 (pp. 379-380). Valdosta, Georgia: ACR North American Advances.

Wang, X., & Yang, Z. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry. *International Marketing Review,* 25(4), 458-474. https://doi.org/10.1108/02651330810887495

Willems, K. (2022). Brand personality appeal in retailing: Comparing fashion-and grocery retailing. *Journal of Retailing and Consumer Services,* 64, 102833. https://doi.org/10.1016/j.jretconser.2021.102833

Woods, W. A. (1960). Psychological dimensions of consumer decision. *Journal of Marketing,* 24(3), 15-19. https://doi.org/10.1177/002224296002400303

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing,* 52(3), 2-22. https://doi.org/10.1177/002224298805200302

Zeugner-Roth, K. P., & Žabkar, V. (2015). Bridging the gap between country and destination image: Assessing common facets and their predictive validity. *Journal of Business Research*, 68(9), 1844-1853. https://doi.org/10.1016/j.jbusres.2015.01.012