

# The Importance of Brand Personality in the 21<sup>st</sup> Centenary

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## Abstract

The “set of human qualities connected with a brand” is referred to as brand personality. Consumers have been shown to infuse brands with human personality qualities, turning them become symbolic brands. Brand personality, from the perspective of the customer, is a method for people to express their personalities and define their lives via tangible goods. From the perspective of a business, brand personality is a way of expressing the benefits of your product in terms of its qualities or status implications. Companies also employ brand personality to set themselves apart from their competitors, which is critical in today’s crowded domestic marketplaces. This article explores the importance of brand personality in the 21st century. It also discusses how can marketer develop a brand personality for their products. In the present study, the design was selected mostly descriptive, as the key objective of the study is to explore the construct of brand personality in relational marketing. The finding of paper suggests that when a brand has a personality, it is simpler to interact with consumers since a customer’s personality qualities may be matched to a brand’s personality features.

**Keywords:** Brand personality, Symbolic brands, Relational marketing.

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## 1. INTRODUCTION

What your company wants your consumers to think and feel about your brand and what your customers really think and feel about your brand make up brand personality. All aspects of the marketing mix, including product, price, promotion, and place, are used to express brand personality. When it comes to building brand personality, promotion is the most crucial component of the marketing mix. One of the methods to build distinct connections with your brand and communicate it to a large audience is to utilise advertising. A company’s brand personality must be appropriately identified in order for it to resonate with the right client. This is because brand personality enhances brand equity and builds a company’s position in the marketplace. It’s also an important part of every successful marketing campaign.

## 2. Congruence of Brand Personality and Customers Personality

The personality of the brand and the personality of the client should be in sync. The brand’s personality should reflect that of your customers. Think about the present consumers as well as the ones we wish to serve. What characteristics do they have? Jennifer Aaker, a marketing specialist, identified five aspects of brand personality in an essay published in The Journal of Marketing Research. Despite the fact that Aaker’s measurements were released in 1997, they are still taught and utilised by businesses today. Excitement, sincerity, ruggedness, competence, and sophistication are the five characteristics of brand personality.

## 3. Imagery vs. Brand Personality: Whats the Difference?

A company’s brand have personality should not be confused with its visual identity. A company’s imagery is a collection of creative assets that communicate the brand’s tangible benefits. A company’s brand personality, on the other hand, quickly creates an emotional bond in the minds of potential customers. Customers gravitate toward brands with which they are familiar. A relevant brand isn’t perfect; it’s full of flaws. It makes mistakes, grows up, and develops its own personality. The brand’s personality influences how brand communicate with customers and how it create connections with them. A brand personality is a set of human characteristics that has been given to the product’s name. The emotional as well as the visual aspects of a brand’s personality are both important. Colours, logos, and taglines are all apparent contributions to your brand personality. However, there are crucial elements that make the brand what it is under the surface. Never underestimate the power of emotion in influencing the consumers’ choices. The brand’s existence is reliant on the personal connection it establish with the clients

## 4. Brand Personalities in Different Forms

A product’s brand personality elicits an emotional response from a certain consumer group in order to encourage good behaviours that benefit the company. There are five different sorts of brand personalities, each with its



own set of qualities. The words that define it are «excitement, sincerity, ruggedness, competence, and sophistication.» Customers are more likely to purchase a product if it reflects their personality.

### 5.Aspects of a Brand's personality

- Originality —The personality of the brand should constantly represent the company's aims and culture. Consumers are beginning to recognise when a firm is being genuine versus cashing in on a trend.
- Easy to remember— Especially for new companies, it's critical to stand out in order to be remembered. An unexpected gesture, a clever image, or a clever play on words may convert an obscure business into a household name.
- Substance — what advantage do you provide consumers that they can't obtain somewhere else? The personality of the brand should be complementary to the company plan.
- Reliability-- People will cease listening to the brand if it lies about who it is, just like they would to a real person.
- Skilled --- customers want brands with whom they do business to be experts in their industry. More company will be attracted to a brand personality that proudly and usefully owns who they are.

### 6.Review of Literature

- Products not only provide us material utility rather it has some symbiotic meaning which helps us to express our personalities. People use brands to describe their status, lifestyle and class. <sup>[1]</sup>
- Through brand personality customers can be glued to an organization on long term basis, as brand personality makes brand a warrior to face the competition. Brand personality helps in forming affective bonds. <sup>[2]</sup>
- The articulation of brand personality traits helps in advertising and selling of products as brand personality act as a tool for positioning brands in a market. <sup>[3]</sup>
- With the help of brand personality, favorable attitude can be created which in turns create customer engagement and further leads to brand loyalty. Thus, brand personality helps in enhancing brand equity. <sup>[4]</sup>
- Brand personality increases customer loyalty which in turns leads to path for financial performance. <sup>[5]</sup>

From the above studies it is evident that Brand personality provides several benefits to the marketers.

### 7.Objective of the study

The research study aims at the exploring the importance

of brand personality in 21st century and how can marketer develop a brand personality as well.

### 8.Research Methodology

The Research paper is conceptual in nature. All the contents for study have been collected from secondary sources. The secondary sources such as Books, Web pages, Journals and Research paper etc. were used in research study.

### 9.IMPORTANCE OF BRAND PERSONALITY

- Building brand equity with a brand personality is also a wonderful method to do it. One may establish brand loyalty if create brand via consistent messaging. Because of this, consumers will appreciate the brand's business over others.
- When a brand has a personality, it is simpler to communicate with customers. A customer's personality characteristics can be compared to a brand's personality features. As a result, a deep emotional relationship between the brand and the customer is formed.
- The brand might look to stand out from the crowd if it has a distinct personality. One can appeal to young people by inferring personality qualities such as carefree or enthusiastic. A competitor's brand may be selling a similar sporting product. This same product now appeals to a variety of consumers by targeting diverse personalities.
- Consumers are more inclined to identify with brands that have personalities that are similar to their own. Families are more inclined to trust a business that promotes personality qualities like compassion or thoughtfulness. Someone may choose a brand of jeans that embodies the word «cool» over one that is all about «status.»
- Consumers connect with a brand's personality qualities rather than the product, which helps them form a relationship with it.
- It enables brands to stand out in a crowded marketplace. Trying to differentiate oneself from rivals is one of the most difficult tasks confronting organizations today. With so many new firms popping up in recent years that provide identical products and services, it can be difficult to figure out how to set yourself apart. Businesses that distinguish themselves by their personality will succeed in standing out. Standing out with personality will help consumers recognize and remember the brand, which will lead to more sales of their items. Name recognition is certainly half the

fight in today's world of consumerism, with 89 percent of marketers seeing brand awareness as the most important factor.

## 10. DEVELOP BRAND PERSONALITY

Many companies focus on a single category and then create their brand personality around it. Don't put yourself in a box, though. Brands have a complex and changing personality. The bulk of these personality characteristics may be classified into more than one category. Because they operate in accordance with their personality, many businesses succeed in creating a brand personality.

### •Brainstorm

Make a list of personality qualities that you believe match your business and target consumer before allocating yourself to one of the categories. Make groups of qualities that go together and then choose the best ones.

### •Give a score

On a scale of one to five, Aaker recommends assessing personality characteristics. One to five, with one being the least descriptive of your brand and five being the most detailed. This might assist you in identifying personality traits that do not accurately reflect who you are. It will also assist you in determining which of your personality qualities you value the most.

### •Edit

It's fine to change your brand's personality, but do it with caution. As your market develops, you should strike a balance between clinging to fundamental principles and adopting new ones. Don't get caught up in new fads without considering the broader picture. Always consider the implications and keep in mind that trends are fleeting.

## How to Choose the Right Brand Personality

Brands may take on a wide variety of personalities. Which one they pick is totally dependent on their leadership. However, this should not be taken lightly, as a brand's personality is extremely difficult to modify after it has been established. The sort of product that a company offers is one of the most important criteria that should influence the type of personality that it pursues. A firm that offers high-end and costly jewellery, for example, should not have a casual and laid-back attitude. The sorts of advertising that a company does has a major role in creating and promoting a brand's personality.

## Conclusion

The goal of developing a brand personality is to elicit an emotional response from your customers. The objective is to gain their trust and earn their allegiance. If your brand personality is seen as trustworthy, and your product performs as expected, you'll be well on your way to building brand equity with your customers. However, because brand personality is in the eye of the beholder, it's vital to keep in mind that your brand may translate differently between cultures. This is especially crucial to remember when launching a worldwide marketing campaign: diverse cultural viewpoints will translate differently.

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