

DEVELOPING AND VALIDATING A SYMBOLIC-PRODUCT-BRAND-PERSONALITY-TRAIT SCALE

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Promoter: Prof AL Bevan-Dye

Vanderbijlpark

2017

DECLARATION

I declare that:

“Developing and validating a symbolic-product-brand-personality-trait scale”

is my own work, that all the sources used or quoted have been identified and acknowledged by means of complete references, and that this thesis has not previously been submitted by me for a degree at any other university.

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December 2016

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LETTER FROM THE EDITOR



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I hereby declare that I am a professional editor and have edited and proofread the following thesis:

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by

RE-AN MÜLLER

As a professional editor with an English major obtained from the University of Pretoria in 2003, I am also a Full Member of the Professional Editors' Guild and a member of SATI (membership number 1002503).

Yours sincerely

A handwritten signature in black ink, appearing to read "Lené Kraft".

Mrs Lené Kraft

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Soli Deo Gloria

ABSTRACT

Keywords: brand personality, brand personality trait scale, branding, consumer behaviour, symbolic products, high-involvement products.

Branding has been part of human existence for several millennia and has evolved from being a mark of ownership and identification, to a quality assurance and, eventually, to being a bearer of certain symbolic associations. Brand personality has been identified as one of the pivotal components of the symbolic attributes assigned to a brand. Brands have personalities, like humans, that set them apart from competing brands. Brand personality can be defined as all the personality traits that consumers associate with a brand. Brand personality can increase consumers' preference for and usage of a brand, resulting in stronger emotional ties and loyalty towards the brand.

Marketing academics and practitioners have long since been aware of the important influence that brand personality has on consumer behaviour. Consequently, the concept of brand personality has since become an important facet of marketing. A wide variety of scales have been developed to measure brand personality but there is still a lack of research studies available regarding brand personality in South Africa. Furthermore, there is a global paucity of research specifically concerning the measurement of brand personality perceptions of symbolic product brands. This study analyses the development of several brand personality trait scales to derive a method of developing and validating a symbolic-product-brand-personality-trait scale (SPBP-trait scale).

The primary research objective of the study was to develop and validate a SPBP-trait scale for the assessment of consumers' perceptions of the brand personality traits of symbolic products within the South African context. This entailed a series of six steps using both qualitative and quantitative research methodologies. The steps included the identification of symbolic brands (Step 1), identification of brand personality traits (Step 2 & 3), reducing the list of brand personality traits (Step 4), developing the SPBP-trait scale (Step 5) and validating the SPBP-trait scale (Step 6).

The target population of this study included males and females who are South African citizens. Generally, research studies aimed at developing and validating measuring instruments use student samples from higher education institutions (HEIs). A non-probability convenience sample of 2305 students was taken from a sampling frame of students registered at two South African HEI campuses located in Gauteng province and North West province to participate in the various steps of the study. The study also made use of seven subject experts. The study comprised several steps and therefore utilised various data collection methods (a top-of-mind-awareness survey, a free-association survey, secondary data, an expert focus group and surveys). Statistical analysis of the collected data included frequency distribution, factor analysis, reliability and validity measures, correlation analysis, structural equation modelling for confirmatory factor analysis and descriptive statistics.

The findings of this study suggest that the SPBP-trait scale comprises a four-factor structure composed of responsibility, glamorousness, outgoingness and enthusiasm. The SPBP-trait scale represents an important tool for marketing researchers and organisations to gain a better understanding of consumers' perceptions of brand personality traits associated with symbolic product brands. The developed SPBP-trait scale can be used by marketing researchers or organisations to measure consumers' perceptions of the brand personality of symbolic product brands. The results may assist organisations to assess the brand personality portrayed by their current marketing efforts and then be used to guide and alter future marketing strategies. Furthermore, organisations planning to enter the symbolic product category, or organisations who would like to rejuvenate their symbolic product brand, could benefit from the SPBP-trait scale by adapting their branding in such a way that they fit in with one of the four dimensions.

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CHAPTER 1

INTRODUCTION AND PROBLEM STATEMENT

“Research is creating new knowledge.”
Neil Armstrong

1.1 INTRODUCTION

Brands possess certain symbolic attributes that consumers use to express themselves (Kim & Hall, 2014:29). The symbolic meanings attached to a brand are either designated by the brand or assigned by consumers (Sung *et al.* 2015:122). These symbolic meanings have a definite influence on consumers' behaviour. Therefore, the symbolic attributes of brands have become a major focus of marketing research (Austin *et al.*, 2003:77). Geuens *et al.* (2009:6) identify brand personality as one of the pivotal components of the symbolic attributes assigned to a brand. As with people, brands also have personalities (Jones & Bonevac, 2013:115). Opoko *et al.* (2006:20) highlight that marketing academics and practitioners have long since been aware of the important influence that brand personality has on consumers' behaviour. As such, the concept of brand personality has become an important facet of marketing (Blythe, 2007:284).

Brand personality is thought to influence consumers positively in a number of different ways. Ramaseshan and Tsao (2007:459) state that brand personality can increase consumers' preference for and usage of a brand, resulting in stronger emotional ties and loyalty towards a brand. Brand personality affects consumers' feelings, perceptions and attitudes (Freling & Forbes, 2005a:159). Chang and Lin (2010:3345) indicate that brand personality also appeals to consumers and aids in building stronger relationships between an organisation and its target market(s). Marketers are interested in promoting the type of brand personality that attracts a consumer's attention (Mulyanegara *et al.*, 2009:237). Brand personality is so influential that it may even influence the overall reputation of the organisation amongst consumers (Veloutsou & Taylor, 2012:905).

Brand personality may be described as the soul of a brand, which originates from the brand's characteristics and from marketing communications (Ramaeseshan & Tsao, 2007:459). There are numerous definitions for the concept of brand personality. However, various researchers (Freling & Forbes, 2005a:149; Opoko *et al.*, 2006:24; Van Rekom *et al.*, 2006:116) agree that the most widely accepted definition is that of Aaker (1997:347), who states that brand personality refers to "a set of human characteristics assigned to a brand".

As such, like humans, brands have personalities that set them apart from competing brands (Freling & Forbes, 2005a:149). Brand personality traits are often used to communicate the brand's position within the market (Van Rekom *et al.*, 2006:116). Brands function as entities with their own personality traits. There are several examples of strong brand personalities in the market. *Absolut Vodka* is personified as a hip, cool, contemporary 25-year-old, whereas *Stoli's* is likened to a more intellectual and conservative older man (Aaker, 1997:347). The *Honda Civic* may be described as a rugby player in a dinner suit (Blythe, 2007:284). *Apple* is considered young, while *IBM* is perceived as older (Aaker, 1997:348). *Chanel* is perceived as a classic, elegant and sophisticated brand (Hwang & Kandampully, 2012:99), while *Victoria's Secret* is viewed as exciting and *Nike* as rugged (Kim & Hall, 2014:30). These brand personality traits aid in creating emotional fulfilment for consumers and this, in turn, may lead to brand loyalty (Freling & Forbes, 2005a:155). Therefore, companies need to assess the perceived personalities of their current brands amongst consumers.

Geuens *et al.* (2009:97) highlight that the work of Aaker (1997) has inspired most of the research regarding the assessment of brand personality. Aaker (1997) developed a scale designed to measure brand personality by selecting the traits relevant to brands from well-known psychological personality traits. During the development and validation process, Aaker narrowed the original 309 traits identified down to the 42 traits that make up the Brand Personality Scale (Aaker, 1997). These 42 traits are subdivided into five dimensions, namely "sincerity, excitement, competence, sophistication and ruggedness".

The aim of this study was to develop a similar scale within the South African context that specifically focuses on symbolic products.

Symbolic products are generally high-involvement products. This type of product identification is based on the involvement theory, where product involvement is defined as consumer perceptions related to the importance of a product category (Bian & Moutinho, 2011:195). In the case of symbolic products, consumers typically spend more time deciding on what brand to purchase due to the symbolic nature of such products (Schiffman & Kanuk, 2010:229). Lamb *et al.* (2010:85) argue that consumers are more involved in the purchasing of products that have a high social visibility, such as clothes and motor vehicles. This higher involvement is due to the symbolic nature of the product and may lead to a greater focus on the brand personality depicted by the specific brand.

1.2 PROBLEM STATEMENT

There is a paucity of published research on consumers' perceptions of brand personality in the South African market. Heine (2010:25) mentions that there is a dearth of literature based on the symbolic meaning of luxury brands worldwide since his initial study (Heine, 2009), which he claims was the first to focus on the brand personality of luxury brands. Heine only focused on a small sampling frame of millionaires within Germany. As such, this suggests that there is a definitive need for research on brand personality perception of mainstream consumers regarding symbolic products.

This study analyses the development of several brand personality trait scales (Aaker, 1997; Ferrandi *et al.*, 1999; Aaker *et al.*, 2001; Smit *et al.*, 2002; Sung & Tinkham, 2005; Bosnjak *et al.*, 2007; Geuens *et al.*, 2009; Braunstein & Ross, 2010; Muniz & Marchetti, 2012) to derive a method of developing and validating a symbolic-product-brand-personality-trait scale (SPBP-trait scale). This scale will aid marketers in determining South African consumers' perceptions of the brand personality of symbolic products. Clow and Baack (2014:44) posit that marketers should first evaluate consumers' current perception of a brand's image before deciding on how to promote their desired

image. This SPBP-trait scale may be used to do this evaluation. The results obtained from this study will facilitate marketing efforts aimed at repositioning brands or building on current perceptions of brands.

1.3 OBJECTIVES OF THE STUDY

The following objectives were formulated for the study:

1.3.1 Primary objective

The primary research objective of the study was to develop and validate a SPBP-trait scale for the assessment of consumers' perceptions of the brand personality traits of symbolic products within the South African context.

1.3.2 Theoretical objectives

In order to achieve the primary objective, the following theoretical objectives were formulated for the study:

- Investigate the literature pertaining to the history, development and importance of branding.
- Conduct a review of the literature regarding brand equity.
- Review the literature on brand personality and its influence on consumer behaviour.
- Assess and analyse the development of other brand personality trait scales.
- Define symbolic products and outline example product categories.

1.3.3 Empirical objectives

In accordance with the different steps that needed to be taken to achieve the primary objective of the study, the following empirical objectives were formulated:

Step 1: Determine the most prevalent brands that participants associate with the identified symbolic product categories.

Step 2: Identify all the brand personality traits that participants link to the brands identified in Step 1.

- Step 3:** Identify brand personality traits used to describe brands from online articles, an existing brand-personality trait scale and a marketing research organisation.
- Step 4:** Reduce the list of traits identified in Step 2 and Step 3 by means of a focus group consisting of subject experts and a pre-test of participants excluded from the sample frame of the main survey.
- Step 5:** Develop the brand personality measurement instrument for symbolic brands within the South African context.
- Step 6:** Test the brand personality instrument on selected symbolic brands within the South African context.

1.4 RESEARCH DESIGN

The overall study comprised a literature review and an empirical study.

1.4.1 Literature review

Secondary research included local and international literature that served to underpin the empirical research. Secondary sources used in the study included the Internet, textbooks, academic journals and online academic databases.

1.4.2 Empirical study

The empirical portion of this study comprised both qualitative and quantitative research methodologies. The qualitative study followed the indirect projective technique research procedure. The quantitative studies followed the descriptive research design.

1.4.2.1 Sampling methodology

The target population of this study included males and females who are South African citizens. Generally, research studies aimed at developing and validating measuring instruments use student samples from higher education

institutions (HEIs) (Pollay & Mittal, 1993:99). The same procedure was followed in this study.

Non-probability convenience samples were taken from a sampling frame of students registered at two South African HEI campuses located in the Gauteng province and the North West province. Participants in one study were excluded from participation in the subsequent studies.

The sample size for each step was as follows:

Step 1: This step made use of 52 participants to identify the brand that came to mind first when thinking of a specific symbolic product category.

Step 2: The identified brands were presented to 64 participants. Each respondent was requested to list personality traits that came to mind when thinking of each of the identified brands.

Step 3: This step did not make use of any participants.

Step 4: An expert focus group comprising subject specialists was asked to evaluate all traits and to downscale the list to a more manageable number. The reduced list was presented to 36 participants from the sampling frame as part of a pre-test to reduce the list of traits further to a more manageable number. A pilot test was conducted on 36 participants using the reduced list of traits.

Step 5: According to Malhotra (2010:639), the guide for selecting an appropriate sample size for factor analysis is to multiply the number of variables by at least four or five. The sample size for this step was determined by means of this principle by using the number of traits identified in the previous step and multiplying it by five. The study utilised 1822 participants in this step.

Step 6: In this step, 350 questionnaires were distributed, of which, 331 usable questionnaires were returned. As such, this step made

use of 331 participants to test the developed brand personality instrument on selected symbolic product brands. According to Malhotra (2010:731), this is an adequate sample size for testing structural equation models consisting of four factors.

1.4.2.2 Measuring instrument, data collection method and data capture method

The measuring instrument, data collection method and data capture method for each step were as follows:

Step 1: The measuring instrument in this step was a self-administered questionnaire consisting of a list of eight symbolic product categories (trainers, jeans, beers, ciders, sunglasses, television sets, mobile phones and motor vehicles). Participants were requested to write down the first brand that came to mind when thinking of each of the product categories.

Step 2: The results of Step 1 were used to select the top two brands for each of the product categories. These brands were randomly listed on two questionnaires (each containing one brand from each product category). Participants were asked to write down the personality traits they associate with each of the brands (“If the following brands were people, how would you describe their personalities?”).

Step 3: The World Wide Web (WWW) was browsed for articles, reviews and organisation websites (from South Africa) that use any relevant adjectives to describe symbolic products from the same product categories used in Step 1. An email was also sent to one consumer research company requesting a list of brand personality traits that they use for research within South Africa. Following this, the 42 traits from Aaker’s (1997) brand personality trait scale were added to the list of traits (from Step 2) together with the adjectives identified from the WWW and the list of traits received from the consumer research company.

Step 4: In this step, seven subject specialists evaluated all of the identified traits from Step 2 and Step 3 within a focus group. They were asked to discard those traits that they deemed as being redundant, ambiguous or irrelevant. These results were recorded using the pen and paper method.

The remaining 102 traits were presented to participants to reduce the list of traits to a more manageable number. The traits were divided into 22 categories. Participants were asked to name the first brand that came to mind when thinking of the traits in a specific category, and then to assess the descriptiveness of each trait for the identified brand. More traits were discarded by assessing the average inter-item correlations in each of the categories to remove any other redundant traits. This reduced the list of traits to 66 traits, which was a more manageable number.

Step 5: The reduced list of traits was used to construct five different self-administered questionnaires, using all of the brands identified in Step 1. The results were used to do consecutive loops of exploratory factor analysis (EFA), followed by a confirmatory factor analysis (CFA) to determine the validity of the model. The findings were used to develop the SPBP-trait scale.

Step 6: The developed SPBP-trait scale was tested on three symbolic product brands using CFA to confirm validity of the scale.

1.4.3 Data analysis

The data captured in the qualitative and quantitative studies was analysed as follows:

1.4.3.1 Qualitative data analysis

This study made use of a top-of-the-mind awareness and free association projective techniques to identify brands as well as associated traits, with the results being recorded using the pen and paper method. A focus group was

also utilised to gather information from subject specialists in order to reduce the initial list of brand personality traits. The information was again recorded using the pen and paper method.

1.4.3.2 Quantitative data analysis

The captured data from the quantitative studies were analysed using the statistical package for Social Sciences (SPSS) and analysis of moment structures (AMOS), Version 23.0 for Windows. The following statistical methods were used on the empirical data sets:

- Frequencies
- Factor analysis
- Reliability and validity analysis
- Correlation analysis
- Structural equation modelling (SEM)
- Descriptive statistics analysis

1.5 ETHICS STATEMENT

The research project complied with the ethical standards of academic research, which, among other things, protects the identities and interests of the participants. The confidentiality of information provided by participants was guaranteed. All responses were analysed in an aggregate format. Participation in this study was voluntary.

In addition, the research instruments together with the research proposal were approved by the Ethics Committee of the Faculty of Economic Sciences and Information Technology at the North-West University (Vaal Triangle Campus) to ensure that the sampling frame did not include participants who could be classified as being vulnerable. The Committee also evaluated the measurement instruments to ensure that no information of a sensitive nature was requested. The study successfully passed the Committee's standards and received the following ethical clearance number: **Econit-Econ-2014-003**.

1.6 IMPORTANCE OF THE RESEARCH STUDY

The contemporary market place is saturated with brands that compete for consumers' attention, making it more challenging than ever before for marketers to differentiate their brands from those of their competitors. Creating a particular personality for a brand is well recognised as a marketing strategy to affect such a differentiation and create a strong brand image and, ultimately, higher brand preference and greater brand loyalty.

The aim of this study was to develop and validate a SPBP-trait scale that may be used to measure consumers' perceptions of personality traits within selected symbolic product categories. The use of this measuring instrument may assist marketers to assess the brand personality traits portrayed by their current marketing efforts more accurately. These results may then be used to guide and alter future marketing strategies.

1.7 CHAPTER CLASSIFICATION

CHAPTER 1: Introduction

This chapter encompasses the introduction and background to the research study. The statement of the research problem and the importance of the research study are discussed. This chapter concludes with the organisation and structure of the research study.

CHAPTER 2: Branding in perspective

This chapter reviews the literature regarding branding. The definition, origin, as well as modern branding practices are discussed. The chapter concludes with a section regarding the measurement of branding success through brand equity.

CHAPTER 3: Uncovering the brand personality phenomenon

This chapter reviews the literature concerning the theory of brand personality and its importance. The literature regarding various brand personality traits scales as well as the development of a brand personality trait scale are explored. Some of the criticisms of brand personality trait scales are

discussed and the chapter concludes with a section defining symbolic products.

CHAPTER 4: Research methodology

This chapter presents the research methodology of the six steps that were performed in this study. The chapter discusses the marketing research process, defines the sampling procedure and outlines the data collection process. This is followed by a discussion of the data analysis and statistical procedures used in the study.

CHAPTER 5: Data analysis and interpretation

This chapter reports on the analysis, interpretation and evaluation of the research findings.

CHAPTER 6: Conclusions, limitations and recommendations

This chapter summarises the findings of the entire study, provides conclusions drawn from the study and also makes recommendations. The limitations of the study are discussed and recommendations for further research are given in this chapter.

CHAPTER 2

BRANDING IN PERSPECTIVE

“A brand for a company is like a reputation for a person.”
Jeff Bezos

2.1 INTRODUCTION

As stated in Chapter 1, the primary objective of this study was to develop and validate an SPBP-trait scale. This chapter, as well as the next, establishes the theoretical framework of the study as per the literature in order to achieve the study's primary objective. This chapter is compiled in accordance with the first two theoretical objectives outlined in Chapter 1. The purpose of this chapter is to introduce the concept of branding and state its importance for organisations. The groundwork for the prominence of brand personality is laid out, as outlined in Chapter 3. As such, Section 2.2 defines the term 'branding', while Sections 2.3 and 2.4 investigate the origin and development of modern branding practices, respectively. Section 2.5 outlines the importance of branding from the perspective of both the consumer and organisation. The chapter concludes with a discussion on brand equity in Section 2.6.

2.2 DEFINING BRANDING

Defining branding is one of the most controversial aspects among marketing experts (Kapferer, 2012:7). Every expert establishes their own definition for branding, therefore, resulting in numerous definitions for the term (Jahandoost & Bahrami, 2013:3047). These diverse definitions have been investigated by several authors (De Chernatony & Riley, 1998; Maurya & Mishra, 2012; Jones & Bonevac, 2013) to outline the most common perceptions regarding branding.

One of the most widely accepted definitions of branding is that it is a mark of distinction to serve as a sign of differentiation among competitors (Aaker, 2009:7; Van Zyl, 2011:61; Lamb *et al.*, 2013:250; Du Toit & Erdis, 2013:19). According to the American

Marketing Association (Committee on Definitions, 1960:8), this mark of distinction can be anything from “a name, term, sign, symbol, or design, or a combination of these”. Jones and Bonevac (2013:115) argue that this definition reflects the origin of the term ‘branding’ as being a mark of identification. Qu *et al.* (2011:466) explain ‘identification’ to be the revelation of the source of the product to the consumer. The mark of identification (name/logo) can, therefore, indicate the identity of the producer and/or the origin of production.

However, Aaker (2014:1) emphasises that branding is much more than only a name and logo. A brand communicates a promise to consumers regarding the benefits of consumption, while denoting a set of values in the consumer’s mind (Kapferer, 2012:12). This set of values refers to everything the consumer considers to be important regarding the brand. Strizhakova *et al.* (2011:342) suggest that consumers use brand names as a quality assurance method that influences their brand choice. Quality assurance can be based on the brand’s reputation, which is maintained by means of communication efforts with consumers (Dranove & Jin, 2010:6). Consumers interact with organisations on various levels and their perception of the brand’s reputation is shaped by these interactions. Chung *et al.* (2013:268) define a brand as the sum of all experiences from a consumer’s perspective. Middleton (2011:108) emphasises this by defining a brand as being “the sum total of all things that people think, feel, suspect, imagine, believe, wish and say about a brand”. De Chernatony and Riley (1998:426) argue that a brand can be defined as an image formed in the mind of consumers. The image formed in consumers’ minds is a result of how the organisation was presented to consumers. Consequently, an organisation needs to determine what they are going to present to consumers. Moreover, the organisation needs to know how they view themselves. Jones and Bonevac (2013:117–118) explored various definitions of branding and concluded that a brand is “the definition of your organisation”. This study is in accordance with this argument and defines branding as the core beliefs and values of the organisation concerning all business practices and interactions with consumers.

The next section provides an overview of the origin of branding to facilitate a better understanding of this marketing phenomenon.

2.3 ORIGIN OF BRANDING

“Branding as a concept is older than the modern theory” (Herman, 2003:711). For centuries, branding has been a way to distinguish one producer’s goods from another (Kumar, 2014:11). Eckhardt and Bengtsson (2010:210) as well as Moore and Reid (2008:419) suggest that branding practices have been around for several millennia.

The modern-day marketing term ‘brand’ was derived from the Old Norse¹ term ‘*brandr*’, meaning to burn (Roper & Parker, 2006:56). The term ‘*brandr*’ referred to the burning of a mark of ownership onto livestock (Khan & Mufti, 2007:75; Maurya & Mishra, 2012:122). Cattle were also branded to distinguish them from other cattle on markets. Family names were often used as a brand, not only to identify the livestock but also to serve as a quality assurance and guarantee (Sheth & Parvatiyar, 1995:404). Dranove and Jin (2010:9) state that the branding of cattle dates back to as early as 2000 BC. Du Toit and Erdis (2013:18) mention that such branding practices were not limited to livestock, and that criminals and slaves received similar treatment.

2.3.1 7000 BC – 3000 BC

Branding practices indicating the origin of production on products date back even further than 2000 BC. Wengrow (2008:13) presents evidence regarding sealing practices as early as 7000 BC in the Mesopotamia region (modern-day Iraq). Eckhardt and Bengtsson (2010:211) argue that these early seals served as an indication of origin as well as a mark of quality. These early forms of branding were also used as a marking to indicate ownership. Yang *et al.* (2012:316) suggest that stone seals discovered in the Middle East dating back to 3500 BC indicated ownership. These early forms of branding do have some resemblances to modern branding. Wengrow (2008:9) analysed an ancient commodity label from a royal tomb in Egypt, which dates back to around 3000 BC. The ancient oil label was compared to a modern wine label to determine

¹ Old Norse is a North Germanic language from AD 300 – AD 800 and is also the ancestor language of Icelandic, Faroese, Norwegian, Danish and Swedish (Dalby, 2015:471).

similarities. Both labels had an indication of quantity and region of origin, as well as a core message being conveyed (Wengrow, 2008:9–10). There are definite similarities between this ancient commodity label and modern-day branding practices. This verifies that branding has indeed been around for thousands of years.

2.3.2 2700 BC – 2000 BC

Early forms of branding practices were not limited to only the Middle East region. Greenberg (1951, *cited in* Eckhardt & Bengtsson, 2009:215) mentions the discovery of stamps on pottery dating back to 2700 BC in China. These seals were used to identify and differentiate products. Yang *et al.* (2012:316) also refer to some craftsmen seals dating back to 2250 BC – 2000 BC in the Indus Valley (modern-day India). Researchers discovered these craftsmen seals attached to containers, indicating, among other things, the origin of production and even some form of brand imagery (Moore & Reid, 2008:422). The seals showed all kinds of animals and, in some instances, even labels of gods such as the fertility god label of Shiva (Moore & Reid, 2008:424). These findings are supported by Singh (1971:178), who noted that drawings and engravings of animals and plants were discovered on broken pieces of ceramic material and steatite seals in the region of the Indus Valley. Reddi (2009:454) suggests that these seals were often used as trademarks in stores. One could argue that these brand imageries could be an ancient form of brand personality creation.

2.3.3 2000 BC – AD 500

There is also some evidence of branding during the middle bronze age (2000 BC – 1500 BC) in the region of Shang China (Moore & Reid, 2008:424). Products in this region were mostly regulated by the king (*wang*) and, therefore, carried a *Zu* family crest marking. These crests informed consumers of the origin of the product and served as quality assurance. Moore and Reid (2008:425) argue that the *Zu* crests can be regarded as a form of primitive branding.

Some of the earliest evidence of consumer packaging in the form of amphorae (large ceramic containers) could be found throughout the Mediterranean from 1500 BC to

AD 500 (Grace, 1979:28; Twede, 2002:98). These containers came in various shapes and had different identifying markings and labels, depending on the origin. Some of the containers had very specific markings showcasing the identity of the producer, contents, date of production as well as the price. The main purpose of these container markings was for product identification and differentiation (Holleran, 2012:77). Twede (2002:103) reasons that the Greek containers had more personality than the Roman containers. Wine containers from Chios were among these distinctive Greek containers. The Chios wine was the most famous wine in the region and these containers had a distinguishing slender shape, which also appears on Chios coins (Papadopoulos & Paspalas, 1999:170). Figure 2.1 showcases a Chios amphora as well as a picture of a Chios coin.



Figure 2.1: Chios amphora and Chios coin (Aydemir, 2001; Ancient Coinage, 2012)

The Chios wine container is on the left in Figure 2.1, while a Chios coin is on the right, showcasing a sphinx on the front and an amphora on the back. Twede (2002:107) argues that the use of this trademark shape of containers as well as displaying the shape on coins could be tied to modern-day marketing campaigns.

2.3.4 AD 960 – AD 1500

Eckhardt and Bengtsson (2009:215) name the *White Rabbit* brand (needle manufacturer) as the earliest documented complete brand, dating back to the Song Dynasty (AD 960 – AD 1127) in China. The *White Rabbit* brand logo was printed on paper in which the needles were packaged. The packaging indicated the name of the producer, details regarding the production, usability and discount availability. The *White Rabbit* was an important symbol for the local people. The brand originated from a well-known Chinese legend about Chang E². The *White Rabbit* has symbolic as well as mythic properties for the target market (women) and, therefore, serves as the perfect brand image to portray a feminine brand personality. Petty (2013:211) states that these ancient brands like the *White Rabbit* had symbolic value that identified the producer and carried certain cultural meaning regarding the use of the product. However, it is not clear whether the brand identities were central to the marketing strategy as is the case with modern brands.

The Song Dynasty was not only the start of the first complete brand but also the start of mass advertising (Starcevic, 2015:186). Landa (2005:xxi) proposes that block-printing started in China during the Song Dynasty and served as a preface for mass communication. This access to mass printing practices made it easy for manufacturers to print labels for their products. Hamilton and Lai (1989:315) state that distinguishable labels that use brand names were common at marketplaces across China from the fourteenth-century onwards. However, the invention of the modern printing press in the

² Chang E, the goddess of the moon, was the wife of the famous archer Hou Yi. According to the legend, Chang E drank an immortality potion and rose to the moon where she lived with a white rabbit, becoming the quintessence of feminine ideologies (Lai, 1994:155; Masako, 1995:231,252).

fifteenth-century transformed advertising into a craft of persuasion (Danesi, 2007:6). Organisations could now communicate their brand to potential consumers without being in direct contact with the consumer. This would become essential for organisations once the industrial revolution commenced.

2.4 MODERN BRANDING PRACTICES

The Industrial Revolution that occurred during the eighteenth-century focused on the efficiency of production (Varey, 2011:73). Consequently, production moved from individual producers to big factories. Consumers were no longer buying products from a local producer whom they knew personally. Generic products came from various factories from far away. Subsequently, the Industrial Revolution generated a need for organisations to create a personal certification to overcome the anonymity of these generic products (O'Barr, 2007). Roper and Parker (2006:56) argue that the Industrial Revolution set modern branding in motion.

Organisations had to present consumers with a brand with which they could start building a relationship that would lead to trust and loyalty. Therefore, organisations started using personification to create brands that could replace the trustworthy shopkeeper. Klein (2000:28) explains that this is why familiar personalities like *Dr. Brown*, *Uncle Ben* and *Aunt Jemima* were used as brand names during the nineteenth-century. Subsequently, advertising became more competitive. O'Barr (2007) explains that *Ivory Soap* had a distinctive appearance, logo and package design, and was advertised with scientific claims in the late 1800s. For that reason, *Pears' Soap*, a direct competitor of *Ivory Soap*, advertised their product using romantic images (O'Barr, 2007). Klein (2000:28) argues that by the start of the 1900s several organisations realised that brands could evoke a feeling. Ford was the leading automobile producer in the early 1900s until they were overtaken by General Motors (GM), who was selling more than just a car (Moreton, 2006:73). GM sold a feeling by telling the story about people who drove their cars, making it "something personal, warm and human" (Klein, 2000:28). Organisations had to adapt to and start selling more than only product features to convince consumers that their product was better than that offered by their

competitors. Creating a brand with which consumers could connect with and relate to became essential.

Branding soon became part of most organisations' marketing campaigns but it was not until the 1940s that branding became part of a corporate identity (Suchman, 2007:8–9). Daffey and Abratt (2002:88) suggest that corporate identity moved from corporate image in the 1950s to corporate personality in the 1970s and 1980s, which eventually led to corporate brand management. Corporate branding became central to organisations and was defined by their unique identity and core values (Villagra & Lopez, 2015:797).

Branding became such a central part of organisations that certain laws were put in place to protect brands. Petty (2016:97) argues that brand identity protection, such as trademarks, is necessary to protect organisations from imitators breaking consumers' trust. The development of modern brands was dependent on the development of trademarks (Duguid, 2009:3–4). These trademarks are of exceptionally high value and a well-established trademark may be sold for millions.

Maurya and Mishra (2012:128) argue that the focus on branding peaked during the 1980s, based on the increase in mergers and the very high valuation of brands as an intangible asset. In 1988, *Kraft* was bought for a staggering US\$12.6 billion, while the company was only valued at US\$2.1 billion (Newman, 2001:410). Moore (2003:338) referred to this defining transaction as “the brand equity mania of the eighties”. The staggering price difference was paid towards the word *Kraft* (Moore, 2003:338). For the first time, a quantifiable amount was assigned to a previously unquantifiable organisational aspect - a brand name (Klein, 2000:7–8). This transaction changed the way branding was viewed. Brands became an intangible asset with a balance sheet value (Balmer & Gray, 2003:986). Consequently, organisations had to restructure to accommodate this newly identified asset.

The turn of the second millennium in 2000 marked a definite change in the composition of the management of organisations as brand directors and brand managers began to form an integral part of the team (Middleton, 2011:107). Jones and Bonevac (2013:113)

propose that branding is probably a marketer's most important job nowadays. All organisations need to realise the importance of branding.

2.5 IMPORTANCE OF BRANDING

Brands may be classified as one of the most important intangible assets of an organisation (Keller & Lehman, 2006:740; Chung *et al.*, 2013:267). Consequently, branding is recognised as one of the most important marketing activities (Srinivasan *et al.*, 2011:2) and has become a top management priority (Keller & Lehmann, 2006:740). Todor (2014:64) argues that branding research increased over the past decades due to the prominent influence it has on an organisation's performance. Branding is of value to both the organisation and the consumers (Ankomah Opoku *et al.*, 2007:362).

2.5.1 Consumers' perspective

Fundamentally, a brand helps the consumer to identify the producer of the product (Kotler & Armstrong, 2013:255). Consumers are bombarded with a vast number of different brands in an overcrowded marketplace. Therefore, branding is essential to help consumers find what they are looking for. Branding is especially valuable when consumers need to choose between products that are quite similar (Herman, 2003:710). Branding simplifies the choice by helping consumers to identify brands that have satisfied their needs in the past (Keller, 2013:34). Consumers know the reputation of the brand based on past experiences. Branding provides a level of reassurance regarding the quality of the product (Cant, 2011:208). Kotler and Keller (2012:242) argue that branding can provide an indication of consistency for consumers. The brand becomes a mark of quality assurance. When consumers repeatedly receive quality, it creates a sense of trust (Keller & Lehmann, 2006:740). Strong brands create a trust relationship with consumers based on the quality certification (Jobber, 2010:307). This sense of trust leads to a reduction of risk for the consumer when purchasing the brand (Mugesh, 2015:14).

Keller (2013:34) suggests that brands have a functional meaning as well as symbolic qualities for consumers. Consumers use brands to symbolise their self-image and to

express themselves (Cant, 2011:210; Kim & Hall, 2014). Certain brands exhibit certain symbolic qualities. Consumers use brands to enhance their own image (Kotler & Armstrong, 2013:255). Consequently, consumers purchase these brands to portray a specific public image and to fit in among a specific crowd. The symbolic meanings attached to a brand are either assigned by consumers or designated by the brand's marketers (Sung *et al.*, 2015:121). Organisations can use this symbolism attached to a brand strategically to position the brand within the market to influence consumer behaviour. Furthermore, branding also offers organisations several benefits.

2.5.2 Organisations' perspective

Essentially, organisations use brands as a form of identification to simplify logistics and to serve as a marker of the organisation's offerings (Keller, 2013:35; Mugesh, 2015:14). Branding also helps the organisation to communicate information regarding the product to their consumers (Chung *et al.*, 2013:268). Wood (2000:662) contends that a brand often provides the key distinction between competitive offerings, which could be crucial for the success of the organisation. There are several brand-related aspects, influential to the organisation's competitive advantage, which could be protected by intellectual property rights. The brand name can be protected in the form of registered trademarks, packaging by means of copyright and unique production processes by patents (Keller, 2013:35; Kotler & Armstrong, 2013:255). These aspects have an impact on how consumers perceive the organisation. By protecting these brand-related aspects, the organisation can keep their competitive advantage. This ensures that competitors cannot use the brand's success for their own gain. For this reason, organisations spend vast amounts of money on the development and protection of their brands (Masterson & Pickton, 2010:248).

As indicated earlier, brands communicate information regarding a product as well as a promise regarding the quality. If an organisation continually delivers on this promise, consumers will return time after time. Branding creates a platform for consumers to become brand loyal (Du Toit & Erdis, 2013:22). As such, consumers start to link the brand with dependability. Furthermore, loyal consumers will be less likely to switch to

another brand, even if there is a price increase (Cant & Van Heerden, 2013:226). Consequently, an organisation with a strong brand is able to charge premium prices, which will lead to higher profits (Jobber, 2010:306). In addition, new products can be introduced with greater ease if an organisation has an established brand. Loyal consumers are familiar with the brand and, as such, are more likely to trust the new product based on their familiarity with the brand. Therefore, branding can assist in the selling of new products and in faster consumer acceptance, based on the reputation of an established brand (Lamb *et al.*, 2011:341; Du Toit & Erdis, 2013:22).

Brands can influence consumer behaviour and guarantee sustainable future profits (Keller, 2013:35). For this reason, brands have become an extremely valuable intangible asset for an organisation. Jobber (2010:305) suggests that strong brands enhance the financial value of an organisation; hence, a brand is a financial asset for an organisation (Mugesh, 2015:14). Masterson and Pickton (2010:486) point out that the financial value of a brand can be referred to as the brand equity.

2.6 BRAND EQUITY

The strength of a brand can be measured with brand equity by means of adding a monetary value to the brand name (Jobber, 2010:307; Lamb *et al.*, 2010:251). Aaker and Joachimsthaler (2012:17) define brand equity as all the assets or liabilities associated with a brand name. Brand equity adds to the value provided by the product or service and may, therefore, be explained as the positive differential effect that a brand name has on a consumer's behaviour (Kotler *et al.*, 2010:247). In other words, branding is the increase in profit or demand based on the influence of the brand's name (Kapferer 2008:13–14). Brand equity refers to “the power of a brand to create demand” (Cant & Van Heerden, 2013:228).

Brand equity is a complex phenomenon and the measurement thereof is widely debated (Wood, 2000:662). Veloutsou *et al.* (2013:239) identify two different approaches to brand equity, namely the consumer-based approach and the firm-based approach. The consumer-based brand equity approach focuses on the consumers' perception of the brand over time (Kotler & Keller, 2012:243–244). The firm-based brand equity approach

focuses on the financial value of the brand (Aggarwal *et al.*, 2013:180). Schiffman and Kanuk (2014:187) argue that consumer perceptions of the brand's superiority influence the financial value of the brand. Consequently, brand equity may be considered a consumer-based concept. There are various factors that influence brand equity. The next section considers the two most prominent brand equity models that outline these factors.

2.6.1 Brand equity models

Numerous brand equity models have been developed, of which the two most prevalent models are Keller's (1993) and Aaker's (1996a) (Klopper & North, 2011:34; Jooste *et al.*, 2012:395; Kotler & Keller, 2012:267). Keller's model is a consumer-based brand equity model that focuses on brand knowledge, as illustrated in Figure 2.2.

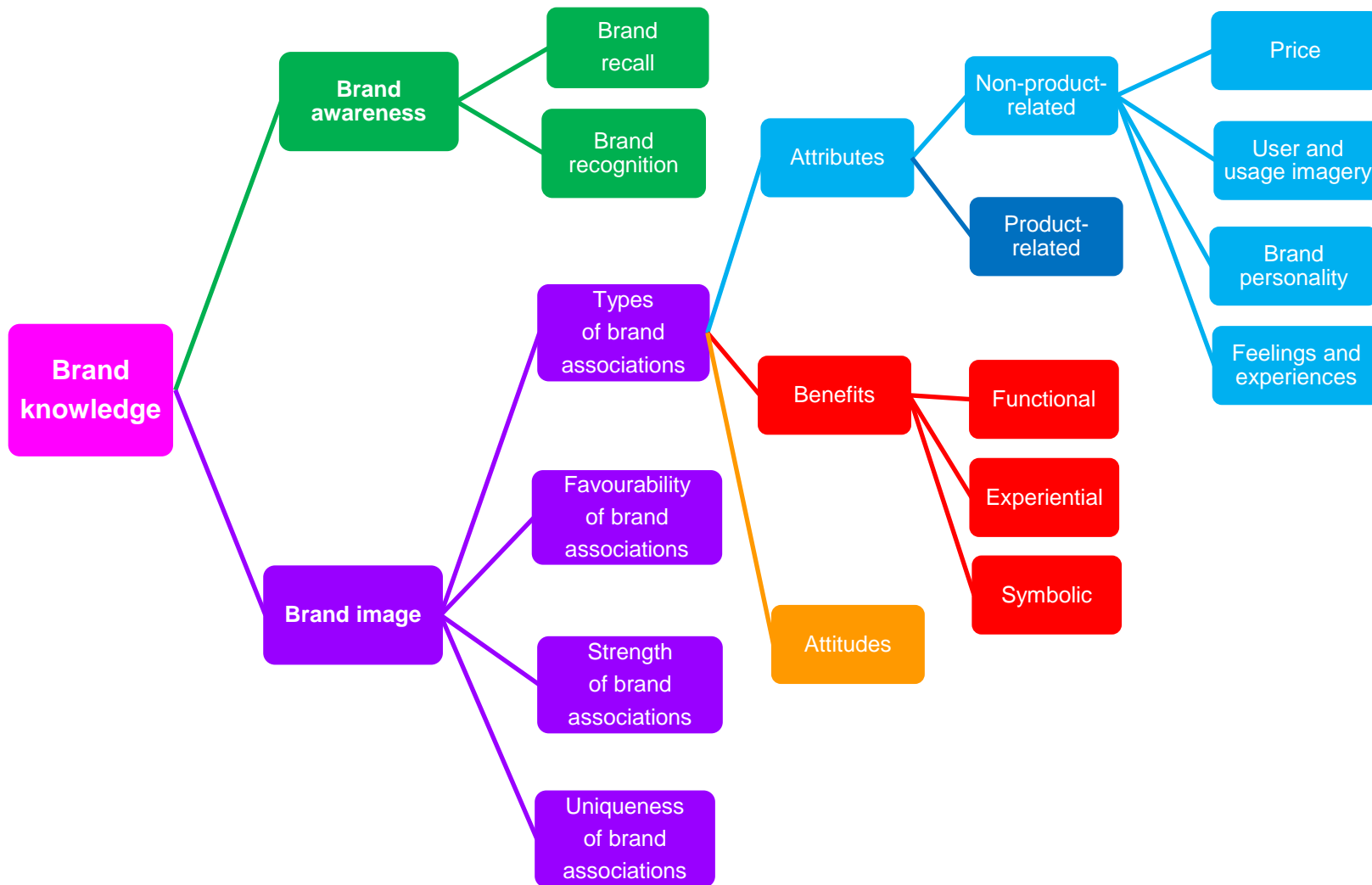


Figure 2.2: Keller's brand equity model (Keller, 1993:7)

As seen in Figure 2.2, Keller’s model is subdivided into two dimensions of brand knowledge, namely brand awareness (brand recall and brand recognition) and brand image (type, favourability, strength and uniqueness of brand associations). The model focuses on the brand image dimension by going into more detail regarding the types of brand association specifically. The types of brand association include attributes (product-related and non-product-related), benefits (functional, experiential and symbolic) and attitudes. There are some definite similarities between Keller’s model and Aaker’s model. Figure 2.3 outlines Aaker’s Brand Equity model, also known as the Brand Equity Ten.

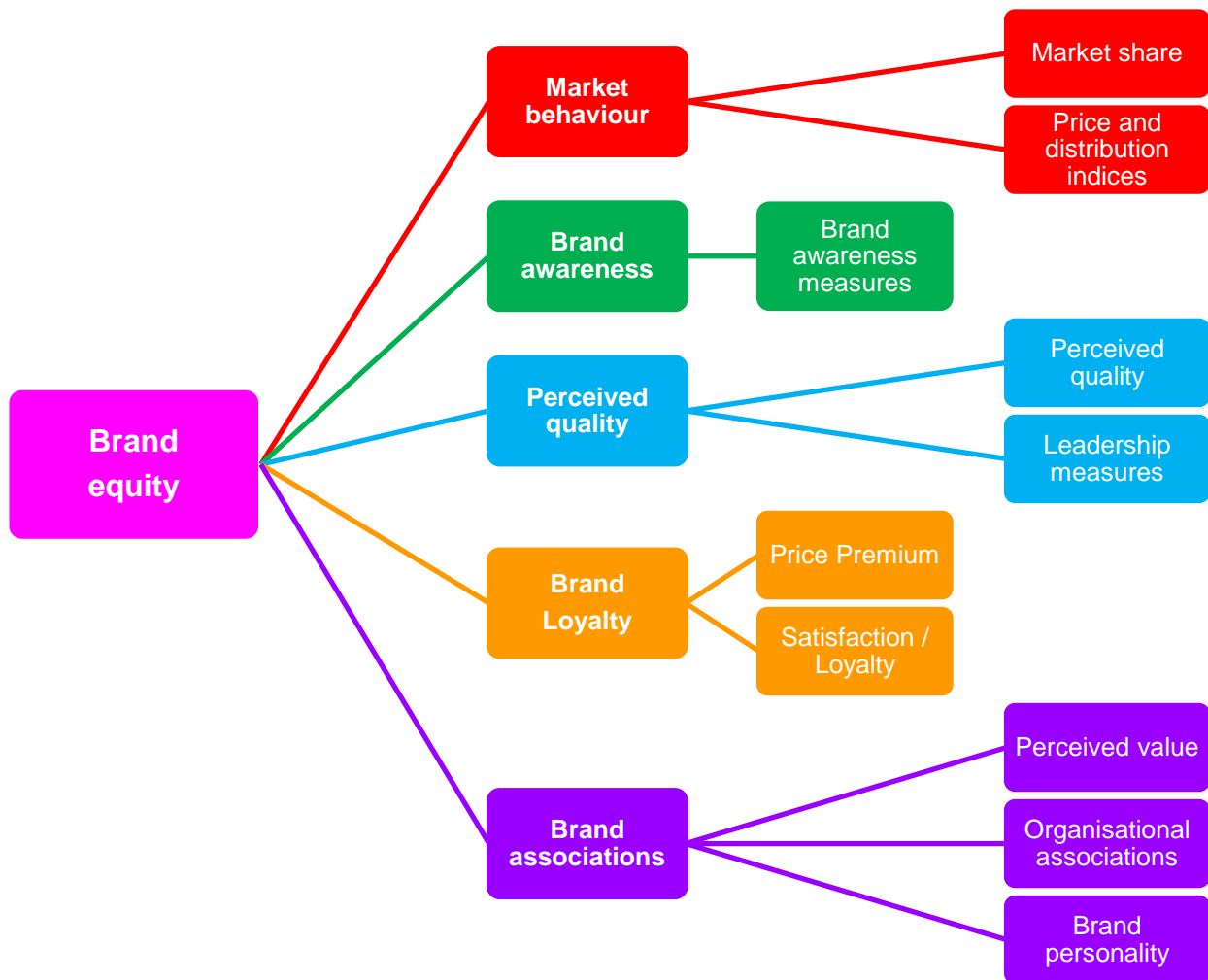


Figure 2.3: Aaker’s Brand Equity model (Aaker, 1996a:105)

Aaker (1996a:105) describes market behaviour, brand awareness, perceived quality, brand loyalty and brand associations as indicators of brand equity.

These five categories are subdivided into the Brand Equity Ten, as outlined in Figure 2.3. Aaker's model makes use of a combination of firm-based and consumer-based brand equity. David Aaker is considered the father of modern branding based on his ground-breaking work regarding brand equity (Adamson, 2015). For the purposes of this study, Aaker's Brand Equity Ten will be used to outline the factors that influence brand equity. Furthermore, the two dimensions (brand awareness and brand associations) identified by Keller (1993:7) are also covered under Aaker's Brand Equity model. The subsequent sections discuss the five categories of Aaker's Brand Equity model.

2.6.2 Market behaviour

The market behaviour of a brand is the only brand equity measure (of the Brand Equity Ten) where no consumer inputs are required, as the measure utilises market share, market price and distribution coverage (Aaker, 1996a:115). Consequently, this measure is relatively objective and quantifiable (Phipps *et al.*, 2010:512). It should be noted that market behaviour aspects are not applicable when measuring consumer-based brand equity as it is considered as a firm-based approach to brand equity (Veloutsou *et al.*, 2013:239). The remaining four categories are classified as consumer-based approaches to brand equity.

2.6.3 Brand awareness

Brand awareness may be defined as the extent to which a consumer can recall and recognise a particular brand (Du Toit & Erdis, 2013:97). Macdonald and Sharp (2003:1) suggest that no communication can take place between the organisation and consumer without brand awareness. A consumer needs to be aware of a brand before they will purchase the brand. The strategic importance of brand awareness is often underestimated (Aaker & McLoughlin, 2010:176). Brand awareness forms the foundation of brand equity (Kotler & Keller, 2012:482) and is the groundwork for all other connections with the brand (Jooste *et al.*, 2012:395). Brand awareness plays a vital role in the recall and recognition of a brand (Saleem *et al.*, 2015:69). Most organisations want to be recognised by potential consumers (Cant & Van Heerden,

2013:228). When brand awareness exists, an organisation's brand forms part of a consumer's consideration set (Macdonald & Sharp, 2003:2). If a consumer considers the brand when making a purchase decision, the chance of an actual purchase exists. Therefore, organisations need to strive to achieve brand awareness among potential consumers.

A significant amount of exposure is needed to get consumers to start remembering the brand. The brand needs to be placed strategically to ensure consumers see the brand, hear about it and eventually start thinking about the brand (Keller, 2013:75). Consumers will start becoming aware of the brand if the organisation continuously places the brand in front of them (Conradie *et al.*, 2014:105). Keller (2013:75) highlights that repetition will create recognition, which will lead to brand awareness. Huang and Sarigöllü (2014:113) suggest that brand awareness can be achieved through advertising, promotions and effective distribution. Similarly, Van Riel *et al.* (2005:845) suggest that brand awareness may be attained by investing in the organisation's marketing mix. Aaker (2009:62) suggests four different levels of brand awareness in the awareness pyramid, as presented in Figure 2.4.

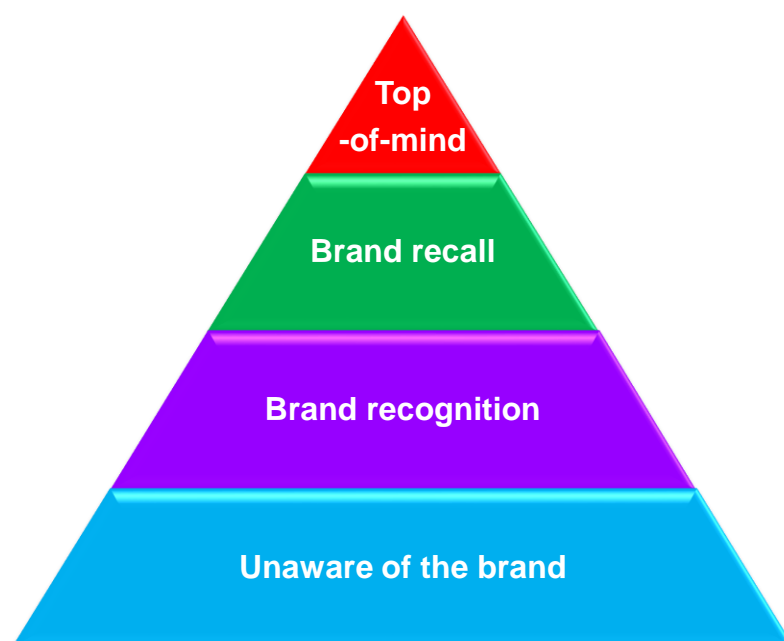


Figure 2.4: The awareness pyramid (Aaker, 2009:62)

Organisations can use the awareness pyramid to measure their current level of brand awareness among consumers. The lowest level on the pyramid is when consumers have not yet heard of your brand (Aaker, 2009:62). Organisations need to find a way to move past this level to be recognised and eventually recalled. Keller (1993:14) identifies recall and recognition as the most prominent brand awareness measures. Brand recognition refers to the consumer's ability to confirm prior exposure to the brand with the aid of a cue (like a logo) while brand recall refers to the correct identification of the brand with a limited cue (like product category) (Keller, 1993:3). Top-of-mind is at the top of the awareness pyramid and is achieved by the organisation when the brand is the first that consumers name during brand recall within a specific product category (Aaker 1996a:114).

Several authors (Yoo *et al.*, 2000; Berry, 2000; Kim & Hyun, 2011) indicate that there is a positive relationship between brand awareness and brand equity. However, Neerakkal (2012:37) suggests that brand awareness alone is not a sufficient measure of brand equity and needs to be used in collaboration with other brand equity dimensions.

2.6.4 Perceived quality

Consumer perceptions regarding the quality of a brand impact brand preference as well as the brand's equity (Gill & Dawra, 2010:193). Perceived quality may be defined as the subjective judgement consumers have regarding the brand's quality and superiority compared to its closest competitors (Zeithaml, 1988:3; Chi *et al.*, 2009:136; Keller, 2013:187). Organisations can position their brand based on quality to differentiate the brand from competitors (Jooste *et al.*, 2012:397). Yoo *et al.* (2000:197) argue that brands that are perceived as being of a higher quality are often viewed as being superior to competitors' offerings. The superiority of a brand may be measured using leadership measures, as mentioned by Aaker (1996a:105) as part of the Brand Equity Ten. Leadership measures strive to determine the brand's popularity and perception of innovativeness among consumers. Leadership measures also aim to determine whether consumers view the brand as one of the top brands in a product class (Aaker, 1996a:110).

Consumers will be more willing to purchase a brand that is considered as the top brand in a product category based on the quality assurance. Consequently, higher quality brands can often charge premium prices based on the higher value attached to the brand (Dibb *et al.*, 2012:324). Quality brands may, therefore, be viewed as being more valuable from an organisation's perspective, which could lead to higher brand equity.

Kirmani and Zeithaml (1993:145) suggest that the antecedents of quality perceptions include both intrinsic and extrinsic cues. Intrinsic cues relate to the physical aspects of the product (colour, texture and product features), while extrinsic cues relate to non-physical aspects of the product (price, brand name, advertising and guarantees). Extrinsic cues may be altered to change quality perceptions without making any changes to the product itself. For that reason, marketers can influence consumers' quality perceptions by means of price, brand name and advertising. Rao and Monroe (1989:156) suggest that price could be used as an indicator of quality as consumers often associate a higher price with higher quality. Furthermore, Kirmani and Zeithaml (1993:145) propose that a brand name provides consumers with a great deal of information regarding the product that can serve as an indicator of quality. This information is mostly an extrinsic indicator of intrinsic cues. Consequently, consumers link the organisation's brand name to a specific level of quality and rely on that information at a later stage when making a purchasing decision (Grewal & Levy, 2008:392). Moorthy and Zhao (2000:231) suggest that there is a positive relationship between increased advertising spending and perceived quality. Hameed (2013:182) concurs, stating that advertising has a direct and positive impact on perceived quality, brand image and brand loyalty.

2.6.5 Brand loyalty

Brand loyalty may be defined as the willingness or preference of a consumer to purchase the same brand recurrently (Jooste *et al.*, 2012:395; Lamb *et al.*, 2013:170). Brand loyalty is at the core of brand equity (Aaker, 1996a:105; Moisescu, 2007:134) as it can be considered as the ultimate consumer-learning outcome for an organisation (Schiffman *et al.*, 2010:234). Tong and

Hawley (2009:568) agree, stating that brand loyalty may be considered as the most important brand equity dimension. Loyal consumers are often returning consumers, who are exceptionally valuable to an organisation. Jooste *et al.* (2012:397) suggest that it is more expensive to attract a new consumer than retain a current consumer. Furthermore, Reichheld (2001:97) suggests that loyal consumers help to keep costs down by lowering new consumer acquisition costs through effective word-of-mouth marketing. A loyal consumer base may be viewed as an asset and, therefore, an important aspect of brand equity. Aaker and McLoughlin (2010:177) explain that brand loyalty is an asset as it is difficult to persuade loyal customers to consider an alternative brand. Loyal consumers are also less price-sensitive and would be willing to pay more for a familiar brand than for competitors' products with the same benefits. Aaker (1996a:106-107) refers to this phenomenon as the price premium part of the Brand Equity Ten and argues that price premium may be the most reliable indicator of brand equity, as a change in all the other measures will directly influence the price a consumer would be willing to pay for a particular brand.

Schiffman *et al.* (2010:234) suggest that brand loyalty may be subdivided into attitudinal brand loyalty and behavioural brand loyalty. Attitudinal brand loyalty deals with consumers' feelings towards the brand while behavioural brand loyalty is based on actual repeat purchase behaviour (Matzler *et al.*, 2008:157). Both dimensions to brand loyalty originate from some form of consumer satisfaction. Funk and Lewis (2009:51) note that consumer satisfaction is a prerequisite for brand loyalty. Brand loyalty creation depends on meeting or even surpassing consumer expectations (Keller, 2013:112). A consumer whose expectations are met will be willing to come back to the organisation time and time again. Consequently, if the organisation can continuously meet expectations, the consumer will become a brand loyal consumer. Notwithstanding the importance of this, often a gap exists between the consumer's expectations and the organisation's perceptions of what those expectations entail (Wilson *et al.*, 2012:96). Organisations need to strive to close this gap to ensure consumer satisfaction. Consumers who continually return to the organisation based on sustained satisfaction will become loyal

consumers. Therefore, organisations need to strive to maintain the level of satisfaction of their current consumers to ensure brand loyalty as an end-result (Aaker, 1996a:108).

2.6.6 Brand associations

Brand associations may be defined as “all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on” that the consumer attaches to a brand (Kotler & Keller, 2012:164). Keller (2013:73) highlights the importance of the strength, favourability and uniqueness of all the brand associations as a differential response that constitutes brand equity. Chen (2001:440) suggests that brand associations are a result of a link between two nodes in the consumer’s mind. In other words, a consumer links certain memories with the brand, resulting in specific brand associations (Fayrene & Lee, 2011:36). These associations may be either directly or indirectly related to the brand (Aaker & Mcloughlin, 2010:179). Aaker (1996a:111) argues that brand associations may be viewed from three different perspectives, namely the brand as an organisation, a person or a product. These are outlined in Figure 2.5.

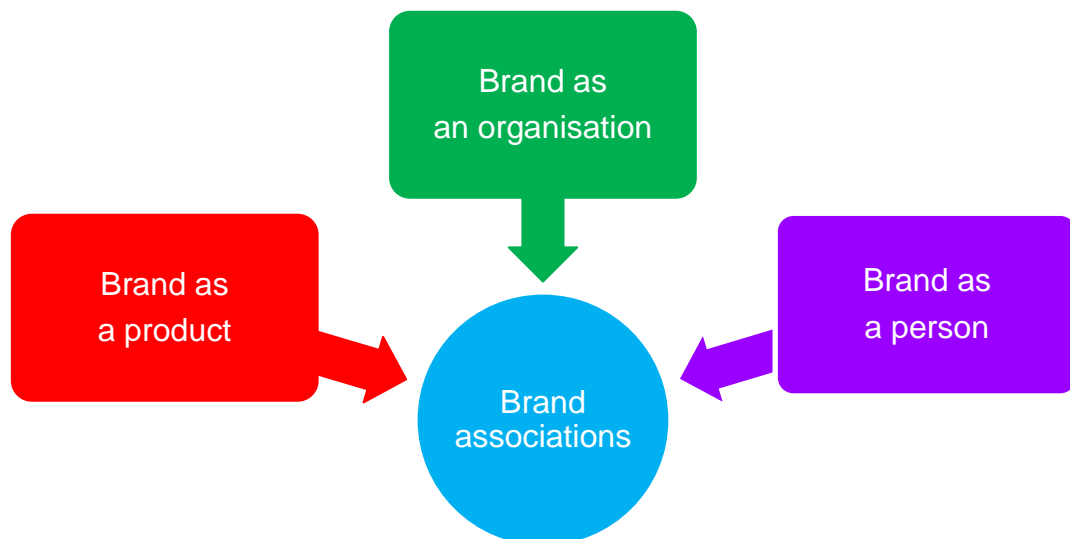


Figure 2.5: Measurement of brand associations (Aaker, 1996a:111)

The perception of the brand as a product focuses on the value proposition that the brand creates (Aaker, 1996a:111). The value proposition is usually linked to the functional benefits of the brand, which are created by the product

attributes. Product attributes and benefits are usually the most conspicuous brand association as these represent the fundamental motive behind consumer purchases (Atilgan *et al.*, 2005:241; Aaker & McLoughlin, 2010:179). Product attributes may be defined as all the functional features that characterise a product (Chen, 2001:450). The product's features can create certain benefits for the customer, which result in brand associations. Product-related features as well as functional and experiential benefits are listed as part of Keller's Brand Equity model (Keller, 1993:7). This, consequently, suggests that product-related associations influence brand equity.

Aaker (1996a:113) states that organisational associations are more enduring than product-related associations. In other words, an organisation which is, for example, viewed as innovative would have a longer-lasting legacy compared to an organisation who offers one or two innovative products. Brown and Dacin (1997:69) define organisational associations as all the perceptions, beliefs, emotions and information about an organisation in the consumer's mind. Associations linked to the organisation itself may be subdivided into corporate ability and corporate social responsibility (Li, 2013:41). Corporate ability refers to the organisation's expertise in delivering a certain level of quality (Brown & Dacin, 1997:68), while corporate social responsibility refers to the organisation's moral obligations within the society (Berens *et al.*, 2007:233). Both associations impact consumers' perceptions regarding the organisation's brand. Organisational associations can influence consumer behaviour (Brown *et al.*, 2006:104), which will influence brand equity.

The last aspect that may influence brand associations is the perception of the brand as a person. Aaker (1996a:112) states that this perception is effective when the brand is consumed in a social setting and may enhance the consumer's image visibly. Keller (1993:7) classifies brand personality as a non-product-related attribute that influences emotions and feelings regarding the brand. A brand can sometimes reflect personality traits and values similar to those of consumers (Keller, 2001:12). Consequently, consumer behaviour will be influenced. Brand personality is a key factor influencing brand

associations and brand equity (Pappu *et al.*, 2005:145). Furthermore, Masterson and Pickton (2010:417) argue that brand personality is at the core of an organisation and influences brand identity, brand image and, eventually, brand equity. This argument is illustrated in Figure 2.6.

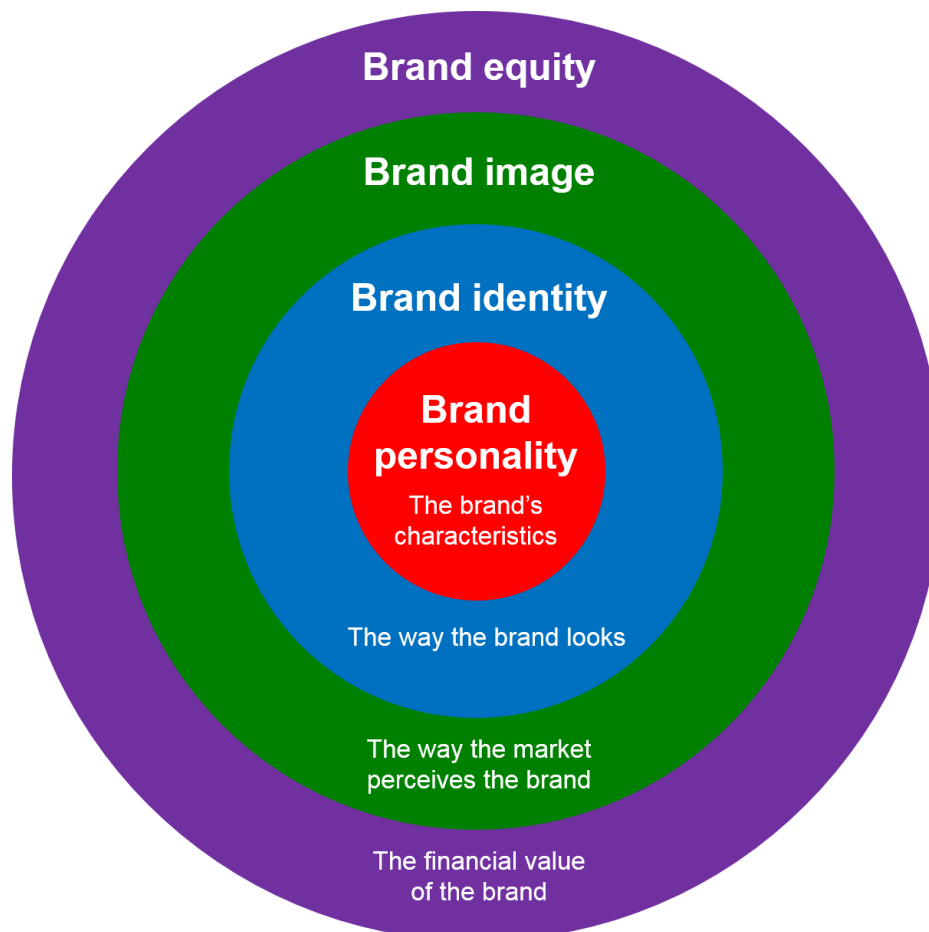


Figure 2.6: Brand view (Masterson & Pickton, 2010:417)

The prominence of brand personality as part of the organisation's success is evident. Chapter 3 will elaborate on the topic of brand personality.

2.7 CONCLUSION

Branding has been part of human existence for several millenniums and has evolved from being a mark of ownership and identification, to being a method of quality assurance and, ultimately, to a bearer of certain symbolic associations. With the advancements in technology that led to the Industrial Revolution, branding became essential in creating a trust relationship between

organisations and consumers. The increase in competitors in the market led to the use of branding as a differentiator by means of emotional associations to the brand. Competition became so fierce that it was crucial for organisations to implement branding as part of their corporate image.

Consumers became acquainted with brands and the associations attached to them, and started using these associations to help them to make purchasing decisions. Likewise, organisations realised the importance of branding for the organisation's success. Brands became a valuable intangible asset with financial worth. This sparked a change in how organisations viewed and managed brands. Brand equity became an important component of measuring a brand's success and several authors developed models depicting the factors that influence brand equity. Organisations need to be aware of these factors and their importance in order to grow their brand's equity and overall success. This chapter concluded by highlighting the prominence of brand personality as an influential factor regarding brand equity. Chapter 3 will elaborate further on this marketing phenomenon.

CHAPTER 3

UNCOVERING THE BRAND PERSONALITY PHENOMENON

“Personality is an unbroken series of successful gestures.”
F. Scott Fitzgerald

3.1 INTRODUCTION

Chapter 2 discussed the concept of branding and its importance to organisations. This was done in accordance with the first two theoretical objectives, as outlined in Chapter 1. This chapter addresses the third, fourth and fifth theoretical objectives. The main purpose of this chapter is to review the literature regarding brand personality and brand personality measurement. Section 3.2 investigates the origin of brand personality, while Section 3.3 briefly looks at the ‘Big Five’ personality constructs from psychology. Section 3.4 defines the concept of brand personality and Sections 3.5 and 3.6 respectively outline the factors that influence brand personality and describe the importance of brand personality. Section 3.7 outlines various brand personality trait scales while Section 3.8 investigates the development of these brand personality trait scales. The chapter concludes with a section that explains the concept of symbolic products.

3.2 ORIGIN OF BRAND PERSONALITY

The first mention of the concept of brand personality was by Gardner and Levy (1955), who state that the personality of a brand may be more important for an organisation than the price or technical facts about the product. Ogilvy (1955) also refers to brand personality by explaining how every advertisement is an investment that contributes towards the personality of a brand. Martineau (1958) wrote an article titled ‘*The personality of the retail store*’. The article argues that apart from functional factors (such as location, price and merchandise), the personality of a store also influences a consumer’s store choice by means of perceived psychological attributes regarding the store (Martineau, 1958:47). Henry (1958:92) also suggests that consumers choose brands the same way as they choose their friends; that is, by selecting personalities similar to their own. These early references to the concept were only theoretical and revolved around the idea that an organisation should do

more than just sell functional benefits, but that it should also build long-term relationships with consumers by representing a favourable brand personality.

The first mention of the measurement of brand personality was by King (1971), where housewives were asked to explain how they viewed selected brands if they were to be a person. The experiment was qualitative and included questions such as "What kind of a person do you think *Fairy Snow* would be?", "What sort of personality would *Tide* have?" and "What would *Lifebuoy* be like as a neighbour?". King (1971) concluded that "it seems pretty clear that brands do have personalities". Lahiri (1974:99) refers to King's work and suggests that the measurement of brand personality could be used to determine overall advertising effectiveness. Azoulay and Kapferer (2003:145) speculate that advertising agencies have been including a section describing the brand personality as a non-product base definition for brands since the early 1970s. Similarly, Plummer (1985:29) mentions that Young and Rubicon (Y&R), an advertising agency, have been using brand personality profiles to measure consumer perceptions since 1975. These brand personality profiles are measured by means of an attribute checklist, whereby respondents select attributes which they would use to describe the brand being measured.

The early results pertaining to brand personality proved to be of value to organisations. For example, Aaker (1991:139) indicates that *Dr Pepper*, the soft drink company, used brand personality to increase their sales in the 1970s by presenting an "original, fun, offbeat underdog" brand. Biel (1993:72) states that the measurement of brand personality has been *ad hoc* in nature prior to 1993 but there were some attempts towards developing a standardised brand personality measure. Batra *et al.* (1993:84) propose that the measurements used to determine human personality could also apply to the personality of brands. This possibility of using the same measurement as psychologists use to measure human personality prompted the development of Aaker's (1997) brand personality measure. Aaker used the Big Five human personality structure as a basis for the development of the first standardised brand-personality-trait scale (Aaker, 1997:347).

3.3 THE BIG FIVE PERSONALITY CONSTRUCT

Merriam-Webster (2016) defines personality as “a set of distinctive traits and characteristics”. The Big Five personality construct is a renowned model used by psychologists to classify human personalities based on traits. The model follows the lexical approach, which suggests that personality can be explained by means of traits that form part of the general vocabulary (John & Srivastava, 1999:103). Tupes and Christal (1958:3–4) were amongst the first researchers to classify human personalities into five constructs. Norman (1963:582) also tested the five-factor model and confirmed its reliability by reproducing the results. However, it was Goldberg (1990:1216) who coined the phrase ‘Big Five’. Table 3.1 outlines the five factors and sample traits of the Big Five personality construct

Table 3.1: The Big Five personality construct (mini-markers)

Factor	+/-	Sample traits
Extraversion	(+)	Talkative; Extroverted; Bold; Energetic
	(-)	Shy; Quiet; Bashful; Withdrawn
Agreeableness	(+)	Sympathetic; Warm; Kind; Cooperative
	(-)	Cold; Unsympathetic; Rude; Harsh
Conscientiousness	(+)	Organised; Efficient; Systematic; Practical
	(-)	Disorganised; Sloppy; Inefficient; Careless
Emotional stability	(+)	Unenvious; Relaxed
	(-)	Moody; Jealous; Temperamental; Envious; Touchy; Fretful
Intellect / Openness	(+)	Creative; Imaginative; Philosophical; Intellectual; Complex; Deep
	(-)	Uncreative; Unintellectual

Source: Saucier (1994:512)

Each of the five factors has positive as well as negative personality traits. Although personality traits are used to describe humans, they may also be used to describe a brand. Smit *et al.* (2003:23) suggest that the concept of brand personality is derived from theories regarding human personalities.

3.4 DEFINING BRAND PERSONALITY

Aaker (1997:347) defines brand personality as “the set of human characteristics associated with a brand”. Various researchers (Sung & Tinkham, 2005:336; Bosnjak *et al.*, 2007:305; Valette-Florence *et al.*, 2011:24–25; Tsiotsou, 2012:238; Matzler *et al.*, 2016:508) agree that this is the most widely accepted definition of brand personality. Freling and Forbes (2005a:149) analysed the brand personality definitions of various authors (Plummer, 1985:29; Batra *et al.*, 1993; Goodyear, 1993; Blackston, 1995; Aaker, 1997) and concluded that all of these definitions are similar and refer to some form of human descriptors to describe a brand. Like people, brands have personality traits (Jones & Bonevac, 2013:115–116). For the purpose of this study, brand personality is defined as all the personality traits that consumers associate with a brand. There are various factors that influence the brand personality perceptions among consumers.

3.5 FACTORS INFLUENCING BRAND PERSONALITY

Aaker (1996b:146) suggests two broad categories of factors that influence brand personality perceptions, namely product-related and non-product-related characteristics. These are presented in Table 3.2.

Table 3.2: Brand personality drivers

Product-related characteristics	Non-product-related characteristics
Product category	User imagery
Packaging	Celebrity endorser
Attributes	Symbol
Price	Advertising style
	Organisation’s Chief Executive Officer
	Organisation image
	Sponsorships
	Country of origin
	Age (time in the market)

Source: Aaker (1996b:146)

Wallenklint (1998:13) depicts the product-related characteristics as the primary drivers of brand personality, while the non-product-related characteristics are the secondary drivers.

3.5.1 Product-related characteristics

Product-related characteristics refer to all the features directly associated with the product or service. Aaker (1996b:146) states that the nature of the product category can influence the brand personality perceptions of all the brands within that category. For example, insurance organisations typically have a 'banker personality', which is competent, serious and upper-class (Wallenklint, 1998:13). Consequently, any new insurance organisations will, by default, be viewed similarly unless the organisation deliberately presents another brand image.

Furthermore, the brand personality of an organisation may be influenced by aspects of their marketing mix (Batra *et al.*, 1993:93). These marketing mix elements, as listed by Aaker (1996b:146), include product (attributes and packaging) and price. Product attributes refer to the features regarding the product, which will impact brand personality perceptions. For example, a motor vehicle that is fitted with high quality parts and state-of-the-art technology will be perceived as sophisticated, classy and contemporary. Likewise, the packaging of a product will influence consumers' perception of the brand (Airikka, 2014:26). For example, a pen packaged in a wooden box compared to the same pen packaged in a stainless steel container will have opposing brand personality perceptions based on the packaging. Visual characteristics such as the colour and shape of a product package influence the way a brand's personality is perceived (Pantin-Sohier *et al.*, 2005:69). In addition, as mentioned in Chapter 2, the price of a product influences quality perceptions. For example, higher-priced products are more likely to be perceived as being upper-class, stylish and sophisticated than their lower-priced alternatives.

3.5.2 Non-product-related characteristics

There are also several non-product-related characteristics that influence brand personality perceptions. Freling and Forbes (2005b:410) suggest that user imagery could be one of the antecedents to brand personality perceptions. Aaker (1996b:146) concurs and lists user imagery as one of the non-product-related characteristics of a

brand. User imagery refers to the description or illustration of the typical user of the product. For example, *Axe* deodorant usually presents their typical user as a young, single man surrounded by ladies (Alter, 2014). Consequently, *Axe*'s brand personality could be perceived as a young, single, confident and outgoing man. Organisations can also make use of a celebrity endorser to present their user imagery to consumers. Likewise, celebrity endorsers influence consumers' perceptions of the brand's personality. Wallenklint (1998:15) argues that linking a brand to a celebrity has been an effective method of developing brand personality perceptions for decades. As such, consumers associate the personality of the brand with the personality of the celebrity endorser. By contrast, some organisations do not make use of a typical person or celebrity but, instead, a symbol in the form of a visual representation (Aaker 1996b:146). These symbols can be digital characters to portray certain characteristics regarding the brand. For example, *Mr Muscle* cleaning products have a cartoon-type persona in their advertisements (Blythe, 2009:169). A character like this typically has a personality that consumers would then relate to the brand. User imagery, celebrity endorsers and symbols are usually presented to consumers by means of advertising.

Balaji and Raghavan (2011:32) state that marketing communications influence consumers' perceptions of a brand's personality. Aaker (1996b:146) agrees and lists advertising style as a non-product-related characteristic. Consumers view a brand's advertising as the brand's actions, which then reflect the brand's personality (Ouwensloot & Tudorica, 2001:10), much like a person's actions reflect their personality. Furthermore, consumers often view the brand's actions as the direct actions of the organisation's chief executive officer (CEO). For that reason, the organisation's CEO is listed as a non-product-related characteristic by Aaker (1996b:146). Airikka (2014:26) suggests that consumers' perceptions regarding the organisation's CEO will influence their perceptions regarding the brand's personality. For example, Steve Jobs (the late CEO of *Apple*) has been praised as being a creative genius and true visionary (Griggs, 2011) and Peck (2011) suggests that *Apple*'s brand personality is a reflection of Steve Jobs's personality. Consequently, *Apple* is perceived as being innovative, creative and idealistic.

An organisation's public image is identified as another non-product-related factor that influences brand personality perceptions (Di Schiena & Westgerd, 2004:12). Aaker (1996b:147) uses *The Body Shop's* image of social awareness to emphasise that this image can influence consumers' perceptions of the brand. Perceptions regarding the organisation can also be influenced by sponsorships. The sponsorships that an organisation is involved in are also seminal in their brand personality perceptions (Eriksson, 2000:16). Sponsorships reflect what the organisation deems important. Organisations can use the characteristics of the sponsorship entity to alter or strengthen an organisation's brand personality perceptions (Chien *et al.*, 2011:148). For example, *Jeep* annually sponsors one of the most adventurous and toughest obstacle course races in South Africa, the *Jeep Warrior Race* (Denny, 2015). Subsequently, *Jeep's* brand personality can be described as tough, rugged and adventurous (Caruana, 2014). Even though *Jeep* already had this brand personality prior to the race, the sponsorship enhanced and strengthened these perceptions among consumers. In addition, the country of origin of the organisation may be influential to brand personality perceptions (Aaker, 1996b:146; Bouhlel *et al.*, 2007:704). For example, German motor vehicles (such as *BMW*, *Mercedes-Benz* and *Audi*) have a reputation for high quality (Flierl, 2012). This influences the brand personality perceptions of these brands as being competent, reliable and successful (Sokhela, 2015:79). Lastly, the age (time in the market) of the brand also influences consumers' perception of the brand personality (Di Schiena & Westgerd, 2004:11). Brands that have been around for several decades are typically perceived as being more traditional and trustworthy in comparison to brands that have only recently entered the market.

Considering these factors that influence brand personality perceptions, organisations need to be aware of the importance of brand personality for their competitive sustainability and success.

3.6 IMPORTANCE OF BRAND PERSONALITY

Govers and Mugge (2004) published a paper titled *I love my Jeep because it is tough like me*, which illustrates a typical product-personality congruence. Consumers tend to like brands with personalities that correspond with theirs or brands that exhibit characteristics they want to acquire (Freling & Forbes, 2005a:150). Marketers

need to keep the personality traits of their target market in mind when developing their products and marketing strategies (Sarker, 2013:44). Consumers search for brands with personalities that correspond with their own self-image or brands that personalise their ideal self-image (Kim *et al.*, 2001:196). Wirtz *et al.* (2013:224) argue that consumers base their purchasing decisions on the identity of the brand. Brand personality is a strategic marketing tool for differentiation and has an influence on consumers' feelings and self-expression (Freling & Forbes, 2005a:150; Guèvremont & Grohmann, 2013:518). An organisation needs to create a brand personality to appeal to their target consumer. Brand personality may be described as the soul of a brand, which originates from the brand's characteristics and from marketing communication messages (Ramaseshan & Tsao, 2007:459). Brands possess certain symbolic attributes that consumers use to express themselves (Kim & Hall, 2014:29).

The symbolic meanings attached to a brand are either designated by the brand or assigned by consumers (Sung & Tinkham, 2005:337). These symbolic meanings have a definite influence on consumer behaviour. Therefore, the symbolic attributes of brands have become a major focus of marketing research (Austin *et al.*, 2003:77). Geuens *et al.* (2009:6) identify brand personality as one of the pivotal components of the symbolic attributes assigned to a brand because, like people, brands have personalities (Jones & Bonevac, 2013:115). Opoko *et al.* (2006:20) highlight that marketing academics and practitioners have long been aware of the important influence that brand personality has on consumer behaviour. The concept of brand personality has since become an important facet of marketing (Blythe, 2007:284).

A well-communicated brand personality can help to reach consumers effectively and influence their purchasing decisions (Huber *et al.*, 2015:340). An organisation can also use their brand personality to build stronger relationships and emotional ties with their target market, which, consequently, leads to brand loyal consumers (Freling & Forbes, 2005a:159; Chang & Lin, 2010:3345). Ramaseshan and Tsao (2007:459) concur, stating that a brand's personality can increase consumers' preference for and usage of a brand, and result in stronger emotional ties and loyalty towards that brand. A brand's perceived personality may have a positive influence on individuals' consumption-related behaviour. Brand personality affects consumers' feelings, perceptions and attitudes (Freling & Forbes, 2005a:159). Chang and Lin

(2010:3345) indicate that brand personality also appeals to consumers and aids in building stronger relationships between an organisation and its target market(s). Marketers are interested in promoting the type of brand personality that attracts a consumer's attention (Mulyanegara *et al.*, 2009:237). Brand personality is so influential that it may also influence the overall reputation of the organisation amongst consumers (Veloutsou & Taylor, 2012:905).

Aaker (1996a:112) identifies brand personality as one of the causal components of brand equity. Masterson and Pickton (2010:417) point out that brand personality is at the core of an organisation, influencing brand identity, brand image and eventually brand equity. Ahmad and Thyagaraj (2014:20) describe brand personality and brand equity as interrelated branding concepts that influence a brand management strategy. As a result, organisations need to assess the perceived brand personality of their brand amongst consumers to guide their future marketing strategy.

3.7 MEASUREMENT OF BRAND PERSONALITY

Organisations and marketing researchers have realised the importance of brand personality and have started to develop tools to measure consumer perceptions thereof. Several authors (Aaker, 1997; Ferrandi *et al.*, 1999; Aaker *et al.*, 2001; Smit *et al.*, 2002; Sung & Tinkham, 2005; Bosnjak *et al.*, 2007; Geuens *et al.*, 2009; Braunstein & Ross, 2010; Muniz & Marchetti, 2012) have developed brand personality trait scales. The following sections provide a brief overview of each of these scales and Section 3.7 analyses the stages involved during the development of these scales.

3.7.1 Aaker's American brand personality trait scale (Aaker, 1997)

Aaker (1997) was the first researcher to develop a standardised brand personality trait scale. The scale was developed in the USA and was not product- or category-specific. This general brand personality trait scale was validated across various product categories. The scale comprises five dimensions and 15 facets, which are subdivided into 42 traits, as outlined in Table 3.3.

Table 3.3: Aaker’s American brand personality trait scale

Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down-to-earth	Daring	Reliable	Upper-class	Outdoorsy
<ul style="list-style-type: none"> • down-to-earth • family-oriented • small-town 	<ul style="list-style-type: none"> • daring • trendy • exciting 	<ul style="list-style-type: none"> • reliable • hard-working • secure 	<ul style="list-style-type: none"> • upper-class • glamorous • good looking 	<ul style="list-style-type: none"> • outdoorsy • masculine • Western
Honest	Spirited	Intelligent	Charming	Tough
<ul style="list-style-type: none"> • honest • sincere • real 	<ul style="list-style-type: none"> • spirited • cool • young 	<ul style="list-style-type: none"> • intelligent • technical • corporate 	<ul style="list-style-type: none"> • charming • feminine • smooth 	<ul style="list-style-type: none"> • tough • rugged
Wholesome	Imaginative	Successful		
<ul style="list-style-type: none"> • wholesome • original 	<ul style="list-style-type: none"> • imaginative • unique 	<ul style="list-style-type: none"> • successful • leader • confident 		
Cheerful	Up-to-date			
<ul style="list-style-type: none"> • cheerful • sentimental • friendly 	<ul style="list-style-type: none"> • up-to-date • independent • contemporary 			

Source: Aaker (1997)

Aaker’s scale consists of five factors, namely sincerity, excitement, competence, sophistication and ruggedness. This scale is still regarded as the most prominent brand personality measurement tool and is used by a significant number of researchers. The scale has been cited in more than 6600 research papers, according to Google Scholar (2016). Aaker’s scale has also been used as a starting point for the development of several of the other brand personality trait scales discussed in this study.

3.7.2 Ferrandi *et al.*’s French brand personality trait scale (Ferrandi *et al.*, 1999)

Ferrandi *et al.* (1999) were of the first researchers to try and reproduce Aaker’s (1997) scale in another country. The study aimed to implement Aaker’s scale in a French setting using eight different brands in four product categories (clothes, coffee, cake and beer). The scale resulted in a reduced version of Aaker’s (1997) scale with

33 traits subdivided into five factors (sincerity, excitement, sophistication, ruggedness and user-friendliness) as outlined in Table 3.4.

Table 3.4: Ferrandi *et al.*'s French brand personality trait scale

Sincerity	Excitement	Sophistication	Ruggedness	User-friendliness
Sincere	Trendy	Charming	Rugged	Friendly
Honest	Modern	Good looking	Tough	Cheerful
Real	Young	Glamorous	Charismatic	Family-orientated
Reliable	Imaginative	Smooth	Western	Cool
Hard-working	Contemporary	Feminine		Small-town
Wholesome	Spirited	Sentimental		
Down-to-earth	Daring	Exciting		
Intelligent				
Original				

Source: Ferrandi *et al.* (1999)

The similarities with Aaker's (1997) scale are apparent, with the only difference being the user-friendliness factor that replaces Aaker's competence factor.

3.7.3 Aaker *et al.*'s Japanese and Spanish brand personality trait scales (Aaker *et al.*, 2001)

Aaker *et al.* (2001) aimed to develop a brand personality trait scale in Japan and Spain, while comparing it to Aaker's (1997) original American brand personality trait scale. Both the Japanese and Spanish scales were developed for various product categories and comprise five factors as outlined in Table 3.5 and Table 3.6 respectively.

Table 3.5: Aaker *et al.*'s Japanese brand personality trait scale

Excitement	Competence	Peacefulness	Sincerity	Sophistication
Talkativeness • talkative • optimistic • funny	Responsibility • consistent • responsible • reliable	Mildness • shy • mild-mannered • peaceful	Warmth • warm • thoughtful • kind	Elegance • elegant • smooth • romantic
Freedom • positive • contemporary • free	Determination • dignified • determined • confident	Naivety • naïve • dependent • childlike		Style • stylish • sophisticated • extravagant
Happiness • friendly • happy • likeable	Patience • patient • tenacious • masculine			
Energy • youthful • energetic • spirited				

Source: Aaker *et al.* (2001)

The Japanese brand personality trait scale (Table 3.5) consists of 36 traits and 12 facets subdivided into five factors (excitement, competence, peacefulness, sincerity and sophistication). Once again the similarities between this scale and Aaker's (1997) original scale are apparent, with the only difference being the peacefulness factor that replaces Aaker's ruggedness factor. Table 3.6 outlines the Spanish brand personality trait scale.

Table 3.6: Aaker *et al.*'s Spanish brand personality trait scale

Excitement	Sincerity	Sophistication	Peacefulness	Passion
Happiness • happy • outgoing • fun	Thoughtfulness • considerate • thoughtful • well-mannered	Style • good-looking • glamorous • stylish	Affection • affectionate • sweet • gentle	Intensity • fervent • passionate • intense
Youth • daring • young • spirited	Realness • real • sincere • down-to-earth	Confidence • confident • persistent • leader	Naivety • naïve • mild-mannered • peaceful	Spirituality • spiritual • mystical • Bohemian
Independence • unique • imaginative • independent				

Source: Aaker *et al.* (2001)

The Spanish brand personality trait scale (Table 3.6) consists of 33 traits and 11 facets subdivided into five factors (excitement, sincerity, sophistication, peacefulness and passion). There are only three factors (excitement, sincerity and sophistication) that are in line with Aaker's (1997) original scale, and two new factors (peacefulness and passion) added to the Spanish brand personality trait scale.

3.7.4 Smit *et al.*'s Dutch brand personality trait scale (Smit *et al.*, 2002)

Smith *et al.* (2002) aimed to replicate Aaker's (1997) brand personality trait scale in the Netherlands. The scale was developed using brands from 11 product categories (cars, beer, shampoo, tele-services, beverages, cigarettes, rolling tobacco, banks, mail carriers, insurance organisations and grocery stores). The scale comprises six factors, as outlined in Table 3.7.

Table 3.7: Smit *et al.*'s brand personality trait scale

Competence	Excitement	Gentle	Distinguishing	Ruggedness	Annoying
Confident	Jolly	Soft-hearted	Unique	Rugged	Unkind
Successful	Happy	Feminine	Non-conformist	Masculine	Annoying
Resolute	Cheerful	Amiable	Daring	Firm	Silly
Determined	Enthusiastic			(Single-	Childish
Sure	Lively			minded)	
Sympathetic	Spirited				
Nice	Active				
Honest	Imaginative				
Accurate	Creative				
Precise	Original				
Secure					
Careful					
Efficient					
Respectable					
Firm					

Source: Smit *et al.* (2002)

The Dutch brand personality trait scale (Table 3.7) consists of 38 traits subdivided into six factors (competence, excitement, gentle, distinguishing, ruggedness and annoying). Of these factors, three, namely competence, excitement and ruggedness, are in accordance with Aaker's (1997) scale. In addition, gentle, distinguishing and annoying are three more factors included in this scale. Interestingly, Smit *et al.* (2002) were the first of these researchers to include a negative factor (annoying).

3.7.5 Sung and Tinkham's American and Korean brand personality trait scales (Sung & Tinkham, 2005)

Sung and Tinkham conducted a cross-cultural research study to compare brand personality perceptions of various brands in diverse product categories between Korea and America. The study revealed eight factors in each country as outlined in Table 3.8 and Table 3.9 respectively. Of the eight factors, six (likeableness, trendiness, competence, sophistication, traditionalism and ruggedness) were present in both the American and the Korean results. Furthermore, four of these factors (competence, sophistication, traditionalism/sincerity and ruggedness) share similarities with Aaker's (1997) original scale.

Table 3.8: Sung and Tinkham's American brand personality trait scale

Likeableness	Trendiness	Competence	Sophistication	Traditionalism	Ruggedness	White Collar	Androgyny
Secure	Popular	Reliable	Delicate	Old	Western	Corporate	Feminine
Comfortable	Stylish	Successful	Active	Traditional	Tough	Technical	Masculine
Funny	Fun	Confident	Elegant	Typical	Rugged	Professional	Expensive
Warm	Different	Well-made	Glamorous	Small-town	Masculine		
Bubbly	New	Stable	Upper-class		Hard-working		
Sentimental	Innovative	Leading	Charming		Heavy		
Playful	Trendy	Efficient	Formal				
Cheerful	Up-to-date	Satisfying					
Honest	Imaginative	Secure					
Friendly	Contemporary						
Sincere	Unique						
Free	Versatile						
Down-to-earth	Cool						
Healthy	Original						
Neat	Exciting						
Wholesome							
Feminine							
Strict							
Intelligent							
Busy							
Young							
Independent							
Expensive							

Source: Sung and Tinkham (2005)

Sung and Tinkham's (2005) American scale had an additional two factors, namely white collar and androgyny. Table 3.9 illustrates the Sung and Tinkham's Korean brand personality trait scale.

Table 3.9: Sung and Tinkham's Korean brand personality trait scale

Competence	Trendiness	Likeableness	Passive-Likeableness	Sophistication	Ascendancy	Ruggedness	Traditionalism
Reliable	Different	Confident	Funny	Elegant	Strict	Tough	Old
Successful	New	Fun	Warm	Glamorous	Intelligent	Rugged	Traditional
Confident	Innovative	Cheerful	Easy	Upper-class	Daring	Masculine	Typical
Well-made	Trendy	Free	Smooth	Charming	Heavy		Original
Popular	Contemporary	Outdoorsy	Family-	Feminine	Big		
Stable	Informative	Healthy	orientated				
Satisfying	Versatile	Active	Sentimental				
Secure	Up-to-date	Exciting	Playful				
Real			Small-town				
Clean							
Stylish							
Handy							
Family-							
orientated							
Corporate							
Technical							
Down-to-							
earth							
Neat							
Cool							
Popular							

Source: Sung and Tinkham (2005)

Sung and Tinkham's (2005) Korean scale also had an additional two factors, namely passive-likeableness and ascendancy.

3.7.6 Bosnjak *et al.*'s German brand personality trait scale (Bosnjak *et al.*, 2007)

Bosnjak *et al.* (2007:303) aimed to develop a brand personality trait scale that would be indigenous to Germany, utilising a wide variety of brands from various product categories. The study identified 20 traits subdivided into four factors as presented in Table 3.10.

Table 3.10: Bosnjak *et al.*'s German brand personality trait scale

Drive	Conscientiousness	Superficiality	Emotion
Excitement (+)	Competent	Hypocritical	Good-natured
• exciting	Responsible	Obtrusive	Cordial
• adventurous	Orderly	Arrogant	Sentimental
• spirited	Reliable	Selfish	Loving
• saucy			
Boredom (-)			
• Small-minded			
• bourgeois			
• boring			
• Old-fashioned			

Source: Bosnjak *et al.* (2007:303)

The German brand personality trait scale consists of four distinct factors (drive, conscientiousness, superficiality and emotion). The drive factor comprises two elements, namely excitement (positive differential effect on drive) and boredom (negative differential effect on drive). This scale also identifies a negative factor (superficiality). There are some similarities between these factors and Aaker's (1997) dimensions, namely excitement, competence and sincerity.

3.7.7 **Geuens *et al.*'s brand personality trait scale (Geuens *et al.*, 2009)**

Geuens *et al.* (2009) developed a brand personality trait scale amongst Belgium consumers. The researchers aimed to develop a scale that would be compatible for any product category across cultures. Consequently, the authors made use of 20 different product categories and validated the scale in various European countries as well as the USA. The scale comprises 12 traits subdivided into five factors as listed in Table 3.11.

Table 3.11: Geuens *et al.*'s brand personality trait scale

Responsibility	Activity	Aggressiveness	Simplicity	Emotionality
Down-to-earth	Active	Aggressive	Ordinary	Romantic
Stable	Dynamic	Bold	Simple	Sentimental
Responsible	Innovative			

Source: Geuens *et al.* (2009)

Geuens *et al.*'s (2009) scale consists of five factors, namely responsibility, activity, aggressiveness, simplicity and emotionality. There are once again some definite similarities between this scale's factors and Aaker's (1997) dimensions of sincerity/competence (responsibility and simplicity), excitement (activity), ruggedness (aggressiveness) and sophistication (emotionality).

3.7.8 **Braunstein and Ross's sport brand personality trait scale (Braunstein & Ross, 2010)**

Braunstein and Ross (2010) developed a brand personality trait scale to be used specifically for sport teams. The scale consists of 40 items divided into six factors as listed in Table 3.12.

Table 3.12: Braunstein and Ross’s sport brand personality trait scale

Successfulness	Sophistication	Sincerity	Ruggedness	Community-Driven	Classic
Successful	Stylish	Honest	Bold	Authentic	Traditional
Efficient	Up-to-date	Genuine	Daring	Inspiration	Classic
High-performance	Appearance	Sincere	Rugged	Service-orientated	Old-fashioned
Dependable	Flashy	Down-to-earth			
Superior	Trendy	Charming			
Accomplished	Upper-class	Friendly			
Respected	Sophisticated	Family-orientated			
Reliable	Attractive				
Confident	Corporative				
Quality					
Consistent					
Capable					
Mature					
Hard-working					

Source: Braunstein and Ross (2010)

Braunstein and Ross’s (2010) scale consists of six factors, namely successfulness, sophistication, sincerity, ruggedness, community-driven and classic. Of these, four factors, namely successfulness (competence), sophistication, sincerity and ruggedness are in accordance with Aaker’s (1997) original scale. Community-driven and classic are two more factors included in this scale.

3.7.9 Muniz and Marchetti’s Brazilian brand personality trait scale (Muniz & Marchetti, 2012)

Muniz and Marchetti (2012) aimed to replicate Aaker’s (1997) brand personality trait scale in Brazil. The scale was developed using brands from 12 product categories. The scale comprises five factors as outlined in Table 3.13.

Table 3.13: Muniz and Marchetti’s Brazilian brand personality trait scale

Credibility	Joy	Audacity	Sophistication	Sensitivity
Responsible	Cool	Modern	Chic	Romantic
Secure	Happy	Daring	Elegant	Delicate
Trustworthy	Festive	Creative	Upper-class	Sensitive
Confident	Extrovert	Up-to-date	Sophistication	Enchanting
Respectable	Fun		Glamorous	
Loyal	Good-natured			
Consistent	Playful			

Source: Muniz and Marchetti (2012)

The Brazilian brand personality trait scale (Table 3.13) consists of 28 traits subdivided into five factors (credibility, joy, audacity, sophistication and sensitivity). Of these, four factors (credibility, joy, audacity and sophistication) are in agreement with Aaker’s (1997) original scale. In addition, sensitivity is included in this scale.

The following section analyses the development of the preceding brand personality trait scales.

3.8 DEVELOPMENT OF A BRAND PERSONALITY SCALE

This section investigates these brand personality-construct-development processes using a method by Das *et al.* (2012:49–50). Table 2 summarises the findings.

Table 3.14: Summary of brand personality studies (Adapted from: Das et al., 2012:49–50).

	Aaker (1997)	Ferrandi <i>et al.</i> (1999)	Aaker <i>et al.</i> (2001)	Smit <i>et al.</i> (2002)
Country where the scale was developed	USA	France	Japan and Spain	Netherlands
Initial number of items	309	44	253 (Japan) 266 (Spain)	102
Sources of items	Personality scale from psychology, personality scales used by marketers and a free-association task (qualitative).	Literature	Free-association task (qualitative), personality scales used by marketers and personality scale from psychology.	Literature
Item reduction process	Survey with consumers	Student survey	Elimination by researchers. Consumer survey.	Consumer survey
Sample size for reduction	25	82	140 (Japan) 75 (Spain)	4533
Reduced items	114	33	100 (Japan) 77 (Spain)	38
Sample size for dimension assessment	631	83	1495 (Japan) 692 (Spain)	4533
Sample size for generalisation / reliability	Evaluation	N/A	60 (Japan) 58 (Spain)	Evaluation
Number of brands used in the dimension assessment study	37	8	25 (Japan) 25 (Spain)	20
Number of brands used for generalisation / reliability	20	N/A	20 (Japan) 20 (Spain)	93
Number of traits and constructs in final scale	42-item five-factor model	33-item five-factor model	37-item five-factor model (Japan) 34-item five-factor model (Spain)	38-item five-factor model
Survey method	Household	Student survey	Customer survey	Online
Sampling technique	Convenience	Convenience	Convenience	Convenience
Factor analysis	Exploratory and confirmatory	Exploratory and confirmatory	Exploratory and confirmatory	Exploratory and confirmatory

Table 3.14 (continued): Summary of brand personality studies (Adapted from: Das *et al.*, 2012:49–50).

	Sung and Tinkham (2005)	Bosnjak <i>et al.</i> (2007)	Geuens <i>et al.</i> (2009)	Braunstein and Ross (2010)	Muniz and Marchetti (2012)
Country where the scale was developed	USA and Korea	Germany	Belgium	USA	Brazil
Initial number of items	109	345	244	84	174
Sources of items	Literature and individual interview	Literature, free-association task and focus group interview	Literature and focus group interviews	Literature	Literature, individual interviews and dictionary search by researcher
Item reduction process	Elimination by researchers	Elimination by researchers. Focus group.	Elimination by researchers. Expert's opinion.	Student survey	Survey (professionals and academics)
Sample size for reduction	N/A	5	28	N/A	24
Reduced items	80	84	40	N/A	87
Sample size for dimension assessment	320 (US) 337 (Korea)	131	1235	225	1302
Sample size for generalisation / reliability / psychometric	N/A	184	12 789	224	1180
Number of brands used in the dimension assessment study	13	13	20	N/A	24
Number of brands used for generalisation / reliability	N/A	4	193	N/A	24
Number of traits and constructs in final scale	70-item six-factor model (USA) 60-item six-factor model (Korea)	20-item four-factor model	12-item five-factor model	40-item six-factor model	28-item five-factor model
Survey method	Student survey	Online	Online	Student survey	Online
Sampling technique	Convenience	Convenience	Convenience	Convenience	Convenience
Factor analysis	Exploratory	Exploratory and confirmatory	Exploratory and confirmatory	Exploratory and confirmatory	Exploratory and confirmatory

After analysing the various brand personality studies, it is evident that the following steps are utilised when developing a brand personality trait scale:

1. Generate an initial list of personality traits.
2. Reduce the initial list to a more manageable number of traits.
3. Assess the brand personality dimensions.
4. Test the reliability / generalisation of the developed scale.

The studies outlined in Table 3.14 developed brand personality scales in Europe (France, Spain, the Netherlands, Germany and Belgium), the East (Japan and Korea), Brazil and the USA.

3.8.1 Personality trait generation

The personality traits in each of the studies outlined in Table 3.14 were generated using a review of current literature or a combination of current literature and exploratory research. Aaker (1997:349) obtained an initial list of traits from three sources. First, personality scales were obtained from the field of psychology and based on the Big Five personality constructs. Secondly, existing personality scales used by marketers were obtained. Finally, a qualitative approach using the free-association method whereby 16 respondents were asked to write down the personality traits that come to mind when thinking of certain brands was employed.

Several of the researchers (Ferrandi *et al.*, 1999; Smit *et al.*, 2002; Braunstein & Ross, 2010) only utilised literature in terms of already established scales from psychology and marketing to compile the initial list of personality traits. Ferrandi *et al.* (1999:245) used the brand personality trait scale developed by Aaker (1997) to compile a list of 42 traits, which were then translated into French. Smit *et al.* (2002:29) used a Dutch translation of Aaker's scale combined with an established Dutch personality scale to compile an initial list of 102 traits. Braunstein and Ross (2010) compiled a list of 84 traits utilising already developed brand personality traits scales (Aaker, 1997; Braunstein & Zhang, 2005).

Some of the researchers (Aaker *et al.*, 2001; Sung & Tinkham, 2005; Bosnjak *et al.*, 2007; Geuens *et al.*, 2009; Muniz & Marchetti, 2012) used a combination of current literature and exploratory research to generate an initial list of personality traits. Aaker *et al.* (2001:496,501) obtained an initial list of 253 traits (Japan) and 266 traits (Spain) from three sources. First, a free-association task was used where respondents (46 from Japan and 36 from Spain) were asked to write down the personality traits that come to mind when thinking of certain brands. These items were then added to items from existing personality scales used by marketers in each of these countries and items from a personality scale drawn from psychology, based on the Big Five personality constructs, which was similar to Aaker's (1997) approach.

Sung and Tinkham (2005:338) compiled an initial list of 91 personality traits by using a free-association task (29 respondents from Korea and 28 from the USA) and added the 42 traits from Aaker's (1997) brand personality scale. Geuens *et al.* (2009:100) used an initial list of 244 traits, which were collected from three sources. These sources included Aaker's (1997) brand personality scale, various personality scales based on the Big Five personality constructs and focus groups where respondents were asked to describe certain brands as if they were humans. Muniz and Marchetti (2012:174–175) compiled an initial list of 174 traits from the literature (Aaker, 1997; Aaker *et al.*, 2001), in-depth interviews with researchers and professionals, as well as traits from dictionaries as researched by the authors. This trait generation step often led to a large number of traits that had to be reduced to a more manageable number.

3.8.2 Personality trait reduction

The personality traits generated in each of the studies, except in Ferrandi *et al.* (1999), Smit *et al.* (2002) and Braunstein and Ross (2010), were reduced in number by means of a survey and/or elimination by researchers/experts. Aaker (1997:349) reduced the initial list of 309 to 114 by means of a survey, whereby 25 respondents had to rate how descriptive the traits were of brands in general on a seven-point Likert scale. All traits with a mean value below six were discarded to ensure that only the most relevant traits remained. Aaker *et*

al. (2001:496,501) eliminated redundant and ambiguous traits of the initial list of traits and presented the remaining traits (167 = Japan, 171 = Spain) to respondents (140 = Japan, 75 = Spain), who were asked to rate how descriptive the traits were of the most salient brands in ten product categories on a five-point Likert scale. All traits with a mean value below four were discarded to ensure that only the most relevant traits remained.

Sung and Tinkham (2005:338) reduced their list of 109 traits to 80 traits by removing negative, irrelevant and redundant traits. Bosnjak *et al.* (2007:308) reduced their initial list of traits to 108 traits by eliminating redundant and ambiguous traits, as well as traits that were not applicable and relevant to brands. The authors reduced the list further to 84 by means of a focus group, whereby the respondents judged the traits based on semantic clarity, applicability and uniqueness. Geuens *et al.* (2009) reduced their list to 40 traits by means of eliminating redundant and ambiguous traits using expert opinions (marketing professionals and marketing researchers). The experts were asked to delete traits that they viewed to be inappropriate for brands. The experts also had to indicate which traits were the most and least appropriate for brand personality, which resulted in a final list of 40 traits. Muniz and Marchetti (2012:175) reduced their initial list of 174 traits to 87 traits by means of a survey, whereby 24 experienced marketing researchers and professionals were asked to rate on a seven-point Likert scale how descriptive the traits were of brands in general. All traits with a mean value below five were discarded to ensure that only the most relevant traits remained.

Once the traits had been reduced, the next step was to do empirical research to construct the proposed dimensions for the brand personality scales.

3.8.3 Assessing the brand personality dimensions

In order to assess the brand personality dimensions, the researchers (Aaker, 1997; Ferrandi *et al.*, 1999; Aaker *et al.*, 2001; Smit *et al.*, 2002; Sung & Tinkham, 2005; Bosnjak *et al.*, 2007; Geuens *et al.*, 2009; Braunstein & Ross, 2010; Muniz & Marchetti, 2012) employed EFA.

Aaker (1997:350), Aaker *et al.* (2001:497), Smit *et al.* (2002:33), Bosnjak *et al.* (2007:310), Geuens *et al.* (2009:100) and Muniz and Marchetti (2012:177) made use of a principal components analysis with the varimax rotation. Ferrandi *et al.* (1999:245) mention that a principal components analysis was performed but do not specify which factor rotation method was used. Sung and Tinkham (2005:339) used a principal component analysis with the promax rotation. Braunstein and Ross (2010:10) utilised a maximum likelihood extraction with the varimax rotation.

Aaker (1997:350–351) used a combination of eigenvalues above 1 as well as an analysis of the scree plot to specify the five factors to be extracted. These five factors explained 92 percent of the total variance. Items with factor loadings below 0.4 were discarded, resulting in the 42-item five-factor model. Ferrandi *et al.* (1999:247) used priori criteria based on Aaker's (1997) scale to specify five factors to be extracted, which explained 60.44 percent of the total variance. Variables with low communalities were discarded, resulting in a 33-item five-factor model.

Aaker *et al.* (2001:497,502) utilised an analysis of the shape of the scree plot to specify five factors for both their studies in Japan and Spain. Neither of these two studies indicated the total variance explained. Both studies conducted an EFA for the respective factors identified to determine facets for each factor (Japan = 12 facets, Spain = 11 facets). The top three traits for each facet were retained, resulting in a 36-item five-factor model for Japan and a 33-item five-factor model for Spain.

Smit *et al.* (2002:33-34) utilised an analysis of the scree plot to identify seven factors. Each of the factors was then factor-analysed to determine the facets of each. Only the traits with factor loadings above 0.6 and with high item-to-total correlations within each facet were retained. One of the factors was discarded during this analysis based on a lack of items explaining the factor and resulting in a 38-item six-factor model.

Sung and Tinkham (2005:339) used a combination of eigenvalues above 1 as well as an analysis of the scree plot to specify eight factors to be extracted, which explained 61.5 percent of the total variance. The researchers did not

discard any of the traits as the main objective of the study was to determine cross-cultural differences between Korea and the USA. Sung and Tinkham (2005:347) concluded that six factors were universal between the two countries and each country had an additional two culture-specific factors.

Bosnjak *et al.* (2007:310) used a combination of eigenvalues above 1 and an analysis of the scree plot to specify four factors to be extracted, which explained 47.9 percent of the total variance. Only 20 variables with high factor loadings as well as high item-to-total correlations were kept from the initial list of 84 personality traits. This resulted in a 20-item, four-factor model. Geuens *et al.* (2009:102-103) used eigenvalues above 1 to specify five factors to be extracted, explaining 59.63 percent of the total variance. Variables with a factor loading below 0.6 were discarded, together with any variables cross-loading with a factor loading above 0.35. This resulted in 18 remaining traits of the initial 40 traits. During the CFA, a further six traits were discarded based on modification indices to obtain a satisfactory model fit, resulting in a 12-item five-factor model.

Muniz and Marchetti (2012) made use of a split-half technique to conduct two EFAs. Eigenvalues above 1 were used to specify five factors in the first sample and four factors in the second sample, explaining 52.52 percent and 50.74 percent of the variance, respectively. After analysing the two-factor structures, the researchers decided to opt for the five-factor structure, which was more significant and interpretable. Traits with a factor loading below 0.41 as well as redundant traits and traits that cross-loaded were discarded, resulting in a 28-item five-factor model.

3.8.4 Assessing the reliability and validity of the developed scale

Along with the EFA, most of the researchers (Aaker, 1997; Ferrandi *et al.*, 1999; Aaker *et al.*, 2001; Bosnjak *et al.*, 2007; Geuens *et al.*, 2009; Braunstein & Ross, 2010; Muniz & Marchetti, 2012) also made use of CFA by means of SEM in order to assess the reliability and validity of the developed scales. They utilised several model fit indices, including the chi-square (X^2), the

goodness-of-fit index (GFI), the adjusted-goodness-of-fit index (AGFI), the comparative fit index (CFI), the normed fit index (NFI), the incremental fit index (IFI), the relative fit index (RFI), the centrality index (CI), the root mean square residual (RMSR), the root mean square error of approximation (RMSEA) and the Tucker Lewis index (TLI). Table 3.15 lists the model fit indices used by each of these researchers.

Table 3.15: Model fit indices of various brand personality trait scales

Author(s)	Model fit indices
Aaker (1997)	CFI, GFI, AGFI, RMSR, Chi-Square
Ferrandi <i>et al.</i> (1999)	RMSEA, GFI, AGFI
Aaker <i>et al.</i> (2001)	CFI, GFI,
Bosnjak <i>et al.</i> (2007)	Chi-Square, CFI, RMSEA, CI
Geuens <i>et al.</i> (2009)	Chi-square, TLI, CFI, RMSEA
Braunstein and Ross (2010)	RMSEA, TLI, CFI
Muniz and Marchetti (2012)	Chi-Square, GFI, NFI, RFI, IFI, TLI, CFI, RMSEA

In addition to model fit indices, several of the researchers (Geuens *et al.*, 2009; Braunstein & Ross, 2010:12; Muniz & Marchetti, 2012) also assessed the composite reliability. Furthermore, Sung and Tinkham (2005:346), Geuens *et al.* (2009:103), Braunstein and Ross (2010:12), and Muniz and Marchetti, (2012:179) assessed the convergent and discriminant validity of their respective scales.

Aaker (1997:352) and Geuens *et al.* (2009:103) also utilised a test-retest reliability test to ensure the reliability of the scale. Aaker (1996:352) used a random subset of her original sample to conduct the test-retest, while Geuens *et al.* (2009:103) conducted the same test again one year later to ensure reliability. All the authors utilised Cronbach's Alpha to confirm the internal-consistency reliability of the scales. These scales were developed and validated for specific product categories or for brands in general. This study aimed to develop a brand personality trait scale for symbolic products specifically.

3.9 SYMBOLIC PRODUCTS

The concept of symbolic products is grounded in the involvement theory regarding consumer decision-making. Schiffman *et al.* (2013:219) define the involvement theory as a consumer's inclination towards making a personal connection between the relevance of a product or service and their personal gain. Low-involvement products are of minimum importance, while high-involvement products have a greater impact on the consumer. Symbolic products are identified as high-involvement products as they add to the consumer's image. Ang and Lin (2006:42) define symbolic products as products that are primarily purchased for self-expression. Symbolic products enhance a consumer's sense of self-regard and carry a specific social meaning (Khalil, 2000:53; Tomaseti & Ruiz, 2009:920). Furthermore, symbolic products have a more distinct personality than utilitarian products (Ang & Lin, 2006:50), making symbolic product brands ideal for brand personality measurement. This study made use of the following eight symbolic product categories, namely motor cars, television sets, mobile phones, sunglasses, alcoholic ciders, beer, jeans and trainers.

3.10 CONCLUSION

This chapter reviewed the literature regarding the origin, definition and importance of brand personality. It discussed the measurement of brand personality and the development of brand personality trait scales. In addition, the chapter included a brief definition of the concept of symbolic products.

Brand personality is a concept that has been around for several decades. Numerous product-related and non-product-related characteristics have been identified as being influential factors of brand personality perceptions. These factors form part of an organisation's daily business activities. Consequently, brand personality is essential for the organisation's success. Brand personality is an important differential factor and positively influences consumer behaviour. A wide variety of scales have been developed to measure this marketing phenomenon. This chapter analysed the process of brand personality scale development and concluded that it consists of four

basic steps. The steps include identifying traits, reducing the list of traits, analysing the dimensions and determining the reliability and validity of the scale. This study followed these basic steps in the development of the SPBP-trait scale. Chapter 4 discusses the research methodology behind the SPBP-trait development, while Chapter 5 reports on the results regarding the development of the SPBP-trait scale.

CHAPTER 4

RESEARCH METHODOLOGY

"Research is formalized curiosity. It is poking and prying with a purpose."
Zora Neale Hurston

4.1 INTRODUCTION

Marketing research is the process of collecting, storing and analysing data regarding a specific market or market segment (Feinberg *et al.*, 2013:6). Aaker *et al.* (2011:10), however, emphasise that marketing research is much more than the mere gathering and analysis of data, stressing that it also serves as an information input for evaluating past decisions and guiding future decisions. The American Marketing Association (2004) defines marketing research as the function that links the consumer to the organisation by means of information gathered to better understand the market and the needs of consumers. Such information enables an organisation to do more effective marketing, as it facilitates gaining a clearer understanding of the consumer.

The primary objective of this study was to develop and validate an SPBP-trait scale. The literature review investigated the processes followed by various authors in the development of brand personality traits scales (Section 3.8). This served as a guideline to develop the SPBP-trait scale and determine the research methods to use.

This chapter outlines the research methods used to collect and analyse the data in this study. This includes the research design, research approach, sampling strategy, data collection method and the statistical techniques used to analyse the data. The chapter commences with a discussion of the research design in Section 4.2.

4.2 RESEARCH DESIGN

The research design of a study provides a framework for the research process. Malhotra (2010:103) identifies two major research designs, namely exploratory research and conclusive research (causal research and descriptive research).

Exploratory research involves gaining a better understanding of the research problem. This includes the identification of variables that should be measured within a study (Singh, 2010:30). Exploratory research primarily involves a qualitative research approach. This research design allows marketers and other researchers to recognise problems and to define and narrow down the various possibilities (Aaker *et al.*, 2011:73).

Conclusive research mainly involves quantitative data and is characterised by clearly defined research objectives and formal research procedures. This research design can be sub-classified into causal research and descriptive research (Feinberg *et al.*, 2013:57).

Causal research is used in instances when the researcher wants to understand why one variable brings about change in another (Singh, 2010:30). Causal research aims to identify the independent variables (cause), as well as the dependent variables (effect). This is also a research design that seeks to determine the relationship between causal variables and the effect to be predicted (Malhotra, 2010:113).

Descriptive research aims to provide an accurate snapshot of some facet of the market (Aaker *et al.*, 2011:72). This research design answers the who, what, when, where, why and how questions, and often helps to describe a market segment (Zikmund & Babin, 2012:52). The majority of marketing research is classified as descriptive research in that it typically provides a descriptive portrait of the characteristics of a market or aspects of marketing and the frequency of such occurrences (Feinberg *et al.*, 2013:57). Descriptive research is based on large representative samples that are predetermined and structured (Malhotra, 2010:106).

In descriptive research, the study design may be longitudinal in nature, which asks the same questions at numerous points in time to the same participants. Alternatively, it may be cross-sectional in nature; that is, conducted at a single point in time in order to provide a snapshot of a topic at that time (Clow & James, 2014: 163). This study followed an exploratory research design (Steps 1, 2, 3, 4), as well as a descriptive research design (Steps 4 and 5) using a cross-sectional approach.

4.3 RESEARCH APPROACH

Brendt and Petzer (2011:31) distinguish between two basic research approaches, namely qualitative and quantitative research. Layder (2012:12), however, mentions that quantitative and qualitative methods can be complementary to each other and used together in the form of a mixed method.

Qualitative research focuses on the discovery of new insights and inner-meanings (Zikmund & Babin, 2012:97). A qualitative approach is usually followed to study human behaviour, preferences and habits (Singh, 2010:140). This research approach is unstructured and based on small samples (Malhotra, 2010:73). Qualitative research includes data gathering methods such as observations, interviews, focus group discussions, projective techniques and secondary research.

Quantitative research is a structured approach providing numerical data that ensures objectivity (Clow & James, 2014:163). Specific measurement instruments such as questionnaires are used in quantitative research to collect data by structuring the research in such a way that variables are isolated, making this approach particularistic. Malhotra (2010:171) indicates that quantitative research uses a large number of representative cases.

Tashakkori and Creswell (2007:4) define mixed methods as “research in which the investigator collects and analyses data, integrates the findings and draws inferences using both qualitative and quantitative approaches or methods in a single study”. This research approach has become increasingly common (Bryman, 2006:97). The mixed methods approach offers insight and a more comprehensive understanding of the research problem (Greene, 2005:208).

This study followed a mixed methods research approach by utilising a quantitative (Steps 1, 2, 4, 5), as well as qualitative research approach (Steps 1, 3, 4). The sampling strategy used in this study is discussed next.

4.4 SAMPLING STRATEGY

The strategy that was followed in this research study utilised the following aspects of the sampling procedure.

4.4.1 Target population

The target population is the term given to the total set of elements about which assertions can be made using a sample drawn from the population (Feinberg *et al.*, 2013:6). The target population, therefore, refers to the larger group of subjects from which the sample will be obtained. The target population needs to be described accurately for the research to produce meaningful results (Zikmund & Babin, 2012:315). The target population relevant to this study comprised males and females who are South African citizens.

4.4.2 Sampling frame

Brendt and Petzer (2011:165) indicate that sampling involves selecting some of the elements of the target population. Pollay and Mittal (1993:99) state that research studies that aim to develop and validate measuring instruments generally use student samples from higher education institutions (HEIs). The same procedure was followed in this study.

The sample frame for this study consisted of a list of South Africa's 23 public HEIs, as stipulated by the Department of Higher Education and Training (2013). This list includes universities, comprehensive universities and universities of technology. From the original sampling frame of these 23 registered public HEIs, a sample of two HEIs located in the Gauteng and North West provinces was taken to narrow the sampling frame.

4.4.3 Method of sampling

Clow and James (2014:229–230) distinguish between two methods of sampling, namely probability sampling and non-probability sampling. Probability sampling is based on the concept of random selection, while non-probability sampling involves choosing sample units based on the judgement of the researcher. Aaker *et al.* (2011:349) warn about the loss of precision as well as the hidden biases and uncertainties of non-probability sampling, but also mention that it is often used legitimately and effectively. A non-probability sample is used when the study requires focusing on a specific group. In this research study, the focus is a student sample, resulting in the use of a non-probability sampling method.

Malhotra (2010:376) mentions four different types of non-probability sampling methods, namely convenience, judgemental, quota and snowball sampling. Convenience sampling is a technique that obtains samples based on pure convenience. This sampling method is frequently used because it enables the researcher to get a large number of participants in a relatively short time due to ease of accessibility (Shukla, 2008:62). Judgemental sampling is a form of convenience sampling where potential participants are selected based on the researcher's judgement as to whether they meet certain requirements of the study (Parasuraman *et al.*, 2007:345). Quota sampling is a two-stage restricted judgemental sampling technique where pre-specified quotas regarding certain characteristics are developed and elements are then selected based on these quotas by means of convenience or judgement (Wrenn *et al.*, 2007:185). Snowball sampling is used when the initial group of participants help the researcher to identify additional people to include in the study (Cant *et al.*, 2005:168).

Hair *et al.* (2008:137) note that several aspects must be taken into consideration when selecting a sampling method. These aspects include the research objectives, the degree of accuracy required, the scope of the research and the statistical analysis needed. This study made use of a non-probability convenience sample of students registered at two HEI campuses located in the Gauteng and North West provinces of South Africa. This sampling method was selected to ensure convenient access to the large sample size required to meet the empirical objectives and statistical requirements. Furthermore, Pollay and Mittal (1993:99) suggest that research studies aimed at developing and validating measuring instruments generally use student samples and employ convenience sampling.

4.4.4 Sample size

Sample size refers to the number of participants included in the study. Wrenn *et al.* (2007:187) suggest that sample size may be determined through statistical or non-statistical methods. This study utilised both of these methods during the various steps. A convenience sample of 2305 students was drawn to participate in the various steps of the study. The study also made use of seven subject experts.

With a non-probability sample study, the sample size is usually a subjective, intuitive judgement made based on previous studies or industry standards (Hair *et al.*, 2008:139). The historic approach was used to determine the sample size for Step 1, Step 2 and Step 4 of this study. Aaker *et al.* (2001:496) made use of 46 participants to identify brands to use during their brand personality trait scale development. Therefore, this study opted to use 52 participants in Step 1 to identify the brands to be used during the study. Aaker (1997:349) made use of 16 participants to identify brand personality traits, while Aaker *et al.* (2001:496,501) used 82 participants and Sung and Tinkham (2005:338) utilised 57 participants. Step 2 of this study utilised 64 participants to identify brand personality traits. Aaker (1997:349) made use of 25 participants to assist with the trait reduction process. Consequently, Step 4 of this study utilised 36 participants.

Step 5 and Step 6 of the study utilised a statistical method to determine the sample size. The appropriate sample size for performing factor analysis is to multiply the number of variables by at least four or five (Malhotra, 2010:639). This study had 66 traits to be assessed by participants, which calculates to 330 participants per questionnaire using Malhotra's (2010:639) principle. Step 5 of the study comprised five different questionnaires to be presented to participants. Consequently, this study needed a minimum of 1650 participants and, therefore, opted to send out 2000 questionnaires. The final step of the study made use of 331 participants to test the developed SPBP-trait scale. This sample size was deemed acceptable for conducting SEM on a measurement model comprising four factors. Table 4.1 summarises the sample sizes per step.

Table 4.1: Summary of sample sizes per step

Step 1	52 participants
Step 2	64 participants
Step 3	no participants
Step 4	7 subject experts + 36 participants
Step 5	1822 participants
Step 6	331 participants

4.5 DATA COLLECTION METHODS

Data collection is a fundamental step during any form of research (Alfantoukh & Durresi, 2014:336). Brendt and Petzer (2011:343) define data collection as the process of gathering responses from the sample participants. There are several methods of collecting the data. Malhotra (2010:124) lists data collection methods for exploratory research (expert/experience surveys, pilot surveys, qualitative research, case studies and qualitative secondary data), descriptive research (observations, panels, surveys and quantitative secondary data) and causal research (experiments). This study comprised several steps and, therefore, utilised various data collection methods. Table 4.2 presents a summary of the data collection methods per step.

Table 4.2: Summary of data collection methods per step

Step 1	Top-of-mind-awareness survey (qualitative)
Step 2	Free-association survey (qualitative)
Step 3	Secondary data
Step 4	Expert focus group and survey
Step 5	Survey
Step 6	Survey

4.5.1 Survey

The survey method is usually used to gather data from a large representative sample of participants using a question-answer format (Hair *et al.*, 2010:105; Baines *et al.*, 2011:134). This method involves gathering data by asking different individuals the same questions. The questions are usually presented to the participants by means of an interview or questionnaire. The interview can be either interview-administered or computer-administered, while the questionnaire may be self-administered or computer-administered (Burns & Bush, 2014:184).

This study utilised self-administered unstructured and structured questionnaires distributed to different groups of participants for Step 1 (unstructured), Step 2 (unstructured), Step 4 (structured), Step 5 (structured) and Step 6 (structured). This

method is consistent with studies regarding brand personality trait scale development (Aaker, 1997; Ferrandi *et al.*, 1999; Aaker *et al.*, 2001; Smit *et al.*, 2002; Sung & Tinkham, 2005; Bosnjak *et al.*, 2007; Geuens *et al.*, 2009; Braunstein & Ross, 2010; Muniz & Marchetti, 2012).

4.5.1.1 Questionnaire design, content and structure

McDaniel and Gates (2013:244) define a questionnaire as a set of questions designed to gather data to reach research objectives. Hair *et al.* (2008:171) emphasise this by listing the confirmation of the research objectives as the first step when designing a questionnaire. Burns and Bush (2014:184) argue that a questionnaire is at the centre of the research process as it influences the quality of the data collected.

Malhotra (2010:335) lists three objectives of a questionnaire. The first is to state the questions in such a manner that participants are able to answer them. The second objective is to motivate and encourage participants to answer the questions. The third objective is to design the questionnaire in such a way so as to minimise response errors. The questions should be focused, brief, grammatically simple and crystal clear, without leading the respondent to a specific answer (Burns & Bush, 2014:217–218). The questions could be structured (closed-ended) or unstructured (open-ended). Structured questions usually make use of a predetermined set of responses or scale points, while unstructured questions have no predetermined answer to select but rather a unique answer presented by the respondent (Malhotra, 2010:343–344; Brendt & Petzer, 2011:343).

This study made use of four different surveys to reach the corresponding empirical objectives as outlined in Chapter 1.

4.5.1.1.1 Questionnaire: Step 1

Step 1 of the study identified the brands to be used in the following steps. This approach ensures that the brands selected are ones with which the sample participants are familiar. This unstructured questionnaire (see **Annexure A**) consisted of a list of eight symbolic product categories (trainers, jeans, beers, ciders, sunglasses, television sets, mobile phones and motor vehicles) selected by the

researcher. The questionnaire utilised a top-of-mind-awareness task, where participants were requested to write down the first brand that came to mind when thinking of each of the product categories.

4.5.1.1.2 Questionnaire: Step 2

The top two brands in each category identified in Step 1 were randomly placed in two unstructured questionnaires (see **Annexure B**) and administered to participants. Each of the questionnaires contained one brand from each of the product categories. The questionnaire made use of a free-association task by requesting participants to write down the personality traits they associate with each of the brands (“If the following brands were people, how would you describe their personalities?”). Keller (2013:326) suggests free association as one of the simplest and most powerful qualitative research techniques to gather brand association data such as brand personality. This notion corresponds with several authors who also developed brand personality trait scales (Aaker, 1997; Bosnjak *et al.*, 2007; Aaker *et al.*, 2001).

4.5.1.1.3 Questionnaire: Step 4

The structured questionnaire (see **Annexure C**) in Step 4 of the study revealed 102 traits that remained after the first trait reduction by means of the panel of experts. These traits were placed into 22 clusters. Participants were asked to name the first brand that came to mind when thinking of the traits in each cluster and then to assess the descriptiveness of each trait for the identified brand. This questionnaire measured the descriptiveness of the traits using a seven-point Likert scale.

4.5.1.1.4 Questionnaire: Step 5

Step 5 consisted of five different self-administered structured questionnaires (see **Annexure D**), using the 16 brands identified in Step 1. Each of the five questionnaires presented four brands to the participants, of which the participants had to use the 66 brand personality traits to rate the descriptiveness of each trait for each of the brands. The *Nokia* brand was used as a control in all five questionnaires. This approach is in correspondence with Aaker’s (1997) approach in the development of her brand personality trait scale. Table 4.3 lists the brands used for each questionnaire in Step 5.

Table 4.3: Brands used for each questionnaire in Step 5

Step 5A	Step 5B	Step 5C	Step 5D	Step 5E
<i>Nokia</i>	<i>Nokia</i>	<i>Savanna</i>	<i>Toyota</i>	<i>Castle</i>
<i>Red Square</i>	<i>Levi's</i>	<i>Nokia</i>	<i>Adidas</i>	<i>Nokia</i>
<i>Police</i>	<i>Black Label</i>	<i>Ray-Ban</i>	<i>Guess</i>	<i>LG</i>
<i>Samsung</i>	<i>Nike</i>	<i>BlackBerry</i>	<i>Nokia</i>	<i>BMW</i>

4.5.1.1.5 Questionnaire: Step 6

The final step comprised a self-administered structured questionnaire (see **Annexure E**), testing the developed SPBP-trait scale. The questionnaire presented three brands to the participants, of which they had to use 16 brand personality traits to rate the descriptiveness of each trait for each of the brands. The three brands presented to participants included *Mercedes-Benz*, *Samsung* and *Nike*. These three brands were among the top four coolest brands overall as identified in the Sunday Times's Generation Next Youth Brand Survey (Times Media, 2015). All three brands can be linked with symbolic products and were, therefore, ideal for measuring the validity of the SPBP-trait scale.

4.5.1.2 Administration of the questionnaires

The various surveys were conducted between 2014 and 2016 on a sample of 2361 participants from the target population. Lecturers from the two HEIs were contacted and permission was requested to hand out the questionnaires during normal class time. The questionnaires were administered to participants after the scheduled class to make sure that no academic activities were interrupted. The questionnaires were accompanied by a cover letter explaining the purpose of the study and providing the contact details of the researcher. Participation in this study was voluntary.

4.5.1.3 Pre- and pilot testing of a questionnaire

Hair *et al.* (2010:191) state that a questionnaire should be pre-tested before the implementation of the survey. A pre-test helps to identify any words or phrases that are difficult to understand (Silver *et al.*, 2013:149). This study made use of a pre-test for all the surveys. For each of the surveys (Steps 1, 2, 4, 5, 6), three students were chosen to participate in a debriefing pre-test. These students were excluded from the final study. During the debriefing pre-test, the participants were presented with the questionnaire, as would be done during the final survey. After completion of the questionnaire, the participants were asked to point out any difficulties experienced in the questionnaire. There were no prominent problems identified in any of the pre-tests.

A pilot study is recommended when the questionnaire has been compiled specifically for the research project (Welman *et al.*, 2005:148). The reason for a pilot test is to check whether the measuring instrument measures what it was intended to measure (Bradley, 2010:211) and allows for the reliability of the research instrument to be tested. A pilot test is usually administered among a limited number of participants from the sample population (Wiid & Diggines, 2013:171). This study utilised a pilot test of the questionnaire for Step 5. The questionnaire (see **Annexure F**) contained three brands, which were not part of the top 16 brands, together with *Nokia* as the control brand. The questionnaire was piloted on a convenience sample of 57 participants that did not form part of the final sample. A report of the pilot test results is provided in the next chapter.

4.5.2 Secondary data

Secondary data is defined as existing information that is relevant to a specific research study (Burns & Bush, 2014:102). Brendt and Petzer (2011:65) state that secondary data forms an integral part of the research process. Secondary data can be classified as internal (available within the organisation) such as invoices, sales reports and other customer information or external (originating from outside the organisation) such as published materials, computerised databases and syndicated services (Bradley, 2010:211; Malhotra, 2010:137; Wiid & Diggines, 2013:171). This

study made use of external secondary data in the form of published material, computerised databases and syndicated services.

Published material may be defined as any source of information from companies, governments, universities or colleges that is freely available (Burns & Bush, 2014:125). The quality of the published material should be assessed prior to use. Brendt and Petzer (2011:71) suggest analysing the information based on the author, publisher and date of publication. This study made use of published material in the form of Aaker's (1997) brand personality scale. This approach is in line with several other authors (Ferrandi *et al.*, 1999; Smit *et al.*, 2002; Sung & Tinkham, 2005; Geuens *et al.*, 2009) who also used Aaker's scale as part of their trait identification process.

Computerised databases are subdivided into three categories, namely online (central data bank), the Internet (accessible from any computer through the WWW) and offline (CD-ROM) (Malhotra, 2010:143). Hair *et al.* (2010:57) identify the Internet (WWW) as a good source of external secondary information. The Internet is accessible to anyone with an Internet connection. However, the Internet is congested with information and sometimes it is challenging to find meaningful data. McDaniel and Gates (2013:132) suggest using a search engine with words or phrases related to the topic to find information. Some of the most famous search engines include *Google*, *Yahoo* and *Bing*. Lewandowski (2012:466) suggests that *Google* is the best search engine based on accuracy of results within the first ten results. In this study, the Internet was browsed via *Google* for articles, reviews and organisation websites (from South Africa) that use any relevant adjectives to describe symbolic products from the same product categories (trainers, jeans, beers, ciders, sunglasses, television sets, mobile phones and motor vehicles) used in Step 1.

Syndicated services are defined as services offered by marketing research companies (Malhotra, 2010:145). These marketing research companies usually collect data that is of commercial value. These companies make use of various data collection instruments. In this study, an email was sent to various reputable marketing research companies in South Africa, enquiring about data concerned with brand personality measurement in the hope of acquiring additional brand personality

traits to use. This formed part of the trait generation stage of the study (Step 3). This approach is in line with what Aaker (1997) did during her trait generation process.

4.5.3 Expert focus group

A focus group is a conversation between a couple of people (usually between six and 12) regarding a specific topic (Bradley, 2010:235; Hair *et al.*, 2010:82; Belk *et al.*, 2012:41). The conversation is guided by a moderator to gain information regarding a specific research problem (Malhotra, 2010:173; Burns & Bush, 2014:151). The moderator should see to it that one participant does not dominate the discussion (Brendt & Petzer, 2011:343; Belk *et al.*, 2012:42). Welman *et al.* (2005:202) suggest that participants of the focus group should be knowledgeable and/or experienced regarding the topic at hand.

This study utilised a focus group consisting of subject experts from various fields (marketing, business management, language practice and psychology) relating to brand personality traits. The participants were given the task of reducing the 309 traits identified through Steps 2 and 3 of this study to a more manageable number. The participants had to remove traits that were irrelevant to brands, redundant or ambiguous. This approach is in accordance with several authors who developed brand personality trait scales (Aaker *et al.*, 2001:496,501; Smit *et al.*, 2002:38; Sung & Tinkham, 2005:338; Bosnjak *et al.*, 2007:308; Geuens *et al.*, 2009).

4.6 DATA PREPARATION

Data preparation commences once data collection has been completed (Hair *et al.*, 2010:39). Iacobucci and Churchill (2010:350) list data editing, coding and tabulation as the three data preparation steps. The first step refers to the inspection of each questionnaire for completeness and any other possible errors made by the participants (Malhotra, 2010:452; Bradley, 2010:314). This study excluded all questionnaires that were less than 90 per cent completed. Those with less than 10 percent missing values were completed by the statistician by entering the neutral value of 3 where necessary.

After the questionnaires have been edited, the data should be coded. Malhotra (2010:454) defines coding as a task where a code is assigned to each possible

response. Coding refers to the use of tags, labels or numbers associated with each question as well as every response to a question to facilitate the data analysis (Welman *et al.*, 2005:214; Burns & Bush, 2014:229). Coding helps the researcher to make sense of the data that has been collected by attaching meaning to the raw data (Welman *et al.*, 2005:214). Closed-ended (quantitative) questions are usually pre-coded as the responses would be one of the predetermined answers, while open-ended (qualitative) questions generate answers that cannot be predicted and are, therefore, coded after data collection (Bradley, 2010:314; McDaniel & Gates, 2013:244).

This study utilised various steps and, therefore, required several coding procedures. Step 1, Step 2 and Step 4 contained open-ended questions (Section A) as well as closed-ended questions (Section B). As such, the closed-ended questions (demographic information) were pre-coded together with the questions from Step 5 and Step 6 regarding brand personality perceptions (Section A) and demographic information (Section B).

Table 4.4 presents the codes assigned to each question of each step. The codes assigned to the various responses to the questions will be presented in the next chapter.

Table 4.4: Coding information

STEP 1		
Type of data	Variable	Question number
Brand identification	S1A1 to S1A8	Section A, Questions A1 to A8
Demographic data	S1B1 to S1B2	Section B, Questions B1 to B2
STEP 2a		
Type of data	Variable	Question number
Trait identification	S2aA1 to S2aA8	Section A, Questions A1 to A8
Demographic data	S2aB1 to S2aB2	Section B, Questions B1 to B2

Table 4.4: Coding information (continued...)

STEP 2b		
Type of data	Variable	Question number
Trait identification	S2bA1 to S2bA8	Section A, Questions A1 to A8
Demographic data	S2bB1 to S2bB2	Section B, Questions B1 to B2
STEP 4		
Type of data	Variable	Question number
BP – trait cluster 1	S4A1(1) – S4A1(4)	Section A, Questions A1(1) to A1(4)
BP – trait cluster 2	S4A2(1) – S4A2(5)	Section A, Questions A2(1) to A2(5)
BP – trait cluster 3	S4A3(1) – S4A3(5)	Section A, Questions A3(1) to A3(5)
BP – trait cluster 4	S4A4(1) – S4A4(4)	Section A, Questions A4(1) to A4(4)
BP – trait cluster 5	S4A5(1) – S4A5(5)	Section A, Questions A5(1) to A5(5)
BP – trait cluster 6	S4A6(1) – S4A6(7)	Section A, Questions A6(1) to A6(7)
BP – trait cluster 7	S4A7(1) – S4A7(5)	Section A, Questions A7(1) to A7(5)
BP – trait cluster 8	S4A8(1) – S4A8(3)	Section A, Questions A8(1) to A8(3)
BP – trait cluster 9	S4A9(1) – S4A9(4)	Section A, Questions A9(1) to A9(4)
BP – trait cluster 10	S4A10(1) – S4A10(5)	Section A, Questions A10(1) to A10(5)
BP – trait cluster 11	S4A11(1) – S4A11(3)	Section A, Questions A11(1) to A11(3)
BP – trait cluster 12	S4A12(1) – S4A12(7)	Section A, Questions A12(1) to A12(7)
BP – trait cluster 13	S4A13(1) – S4A13(6)	Section A, Questions A13(1) to A13(6)
BP – trait cluster 14	S4A14(1) – S4A14(5)	Section A, Questions A14(1) to A14(5)
BP – trait cluster 15	S4A15(1) – S4A15(5)	Section A, Questions A15(1) to A15(5)
BP – trait cluster 16	S4A16(1) – S4A16(5)	Section A, Questions A16(1) to A16(5)
BP – trait cluster 17	S4A17(1) – S4A17(5)	Section A, Questions A17(1) to A17(5)

Table 4.4: Coding information (continued...)

STEP 4		
Type of data	Variable	Question number
BP – trait cluster 18	S4A18(1) – S4A18(5)	Section A, Questions A18(1) to A18(5)
BP – trait cluster 19	S4A19(1) – S4A19(5)	Section A, Questions A19(1) to A19(5)
BP – trait cluster 20	S4A20(1) – S4A20(7)	Section A, Questions A20(1) to A20(7)
BP – trait cluster 21	S4A21(1) – S4A21(7)	Section A, Questions A21(1) to A21(7)
Demographic data	S4B1 to S4B2	Section B, Questions B1 to B2

STEP 5		
Type of data	Variable	Question number
Brand personality	S5A1 to S5A66	Section A, Questions A1 to A66
Demographic data	S5B1 to S5B2	Section B, Questions B1 to B2

STEP 6		
Type of data	Variable	Question number
Brand personality	S6A1 to 6A16	Section A, Questions A1 to A16
Demographic data	S6B1 to S6B2	Section B, Questions B1 to B2

The final step of the data preparation is tabulation. Bradley (2010:315) states that most quantitative research makes use of basic tables to present the findings numerically. Tabulation is the process of counting the number of responses for each question that can be categorised (Hair *et al.*, 2010:246; Silver *et al.*, 2013:232). McDaniel and Gates (2013:336–337) distinguish between one-way frequency tables (number of participants selected in each response) and cross tabulations (comparing the response to one question to other questions). This study only made use of one-way frequency tables, which are discussed in the next chapter.

4.7 STATISTICAL ANALYSIS

The captured data was analysed using IBM SPSS Version 23.0 for Windows. This study also made use of the IBM AMOS program for the SEM. The following section describes the statistical methods applied on the empirical data sets.

4.7.1 Frequency distribution

Malhotra (2010:484) suggests that the assessment of frequency distributions is usually the first step of the data analysis process. Frequency distribution is defined as a summary of the number of times a possible response for a question was recorded (Hair *et al.*, 2010:160). These results may be presented by means of statistical tables, graphs, pie charts, line charts or bar charts, to name a few (Malhotra, 2010:765–767; Pallant, 2013:55). This study made use of frequency tables and pie charts to illustrate the frequency distribution of the data.

4.7.2 Factor analysis

Factor analysis is a statistical method for data reduction, which may be used for exploratory or confirmatory purposes (Pallant, 2013:188). EFA aims to derive an unknown number of factors from a data set, while CFA is used as a confirmatory test to determine whether the factor loadings are similar to a set of pre-specified constructs (Hair *et al.*, 2014:603). Figure 4.1 outlines a factor analysis decision diagram.

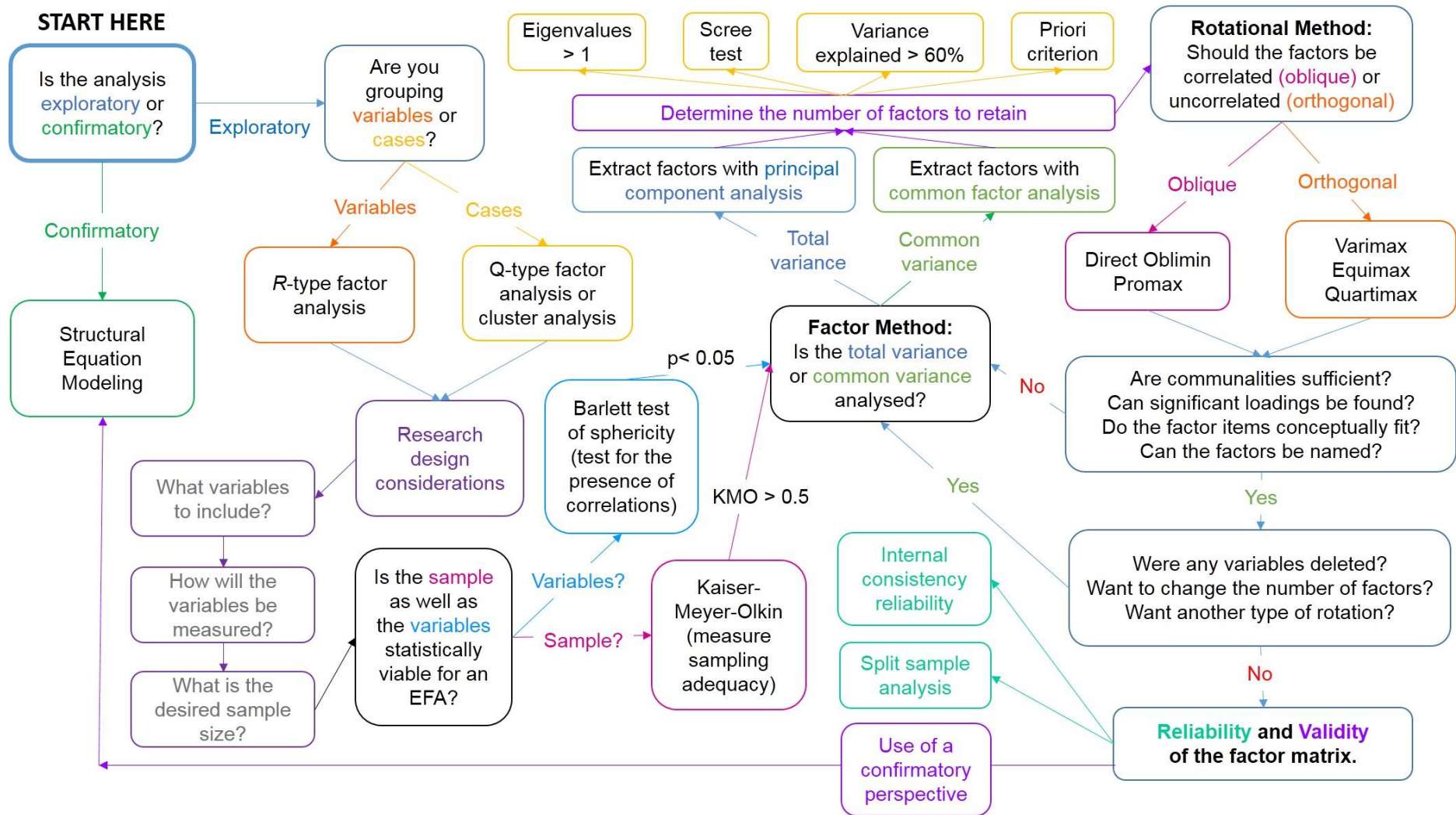


Figure 4.1: Factor analysis decision diagram (Adapted from: Pallant, 2013:189–201; Hair et al., 2014:95–104)

Field (2005:619) states that factor analysis can be used to design a questionnaire to measure an underlying variable. This study aimed to use factor analysis (EFA and CFA) to design a scale to measure brand personality perceptions of symbolic products. The following section follows the factor analysis decision-making process (as outlined in Figure 4.1) for this study.

4.7.2.1 Exploratory factor analysis (EFA)

An EFA is a set of procedures used to simplify data in reducing a large number of variables by finding simple patterns through the linking of variables to underlying factors (Wiid & Diggins, 2013:289). However, EFA is not limited to only the grouping of variables but could also be used to group cases (participants) into groups or clusters (Hair *et al.*, 2014:96).

4.7.2.1.1 Exploratory factor analysis (EFA) research design considerations

This study made use of variables in the form of brand personality traits, therefore, using an *R*-Type factor analysis in dealing with the variables. This type of factor analysis makes use of a correlation matrix to show all possible correlations between variables (Field, 2005:620; Malhotra, 2010:638). The next step in the factor analysis decision-making process would be to consider certain research design aspects regarding the variables and the sample size. Hair *et al.* (2014:99) suggest utilising metric variables that can easily be used to calculate correlations. This study made use of brand personality traits as variables, which were measured using a five-point Likert scale. The rule of thumb regarding factor analysis suggests using a minimum of five observations per variable (Malhotra, 2010:639; Hair *et al.*, 2014:100). Consequently, the sample size was calculated at a minimum of 1650 participants (Section 4.4.4.).

4.7.2.1.2 Determine the statistical viability of an exploratory factor analysis (EFA)

When conducting factor analysis, it is important to determine whether the sample is adequate for factor analysis. The Kaiser-Meyer-Olkin (KMO)

measure can be used to assess the sampling adequacy (Pallant, 2013:190). Wiid and Diggins (2013:241) suggest a KMO value above 0.5 hints at a strong enough correlation structure to conduct an EFA. It is also necessary to assess the presence of some correlations among variables to make an EFA viable. The Barlett test of sphericity is a statistical test to determine the presence of such correlations. A significant ($p < 0.05$) Barlett test of sphericity suggests that a factor analysis can be considered appropriate (Hair *et al.*, 2014:103).

4.7.2.1.3 Determine the factor method for the exploratory factor analysis (EFA)

The next step in the factor analysis decision-making process is to determine the factor analysis method. There are two basic approaches to factor analysis, namely principal components analysis and common factor analysis (Field, 2005:630; Malhotra, 2010:643), where the former deals with the total variance, while the latter only considers the shared or common variance (Hair *et al.*, 2014:105). Common factor analysis extracts the maximum number of factors to explain common variances among variables, while principal components analysis extracts the minimum number of factors to explain the maximum variance (Reise *et al.*, 2000:294; Field, 2005:631; Malhotra 2010:643; Hair *et al.*, 2014:105). Pallant (2013:190) indicates that principal components analysis is the most widely used factor analysis method. This method is used to convert an extended list of variables into a compact set of linear combinations of these variables (Iacobucci & Churchill, 2010:496). This study made use of the principal components analysis.

4.7.2.1.4 Determine the number of factors to extract

Once the method of factor analysis has been selected, it is necessary to determine the number of factors to be extracted. There are various decision rules to determine the number of factors to be retained (McDaniel & Gates, 2013:379). The most common decision rule considers the latent root criterion, where only factors with eigenvalues above 1 are retained (Iacobucci & Churchill, 2010:497–498).

Another decision rule is based on the scree test, which is a graph where eigenvalues are plotted against the number of factors extracted (Malhotra, 2010:643). In order to decide on the number of factors, the point must be found at which the shape of the graph changes and becomes horizontal (Wiid & Diggines, 2013:242; Pallant, 2013:191).

The number of factors may also be selected based on the percentage of variance explained. Hair *et al.* (2014:107) argue that the researcher should select enough factors to achieve a cumulative 60 per cent of the total variance explained.

The last decision rule that may be utilised to determine the number of factors is the priori criterion. The priori determination is based on prior knowledge regarding the theory, where the researcher knows in advance the number of factors to be extracted (Malhotra, 2010:643). Hair *et al.* (2014:109) state that most researchers do not make use of only one criterion but rather a combination of various decision rules to assess several different factor structures before a final decision is made. This study utilised an analysis of the scree tests and the percentage of variance explained to select the number of factors to extract. After the number of factors to be extracted has been specified, the next step is to interpret them.

4.7.2.1.5 Determine the rotational method for the exploratory factor analysis (EFA)

Pallant (2013:192) states that factor rotation assists in the interpretation of each factor as it shows which variables group together. This is done by rotating the factor matrix to reallocate the variance from previous factors to later ones to achieve a more meaningful factor pattern (Hair *et al.*, 2014:111). Field (2005:635–636) distinguishes between two main factor rotation methods, namely oblique (oblimin, promax, orthoblique) and orthogonal (varimax, equimax, quartimax). The latter rotates the factors in which the axes are maintained at right angles, while the former does not maintain the axis at right angles (Malhotra, 2010:645). Oblique rotation may be done by means of a direct oblimin or promax procedure (Field, 2005:636; Pallant, 2013:192).

Oblique rotation is generally used when factors are likely to be highly correlated, while orthogonal rotation ensures that the factors remain uncorrelated (Malhotra, 2010:645).

Orthogonal rotation can be done by means of a varimax procedure that simplifies columns, a quartimax procedure that simplifies rows or an equimax procedure which compromises between varimax and quartimax (Hair *et al.*, 2014:113). Pallant (2013:192) states that varimax is the most commonly used orthogonal approach. The varimax procedure minimises the variables with high loadings, making it easier to interpret the factor pattern (Malhotra, 2010:645). Hair *et al.* (2014:114) mention that orthogonal rotation methods are preferred when the goal is to reduce the number of variables. Consequently, this study made use of an orthogonal rotation method by means of the varimax procedure. In order to ensure that the factor matrix would still be valid even if the factors were highly correlated, the oblique promax rotation was also conducted.

4.7.2.1.6 Assess the factor matrix

The next step in the decision-making process is to consider the factor matrix by assessing the communalities and factor loadings of the variables (Hair *et al.*, 2014:116–117). Malhotra (2010:638) defines communality as the amount of variance that a variable shares with other variables in the data set. Costello and Osborne (2005:4) suggest that if a variable has a communality value of less than 0.40, it might not be related to the other items and the researcher should consider excluding it from the study. Hair *et al.* (2014:117) argue that variables with communality values below 0.50 do not have sufficient explanation. Pallant (2013:206) states that the total variance explained may be improved by removing variables with low communalities. This study discarded variables with communalities below 0.40 and 0.45 respectively in consecutive runs of the EFA in an attempt to improve the total variance explained. Correlations between the factor scores and the original variables may also be assessed by means of factor loadings to determine the composition of the factors (McDaniel & Gates, 2013:378). Wiid and Diggins (2013:242) suggest a factor loading of 0.4 is considered meaningful, while

Bradley (2010:322) mentions factor loadings above 0.6 indicate a variable that explains a factor very well. Sometimes a variable may cross-load and have significant values for more than one factor. Such variables should be considered for deletion to improve the factor matrix (Hair *et al.*, 2014:117). This study discarded variables with factor loadings below 0.45 and variables that cross loaded. The study also discarded variables with a factor loading below 0.6 in an attempt to improve the factor matrix further.

Hair *et al.* (2014:104) indicate that the factor analysis should be rerun if any variables were discarded, or the number of factors extracted should change if another type of rotation is needed. This study had several consecutive reruns of the EFA due to the change in number of factors extracted as well as the deletion of several variables.

Suhr (2006:4) suggests the assessment of the conceptual meaning of items within the same factor as part of the EFA to determine the interpretability of the given factor. All the items should be assessed to judge their conceptual fit with their respective factors (Hair *et al.*, 2010:112). Items that do not conceptually fit with the corresponding items in a specific factor should be considered for deletion. Once all the items within a factor demonstrate conceptual fit, the naming of the factors can commence.

McDaniel and Gates (2013:379) suggest naming the factors once a satisfactory factor solution has been derived. The naming of the factors is a subjective step, involving the use of intuition and prior knowledge regarding the variables (Hair *et al.*, 2014:136). This step assigns some meaning to the factors and the researcher can check whether all the variables within each factor are homogeneous.

4.7.2.1.7 Reliability and validity of the factor matrix

The final step of the factor analysis is to determine the reliability and validity of the factor matrix. This can be done by means of a CFA, using SEM, doing a split sample analysis and/or calculating the internal consistency reliability for each latent factor. This study utilised all three of these measures to ensure the

reliability and validity of the factor matrix. Each of these aspects will be discussed in the subsequent sections.

4.7.2.2 Confirmatory factor analysis (CFA)

A CFA is a complex and sophisticated set of techniques used as a confirmatory test to prove or disprove specific theories regarding the factor structure of the variables (Pallant, 2013:188). A CFA aims to confirm whether variables load on the expected number of factors as predicted (Malhotra, 2010:725). Consequently, the priori criterion approach is used to specify the number of factors and their indicators based on the results of the EFA. Hair *et al.* (2014:95, 620) suggest making use of SEM for confirmatory purposes to determine whether the measurement model is valid. SEM will be discussed in more detail in Section 4.7.6.

4.7.3 Reliability

Field (2005:666) stipulates the importance of measuring the reliability of a scale when using factor analysis to validate the scale. Reliability refers to the extent to which measures are free from random errors and would produce consistent results repeatedly (Feinberg *et al.*, 2013:128, McDaniel & Gates, 2013:215; Wiid & Diggins, 2013:238). Bradley (2010:214) states that a respondent would respond alike to similar questions when a measure is deemed reliable. There are various methods of measuring reliability, which include test-retest, split-half reliability, alternative forms reliability and internal-consistency reliability (Malhotra, 2010:318–319, 644). Hair *et al.* (2010:157) argue that internal-consistency reliability is most often used to measure scale reliability.

Internal-consistency reliability assesses the reliability of a set of a scale where several variables are summed to form a final score (Malhotra, 2010:319). The internal-consistency reliability of a scale suggests the ability to produce similar results among various samples during the same time (McDaniel & Gates, 2013:217). Pallant (2013:101) states that the Cronbach alpha coefficient is a popular measure of internal-consistency reliability. The Cronbach's alpha

coefficient can be calculated by computing mean reliability coefficient estimates for all possible ways of splitting a set of items in half (McDaniel & Gates, 2002:298). The coefficient ranges between 0 and 1, where any result below 0.6 indicates a lack of internal consistency (Malhotra, 2010:319).

This study made use of the Cronbach's alpha coefficient to determine the internal-consistency reliability of each one of the brand personality dimensions. Hair *et al.* (2014:123) argue that no single measure of internal reliability is perfect and suggest using a combination of the reliability coefficient (Cronbach alpha), correlation analysis and reliability measures from the CFA. CFA reliability measures include composite reliability (CR) and average variance extracted (AVE). Consequently, this study also utilised the latter two measures to assess the reliability of the study. Inter-item correlations above 0.3 and item-to-total correlations above 0.5 suggest internal consistency (Hair *et al.*, 2014:123). Reliability measures from the CFA will be discussed in subsequent sections.

This study also made use of the split-sample analysis to ensure the reliability of the factor matrix. Malhotra (2010:644) explains that split-sample reliability entails splitting the sample in half and performing a factor analysis on each half. Reliability could be assumed if the variables load on the same factors for each of the two samples.

4.7.4 Validity

Hair *et al.* (2010:157) state that a reliable scale is not necessarily valid and that it is also necessary to assess the validity of the scale. Zikmund and Babin (2013:258) define validity as the degree to which a measuring instrument produces accurate results regarding the characteristics being measured. Validity indicates the extent to which the measurement instrument measures what the researcher intended it to measure (McDaniel & Gates, 2013:217). Malhotra (2010:320) outlines three measures of validity, namely content validity, criterion validity and construct validity.

Content validity can be defined as "representativeness or sampling adequacy of the content of a measuring instrument" (McDaniel & Gates, 2013:218).

Content validity is mostly assessed by means of judgement to determine whether the scale measures what it is supposed to measure (Hair *et al.*, 2010:158). The content validity of the questionnaires used in this study was checked by three experienced researchers to ascertain that the content of the questionnaires was up to standard.

Criterion validity refers to the extent to which a scale measures correctly what the underlying theory suggests (Welman *et al.*, 2005:144; Iacobucci & Churchill, 2010:256;). Pallant (2013:7) states that criterion validity assesses the relationship between scale scores and some specified and measurable criterion. For this study, criterion validity was not applied.

Construct validity determines whether the construct or characteristic of the scale actually measures what it purports to be measuring (Malhotra, 2010:320). McDaniel and Gates (2013:218) state that construct validity assists the researcher to understand the theoretical foundations of the scale. When measuring construct validity, it is necessary to consider convergent, discriminant and nomological validity. Convergent validity assesses the extent to which related constructs have a positive correlation while discriminant validity assesses the lack of correlation among unrelated constructs. Nomological validity determines whether any significant correlations exist between pairs of constructs as suggested by the theory (Malhotra, 2010:321). The convergent and discriminant validity of the study were assessed by means of the average variance extracted (AVE) and construct reliability (CR) values, as discussed in Section 4.7.6.2. The nomological validity of this study was assessed by means of a correlation analysis as outlined in the next section.

4.7.5 Correlation analysis

Correlation analysis aims to measure the relationships among variables by determining the degree to which changes in one variable are associated with changes in another variable (McDaniel & Gates, 2013:344; Silver *et al.*, 2013:204). According to Malhotra (2010:562), the Product-Moment correlation (r) statistic is the most widely used for correlation analysis. Product-Moment

correlation is also known as the Pearson's correlation coefficient and ranges between -1 (perfect negative correlation) and +1 (perfect positive correlation) (Pallant, 2013:133). An r value of 0 indicates no relationship. This study made use of the Product-Moment correlation statistic to measure the nomological validity of the study.

4.7.6 Structural equation modelling (SEM) for confirmatory factor analysis (CFA)

Kline (2015:11) suggests that SEM may be used as a confirmatory approach to establish if data gathered are consistent with a proposed model. This study made use of SEM as part of a CFA to validate the SPBP-trait scale. SEM makes use of a set of causal processes by means of a series of structural equations to assist the conceptualisation of the underlying structural relations (Byrne, 2013:3). SEM is classified as a multivariate statistical technique that assesses the relationships between independent and dependent constructs by means of concurrent multiple equation estimation processes (Babin & Svensson, 2012:321). SEM, as with any other multivariate statistical technique, requires larger samples to produce stable solutions (Malhotra, 2010:731). Several authors (Barrett, 2007:820; Reisinger & Mavondo, 2007:52; Kline, 2015:16) suggest a minimum of 200 participants. However, in the case of more complex models, a sample size of 200 may be inadequate. This study had a sample size of 1822 and 331 respectively for the steps dealing with SEM and was, therefore, deemed sufficient. Figure 4.2 outlines the SEM for CFA process.

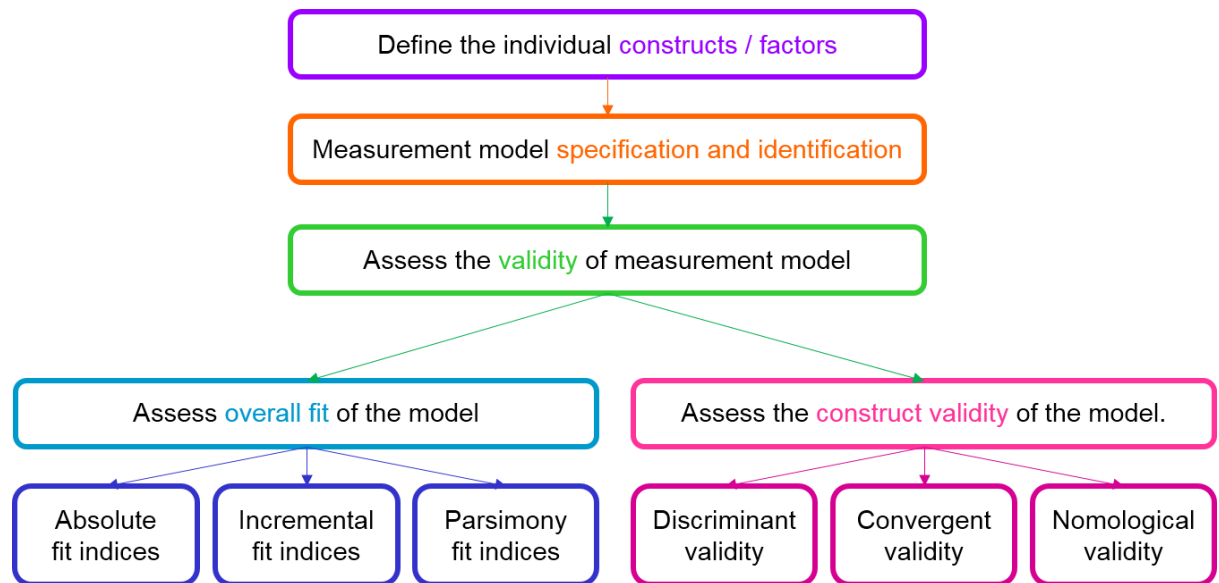


Figure 4.2: SEM stages for CFA (Adapted from: Hair *et al.*, 2014:605–622)

4.7.6.1 Define the individual constructs/factors

The SEM process starts with defining the latent factors and indicator variables of each of the factors to develop and specify the measurement model (Malhotra, 2010:729). Kline (2011:6) suggests that this step should be guided by pre-existing theory. However, Hair *et al.* (2014:567) state that if a new scale were to be developed, significant time should be taken to select the variables for measurement quality. This study developed a new SPBP-trait scale. Therefore, no existing scales from current literature were adapted. A series of steps was utilised to identify and reduce the final list of traits used as variables for the measurement model.

4.7.6.2 Measurement model specification and identification

The measurement model indicates the relationships between the unobserved and observed variables (Mulaik, 2009:209; O'Rourke *et al.*, 2013:186). Malhotra (2010:726) notes that the variables group into latent constructs through observed paths. These paths must be specified, as latent constructs cannot be observed. Consequently, one factor loading is fixed at the value of 1 (Byrne, 2010:307). Weston and Gore (2006:724) state that the measurement model assists the researcher in assessing the combination of variables in specified constructs. Furthermore, overall model fit will indicate

how much of the variance is explained by this combination of variables (Babin & Svensson, 2012:325). This study made use of an EFA to identify the factors and underlying variables for the measurement model. Step 5 of this study utilised 1822 participants to gather the empirical results to use during the SEM process. The final step of this study utilised 331 participants to confirm the validity of the SPBP-trait scale.

4.7.6.3 Assess the reliability and validity of the measurement model

Once the measurement model has been specified, it is necessary to determine the reliability and validity of the measurement model. The reliability and validity of the model may be assessed by means of the CR values, the AVE values and model fit indices (Malhotra, 2010:741). CR measures the internal consistency of a given factor based on the standardised loadings and measurement error of each item (Shook *et al.*, 2004:400). The formula to calculate CR is:

$$CR = \frac{(Fl_1 + Fl_2 + Fl_3 + \dots)^2}{(Fl_1 + Fl_2 + Fl_3 + \dots)^2 + (err_1 + err_2 + err_3 + \dots)}$$

Hair *et al.* (2011:145) state that a CR value higher than 0.7 suggests internal reliability. Convergent and discriminant validity can be measured by means of the AVE. Malhotra (2010:725) defines AVE as “the variance in indicators or observed variables that is explained by the latent construct”. The formula to calculate AVE is:

$$AVE = \frac{(Fl_1^2 + Fl_2^2 + Fl_3^2 + \dots)}{(Fl_1^2 + Fl_2^2 + Fl_3^2 + \dots) + (err_1 + err_2 + err_3 + \dots)}$$

An AVE above 0.5 suggests convergent validity (Hair *et al.*, 2011:145). In addition, the square root of the AVE of each latent factor should be higher than the highest correlation with any other latent factor to indicate discriminant validity (Malhotra, 2010:734). Apart from CR and AVE, model fit may also be

utilised to assess the reliability and validity of the measurement model. There are various model fit indices that a researcher can also use to accomplish this. Table 4.5 lists some of the most prominent measures.

Table 4.5: Measurements for model fit

Measure	Description	Recommended value
χ^2	chi-square	$p > 0.05$
GFI	goodness-of-fit index	≥ 0.9
AGFI	adjusted-goodness-of-fit index	≥ 0.9
RMSR	root mean square residual	≤ 0.08
SRMR	standardised root mean square residual	≤ 0.08
RMSEA	root mean square error of approximation	≤ 0.08
IFI	incremental fit index	≥ 0.9
TLI	Tucker Lewis index	≥ 0.9
RNI	relative non-centrality index	≥ 0.9
PGFI	parsimony goodness-of-fit	≥ 0.9
PNFI	parsimony normed fit index	≥ 0.9

Source: Hair *et al.* (2014:579-581) and Malhotra (2010:732–734)

The model fit measurements can be grouped into three main fit indices, namely absolute, incremental and parsimony (Malhotra, 2010:731). Absolute fit indices are subdivided into goodness-of-fit (GFI and AGFI) and badness-of-fit (RMSR, SRMR and RMSEA). Both incremental fit indices (CFI, IFI and RNI) and parsimony fit indices (PGFI and PNFI) are measures of goodness-of-fit (Byrne, 2013:77).

Hair *et al.* (2014:589) suggest using the chi-square value together with one absolute fit index, one incremental fit index, one goodness-of-fit index as well as one badness-of-fit index to assess model fit. In this study the chi-square, RMSEA (absolute fit index), CFI and IFI (incremental fit index), GFI (goodness of fit index) and SRMR (badness-of-fix index) were used to assess the overall fit of the model.

4.7.7 Descriptive statistics

Descriptive statistics are the most efficient way to present a summary of the characteristics of a large data set (Welman *et al.*, 2005:231; McDaniel & Gates, 2013:343). Descriptive statistics are a method of summarising the frequency distributions of the captured data (Malhotra, 2010:486). This study made use of a combination of the three common techniques of descriptive statistics, namely measure of location (means), measure of variability (standard deviations) and measure of shape (skewness and kurtosis).

4.7.7.1 Measures of location

Measures of location may also be referred to as measures of central tendency, and include the mean, mode and median of the data set (Hair *et al.*, 2010:260; Malhotra, 2010:486; Feinberg *et al.*, 2013:396). Burns and Bush (2014:229) explain that the purpose of the measures of location is to reflect a typical or frequent response for each question. Researchers are more interested in the collective perception of a group than in individual perceptions. Brendt and Petzer (2011:247) argue that the mean is the most useful measure to illustrate aggregate preference. The mean value is calculated by dividing the total sum of individual observations by the total number of observations (Welman *et al.*, 2005:230; McDaniel & Gates, 2013:343). The mean is also known as the arithmetic average of a sample (Hair *et al.*, 2010:260). This study made use of the mean value as measure of location.

4.7.7.2 Measures of variability

Measures of variability illustrate the diversity of participants by revealing the typical difference between the values in a data set (Burns & Bush, 2014:320). Measures of variability may also be referred to as measures of dispersion (Feinberg *et al.*, 2013:398; McDaniel & Gates, 2013:344). These measures include the range (difference between the smallest and largest value), variance (the average squared deviation of all the values from the mean) and standard deviation (average distance for each value from the mean) of the

data set (Hair *et al.*, 2010:264; Malhotra, 2010:487; Burns & Bush, 2014:321). This study made use of the standard deviation value as measure of variability.

4.7.7.3 Measures of shape

The measures of shape assist in understanding the nature of a distribution by assessing the skewness and kurtosis of the data set (Malhotra, 2010:488). These measures will help the researcher to assess the normality of the distribution (Hair *et al.*, 2014:77). The skewness indicates the symmetry of the distribution, while the kurtosis shows the peakedness or flatness of the distribution (Pallant, 2013:59).

Wiid and Diggins (2013:249–250) explain that the skewness of a data set may be normal (symmetrical, skewness = 0), positive (skewed to the left, skewness > 0) or negative (skewed to the right, skewness < 0). The kurtosis of a data set may also be normal (kurtosis = 0), positive (distribution is peaked, kurtosis > 0) or negative (distribution is flat, kurtosis < 0) (Pallant, 2013:59; Wiid & Diggins, 2013:250). Malhotra (2010:489) emphasises the importance of measures of shape by indicating that a distribution will influence statistical procedures that assume normality. Therefore, the researcher should be cautious of data that is highly skewed or noticeably flat or peaked.

4.8 CONCLUSION

The primary objective of the study was to develop and validate a SPBP-trait scale for the assessment of consumers' perceptions of the brand personality traits of symbolic products. This chapter provided a description of the research methodology that was followed to achieve this objective

This chapter discussed the research design, research approach and sampling strategy. A non-probability convenience sample was taken from two South African HEI campuses located in the Gauteng province and North West province. The chapter also outlined the data collection and data preparation that was used during this study. The study comprised several steps and therefore utilised various data collection methods (survey, secondary data and expert focus group). The captured data was analysed using the SPSS and

AMOS programs. The statistical analysis techniques applied included frequency analysis, EFA, reliability and validity analysis, correlation analysis, SEM for CFA and descriptive statistics analysis.

The next chapter presents and discusses the empirical findings of the study using the research methodology outlined in this chapter.

CHAPTER 5

ANALYSIS AND INTERPRETATION OF EMPIRICAL FINDINGS

"If the statistics are boring, you've got the wrong numbers."

Edward Tufte

5.1 INTRODUCTION

This chapter reports on and interprets the empirical findings of this study based on the five empirical objectives, as formulated under Section 1.3.3 in Chapter 1.

The chapter includes a description of the data gathering process in Section 5.2 and the preliminary data analysis in Section 5.3. In Section 5.4, a description of the sample for each of the six steps is provided. Thereafter, in Section 5.5, the study outlines the brands identified in Step 1 of the study, followed by Section 5.6, which discusses the identification of the traits in Step 2 and Step 3 of the study. Section 5.7 reports on the trait reduction for Step 4 of the study. Section 5.8 provides an overview of the results from the pilot test. Section 5.9 presents the results of the EFA, while Section 5.10 reports on the reliability and validity of the measurement model. Section 5.11 assesses the correlation matrix to determine nomological validity. SEM is the focus of Section 5.11, highlighting the reliability, convergent validity, discriminant validity and model fit of the measurement model.

In order to perform the data analysis, SPSS and AMOS Version 23.0 for Windows were used. The data analysis was conducted in six steps, as outlined in Section 1.4.2.2 of Chapter 1. The next section discusses the data gathering process of the study.

5.2 DATA GATHERING PROCESS

The data required for this study were collected by means of five consecutive steps. Steps 1 and 2 involved collecting data by means of a self-administered questionnaire from students enrolled at one HEI campus situated in the Gauteng province. Step 3 of the study involved collecting secondary data from the Internet (WWW), an external research company, as well as from an established brand personality trait scale

(Aaker, 1997). Step 4 of the study involved gathering data from a panel of experts by means of pen and paper recording. Step 4 also involved gathering data using a self-administered questionnaire from students enrolled at one HEI campus situated in the Gauteng province. The final step of the study involved gathering data from students enrolled at two HEI campuses situated in the Gauteng and North West provinces of South Africa.

All the self-administered questionnaires were distributed after lectures to ensure that no academic learning was interrupted. Participants were informed that participation in the study was voluntary and that all information provided would remain confidential. A combination of postgraduate, first-, second- and third-year students participated in this study. Participants in each step were excluded from participation in the subsequent steps.

5.3 PRELIMINARY DATA ANALYSIS

The preliminary data analysis was conducted using coding, data cleaning and tabulation.

5.3.1 Coding

This study consisted of various steps, which made coding essential to distinguish between the different data sets gathered. Refer to **Annexure G** for the tables presenting codes and assigned values.

5.3.2 Data cleaning

During the data cleaning step, where more than ten percent of the values for one of the brands were missing, the brand on the specific questionnaire was discarded; those scaled-responses within questionnaires with missing values of less than ten percent were estimated, using the neutral value of 3.

5.3.3 Tabulation

After all data had been coded and cleaned, the next step was to tabulate the data. Refer to **Annexure H** for the frequency tables of responses recorded in Step 5 of this study.

5.4 DEMOGRAPHIC ANALYSIS

Table 5.1 presents the demographic data (gender and designated group) of each step of the study.

Table 5.1: Demographic analysis










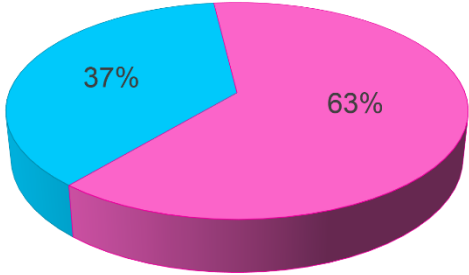
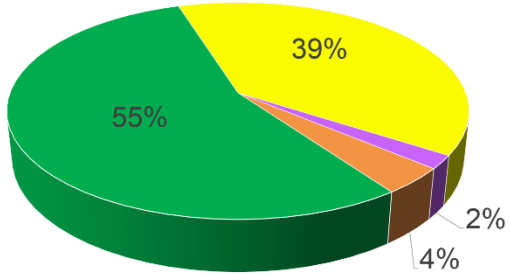
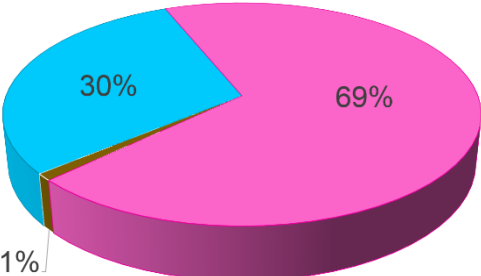
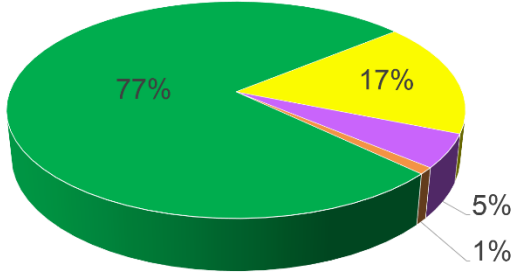
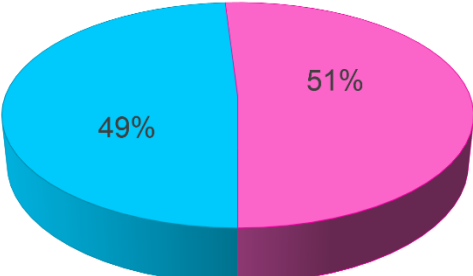
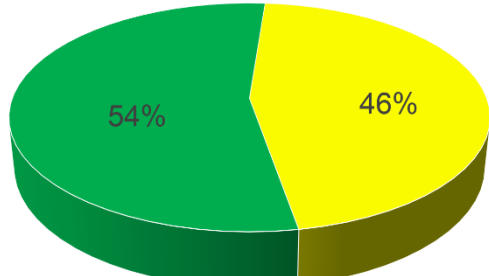
Gender			Designated group					
 Male	 Female	 Not indicated	 African	 White	 Coloured	 Indian	 Asian	 Not indicated
Step 1 (n = 52)								
								
Step 2 (n = 64)								
								
Step 4 (n = 36)								
								

Table 5.1: Demographic analysis (continued...)










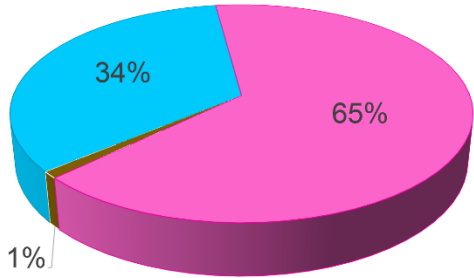
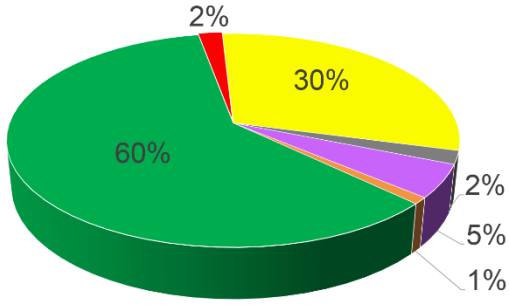
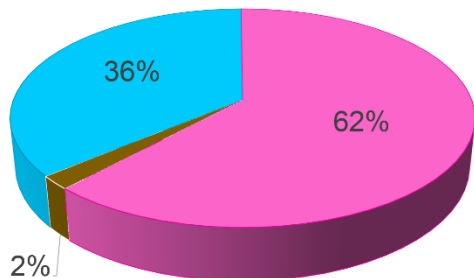
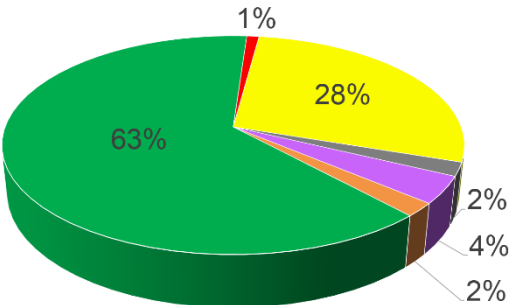
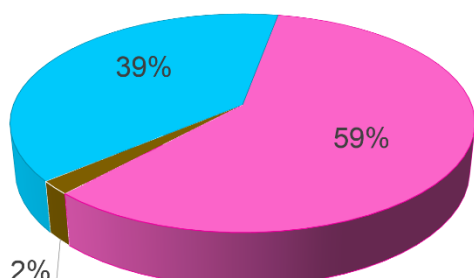
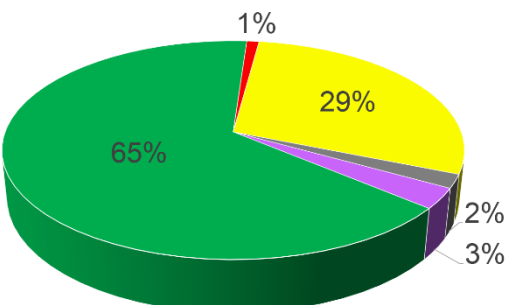
Gender			Designated group		
 Male	 Female	 Not indicated	 African	 White	 Coloured
			 Indian	 Asian	 Not indicated
Step 5A (n = 355)					
					
Step 5B (n = 374)					
					
Step 5C (n = 365)					
					

Table 5.1: Demographic analysis (continued...)










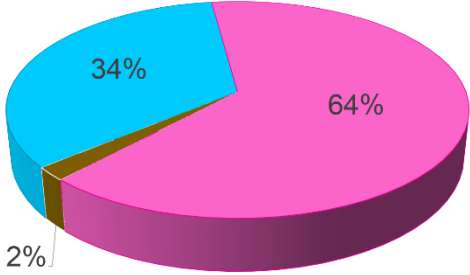
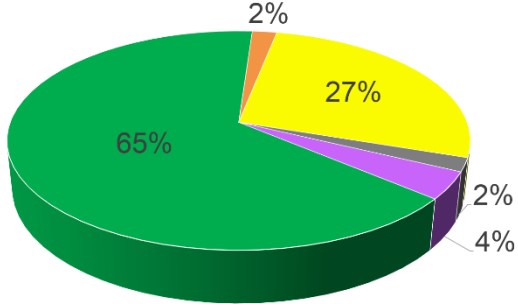
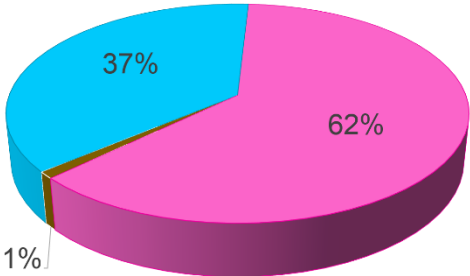
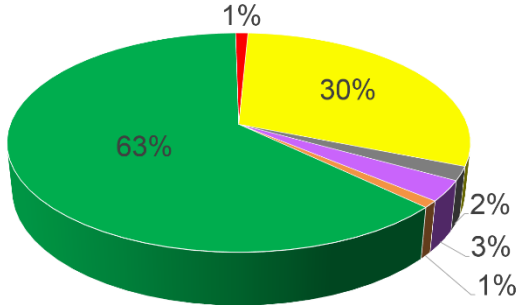
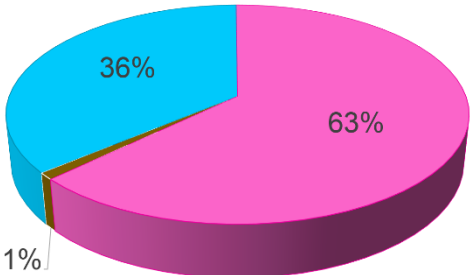
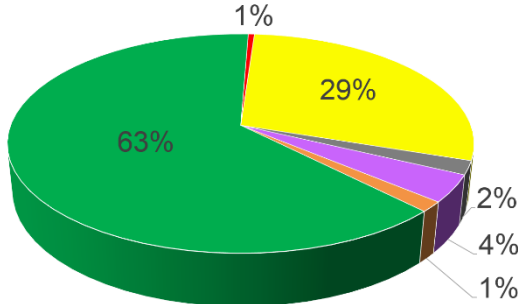
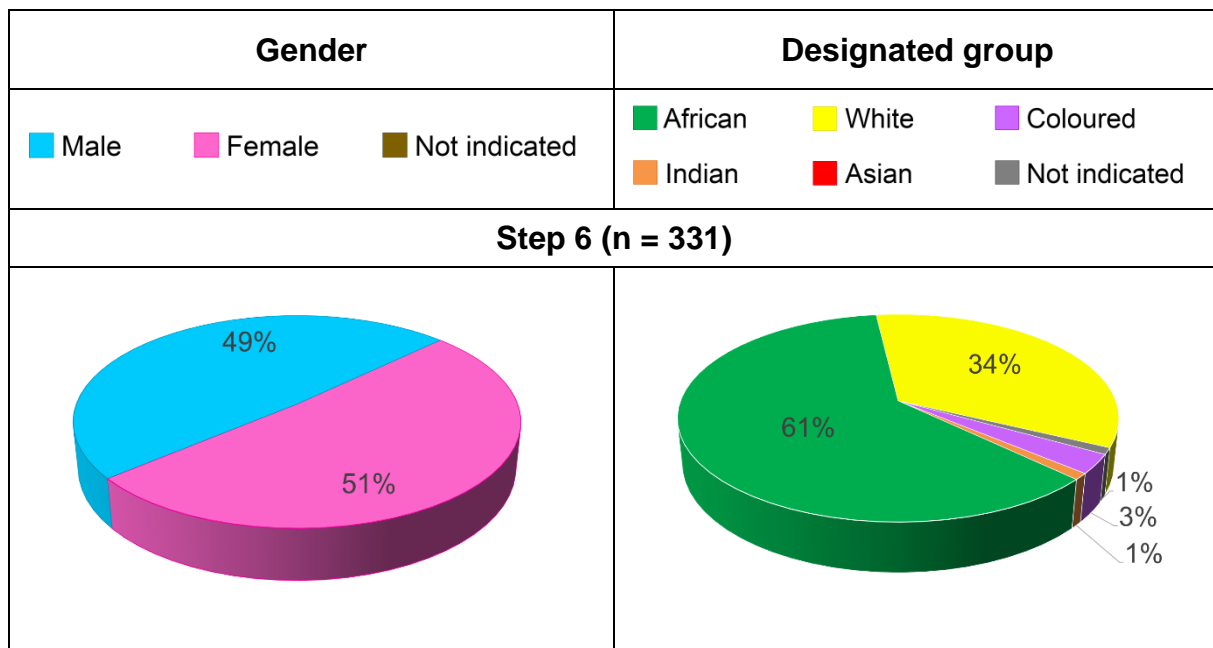
Gender			Designated group		
 Male	 Female	 Not indicated	 African	 White	 Coloured
			 Indian	 Asian	 Not indicated
Step 5D (n = 356)					
					
Step 5E (n = 372)					
					
Step 5 combined (n = 1822)					
					

Table 5.1: Demographic analysis (continued...)



The left column of Table 5.1 depicts the gender distribution of each of the steps of the study. There were more female (Step 1 = 63%; Step 2 = 69%; Step 4 = 51%; Step 5 = 63%; Step 6 = 51%) than male (Step 1 = 37%; Step 2 = 30%; Step 4 = 49%; Step 5 = 36%; Step 6 = 49%) participants in the sample for each of the steps. There were also some participants who did not indicate their gender (Step 2 = 1%; Step 5 = 1%).

The right column of Table 5.1 depicts the distribution of designated groups for each of the steps. Africans were the largest representative group for all of the steps (Step 1 = 55%; Step 2 = 77%; Step 4 = 54%; Step 5 = 63%; Step 6 = 61%), while White participants were the second largest designated group (Step 1 = 39%; Step 2 = 17%; Step 4 = 46%; Step 5 = 29%; Step 6 = 34%). Other designated groups represented in the sample included Coloureds (Step 1 = 2%; Step 2 = 5%; Step 5 = 4%; Step 6 = 3%), Indians (Step 1 = 4%; Step 2 = 1%; Step 5 = 1%; Step 6 = 1%) and Asians (Step 5 = 1%). There were also some respondents who did not indicate their designated group (Step 5 = 2%; Step 6 = 1%). The next section discusses Step 1 of the study, namely the brand identification step.

5.5 BRAND IDENTIFICATION

During Step 1 of the study, participants were requested to write down the first brand that came to mind when thinking of each of the eight symbolic product categories. Figure 5.1 presents the top four brands in each category.

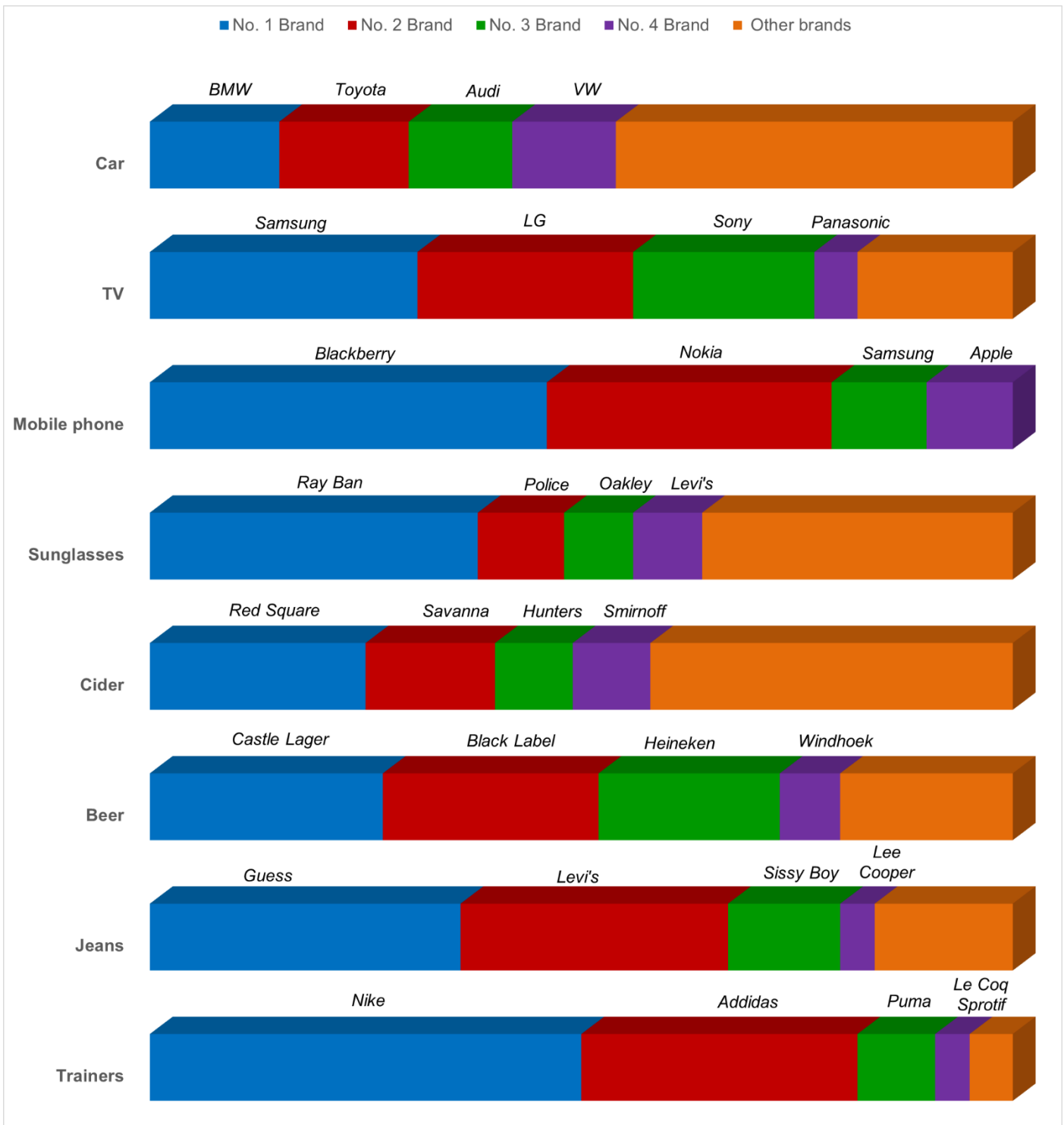


Figure 5.1: Top brands: symbolic product categories

The results illustrated in Figure 5.1 are in line with similar results from the Sunday Times's Top Brands survey (Times Media, 2014). The top two brands identified for use in this study grouped among the top brands in their respective product categories in the Sunday Times's Top Brands survey as well. *BMW* and *Toyota* (Top 4), *Samsung* and *LG* (Top 2), *Blackberry* and *Nokia* (Top 3), *Red Square* and *Savanna* (Top 3), *Castle* and *Black Label* (Top 5), *Nike* and *Adidas* (Top 2) were among the products. Of the symbolic product categories, two (jeans and sunglasses) were not measured during the Sunday Time's Top Brands survey. The next section outlines the trait identification process.

5.6 TRAIT IDENTIFICATION

The study utilised Step 2 and Step 3 to identify the initial list of traits. Step 2 made use of two sets of questionnaires where participants had to identify the brand personality traits they associated with various brands. The personality traits identified for each brand are depicted verbatim in Figures 5.2 to 5.17. An online tool, namely Wordle™ (www.wordle.net), was used to make word clouds to illustrate the results. The larger the word is, the more often it was used by participants to describe the brand.



Figure 5.2: Traits identified for *BMW*



Figure 5.3: Traits identified for Toyota

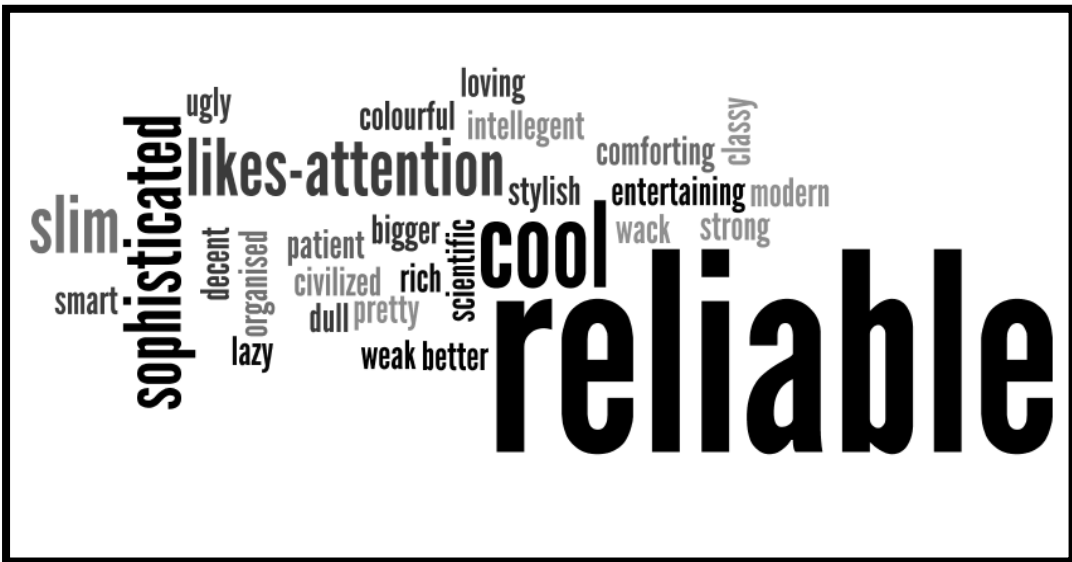


Figure 5.4: Traits identified for Samsung



Figure 5.7: Traits identified for *Nokia*



Figure 5.8: Traits identified for *Ray-Ban*

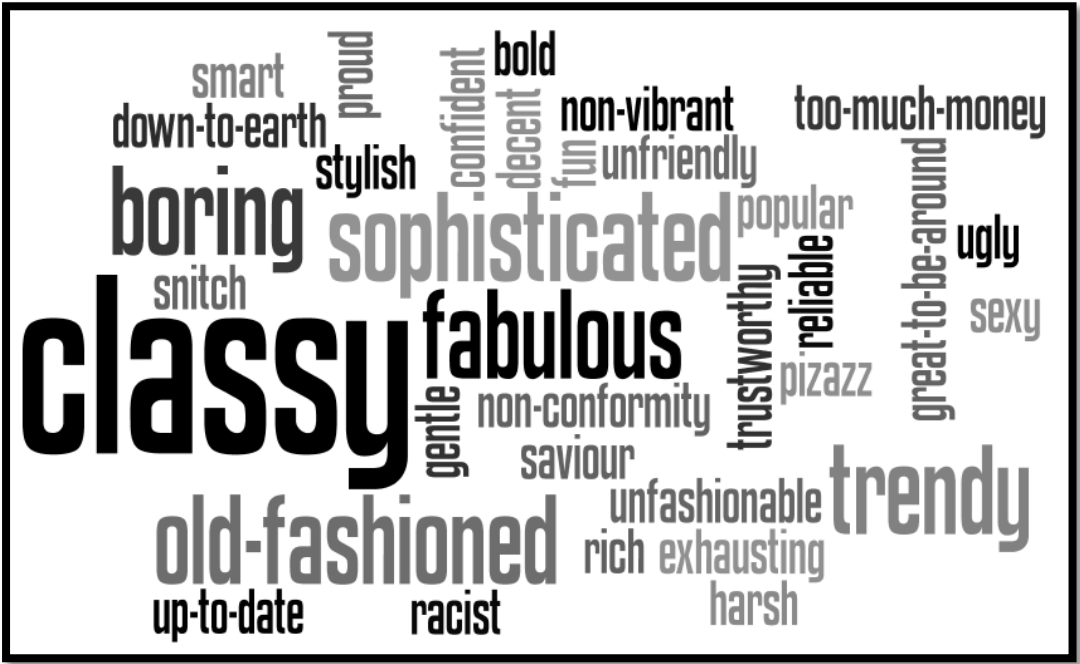


Figure 5.9: Traits identified for *Police*



Figure 5.10: Traits identified for *Red Square*



Figure 5.11: Traits identified for *Savanna*



Figure 5.12: Traits identified for *Castle Lager*



Figure 5.13: Traits identified for *Black Label*



Figure 5.14: Traits identified for *Guess*



Figure 5.15: Traits identified for *Levi's*



Figure 5.16: Traits identified for *Nike*



Figure 5.17: Traits identified for *Adidas*

Various traits were identified for some of the brands, which ranged from positive to negative aspects. There was a definite reoccurrence of some traits for several of the brands. A possible reason for this was that the questionnaire included examples of traits to increase understanding (for example, gentle, loving, down-to-earth and reliable). These traits were used to illustrate the concept of brand personality with non-symbolic brands (soap, coffee and polish). These example traits may have influenced participants to use these specific traits more often. In addition, not all the words identified pertain to personality traits, indicating that not all the participants fully understood the concept of brand personality traits. These words that could not be classified as personality traits were discarded as irrelevant during the trait reduction process. The complete list of 271 traits identified during Step 2 can be viewed in **Annexure I**.

Step 3 of the study made use of secondary data to identify additional traits. This was done by adding Aaker's (1997) 42 brand personality traits to the list as well as a list of 24 brand personality traits acquired from a South African marketing research company. Brand personality traits (49 traits) were also acquired from searching the Internet for articles, reviews and organisation websites (from South Africa) that used any relevant adjectives to describe symbolic products from the same product categories used in Step 1. The list of 115 traits identified during Step 3 of the study can be viewed in **Annexure J**.

Step 2 and Step 3 yielded 386 traits, which were too many to present to participants in a questionnaire. Consequently, the traits needed to be reduced to a more manageable number.

5.7 TRAIT REDUCTION

An expert focus group was consulted to reduce the initial list of traits. The expert focus group was presented with the list of 386 traits and asked to remove any words that were viewed as redundant, ambiguous or irrelevant. Refer to **Annexure K** to view the discarded traits. The reduced list of traits is presented in Table 5.2.

Table 5.2: Reduced list of traits (102 traits)

admirable	entertaining	masculine	sexy
adventurous	enthusiastic	materialistic	show-off
ambitious	exciting	mysterious	snobbish
arrogant	family-oriented	nerdy	sociable
aspirational	fashionable	opportunistic	soothing
assertive	feminine	organised	sophisticated
attention-seeker	fierce	outdoorsy	spontaneous
bold	flamboyant	outgoing	sporty
boring	fragile	outspoken	straightforward
brave	friendly	over-the-top	street-smart
caring	fun	passionate	stubborn
charismatic	gentle	passive	stylish
charming	genuine	playful	supportive
classy	girly	powerful	tough
confident	glamorous	protective	traditional
conservative	hardworking	proud	trendy
contemporary	humble	pure	trustworthy
cool	humorous	rebellious	unreliable
corporate	idealistic	relaxed	upper-class
creative	imaginative	reliable	vain
daring	innovative	responsible	versatile
determined	intelligent	rugged	vibrant
easy-going	intuitive	sassy / cheeky	wild
egotistic	irritating	seductive	witty
elegant	leader	sentimental	
energetic	lively	serious	

The remaining 102 traits that emerged following the focus group interview were still too many to present in a questionnaire. In order to reduce the list of traits further, these 102 traits were grouped into 21 categories, which were then presented in a questionnaire (see **Annexure C**) to a sample of participants who were asked to rate the extent to which each trait was descriptive of a brand. The inter-item correlation

was then assessed in each of the categories (see **Annexure L** for the inter-item correlation matrices). If two items within the same category had an inter-item correlation larger than 0.5, the trait with the lowest mean value of the two was discarded. Through this process, a further 36 traits were discarded. This yielded 66 traits (see Table 5.3) for use in the final step of the study.

Table 5.3: Reduced list of traits (66 traits)

admirable	gentle	outspoken	sophisticated
adventurous	genuine	over-the-top	spirited
ambitious	glamorous	passionate	sparty
arrogant	goal-driven	passive	straightforward
aspirational	hardworking	playful	stylish
attention-seeker	honest	powerful	supportive
bold	humorous	protective	tough
charming	idealistic	proud	traditional
classy	innovative	pure	trendy
down-to-earth	intelligent	rebellious	trustworthy
easy-going	leader	relaxed	upper-class
energetic	lively	reliable	versatile
entertaining	mysterious	responsible	vibrant
enthusiastic	opportunistic	serious	wild
family-oriented	organised	sexy	witty
feminine	outdoorsy	sociable	
fun	outgoing	soothing	

Before the final step could commence, the questionnaire had to be piloted.

5.8 RESULTS OF THE PILOT STUDY

In Step 5 of study, the questionnaire was piloted on a convenience sample of 57 participants registered at a South African HEI campus. These participants did not form part of the final sample. The questionnaire presented four brands to the participants, who had to use the 66 brand personality traits to rate the

descriptiveness of each trait for each of the brands. This pilot study was undertaken to establish the factorability of the variables. The KMO and Bartlett test of sphericity were assessed to determine the sampling adequacy and correlations among variables. The initial 57 questionnaires were cleaned, which left 55 viable questionnaires (220 unique responses per personality trait). The results of the analysis computed a KMO value of 0.932, chi square Bartlett test=8661.126 (df=1830), $p=0.000<0.05$, which proved satisfactory for the study. The main study was conducted using 1822 participants and factor analysis to determine the underlying factors.

5.9 EXPLORATORY FACTOR ANALYSIS (EFA)

In order to reduce the 66 brand personality traits further, a series of EFAs using principal components analysis and varimax rotation were conducted. Factors were extracted based on an assessment of the scree plot.

In the first EFA, a satisfactory KMO value of 0.983 and chi square Bartlett test=235460.143 (df=2145), $p=0.000<0.05$ were computed. This first EFA yielded eight factors, explaining 53.001 percent of the variance. There were several items with low communalities (below 0.40). Based on these results, five items (5A6, 5A38, 5A50, 5A51, 5A54) were deleted.

Following the deletion of these five items, a second EFA was conducted, which yielded a KMO value of 0.983 and chi square Bartlett test=221697.396 (df=1830), $p=0.000<0.05$. In this second EFA, five factors were extracted, explaining 48.902 percent of the variance. Once again, several items exhibited low communalities (below 0.4). As a result, eight items (5A4, 5A7, 5A16, 5A24, 5A30, 5A44, 5A45, 5A55) were discarded.

After the deletion of these eight items, a third EFA was conducted, which yielded a KMO value of 0.982 and chi square Bartlett test=201953.396 (df=1378), $p=0.000<0.05$. In this EFA, five factors were extracted, which explained 52.285 percent of the variance. Several items continued to exhibit low communalities (below 0.45). This led to a further deletion of five items (5A10, 5A39, 5A43, 5A53, 5A59).

After the deletion of these five items, a fourth EFA was conducted, which yielded a KMO value of 0.982, chi square Bartlett test=187118.225 (df=1128), $p=0.000<0.05$. In this EFA, four factors were extracted, which explained 51.402 percent of the

variance. There were several items with low factor loadings (below 0.45). This led to a further deletion of five items (5A11, 5A19, 5A25, 5A36, 5A42).

After the deletion of these five items, a fifth EFA was conducted, which yielded a KMO value of 0.979, chi square Bartlett test=168435.466 (df=903), $p=0.000<0.05$. In this EFA, four factors were extracted, which explained 53.049 percent of the variance. There were several items cross-loading. As a result, a further 19 items (5A1, 5A8, 5A17, 5A18, 5A21, 5A22, 5A26, 5A28, 5A29, 5A32, 5A37, 5A40, 5A52, 5A60, 5A62, 5A63, 5A64, 5A65, 5A66) were discarded.

After the deletion of these 19 items, a sixth EFA was conducted, which yielded a KMO value of 0.958, chi square Bartlett test=79503.611 (df=276), $p=0.000<0.05$. In this EFA, four factors were extracted, which explained 57.252 percent of the variance. These results were unsatisfactory as the variance explained was still below the recommended 60 percent. There were several items with factor loadings below 0.6. Consequently, a further eight items (5A2, 5A3, 5A5, 5A15, 5A23, 5A27, 5A31, 5A41) were discarded.

After the deletion of these eight items, a seventh EFA was conducted, which yielded a KMO value of 0.928, chi square Bartlett test=51697.578 (df=120), $p=0.000<0.05$. In this EFA, four factors were extracted, which explained 65.545 percent of the variance. These results were satisfactory. Figure 5.18 illustrates the scree plot that was utilised to determine the number of factors to be extracted.

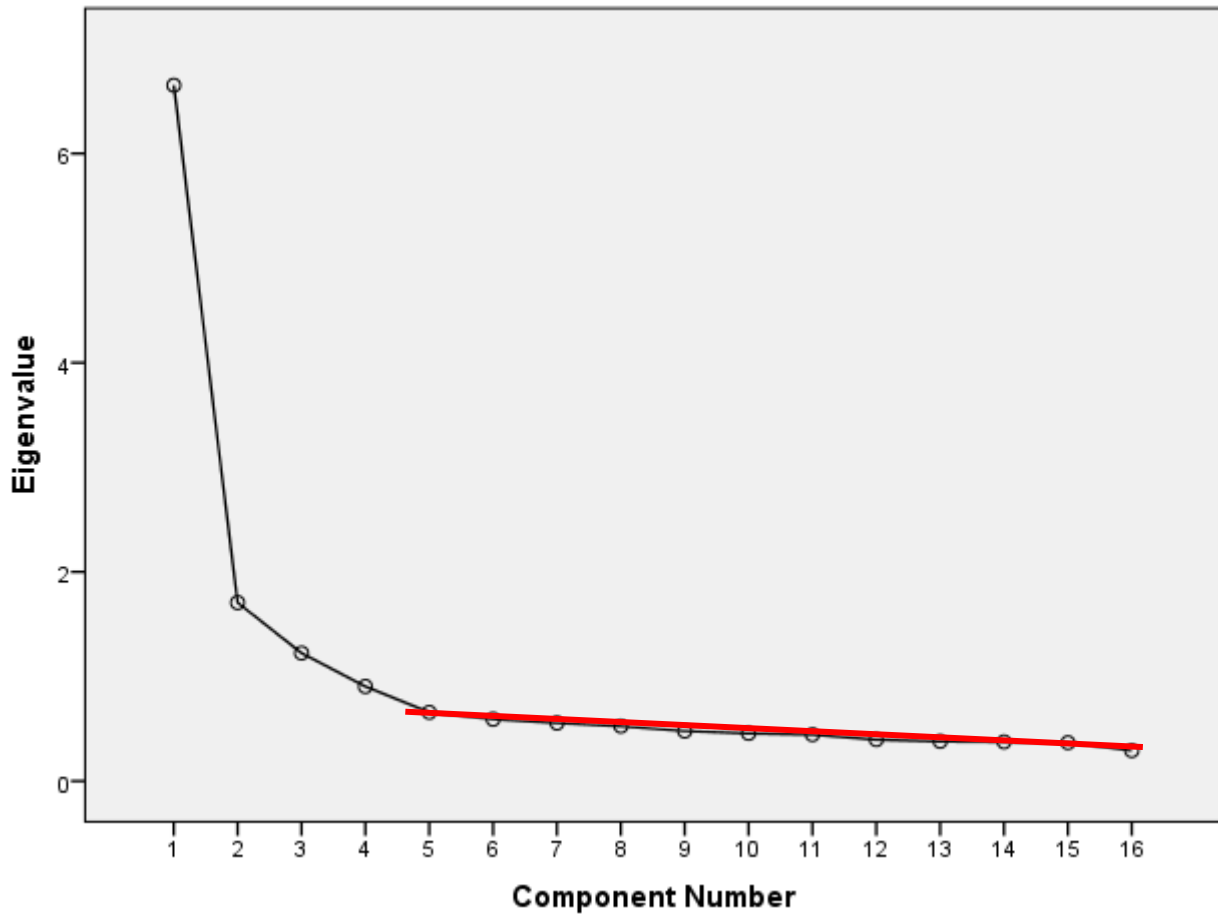


Figure 5.18: Scree plot for Step 5

An analysis of the scree plot (Figure 5.18) shows the point at which the shape of the graph changes and becomes horizontal. The red line in the figure indicates this point. Consequently, four factors were extracted. The rotated factors from the component matrix are presented in Table 5.4.

Table 5.4: Rotated factors for Step 5

Items	Factors				Communalities
	1	2	3	4	
Reliable	0.776				0.687
Responsible	0.775				0.701
Trustworthy	0.747				0.648
Serious	0.698				0.559
Tough	0.688				0.557
Supportive	0.680				0.579
Glamorous		0.784			0.723
Classy		0.734			0.675
Sexy		0.698			0.664
Stylish		0.688			0.625
Outgoing			0.812		0.746
Outdoorsy			0.785		0.678
Outspoken			0.719		0.602
Energetic				0.756	0.665
Enthusiastic				0.753	0.673
Entertaining				0.738	0.704
Eigenvalues	6.653	1.706	1.224	0.905	
% of variance	41.580	10.661	7.649	5.655	

Following the advice of Hair *et al.* (2010:112), the remaining items were assessed to judge their conceptual fit with their respective factors. Here it was noted that two items – tough and serious – did not fit well with the other items that loaded on Factor 1. As such, the decision was taken to discard these two items to ensure the conceptual integrity of the factor structure.

After the deletion of these two items, a final EFA was conducted, which yielded a KMO value of 0.915 and chi square Bartlett test=44240.107 (df=91), $p=0.000<0.05$. This EFA again resulted in the extraction of four factors, which explained 68.296 percent of the variance. The next step of the EFA was to name the factors. The names of the factors together with the rotated factors from the component matrix are presented in Table 5.5.

Table 5.5: Rotated factors for Step 5 (named)

Items	Factors				
	Reliability	Glamorousness	Outgoingness	Enthusiasm	Communalities
Reliable	0.820				0.748
Responsible	0.792				0.721
Trustworthy	0.792				0.710
Supportive	0.683				0.590
Glamorous		0.790			0.728
Classy		0.734			0.675
Sexy		0.711			0.674
Stylish		0.693			0.634
Outgoing			0.815		0.748
Outdoorsy			0.790		0.681
Outspoken			0.722		0.604
Energetic				0.758	0.665
Enthusiastic				0.757	0.675
Entertaining				0.741	0.708
Eigenvalues	5.964	1.590	1.120	0.888	
% of variance	42.597	11.357	7.997	6.345	

Another factor analysis using principal components analysis and promax rotation was conducted. The use of an oblique rotation was to ensure that the factor matrix would still be valid even if the factors were highly correlated. The pattern matrix is presented in Table 5.6.

Table 5.6: Pattern matrix for Step 5

Items	Factors				Communalities
	Reliability	Glamorousness	Outgoingness	Enthusiasm	
Reliable	0.885				0.748
Trustworthy	0.847				0.721
Responsible	0.837				0.710
Supportive	0.692				0.590
Glamorous		0.888			0.728
Classy		0.793			0.675
Sexy		0.779			0.674
Stylish		0.717			0.634
Outgoing			0.850		0.748
Outdoorsy			0.839		0.681
Outspoken			0.745		0.604
Energetic				0.831	0.665
Enthusiastic				0.811	0.675
Entertaining				0.787	0.708
Eigenvalues	5.964	1.590	1.120	0.888	
% of variance	42.597	11.357	7.997	6.345	

As is evident from Table 5.6, the non-orthogonal rotation yielded the same factor structure. The following section reports on the internal-consistency reliability of these factors.

5.10 INTERNAL-CONSISTENCY RELIABILITY ANALYSES OF MAIN SURVEY

Table 5.7 displays Cronbach's alpha and the average inter-item correlation values of the factors that emerged from the EFA.

Table 5.7: Reliability and average inter-item correlation values

Constructs	Number of items in scale	Cronbach's alpha	Average inter-item correlation
Responsibility	4	0.851	0.589
Glamorousness	4	0.837	0.562
Outgoingness	3	0.755	0.509
Enthusiasm	3	0.759	0.513

All the constructs had a Cronbach's alpha value above 0.7, which suggests internal-consistency reliability. In addition, an analysis of the inter-item correlations and item-to-total correlations of all the items confirmed the internal consistency reliability. All the inter-item correlations were above 0.3 and item-to-total correlations above 0.5 (See **Annexure L**).

The study also made use of a random split sample analysis to ensure the validity of the factor matrix. A principal component analysis using varimax rotation was performed on both random samples. From this, four factors were extracted based on priori criterion. The factor analysis for Random Sample 1 explained 68.242 percent of the variance, while 68.422 percent of the variance was explained for Random Sample 2. These results were satisfactory. Table 5.8 presents the findings of the factor matrix for each of the two samples.

Table 5.8: Factor matrices of the random split samples (Step 5)

	Random Sample 1				Random Sample 2			
	Factors				Factors			
	1	2	3	4	1	2	3	4
Reliable	0.812				0.826			
Responsible	0.800				0.789			
Trustworthy	0.795				0.784			
Supportive	0.696				0.671			
Glamorous		0.787				0.794		
Classy		0.742				0.722		
Sexy		0.710				0.712		
Stylish		0.696				0.690		
Outgoing			0.808				0.820	
Outdoorsy			0.798				0.782	
Outspoken			0.707				0.737	
Enthusiastic				0.766				0.761
Energetic				0.752				0.750
Entertaining				0.740				0.741

All the items loaded as expected and validity can therefore be assumed. Further measures of validity will be assessed during the SEM for CFA process. The next section discusses the correlation matrix.

5.11 CORRELATION

A correlation matrix was constructed in order to assess the nomological validity of the proposed model. Pearson's Product-Movement correlation coefficients were calculated for this purpose. Table 5.9 illustrates the correlation matrix.

Table 5.9: Correlation matrix

Constructs	1	2	3	4
1. Responsibility	1			
2. Glamorousness	0.625*	1		
3. Outgoingness	0.377*	0.417*	1	
4. Enthusiasm	0.445*	0.553*	0.494*	1

*Correlation is significant at the 0.05 level (two-tailed)

As evident in Table 5.9, significant positive correlation ($\alpha=0.01$) exists between each of the pairs of constructs. These results infer nomological validity.

The subsequent section discusses the SEM used to test the validity of the proposed SPBP-trait scale.

5.12 STRUCTURAL EQUATION MODELLING (SEM) FOR CONFIRMATORY FACTOR ANALYSIS (CFA)

The first step of the SEM process for CFA is to define the individual constructs to develop the measurement model. This study made use of an EFA to identify the factors and underlying variables for the measurement model. In line with the EFA (Section 5.9), a four-factor measurement model consisting of responsibility (four indicators), glamorousness (four indicators), outgoingness (three indicators) and enthusiasm (three indicators) was specified. The specified measurement model is presented in Figure 5.19.

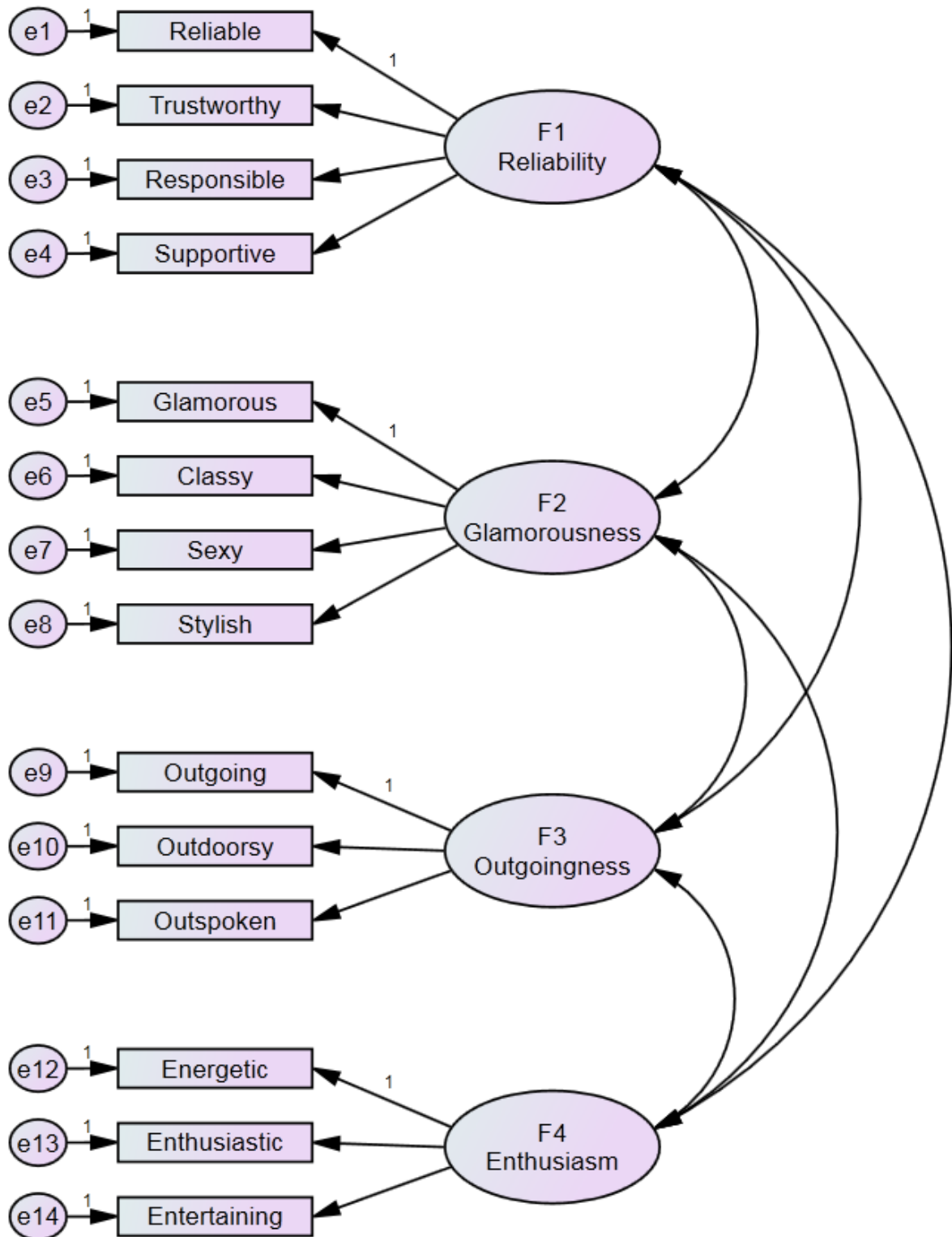


Figure 5.19: Specified measurement model

For model identification purposes, the first loading of each of the latent factors was fixed at 1.0. Consequently, there are 105 distinct sample moments, and 34 parameters to estimate, leaving 71 degrees of freedom (df) based on the over-

identified model, and a chi-square value of 1265.290 with a probability level equal to 0.000.

The measurement model was assessed for any problematic estimates, such as negative error variances or standardised factor loadings below -1.0 or greater than 1.0. Table 5.10 shows all factor loadings above 0.6 with no problematic estimates.

Table 5.10: Standardised coefficients of the measurement model (Step 5)

Latent factors	Constructs	Indicators	Factor loadings		Error variance
F1	Responsibility	Reliable	0.81	+	0.66
		Trustworthy	0.77	+	0.60
		Responsible	0.80	+	0.64
		Supportive	0.69	+	0.48
F2	Glamorousness	Glamorous	0.76	+	0.58
		Classy	0.75	+	0.56
		Sexy	0.71	+	0.51
		Stylish	0.78	+	0.60
F3	Outgoingness	Outgoing	0.82	+	0.67
		Outdoorsy	0.68	+	0.46
		Outspoken	0.66	+	0.43
F4	Enthusiasm	Energetic	0.67	+	0.45
		Enthusiastic	0.77	+	0.59
		Entertaining	0.72	+	0.51

The main purpose of this study is to validate the SPBP-trait scale. Consequently, the reliability and validity of the model was measured by means of composite reliability (CR), the average variance extracted (AVE) and model fit indices (Malhotra, 2010:741).

The overall fit of the model was assessed using the absolute fit indices of the chi-square, the badness-of-fit indices of SRMR, RMSEA and the goodness-of-fit indices of GFI, CFI and IFI. A significant chi-square value of 1265.290 was computed with 71 degrees of freedom. A significant chi-square value usually suggests poor fit, but this statistic is highly sensitive to sample size (Byrne, 2013:80). In addition, the other fit indices, namely SRMR=0.0293, RMSEA=0.048, GFI=0.976, CFI=0.973 and

IFI=0.973, demonstrate a satisfactory fit between the measurement model and the data.

Table 5.11 lists the CR, AVE and the correlation coefficients to determine the reliability and construct validity of the scale.

Table 5.11: Measurement model: construct reliability (CR), average variance extracted (AVE) and correlation matrix (Step 5)

	CR	AVE	$\sqrt{\text{AVE}}$	F1	F2	F3	F4
Responsibility	0.80	0.50	0.71	1			
Glamorousness	0.80	0.50	0.71	0.625	1		
Outgoingness	0.75	0.50	0.71	0.377	0.417	1	
Enthusiasm	0.75	0.50	0.71	0.445	0.553	0.494	1

Reliability of the model is evident from Table 5.11 as all the CR values are above the recommended 0.70 level (Hair *et al.*, 2011:145). In addition, convergent validity can be assumed as all AVE values are above the recommended 0.50 (Malhotra, 2010:734). Discriminant validity is demonstrated by all the correlation coefficients being smaller than the square root of the AVE for each construct.

As such, it may be assumed that the measurement model demonstrates acceptable reliability, convergent validity, discriminant validity and exhibits acceptable fit. In order to confirm the validity, the SPBP-trait scale was tested on three symbolic product brands (*Mercedes-Benz*, *Nike* and *Samsung*). SEM for CFA was once again utilised to confirm validity of the scale.

The measurement model was specified using the SPBP-trait scale items and latent factors. For model identification purposes, the first loading of each of latent factors was fixed at 1.0. Consequently, there are 105 distinct sample moments, and 34 parameters to estimate, leaving 71 degrees of freedom (df) based on the over-identified model, and chi-square values (*Mercedes-Benz*=153.088; *Nike*=180.605; *Samsung*=163.175) with a probability level equal to 0.000 for all the brands.

The measurement models were assessed and no problematic estimates were found. Table 5.12 shows all factor loadings above 0.5.

Table 5.12: Standardised coefficients of the measurement model (Step 6)

Latent factors	Constructs	Indicators	Mercedes-Benz		Nike		Samsung				
			Factor loadings	Error variance	Factor loadings	Error variance	Factor loadings	Error variance			
F1	Responsibility	Reliable	0.70	+	0.48	0.72	+	0.51	0.77	+	0.59
		Trustworthy	0.61	+	0.37	0.64	+	0.41	0.71	+	0.51
		Responsible	0.70	+	0.48	0.63	+	0.40	0.79	+	0.62
		Supportive	0.62	+	0.39	0.5	+	0.25	0.51	+	0.26
F2	Glamorousness	Glamorous	0.56	+	0.32	0.65	+	0.42	0.73	+	0.53
		Classy	0.72	+	0.51	0.69	+	0.47	0.70	+	0.49
		Sexy	0.57	+	0.32	0.70	+	0.49	0.64	+	0.41
		Stylish	0.77	+	0.59	0.67	+	0.45	0.67	+	0.45
F3	Outgoingness	Outgoing	0.77	+	0.60	0.65	+	0.43	0.67	+	0.44
		Outdoorsy	0.76	+	0.58	0.60	+	0.36	0.67	+	0.44
		Outspoken	0.52	+	0.27	0.50	+	0.25	0.56	+	0.32
F4	Enthusiasm	Energetic	0.80	+	0.63	0.65	+	0.42	0.62	+	0.38
		Enthusiastic	0.66	+	0.44	0.71	+	0.51	0.73	+	0.53
		Entertaining	0.63	+	0.40	0.53	+	0.28	0.50	+	0.25

The purpose of Step 6 is to confirm the validity of the SPBP-trait scale. Consequently, the reliability and validity of the models were measured using the same methods as Step 5. Table 5.13 lists the model fit indices for each of the brands.

Table 5.13: Model fit indices (Step 6)

	Mercedes-Benz	Nike	Samsung
SRMR	0.057	0.067	0.057
RMSEA	0.059	0.068	0.063
GFI	0.939	0.926	0.935
CFI	0.938	0.900	0.929
IFI	0.939	0.902	0.930

All the model fit indices demonstrate a satisfactory fit between the measurement model and the data for each of the brands. Table 5.14 lists the CR, AVE and the correlation coefficients to determine the reliability and construct validity of the scale.

Table 5.14 Measurement model: construct reliability (CR), average variance extracted (AVE) and correlation matrix (Step 6)

Mercedes-Benz							
	CR	AVE	$\sqrt{\text{AVE}}$	F1	F2	F3	F4
Responsibility	0.80	0.50	0.71	1			
Glamorousness	0.80	0.50	0.71	0.667	1		
Outgoingness	0.74	0.50	0.71	0.361	0.257	1	
Enthusiasm	0.75	0.50	0.71	0.443	0.365	0.677	1
Nike							
	CR	AVE	$\sqrt{\text{AVE}}$	F1	F2	F3	F4
Responsibility	0.80	0.50	0.71	1			
Glamorousness	0.80	0.50	0.71	0.509	1		
Outgoingness	0.75	0.50	0.71	0.624	0.48	1	
Enthusiasm	0.75	0.50	0.71	0.47	0.335	0.577	1
Samsung							
	CR	AVE	$\sqrt{\text{AVE}}$	F1	F2	F3	F4
Responsibility	0.80	0.50	0.71	1			
Glamorousness	0.90	0.50	0.71	0.437	1		
Outgoingness	0.75	0.50	0.71	0.334	0.504	1	
Enthusiasm	0.75	0.50	0.71	0.432	0.624	0.7	1

Reliability of the SPBP-trait scale is evident from the Table 5.14 as all the CR values are above the recommended 0.70 level (Hair *et al.*, 2011:145). In addition,

convergent validity can be asserted as all the AVE values are above the recommended 0.50 (Malhotra, 2010:734). Discriminant validity is suggested by all the correlation coefficients being smaller than the square root of the AVE for each construct.

As such, it may be concluded that the SPBP-trait scale demonstrates acceptable reliability, convergent validity, discriminant validity and exhibits acceptable fit.

5.13 DESCRIPTIVE STATISTICS

Means, standard deviations, skewness and kurtosis values were computed for all the scaled items. Table 5.13 presents the descriptive statistics for Step 5 and Step 6 of the study. The sample size for Step 5 reflects the 7288 individual responses as the initial sample of 1822 participants each assessed the identified traits for four different brands. Likewise, Step 6 reflects the 993 individual responses as the initial sample of 331 participants each assessed the identified traits for three different brands. These are the combined results of all the questionnaires used in Step 5 and Step 6.

Table 5.15: Descriptive statistics summary (Step 5 & Step 6)

	Step 5					Step 6				
	N	Mean	Standard Deviation	Skewness	Kurtosis	N	Mean	Standard Deviation	Skewness	Kurtosis
Responsibility	7288	3.565	1.1226	-0.621	-0.480	993	4.1027	0.68669	-0.635	0.168
Reliable	7288	3.645	1.3545	-0.670	-0.746	993	4.260	0.8572	-1.064	0.841
Responsible	7288	3.498	1.3257	-0.531	-0.828	993	4.048	0.8786	-0.711	0.255
Trustworthy	7288	3.610	1.3854	-0.635	-0.845	993	4.193	0.8746	-1.038	0.866
Supportive	7288	3.427	1.2621	-0.417	-0.785	993	3.909	0.9867	-0.732	0.164
Glamorousness	7288	3.581	1.0616	-0.656	-0.206	993	4.2281	0.75625	-1.037	0.739
Glamorous	7288	3.523	1.3865	-0.514	-0.987	993	4.283	0.9867	-1.169	0.829
Classy	7288	3.505	1.3731	-0.492	-0.988	993	4.152	0.9044	-1.122	0.437
Stylish	7288	3.738	1.3692	-0.757	-0.689	993	4.006	1.0701	-0.966	0.239
Sexy	7288	3.391	1.4196	-0.402	-1.127	993	4.471	1.0832	-1.484	1.926
Outgoingness	7288	3.697	1.0151	-0.625	-0.167	993	3.9191	0.81227	-0.595	-0.222
Outgoing	7288	3.764	1.1982	-0.689	-0.457	993	4.049	0.9464	-0.720	-0.186
Outdoorsy	7288	3.645	1.2856	-0.574	-0.777	993	3.725	1.2090	-0.678	-0.468
Outspoken	7288	3.682	1.2314	-0.620	-0.571	993	3.983	0.9821	-0.855	0.420
Enthusiasm	7288	3.551	1.0177	-0.545	-0.234	993	4.0027	0.73932	-0.678	0.364
Energetic	7288	3.511	1.2487	-0.448	-0.783	993	3.948	1.0137	-0.651	-0.288
Enthusiastic	7288	3.480	1.1925	-0.411	-0.656	993	3.938	0.9203	-0.630	-0.030
Entertaining	7288	3.661	1.2754	-0.614	-0.695	993	4.123	1.0214	-1.078	0.594

The data illustrated in Table 5.15 suggests normal distribution as none of the skewness values fall outside the -2 or +2 range. The Step 5 data is also somewhat negatively skewed while the kurtosis values suggest that the data set is relatively flat. The Step 6 data is also somewhat negatively skewed while the kurtosis values suggest that the data set is somewhat peaked. These results suggest no irregularity and the data may be considered as normally distributed.

5.14 CONCLUSION

This chapter reported on the empirical findings of each of the steps of this study. The preliminary data analysis was undertaken and reported on. This was followed by a demographical description of the sample. The steps followed to develop the SPBP-trait scale were discussed. The chapter reported on the brand identification (Step 1), trait identification (Step 2 and Step 3) as well as trait reduction steps (Step 4). Once the list of traits was finalised, the validation process (Step 5) of the SPBP-trait scale was outlined. Consecutive loops of EFA (using principal components analysis and varimax rotation) were undertaken to reduce the traits to get an acceptable factor structure. The EFA revealed a four-factor model consisting of 16 brand personality traits. The reliability of the factor model was assessed by means of internal consistency reliability (Cronbach's alpha) and a random split sample analysis. A correlation analysis was used to establish the nomological validity of the factor model. SEM for CFA was performed to confirm that the SPBP-trait scale demonstrates acceptable reliability, convergent validity and discriminant validity, and exhibits acceptable model fit. Furthermore, Step 6 tested the validity of the SPBP-trait scale by assessing reliability, nomological validity, convergent validity, discriminant validity and model fit by means of SEM for CFA. Lastly, the chapter reported on the descriptive statistics (means, standard deviations, skewness values and kurtosis values) to confirm the normality of the data.

The findings in this chapter presented a validated SPBP-trait scale for the assessment of consumers' perceptions of the brand personality traits of

symbolic products within the South African context. The last chapter draws conclusions and provides recommendations originating from the study.

CHAPTER 6

CONCLUSION AND RECOMMENDATIONS

“One worthwhile task carried to a successful conclusion is worth half-a-hundred half-finished tasks.”

Malcolm S. Forbes

6.1 INTRODUCTION

Branding has been part of human existence for several millennia and, during the course of its evolution, has developed from being a mark of ownership and identification, to a quality assurance and, eventually, to being a bearer of certain symbolic associations. Brand personality perceptions qualify as part of these symbolic associations and are an important differential factor that influences an organisation’s success. A wide variety of scales have been developed to measure brand personality but there is still a lack of research studies available regarding brand personality in South Africa. Furthermore, there is a global paucity of research specifically concerning the measurement of brand personality perceptions of symbolic product brands. This study aimed to contribute to the limited literature available by developing and validating a brand personality measurement model (SPBP-trait scale) for symbolic products specifically within the South African context.

6.2 OVERVIEW OF THE STUDY

Chapter 1 provided a brief introduction to the concept of brand personality and highlighted its importance to an organisation (Section 1.1). The chapter also emphasised the paucity of research studies available regarding brand personality in South Africa, as well as symbolic product brand personality globally (Section 1.2). In accordance with this problem, Section 1.3 outlined one primary objective, five theoretical objectives and six empirical objectives. Furthermore, the chapter included a summary of the research methodology that was followed to achieve the objectives (Section 1.4). The remainder of the chapter provided a discussion of the ethical considerations (Section 1.5),

an explanation of the practical and theoretical contributions of the study (Section 1.6) and a brief summary of the chapter classifications (Section 1.7).

The purpose of Chapter 2 was to address the first two theoretical objectives of the study in the form of a literature review. Section 2.2 defined the term branding, while Section 2.3 investigated the origin of branding practices. Section 2.4 examined the development of modern branding practices. Section 2.5 outlined the importance of branding for both the consumer and organisation. The chapter concluded with a discussion on brand equity (Section 2.6). The chapter highlighted the importance of branding as a valuable intangible asset for organisations. Several factors influencing the brand's equity were highlighted, including the prominence of brand personality.

The aim of Chapter 3 was to address the three remaining theoretical objectives of the study. The chapter started with a discussion on the origin of brand personality (Section 3.2). Section 3.3 briefly introduced the concept of the Big Five personality constructs from psychology, while Section 3.4 provided a definition of brand personality. Section 3.5 and 3.6 outlined the factors influencing brand personality and the importance of brand personality respectively. In Section 3.7, various brand personality trait scales were discussed and Section 3.8 investigated the development of these brand personality trait scales. The chapter concluded with a section explaining the concept of symbolic products (Section 3.9).

The main purpose of this chapter was to provide a guideline for the study in order to develop and validate a brand personality trait scale. Section 3.8 analysed the development of nine brand personality trait scales. Four steps became apparent after the analysis. Each of these steps was discussed in detail in Section 3.8. The steps included personality trait generation (Section 3.8.1), reduction of the initial list of traits (Section 3.8.2), assessing the brand personality dimensions (Section 3.8.3) and, lastly, testing the reliability/generalisation of the developed scale (3.8.4). Table 3.14 summarised these findings and served as a guideline for the development of the SPBP-trait scale.

Chapter 4 provided a description of the research methodology that was followed to develop and validate the SPBP-trait scale. An exploratory research design (Steps 1, 2, 3 and 4) guided the study, paired with a descriptive research design (Steps 4, 5 and 6) using a cross-sectional approach (Section 4.2). This study followed a mixed methods research approach by utilising quantitative (Steps 1, 2, 4, 5 and 6) as well as qualitative (Step 1, 3 and 4) research approaches (Section 4.3). The target population comprised students who were enrolled at South African public HEIs (Section 4.4.1). This study made use of a non-probability convenience sample of students registered at two HEI campuses located in the Gauteng and North West provinces of South Africa (Section 4.4.2 and Section 4.4.3). A convenience sample of 2305 students and seven subject experts was used to participate in the various steps of the study, as indicated in Table 4.1 (Section 4.4.4). This study comprised several steps and therefore utilised various data collection methods, as listed in Table 4.2 (Section 4.5). Section 4.6 reviewed the statistical methods used in this study, which included frequency distribution (Section 4.6.1), factor analysis (Section 4.6.2), a test for reliability (Section 4.6.3) and validity measures (Section 4.6.4), correlation analysis (Section 4.6.5), SEM for CFA (Section 4.6.6) and descriptive statistics (Section 4.6.7).

In accordance with the research methodology outlined in Chapter 4, Chapter 5 reported on the analysis and interpretation of the empirical findings of this study. The results presented in this chapter addressed the six empirical objectives as outlined in Section 1.3.3. Chapter 5 included a description of the data gathering process in Section 5.2 and the preliminary data analysis in Section 5.3. Table 5.1 provided a description of the sample for each of the six steps in Section 5.4. Thereafter, in Section 5.5, the study outlined the top brands identified during Step 1 of the study (Figure 5.1). Thereafter, Section 5.6 discussed the identification of the traits during Step 2 and Step 3 of the study. Section 5.7 reported on the trait reduction for Step 4. Section 5.8 provided an overview of the results from the pilot test and Section 5.9 presented the results of the consecutive loops of EFA. Table 5.7 reported on the reliability and validity of the measurement model in Section 5.10. The correlation matrix (Table 5.9) was constructed to determine nomological

validity in Section 5.11. Section 5.12 focused on the SEM to confirm the reliability, convergent validity, discriminant validity and model fit of the measurement model. Lastly, Table 5.15 reported on the descriptive statistics for the final two steps of the study in Section 5.13.

In the following section, the main findings of the study are discussed.

6.3 MAIN FINDINGS OF THE STUDY

This section outlines the main findings of this study in accordance with the empirical objectives postulated in Chapter 1.

The first empirical objective was to determine the most prevalent brands that participants associate with the identified symbolic product categories. A total of 16 brands in 8 symbolic product categories were identified. These were *BMW, Audi, Samsung, LG, Blackberry, Nokia, Ray-Ban, Police, Red Square, Savanna, Castle Lager, Black Label, Guess, Levi's, Nike* and *Adidas* (Section 5.5).

The second empirical objective was to identify all the brand personality traits that participants link to the brands identified during the first empirical objective. Various traits were identified for some of the brands, which ranged from positive to negative aspects. The brand-specific traits can be seen in Section 5.6. The complete list of 271 traits identified during Step 2 can be viewed in **Annexure I**.

The third empirical objective was to identify brand personality traits used to describe brands from online articles, an existing brand-personality trait scale and a marketing research organisation. This study identified 49 traits from online articles, 42 traits from Aaker's (1997) brand personality trait scale and 24 traits from a South African marketing research organisation (Section 5.7). The complete list of 115 traits identified during the third empirical objective can be viewed in **Annexure J**. A total of 386 traits were identified during Step 2 and Step 3 of the study.

The fourth empirical objective was to reduce the list of traits identified during the two preceding empirical objectives by means of a focus group consisting of subject experts and a pre-test of participants. The expert focus group reduced the initial list of 386 traits to 102 traits, as listed in Table 5.2 (Section 5.8). This list of traits was further reduced to 66 traits (Table 5.3), after assessing the inter-item correlations and mean values of the traits as presented to respondents in a structured questionnaire (Section 5.8).

The fifth empirical objective was to develop the brand personality measurement instrument for symbolic brands. This step was conducted using consecutive loops of EFA to determine the SPBP-trait scale dimensions (Section 5.9). The final EFA yielded a 14-item 4-factor model which explained 68.296% of the variance. Section 5.10 assessed the reliability and validity of the main survey by means of internal-consistency reliability and average inter-item correlation values (Table 5.7) as well as a random split sample analysis (Table 5.8). All these measures had acceptable results, suggesting internal consistency reliability and validity. A correlation analysis (Section 5.9) was performed based on the SPBP-trait scale dimensions. The results indicated that there was significant positive correlation between all the dimensions, therefore suggesting nomological validity. SEM for CFA (Section 5.12) was carried out to determine the validity of the SPBP-trait scale. The measurement model consisted of four latent factors, namely responsibility, glamorousness, outgoingness and enthusiasm. The model-fit indices demonstrated satisfactory fit between the measurement model and the data. Furthermore, there was evidence of composite reliability, convergent validity and discriminant validity (Table 5.11).

The sixth empirical objective was to test the brand personality instrument on selected symbolic brands within the South African context. The SPBP-trait scale was tested on *Mercedes-Benz*, *Nike* and *Samsung*. Once again SEM for CFA (Section 5.12) was carried out to determine the validity of the SPBP-trait scale. The model-fit indices (Table 5.13) demonstrated satisfactory fit for all three of the brands. In addition, there was evidence of composite reliability, convergent validity and discriminant validity for all three brands (Table 5.14).

As such, it was concluded that the SPBP-trait scale demonstrated acceptable reliability and validity. Figure 6.1 illustrates the validated SPBP-trait scale.

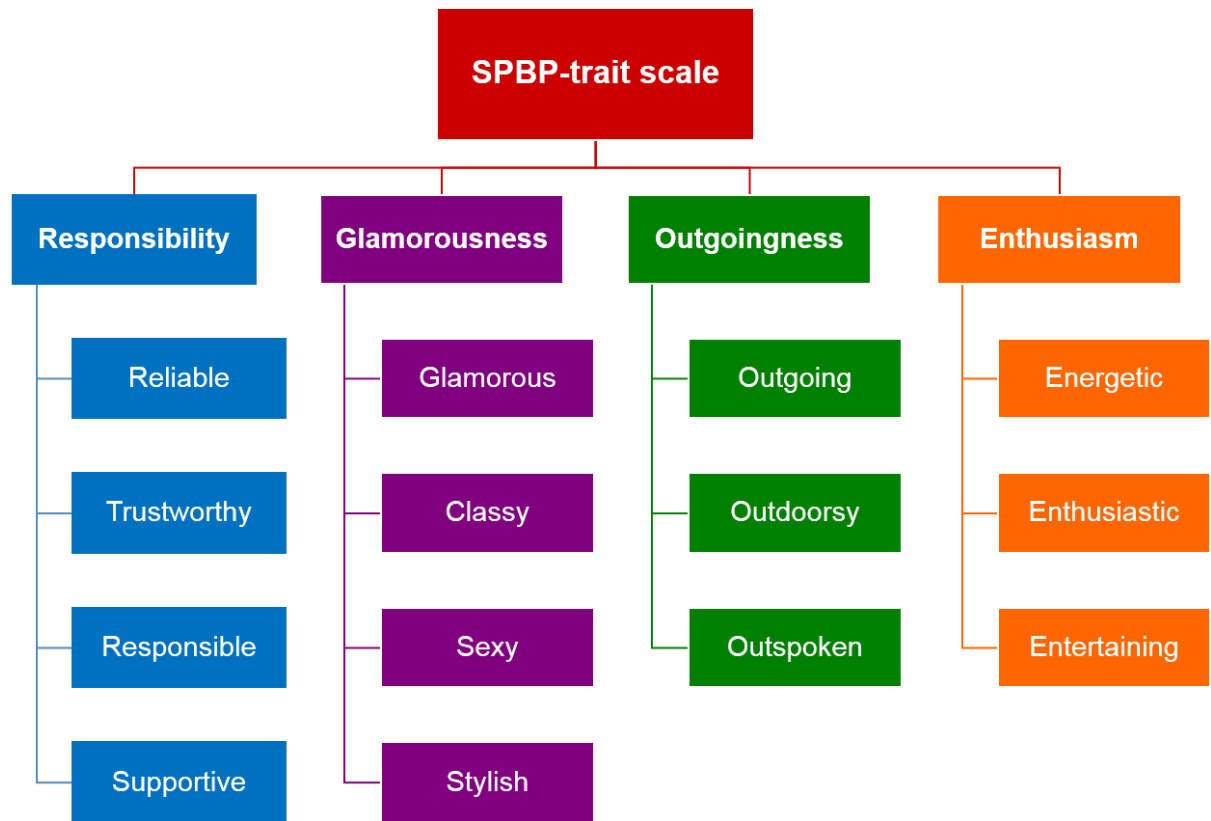


Figure 6.1: SPBP-trait scale

6.4 CONTRIBUTION OF THE STUDY

The findings of this study contribute to the limited literature available regarding brand personality in South Africa as well as on symbolic product brand personality globally. This was achieved by developing and validating a brand personality measurement model (SPBP-trait scale) for symbolic products specifically. The SPBP-trait scale comprises a four-factor structure composed of responsibility, glamorousness, outgoingness and enthusiasm. The SPBP-trait scale represents an important tool for marketing researchers and organisations to gain a better understanding of consumers' perceptions of brand personality traits associated with symbolic product brands. In addition, the recommendations discussed in the following section will elaborate on how the SPBP-trait scale can be used effectively.

6.5 RECOMMENDATIONS

In accordance with the findings of the current study, this section outlines recommendations regarding the use of the SPBP-trait scale.

6.5.1 Measurement of brand personality perceptions of symbolic product brands

The developed SPBP-trait scale can be used by marketing researchers and/or organisations to measure consumers' perceptions of the brand personality of symbolic product brands. The scale should be presented to consumers by making use of a structured questionnaire that prompts the respondents to indicate how descriptive each trait of the brand is. Refer to **Annexure N** for a sample of this questionnaire, which can be adapted for an organisation's brand. Given that the scale comprises four factors and 14 variables, the minimum sample size recommended for using this scale is 280; that is, 20 respondents per item. In the case of any missing values, it is recommended that a neutral value of 3 be applied. The SPBP-trait scale was developed specifically for use on symbolic product brands and researchers are cautioned against using this scale on non-symbolic product brands.

The results may assist organisations to assess the brand personality portrayed by their current marketing efforts more accurately. This may then be used to guide and alter future marketing strategies. The organisation can choose to build on this current brand personality or to reposition the brand completely. However, the organisation should measure the brand personality perceptions continually to ensure the success of the marketing efforts. This will ensure that the desirable brand personality is perpetuated.

6.5.2 Branding symbolic product brands according to the SPBP-trait scale

Organisations planning to enter the symbolic product category or organisations that would like to rejuvenate their symbolic product brand could benefit from the SPBP-trait scale. The SPBP-trait scale suggests four broad dimensions of brand personality within the symbolic product category.

Organisations can decide in which one of the SPBP-trait scale dimensions they would like to group, consequently adapting their branding in such a way that they fit in with one of the four dimensions.

As defined in Section 2.2, branding is the core belief and values of the organisation regarding all business practices and interactions with consumers. Subsequently, all organisational activities can be used to alter the brand personality perceptions by means of presenting specific product- and non-product-related characteristics of the brand, as discussed in Section 3.5. The following sections will briefly outline the four dimensions of the SPBP-trait scale.

6.5.2.1 Responsibility

The responsibility dimension is in agreement with Aaker's (1997) competence dimension. This dimension is supported by personality traits like reliable, trustworthy, responsible and supportive.

6.5.2.2 Glamorousness

The glamorousness dimension is in accordance with Aaker's (1997) sophistication dimension. This dimension is supported by personality traits such as glamorous, classy, sexy and stylish.

6.5.2.3 Outgoingness

The outgoingness dimension shares similarities with Aaker's (1997) ruggedness dimension. This dimension is supported by personality traits like outgoing, outdoorsy and outspoken.

6.5.2.4 Enthusiasm

The enthusiasm dimension has some likenesses to Aaker's (1997) excitement dimension. This dimension is supported by personality traits like energetic, enthusiastic and entertaining.

An organisation that wants to portray one of these dimensions should aim to resemble the personality traits associated with the given brand personality dimension. These personality traits should be visible in every aspect of the organisation.

6.6 LIMITATIONS AND FUTURE RESEARCH OPPORTUNITIES

This study developed and validated the SPBP-trait scale to measure brand personality perceptions. As with any other study, several limitations exist that may present some future research opportunities. The main limitation of this study is the fact that a cross-sectional, non-probability convenience sample was used. Brand personality is influenced by various fluctuating factors depending on the actions of the organisation. This suggests that future research employ a longitudinal study to gain a holistic view of brand personality perceptions. Furthermore, the study was unable to assess the full extent of brand personality perceptions, as only students located in two provinces of South Africa were included in this study. Future research should consider a wider selection of respondents based on age, qualification level and geographic location.

This study predominantly made use of quantitative research measures which limit the responses. Future research could consider utilising more qualitative aspects in the form of respondent focus groups and individual interviews. Furthermore, the study evaluated the brand personality traits of only 16 selected brands in 8 product categories. Given the wide variety of product categories and symbolic brands present in the South African market, numerous brands were not assessed. Future studies should include a wider variety of product categories and more brands. Lastly, this study assessed only symbolic product brands; future research could also focus on utilitarian product brands.

6.7 CONCLUSION

In conclusion, the market is saturated with brands that are competing for consumers' attention. This makes it more challenging than ever before for organisations to differentiate their brands from those of their competitors. Brand personality has been identified as one of the pivotal components of the symbolic attributes assigned to a brand. Brand personality is a well-recognised marketing strategy to affect such a differentiation and create a strong brand image and, ultimately, higher brand preference and greater brand loyalty. The SPBP-trait scale may assist organisations to assess the brand personality traits portrayed by their current marketing efforts, and the results may then be used to guide future branding strategies.

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**ANNEXURE A:
QUESTIONNAIRE (STEP 1)**

RESEARCH QUESTIONNAIRE (Step 1)

“Developing and validating a symbolic-product-brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

*Mr. R. Muller
North West University (Vaal)
Hendrik van Eck Blvd. , Vanderbijlpark
Building 4, Office G19.
Tel: 016 910 3357
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Rean.Muller@nwu.ac.za*

SECTION A: BRAND IDENTIFICATION

What is the first brand that comes to mind when you think of the following product category?

PRODUCT CATEGORY	BRAND
Takkies (Trainers)	
Denim Jeans	
Beer	
Cider (Alcoholic)	
Sunglasses	
Cell-phone	
Television	
Motor vehicle	

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
------------------	------	--------

2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

**ANNEXURE B:
QUESTIONNAIRE (STEP 2)**

RESEARCH QUESTIONNAIRE

(Step 2a)

“Developing and validating a symbolic-product-brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

Mr. R. Muller

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SECTION A: BRAND PERSONALITY TRAIT IDENTIFICATION

If the following brands were people, how would you describe their personalities?

E.g. Dove Soap = gentle, loving
 Frisco Coffee = down-to-earth
 Mr. Min = reliable

Brand	Personality attributes
Nike Takkies	
Levi Jeans	
Black Label Beer	
Savanna Cider	
Ray-Ban Sunglasses	
Blackberry Cell-phone	
Samsung Television	
Toyota	

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
------------------	------	--------

2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

RESEARCH QUESTIONNAIRE

(Step 2b)

“Developing and validating a symbolic-product-brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

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SECTION A: BRAND PERSONALITY TRAIT IDENTIFICATION

If the following brands were people, how would you describe their personalities?

E.g. Dove Soap = gentle, loving
 Frisco Coffee = down-to-earth
 Mr. Min = reliable

Brand	Personality attributes
Addidas Takkies	
Guess Jeans	
Castle Beer	
Red Square Cider	
Police Sunglasses	
Nokia Cell-phone	
LG Television	
BMW	

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
------------------	------	--------

2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

**ANNEXURE C:
QUESTIONNAIRE (STEP 4)**

RESEARCH QUESTIONNAIRE

(Step 4)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

Mr. R. Muller

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SECTION A: BRAND PERSONALITY TRAIT RATING

Brand personality is a set of human characteristics assigned to a brand. You will be given a list of brand personality traits and asked to write down the first brand that comes to mind. You will then be requested to rate each of the traits based on their descriptiveness of the brand.

Since this study is about symbolic products, try to think of brands in the following product categories: Shoes, Clothing, Alcoholic drinks, Sunglasses, Electronics, Motor vehicles. Also see the attached page with logo's you can use to find brands.

1. What is the first brand that comes to mind when you read the following traits?
Honest; reliable; responsible; trustworthy.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally unresponsive, 7 = perfectly descriptive)

honest	1	2	3	4	5	6	7
reliable	1	2	3	4	5	6	7
responsible	1	2	3	4	5	6	7
trustworthy	1	2	3	4	5	6	7

2. What is the first brand that comes to mind when you read the following traits?
Corporate; intelligent; organised; serious; straight forward

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally unresponsive, 7 = perfectly descriptive)

corporate	1	2	3	4	5	6	7
intelligent	1	2	3	4	5	6	7
organised	1	2	3	4	5	6	7
serious	1	2	3	4	5	6	7
straight forward	1	2	3	4	5	6	7

3. What is the first brand that comes to mind when you read the following traits?
Aspirational; determined; hardworking; idealistic; leader.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

aspirational	1	2	3	4	5	6	7
determined	1	2	3	4	5	6	7
hardworking,	1	2	3	4	5	6	7
idealistic	1	2	3	4	5	6	7
leader	1	2	3	4	5	6	7

4. What is the first brand that comes to mind when you read the following traits?
Enthusiastic; goal-driven, opportunistic; passionate.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

enthusiastic	1	2	3	4	5	6	7
goal-driven	1	2	3	4	5	6	7
opportunistic	1	2	3	4	5	6	7
passionate	1	2	3	4	5	6	7

5. What is the first brand that comes to mind when you read the following traits?
Genuine; passive; protective; sincere; supportive.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

genuine	1	2	3	4	5	6	7
passive	1	2	3	4	5	6	7
protective	1	2	3	4	5	6	7
sincere	1	2	3	4	5	6	7
supportive	1	2	3	4	5	6	7

6. What is the first brand that comes to mind when you read the following traits?
 Conservative; down-to-earth; family-oriented; humble; old-fashioned; sentimental; traditional.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

conservative	1	2	3	4	5	6	7
down-to-earth	1	2	3	4	5	6	7
family-oriented	1	2	3	4	5	6	7
humble	1	2	3	4	5	6	7
old-fashioned	1	2	3	4	5	6	7
sentimental	1	2	3	4	5	6	7
traditional	1	2	3	4	5	6	7

7. What is the first brand that comes to mind when you read the following traits?
 Cheerful; fun; friendly; playful; spirited.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

cheerful	1	2	3	4	5	6	7
fun	1	2	3	4	5	6	7
friendly	1	2	3	4	5	6	7
playful	1	2	3	4	5	6	7
spirited	1	2	3	4	5	6	7

8. What is the first brand that comes to mind when you read the following traits?
 Entertaining; humorous; witty.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

entertaining	1	2	3	4	5	6	7
humorous	1	2	3	4	5	6	7
witty	1	2	3	4	5	6	7

9. What is the first brand that comes to mind when you read the following traits?
Easy-going; patient; relaxed; versatile.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally unresponsive, 7 = perfectly descriptive)

easy-going	1	2	3	4	5	6	7
patient	1	2	3	4	5	6	7
relaxed	1	2	3	4	5	6	7
versatile	1	2	3	4	5	6	7

10. What is the first brand that comes to mind when you read the following traits?
Cheeky; sassy; sexy; seductive; mysterious.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally unresponsive, 7 = perfectly descriptive)

cheeky	1	2	3	4	5	6	7
sassy	1	2	3	4	5	6	7
sexy	1	2	3	4	5	6	7
seductive	1	2	3	4	5	6	7
mysterious	1	2	3	4	5	6	7

11. What is the first brand that comes to mind when you read the following traits?
Creative; imaginative; innovative.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally unresponsive, 7 = perfectly descriptive)

creative	1	2	3	4	5	6	7
imaginative	1	2	3	4	5	6	7
innovative	1	2	3	4	5	6	7

12. What is the first brand that comes to mind when you read the following traits?
Admirable; contemporary; cool; fashionable; hip; street-smart; trendy.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

admirable	1	2	3	4	5	6	7
contemporary	1	2	3	4	5	6	7
cool	1	2	3	4	5	6	7
fashionable	1	2	3	4	5	6	7
hip	1	2	3	4	5	6	7
street-smart	1	2	3	4	5	6	7
trendy	1	2	3	4	5	6	7

13. What is the first brand that comes to mind when you read the following traits?
Charismatic; charming; outgoing; sociable; spontaneous; vibrant.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

charismatic	1	2	3	4	5	6	7
charming	1	2	3	4	5	6	7
outgoing	1	2	3	4	5	6	7
sociable	1	2	3	4	5	6	7
spontaneous	1	2	3	4	5	6	7
vibrant	1	2	3	4	5	6	7

14. What is the first brand that comes to mind when you read the following traits?
Ambitious; assertive; confident; intuitive; proud.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

ambitious,	1	2	3	4	5	6	7
assertive	1	2	3	4	5	6	7
confident,	1	2	3	4	5	6	7
intuitive	1	2	3	4	5	6	7
proud	1	2	3	4	5	6	7

15. What is the first brand that comes to mind when you read the following traits?
Adventurous; energetic; lively; sporty; exciting.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

adventurous	1	2	3	4	5	6	7
energetic	1	2	3	4	5	6	7
lively	1	2	3	4	5	6	7
sporty	1	2	3	4	5	6	7
exciting	1	2	3	4	5	6	7

16. What is the first brand that comes to mind when you read the following traits?
Bold; brave; daring; strong-willed; rebellious.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

bold	1	2	3	4	5	6	7
brave	1	2	3	4	5	6	7
daring	1	2	3	4	5	6	7
strong-willed	1	2	3	4	5	6	7
rebellious	1	2	3	4	5	6	7

17. What is the first brand that comes to mind when you read the following traits?
Masculine; powerful; outdoorsy; rugged; tough.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

masculine	1	2	3	4	5	6	7
powerful	1	2	3	4	5	6	7
outdoorsy	1	2	3	4	5	6	7
rugged	1	2	3	4	5	6	7
tough	1	2	3	4	5	6	7

18. What is the first brand that comes to mind when you read the following traits?
Attention-seeker; egotistic; show-off; materialistic; vain.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

attention-seeker	1	2	3	4	5	6	7
egotistic	1	2	3	4	5	6	7
show-off	1	2	3	4	5	6	7
materialistic	1	2	3	4	5	6	7
vain	1	2	3	4	5	6	7

19. What is the first brand that comes to mind when you read the following traits?
Arrogant; fierce; wild; outspoken; over-the-top

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

arrogant	1	2	3	4	5	6	7
fierce	1	2	3	4	5	6	7
wild	1	2	3	4	5	6	7
outspoken	1	2	3	4	5	6	7
over-the-top	1	2	3	4	5	6	7

20. What is the first brand that comes to mind when you read the following traits?
 Classy; elegant; flamboyant; glamorous; sophisticated; stylish; upper-class.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

classy	1	2	3	4	5	6	7
elegant	1	2	3	4	5	6	7
flamboyant	1	2	3	4	5	6	7
glamorous	1	2	3	4	5	6	7
sophisticated	1	2	3	4	5	6	7
stylish	1	2	3	4	5	6	7
upper-class	1	2	3	4	5	6	7

21. What is the first brand that comes to mind when you read the following traits?
 Caring; feminine; fragile; gentle; girly; pure; soothing.

Brand = _____

Now rate how descriptive each of the following traits are of the brand you identified.

Please circle your relevant response.
(1 = totally un-descriptive, 7 = perfectly descriptive)

caring	1	2	3	4	5	6	7
feminine	1	2	3	4	5	6	7
fragile	1	2	3	4	5	6	7
gentle	1	2	3	4	5	6	7
girly	1	2	3	4	5	6	7
pure	1	2	3	4	5	6	7
soothing	1	2	3	4	5	6	7

SECTION B: DEMOGRAPHICAL INFORMATION
Please circle your relevant response.

1. Gender	Male	Female
------------------	------	--------

2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Sample brands:



**ANNEXURE D:
QUESTIONNAIRES (STEP 5)**

RESEARCH QUESTIONNAIRE

(Step 5a)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

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SECTION A: BRAND PERSONALITY TRAIT RATING

*Brand personality is a set of human characteristics assigned to a brand.
Rate how descriptive each of the following personality traits are of: Nokia, Red Square, Police & Samsung.*

Please circle your relevant response.
(1 = not at all descriptive, 5 = extremely descriptive)

FOR EXAMPLE:	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Nokia</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Nokia					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Red Square</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Red Square					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Police</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Police					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Samsung</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Samsung					1	2	3	4	5
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	Nokia	Red Square	Police	Samsung																				
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Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Nokia	Red Square	Police	Samsung
goal-driven	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
hardworking	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
honest	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
humorous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
idealistic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Nokia	Red Square	Police	Samsung
innovative	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
intelligent	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
leader	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
lively	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
mysterious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Nokia	Red Square	Police	Samsung
opportunistic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
organised	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
outdoorsy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
outgoing	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
outspoken	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Nokia	Red Square	Police	Samsung
over-the-top	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
passionate	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
passive	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
playful	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
powerful	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Nokia	Red Square	Police	Samsung
protective	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
proud	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
pure	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
rebellious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
relaxed	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Nokia					Red Square					Police					Samsung				
reliable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
responsible	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
serious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sexy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sociable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Red Square					Police					Samsung				
soothing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sophisticated	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
spirited	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sporty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
straight forward	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Red Square					Police					Samsung				
stylish	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
supportive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
tough	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
traditional	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
trendy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Red Square					Police					Samsung				
trustworthy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
upper-class	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
versatile	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
vibrant	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
wild	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
witty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
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2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

RESEARCH QUESTIONNAIRE

(Step 5b)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

Mr. R. Muller

North West University (Vaal)

Hendrik van Eck Blvd. , Vanderbijlpark

Building 4, Office G19.

Tel: 016 910 3357

Fax: 016 910 3352

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SECTION A: BRAND PERSONALITY TRAIT RATING

Brand personality is a set of human characteristics assigned to a brand.

Rate how descriptive each of the following personality traits are of: Nokia, Nike, Levi & Black Label.

Please circle your relevant response.

(1 = not at all descriptive, 5 = extremely descriptive)

FOR EXAMPLE:	<table border="1" style="margin: auto;"> <tr><th colspan="5">Nokia</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Nokia					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><th colspan="5">Nike</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Nike					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><th colspan="5">Levi</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Levi					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><th colspan="5">Black Label</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Black Label					1	2	3	4	5
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	Nokia	Nike	Levi	Black Label
admirable	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
adventurous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
ambitious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
arrogant	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
aspirational	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
attention-seeker	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
bold	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
charming	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
classy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
down-to-earth	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
easy-going	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
energetic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
entertaining	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
enthusiastic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
family-oriented	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
feminine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
fun	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
gentle	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
genuine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
glamorous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Nokia					Nike					Levi					Black Label				
goal-driven	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
hardworking	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
honest	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
humorous	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
idealistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Nike					Levi					Black Label				
innovative	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
intelligent	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
leader	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
lively	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
mysterious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Nike					Levi					Black Label				
opportunistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
organised	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outdoorsy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outgoing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outspoken	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Nike					Levi					Black Label				
over-the-top	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passionate	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
playful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
powerful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Nike					Levi					Black Label				
protective	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
proud	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
pure	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
rebellious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
relaxed	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Nokia					Nike					Levi					Black Label				
reliable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
responsible	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
serious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sexy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sociable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Nike					Levi					Black Label				
soothing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sophisticated	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
spirited	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sporty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
straight forward	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Nike					Levi					Black Label				
stylish	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
supportive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
tough	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
traditional	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
trendy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Nike					Levi					Black Label				
trustworthy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
upper-class	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
versatile	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
vibrant	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
wild	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
witty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
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2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

RESEARCH QUESTIONNAIRE

(Step 5c)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

Mr. R. Muller

North West University (Vaal)

Hendrik van Eck Blvd. , Vanderbijlpark

Building 4, Office G19.

Tel: 016 910 3357

Fax: 016 910 3352

Rean.Muller@nwu.ac.za

SECTION A: BRAND PERSONALITY TRAIT RATING

*Brand personality is a set of human characteristics assigned to a brand.
Rate how descriptive each of the following personality traits are of: Savanna, Nokia, Ray-Ban & Blackberry.*

Please circle your relevant response.
(1 = not at all descriptive, 5 = extremely descriptive)

FOR EXAMPLE:	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Savanna</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Savanna					1	2	3	4	5	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Nokia</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Nokia					1	2	3	4	5	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Ray-Ban</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Ray-Ban					1	2	3	4	5	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Blackberry</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Blackberry					1	2	3	4	5
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Nokia																																												
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Ray-Ban																																												
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Blackberry																																												
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adventurous																																												
ambitious																																												
arrogant																																												
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family-oriented																																												

	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Savanna</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Savanna					1	2	3	4	5	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Nokia</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Nokia					1	2	3	4	5	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Ray-Ban</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Ray-Ban					1	2	3	4	5	<table border="1" style="width: 100%; text-align: center;"> <tr><th colspan="5">Blackberry</th></tr> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> </table>	Blackberry					1	2	3	4	5
Savanna																																												
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genuine																																												
glamorous																																												

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Savanna	Nokia	Ray-Ban	Blackberry
goal-driven	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
hardworking	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
honest	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
humorous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
idealistic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Savanna	Nokia	Ray-Ban	Blackberry
innovative	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
intelligent	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
leader	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
lively	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
mysterious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Savanna	Nokia	Ray-Ban	Blackberry
opportunistic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
organised	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
outdoorsy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
outgoing	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
outspoken	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Savanna	Nokia	Ray-Ban	Blackberry
over-the-top	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
passionate	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
passive	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
playful	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
powerful	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Savanna	Nokia	Ray-Ban	Blackberry
protective	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
proud	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
pure	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
rebellious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
relaxed	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Savanna	Nokia	Ray-Ban	Blackberry
reliable	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
responsible	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
serious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
sexy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
sociable	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Savanna	Nokia	Ray-Ban	Blackberry
soothing	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
sophisticated	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
spirited	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
sporty	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
straight forward	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Savanna	Nokia	Ray-Ban	Blackberry
stylish	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
supportive	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
tough	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
traditional	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
trendy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

	Savanna	Nokia	Ray-Ban	Blackberry
trustworthy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
upper-class	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
versatile	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
vibrant	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
wild	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
witty	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
------------------	------	--------

2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

RESEARCH QUESTIONNAIRE

(Step 5d)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

Mr. R. Muller

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SECTION A: BRAND PERSONALITY TRAIT RATING

*Brand personality is a set of human characteristics assigned to a brand.
Rate how descriptive each of the following personality traits are of: Toyota, Adidas, Guess & Nokia.*

Please circle your relevant response.
(1 = not at all descriptive, 5 = extremely descriptive)

FOR EXAMPLE:	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Toyota</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Toyota					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Adidas</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Adidas					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Guess</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Guess					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Nokia</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Nokia					1	2	3	4	5
Toyota																																												
1	2	3	4	5																																								
Adidas																																												
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Guess																																												
1	2	3	4	5																																								
Nokia																																												
1	2	3	4	5																																								

			GUESS	NOKIA
	TOYOTA	adidas	GUESS	NOKIA

	Toyota	Adidas	Guess	Nokia
admirable	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
adventurous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
ambitious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
arrogant	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
aspirational	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	Toyota	Adidas	Guess	Nokia
attention-seeker	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
bold	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
charming	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
classy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
down-to-earth	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	Toyota	Adidas	Guess	Nokia
easy-going	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
energetic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
entertaining	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
enthusiastic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
family-oriented	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
	Toyota	Adidas	Guess	Nokia
feminine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
fun	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
gentle	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
genuine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
glamorous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



TOYOTA



GUESS

NOKIA

	Toyota					Adidas					Guess					Nokia				
goal-driven	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
hardworking	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
honest	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
humorous	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
idealistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Toyota					Adidas					Guess					Nokia				
innovative	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
intelligent	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
leader	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
lively	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
mysterious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Toyota					Adidas					Guess					Nokia				
opportunistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
organised	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outdoorsy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outgoing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outspoken	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Toyota					Adidas					Guess					Nokia				
over-the-top	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passionate	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
playful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
powerful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Toyota					Adidas					Guess					Nokia				
protective	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
proud	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
pure	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
rebellious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
relaxed	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



TOYOTA



GUESS

NOKIA

	Toyota					Adidas					Guess					Nokia				
reliable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
responsible	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
serious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sexy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sociable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Toyota					Adidas					Guess					Nokia				
soothing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sophisticated	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
spirited	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sporty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
straight forward	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Toyota					Adidas					Guess					Nokia				
stylish	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
supportive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
tough	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
traditional	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
trendy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Toyota					Adidas					Guess					Nokia				
trustworthy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
upper-class	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
versatile	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
vibrant	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
wild	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
witty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
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2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

RESEARCH QUESTIONNAIRE

(Step 5e)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

Mr. R. Muller

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SECTION A: BRAND PERSONALITY TRAIT RATING

Brand personality is a set of human characteristics assigned to a brand.

Rate how descriptive each of the following personality traits are of: Castle, Nokia, LG & BMW.

Please circle your relevant response.

(1 = not at all descriptive, 5 = extremely descriptive)

FOR EXAMPLE:	<table border="1" style="margin: auto;"> <tr><th colspan="5">Castle</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Castle					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><th colspan="5">Nokia</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Nokia					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><th colspan="5">LG</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	LG					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><th colspan="5">BMW</th></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	BMW					1	2	3	4	5
Castle																																												
1	2	3	4	5																																								
Nokia																																												
1	2	3	4	5																																								
LG																																												
1	2	3	4	5																																								
BMW																																												
1	2	3	4	5																																								



	Castle	Nokia	LG	BMW
admirable	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
adventurous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
ambitious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
arrogant	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
aspirational	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
attention-seeker	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
bold	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
charming	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
classy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
down-to-earth	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
easy-going	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
energetic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
entertaining	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
enthusiastic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
family-oriented	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
feminine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
fun	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
gentle	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
genuine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
glamorous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Castle					Nokia					LG					BMW				
goal-driven	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
hardworking	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
honest	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
humorous	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
idealistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Castle					Nokia					LG					BMW				
innovative	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
intelligent	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
leader	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
lively	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
mysterious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Castle					Nokia					LG					BMW				
opportunistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
organised	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outdoorsy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outgoing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outspoken	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Castle					Nokia					LG					BMW				
over-the-top	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passionate	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
playful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
powerful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Castle					Nokia					LG					BMW				
protective	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
proud	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
pure	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
rebellious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
relaxed	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)



	Castle					Nokia					LG					BMW				
reliable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
responsible	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
serious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sexy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sociable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Castle					Nokia					LG					BMW				
soothing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sophisticated	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
spirited	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sporty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
straight forward	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Castle					Nokia					LG					BMW				
stylish	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
supportive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
tough	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
traditional	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
trendy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Castle					Nokia					LG					BMW				
trustworthy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
upper-class	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
versatile	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
vibrant	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
wild	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
witty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
------------------	------	--------

2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

**ANNEXURE E:
QUESTIONNAIRE (STEP 6)**

RESEARCH QUESTIONNAIRE

(Step 6)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

Mr. R. Muller

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Hendrik van Eck Blvd. , Vanderbijlpark

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Tel: 016 910 3357

Fax: 016 910 3352

Rean.Muller@nwu.ac.za

SECTION A: BRAND PERSONALITY TRAIT RATING

Brand personality is a set of human characteristics assigned to a brand. Rate how descriptive each of the following personality traits are of: Nike, Samsung & Mercedes-Benz.

Please circle your relevant response.

(1 = not at all descriptive, 5 = extremely descriptive)

FOR EXAMPLE:	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Nike</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Nike					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Samsung</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Samsung					1	2	3	4	5	<table border="1" style="margin: auto;"> <tr><td colspan="5" style="text-align: center;">Mercedes-Benz</td></tr> <tr><td style="text-align: center;">1</td><td style="text-align: center;">2</td><td style="text-align: center;">3</td><td style="text-align: center;">4</td><td style="text-align: center;">5</td></tr> </table>	Mercedes-Benz					1	2	3	4	5
Nike																																	
1	2	3	4	5																													
Samsung																																	
1	2	3	4	5																													
Mercedes-Benz																																	
1	2	3	4	5																													
<input type="text" value="Rugged"/>																																	



Mercedes-Benz

	Nike	Samsung	Mercedes-Benz															
<input type="text" value="Reliable"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
1	2	3	4	5														
1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Responsible"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
1	2	3	4	5														
1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Trustworthy"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
1	2	3	4	5														
1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Supportive"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
1	2	3	4	5														
1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Glamorous"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
1	2	3	4	5														
1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Classy"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
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1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Sexy"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
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<input type="text" value="Stylish"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
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<input type="text" value="Outgoing"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
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1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Outdoorsy"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
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<input type="text" value="Outspoken"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
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1	2	3	4	5														
1	2	3	4	5														
<input type="text" value="Energetic"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
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1	2	3	4	5														
<input type="text" value="Enthusiastic"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
1	2	3	4	5														
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1	2	3	4	5														
<input type="text" value="Entertaining"/>	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5	<table border="1" style="margin: auto;"><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr></table>	1	2	3	4	5
1	2	3	4	5														
1	2	3	4	5														
1	2	3	4	5														

SECTION B: DEMOGRAPHICAL INFORMATION

1. Gender	Male	Female
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2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

**ANNEXURE F:
QUESTIONNAIRE (PILOT)**

RESEARCH QUESTIONNAIRE

(Step 5)

“Developing and validating a symbolic product brand-personality-trait scale”

This research study aims to:

- ✓ Develop a symbolic product brand-personality-trait scale.
- ✓ Validate a symbolic product brand-personality-trait scale.

Researcher:

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SECTION A: BRAND PERSONALITY TRAIT RATING

Brand personality is a set of human characteristics assigned to a brand. Rate how descriptive each of the following personality traits are of: Nokia, Volkswagen, Hunter's & Apple.

Please circle your relevant response.
(1 = not at all descriptive, 5 = extremely descriptive)

FOR EXAMPLE:	Nokia 1 2 3 4 5	Volkswagen 1 2 3 4 5	Hunters 1 2 3 4 5	Apple 1 2 3 4 5
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	Nokia	Volkswagen	Hunters	Apple
admirable	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
adventurous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
ambitious	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
arrogant	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
aspirational	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
attention-seeker	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
bold	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
charming	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
classy	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
down-to-earth	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
easy-going	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
energetic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
entertaining	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
enthusiastic	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
family-oriented	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
feminine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
fun	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
gentle	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
genuine	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
glamorous	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)

NOKIA



	Nokia					Volkswagen					Hunters					Apple				
goal-driven	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
hardworking	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
honest	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
humorous	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
idealistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Volkswagen					Hunters					Apple				
innovative	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
intelligent	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
leader	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
lively	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
mysterious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Volkswagen					Hunters					Apple				
opportunistic	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
organised	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outdoorsy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outgoing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
outspoken	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Volkswagen					Hunters					Apple				
over-the-top	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passionate	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
passive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
playful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
powerful	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Volkswagen					Hunters					Apple				
protective	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
proud	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
pure	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
rebellious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
relaxed	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Please circle your relevant response.
 (1 = not at all descriptive, 5 = extremely descriptive)

NOKIA



	Nokia					Volkswagen					Hunters					Apple				
reliable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
responsible	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
serious	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sexy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sociable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Volkswagen					Hunters					Apple				
soothing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sophisticated	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
spirited	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
sporty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
straight forward	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Volkswagen					Hunters					Apple				
stylish	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
supportive	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
tough	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
traditional	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
trendy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

	Nokia					Volkswagen					Hunters					Apple				
trustworthy	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
upper-class	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
versatile	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
vibrant	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
wild	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
witty	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

SECTION B: DEMOGRAPHICAL INFORMATION

Please circle your relevant response.

1. Gender	Male	Female
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2. Designated group	African	White	Coloured	Indian	Asian	Other (Please specify):

Thank you for your time!

ANNEXURE G: CODING

Coding: Step 1

Question	Code	Qualitative Variable	
Section A:			
Question 1	S1A1	Trainers	
Question 2	S1A2	Denim jeans	
Question 3	S1A3	Beer	
Question 4	S1A4	Cider (alcoholic)	
Question 5	S1A5	Sunglasses	
Question 6	S1A6	Mobile phone	
Question 7	S1A7	Television	
Question 8	S1A8	Motor vehicle	
Section B:			
Question	Code	Variable	Value assigned to responses
Question 1	S1B1	Gender	Female (1); Male (2)
Question 2	S1B2	Ethnicity	African (1); Coloured (2); Indian/Asian (3); White (4)

Coding: Step 2a

Question	Code	Qualitative Variable	
Section A:			
Question 1	S2aA1	Nike Trainers	
Question 2	S2aA2	Levi jeans	
Question 3	S2aA3	Blacklabel Beer	
Question 4	S2aA4	Savanna Cider	
Question 5	S2aA5	Ray-Ban Sunglasses	
Question 6	S2aA6	Blackberry Mobile phone	
Question 7	S2aA7	LG Television	
Question 8	S2aA8	Toyota	
Section B:			
Question	Code	Variable	Value assigned to responses
Question 1	S2aB1	Gender	Female (1); Male (2)
Question 2	S2aB2	Ethnicity	African (1); White (2) Coloured (3); Indian/Asian (4);

Coding: Step 2b

Question	Code	Qualitative Variable	
Section A:			
Question 1	S2bA1	Adidas Trainers	
Question 2	S2bA2	Guess jeans	
Question 3	S2bA3	Castle Beer	
Question 4	S2bA4	Red Square Cider	
Question 5	S2bA5	Police Sunglasses	
Question 6	S2bA6	Nokia Mobile phone	
Question 7	S2bA7	LG Television	
Question 8	S2bA8	BMW	
Section B:			
Question	Code	Variable	Value assigned to responses
Question 1	S2bB1	Gender	Female (1); Male (2)
Question 2	S2bB2	Ethnicity	African (1); White (2) Coloured (3); Indian/Asian (4);

Coding: Step 4

Question	Item	Code	Qualitative Variable	Value assigned to responses
Section A:				
Question 1		S4A1	Brand	
	honest	S4A1(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	reliable	S4A1(2)		
	responsible	S4A1(3)		
	trustworthy	S4A1(4)		
Question 2		S4A2	Brand	
	corporate	S4A2(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	intelligent	S4A2(2)		
	organised	S4A2(3)		
	serious	S4A2(4)		
	straight forward	S4A2(5)		
Question 3		S4A3	Brand	
	aspirational	S4A3(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	determined	S4A3(2)		
	hardworking,	S4A3(3)		
	idealistic	S4A3(4)		
	leader	S4A3(5)		
Question 4		S4A4	Brand	
	enthusiastic	S4A4(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	goal-driven	S4A4(2)		
	opportunistic	S4A4(3)		
	passionate	S4A4(4)		
Question 5		S4A5	Brand	
	genuine	S4A5(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	passive	S4A5(2)		
	protective	S4A5(3)		
	sincere	S4A5(4)		
	supportive	S4A5(5)		

Coding: Step 4 (continued...)

Question	Item	Code	Qualitative Variable	Value assigned to responses
Section A:				
Question 6		S4A6	Brand	
	conservative	S4A6(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	down-to-earth	S4A6(2)		
	family-oriented	S4A6(3)		
	humble	S4A6(4)		
	old-fashioned	S4A6(5)		
	sentimental	S4A6(6)		
	traditional	S4A6(7)		
Question 7		S4A7	Brand	
	cheerful	S4A7(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	fun	S4A7(2)		
	friendly	S4A7(3)		
	playful	S4A7(4)		
	spirited	S4A7(5)		
Question 8		S4A8	Brand	
	entertaining	S4A8(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	humorous	S4A8(2)		
	witty	S4A8(3)		
Question 9		S4A9	Brand	
	easy-going	S4A9(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	patient	S4A9(2)		
	relaxed	S4A9(3)		
	versatile	S4A9(4)		
Question 10		S4A10	Brand	
	cheeky	S4A10(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	sassy	S4A10(2)		
	sexy	S4A10(3)		
	seductive	S4A10(4)		
	mysterious	S4A10(5)		

Coding: Step 4 (continued...)

Question	Item	Code	Qualitative Variable	Value assigned to responses
Section A:				
Question 11		S4A11	Brand	
	creative	S4A11(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	imaginative	S4A11(2)		
	innovative	S4A11(3)		
Question 12		S4A12	Brand	
	admirable	S4A12(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	contemporary	S4A12(2)		
	cool	S4A12(3)		
	fashionable	S4A12(S4)		
	hip	S4A12(5)		
	street-smart	S4A12(6)		
	trendy	S4A12(7)		
Question 13		S4A13	Brand	
	charismatic	S4A13(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	charming	S4A13(2)		
	outgoing	S4A13(3)		
	sociable	S4A13(S4)		
	spontaneous	S4A13(5)		
	vibrant	S4A13(6)		
Question 14		S4A14	Brand	
	ambitious,	S4A14(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	assertive	S4A14(2)		
	confident,	S4A14(3)		
	intuitive	S4A14(4)		
	proud	S4A14(5)		
Question 15		S4A15	Brand	
	adventurous	S4A15(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	energetic	S4A15(2)		
	lively	S4A15(3)		
	sporty	S4A15(4)		
	exciting	S4A15(5)		

Coding: Step 4 (continued...)

Question	Item	Code	Qualitative Variable	Value assigned to responses
Section A:				
Question 16		S4A16	Brand	
	bold	S4A16(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	brave	S4A16(2)		
	daring	S4A16(3)		
	strong-willed	S4A16(4)		
	rebellious	S4A16(5)		
Question 17		S4A17	Brand	
	masculine	S4A17(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	powerful	S4A17(2)		
	outdoorsy	S4A17(3)		
	rugged	S4A17(4)		
	tough	S4A17(5)		
Question 18		S4A18	Brand	
	attention-seeker	S4A18(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	egotistic	S4A18(2)		
	show-off	S4A18(3)		
	materialistic	S4A18(4)		
	vain	S4A18(5)		
Question 19		S4A19	Brand	
	arrogant	S4A19(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	fierce	S4A19(2)		
	wild	S4A19(3)		
	outspoken	S4A19(4)		
	over-the-top	S4A19(5)		
Question 20		S4A20	Brand	
	classy	S4A20(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	elegant	S4A20(2)		
	flamboyant	S4A20(3)		
	glamorous	S4A20(4)		
	sophisticated	S4A20(5)		
	stylish	S4A20(6)		
	upper-class	S4A20(7)		

Coding: Step 4b (continued...)

Question	Item	Code	Qualitative Variable	Value assigned to responses
Section A:				
Question 21		4A21	Brand	
	caring	S4A21(1)		totally un-descriptive (1), un-descriptive (2), slightly un-descriptive (3), neutral (4), slightly descriptive (5), descriptive (6), perfectly descriptive (7)
	feminine	S4A21(2)		
	fragile	S4A21(3)		
	gentle	S4A21(4)		
	girly	S4A21(5)		
	pure	S4A21(6)		
	soothing	S4A21(7)		
Section B:				
Question		Code	Variable	Value assigned to responses
Question 1		S4B1	Gender	Female (1); Male (2)
Question 2		S4B2	Ethnicity	African (1); White (2) Coloured (3); Indian/Asian (4);

Coding: Step 5

Item	Code	Brands	Value assigned to responses
Section A:			
admirable	S5A1	Nokia (1), Blackberry (2),	not at all descriptive (1),
adventurous	S5A2	Red Square (3), Savanna	slightly descriptive (2),
ambitious	S5A3	(4), Police (5), Ray-Ban	somewhat descriptive (3),
arrogant	S5A4	(6), Samsung (7), LG (8),	moderately descriptive (4),
aspirational	S5A5	Nike (9), Adidas (10),	extremely descriptive (5)
attention-seeker	S5A6	Black Label (11), Castle	
bold	S5A7	(12), BMW (13), Toyota	
charming	S5A8	(14), Guess (15), Levi	
classy	S5A9	(16).	
down-to-earth	S5A10		
easy-going	S5A11		
energetic	S5A12		
entertaining	S5A13		
enthusiastic	S5A14		
family-oriented	S5A15		
feminine	S5A16		
fun	S5A17		
gentle	S5A18		
genuine	S5A19		
glamorous	S5A20		
goal-driven	S5A21		
hardworking	S5A22		
honest	S5A23		
humorous	S5A24		
idealistic	S5A25		
innovative	S5A26		
intelligent	S5A27		
leader	S5A28		
lively	S5A29		
mysterious	S5A30		

Coding: Step 5 (continued...)

Item	Code	Brands	Value assigned to responses
Section A:			
opportunistic	S5A31	Nokia (1), Blackberry (2),	not at all descriptive (1),
organised	S5A32	Red Square (3), Savanna	slightly descriptive (2),
outdoorsy	S5A33	(4), Police (5), Ray-Ban	somewhat descriptive (3),
outgoing	S5A34	(6), Samsung (7), LG (8),	moderately descriptive (4),
outspoken	S5A35	Nike (9), Adidas (10),	extremely descriptive (5)
over-the-top	S5A36	Black Label (11), Castle	
passionate	S5A37	(12), BMW (13), Toyota	
passive	S5A38	(14), Guess (15), Levi	
playful	S5A39	(16).	
powerful	S5A40		
protective	S5A41		
proud	S5A42		
pure	S5A43		
rebellious	S5A44		
relaxed	S5A45		
reliable	S5A46		
responsible	S5A47		
serious	S5A48		
sexy	S5A49		
sociable	S5A50		
soothing	S5A51		
sophisticated	S5A52		
spirited	S5A53		
sporty	S5A54		
straight forward	S5A55		
stylish	S5A56		
supportive	S5A57		
tough	S5A58		
traditional	S5A59		
trendy	S5A60		
trustworthy	S5A61		
upper-class	S5A62		

Coding: Step 5 (continued...)

Item	Code	Brands	Value assigned to responses
Section A:			
versatile	S5A63	Nokia (1), Blackberry (2), Red Square (3), Savanna (4), Police (5), Ray-Ban (6), Samsung (7), LG (8), Nike (9), Adidas (10), Black Label (11), Castle (12), BMW (13), Toyota (14), Guess (15), Levi (16).	not at all descriptive (1),
vibrant	S5A64		slightly descriptive (2),
wild	S5A65		somewhat descriptive (3),
witty	S5A66		moderately descriptive (4), extremely descriptive (5)
Section B:			
Question	Code	Variable	Value assigned to responses
Question 1	S5B1	Gender	Female (1); Male (2)
Question 2	S5B2	Ethnicity	African (1); Coloured (2); Indian/Asian (3); White (4)

Coding: Step 6

Item	Code	Brands	Value assigned to responses
Section A:			
Reliable	S6A1	Nike (1), Samsung (2), Mercedes-Benz (3)	not at all descriptive (1),
Responsible	S6A2		slightly descriptive (2),
Trustworthy	S6A3		somewhat descriptive (3),
Supportive	S6A4		moderately descriptive (4),
Glamorous	S6A5		extremely descriptive (5)
Classy	S6A6		
Sexy	S6A7		
Stylish	S6A8		
Outgoing	S6A9		
Outdoorsy	S6A10		
Outspoken	S6A11		
Energetic	S6A12		
Enthusiastic	S6A13		
Entertaining	S6A14		

ANNEXURE H: FREQUENCY TABLES

Frequency table Step 5 (*Adidas*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	356	9	21	74	137	115
adventurous	356	9	32	91	127	97
ambitious	356	7	25	95	127	102
arrogant	356	84	77	84	64	47
aspirational	356	9	31	136	106	74
attention-seeker	356	13	20	68	101	154
bold	356	10	38	105	108	95
charming	356	9	27	90	104	126
classy	356	24	58	109	82	83
down-to-earth	356	55	60	114	64	63
easy-going	356	19	49	78	124	86
energetic	356	9	20	66	106	155
entertaining	356	18	47	91	110	90
enthusiastic	356	14	32	94	135	81
family-oriented	356	41	53	98	75	89
feminine	356	26	52	129	98	51
fun	356	8	33	101	108	106
gentle	356	25	59	117	102	53
genuine	356	5	22	85	103	141
glamorous	356	18	41	78	119	100
goal-driven	356	11	25	69	128	123
hardworking	356	11	27	91	119	108
honest	356	12	38	110	104	92
humorous	356	45	79	100	95	37
idealistic	356	16	33	103	115	89
innovative	356	9	17	76	113	141
intelligent	356	15	42	96	119	84
leader	356	15	43	89	117	92
lively	356	12	35	80	108	121
mysterious	356	58	74	105	67	52
opportunistic	356	16	26	87	106	121
organised	356	4	28	99	124	101
outdoorsy	356	8	25	73	86	164

Frequency table Step 5 (*Adidas continued...*)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	356	8	25	81	112	130
outspoken	356	17	27	86	104	122
over-the-top	356	18	43	105	100	90
passionate	356	7	32	96	140	81
passive	356	33	60	120	98	45
playful	356	14	25	53	121	143
powerful	356	13	16	88	109	130
protective	356	29	41	103	94	89
proud	356	6	19	63	115	153
pure	356	15	36	105	109	91
rebellious	356	46	67	98	85	60
relaxed	356	37	48	81	100	90
reliable	356	11	24	84	99	138
responsible	356	13	36	99	122	86
serious	356	26	46	96	108	80
sexy	356	23	31	69	103	130
sociable	356	22	21	86	89	138
soothing	356	18	43	121	100	74
sophisticated	356	20	48	99	114	75
spirited	356	14	40	95	111	96
sporty	356	5	8	37	50	256
straight forward	356	19	20	84	98	135
stylish	356	1	28	59	92	176
supportive	356	10	38	119	93	96
tough	356	20	29	72	106	129
traditional	356	54	55	103	78	66
trendy	356	8	25	64	92	167
trustworthy	356	14	25	80	98	139
upper-class	356	14	26	86	125	105
versatile	356	5	36	107	113	95
vibrant	356	9	30	93	131	93
wild	356	17	57	77	108	97
witty	356	23	51	119	91	72

Frequency table Step 5 (*Black Label*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	374	199	53	43	28	51
adventurous	374	125	72	56	55	66
ambitious	374	125	60	76	54	59
arrogant	374	109	50	71	40	104
aspirational	374	170	52	80	37	35
attention-seeker	374	70	37	59	48	160
bold	374	72	57	92	58	95
charming	374	171	81	73	25	24
classy	374	215	70	45	17	27
down-to-earth	374	151	54	70	41	58
easy-going	374	111	49	69	61	84
energetic	374	97	60	79	57	81
entertaining	374	101	37	64	55	117
enthusiastic	374	110	58	87	50	69
family-oriented	374	233	56	47	10	28
feminine	374	250	50	41	14	19
fun	374	121	57	57	48	91
gentle	374	217	74	51	17	15
genuine	374	118	51	66	55	84
glamorous	374	216	53	52	24	29
goal-driven	374	94	56	65	56	103
hardworking	374	100	59	62	63	90
honest	374	102	41	89	62	80
humorous	374	100	55	81	57	81
idealistic	374	103	77	74	59	61
innovative	374	104	57	90	52	71
intelligent	374	120	63	91	50	50
leader	374	131	50	86	41	66
lively	374	92	59	86	70	67
mysterious	374	115	61	85	56	57
opportunistic	374	83	51	73	55	112
organised	374	94	65	79	62	74
outdoorsy	374	66	56	60	69	123

Frequency table Step 5 (*Black Label continued...*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	374	54	46	67	70	137
outspoken	374	103	52	73	57	89
over-the-top	374	76	61	86	64	87
passionate	374	91	77	98	48	60
passive	374	98	59	86	50	81
playful	374	78	38	72	55	131
powerful	374	161	62	56	42	53
protective	374	85	43	59	77	110
proud	374	108	55	69	45	97
pure	374	71	43	78	62	120
rebellious	374	115	56	70	57	76
relaxed	374	143	52	73	38	68
reliable	374	175	63	55	41	40
responsible	374	139	49	72	52	62
serious	374	205	54	59	27	29
sexy	374	80	30	54	37	173
sociable	374	105	60	74	59	76
soothing	374	154	70	75	46	29
sophisticated	374	92	60	89	66	67
spirited	374	172	55	61	42	44
sporty	374	87	35	75	48	129
straight forward	374	176	61	67	29	41
stylish	374	147	62	84	37	44
supportive	374	100	40	69	66	99
tough	374	79	42	62	58	133
traditional	374	117	44	90	50	73
trendy	374	149	59	63	41	62
trustworthy	374	180	63	74	36	21
upper-class	374	122	86	88	39	39
versatile	374	109	73	95	43	54
vibrant	374	62	36	50	65	161
wild	374	95	60	91	54	74
witty	374	54	46	67	70	137

Frequency table Step 5 (*Blackberry*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	365	40	57	60	65	143
adventurous	365	36	51	79	91	108
ambitious	365	31	56	75	93	110
arrogant	365	68	73	84	66	74
aspirational	365	43	49	99	79	95
attention-seeker	365	32	22	49	69	193
bold	365	28	34	78	84	141
charming	365	32	47	90	69	127
classy	365	34	48	64	89	130
down-to-earth	365	87	69	94	58	57
easy-going	365	34	47	99	77	108
energetic	365	27	53	100	96	89
entertaining	365	24	37	54	90	160
enthusiastic	365	26	46	110	82	101
family-oriented	365	24	45	83	91	122
feminine	365	38	47	110	74	96
fun	365	24	28	80	100	133
gentle	365	33	62	102	92	76
genuine	365	26	40	103	92	104
glamorous	365	30	46	59	85	145
goal-driven	365	33	42	69	94	127
hardworking	365	30	43	87	94	111
honest	365	48	59	91	95	72
humorous	365	61	59	113	77	55
idealistic	365	33	52	91	90	99
innovative	365	29	43	66	75	152
intelligent	365	24	27	76	94	144
leader	365	36	48	73	97	111
lively	365	30	44	91	90	110
mysterious	365	61	58	93	80	73
opportunistic	365	22	45	74	93	131
organised	365	19	50	89	91	116
outdoorsy	365	36	46	85	93	105

Frequency table Step 5 (*Blackberry continued...*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	365	22	45	83	88	127
outspoken	365	31	42	75	84	133
over-the-top	365	37	46	68	65	149
passionate	365	29	38	93	105	100
passive	365	43	55	114	77	76
playful	365	36	46	79	98	106
powerful	365	35	49	70	74	137
protective	365	60	60	80	79	86
proud	365	31	28	86	92	128
pure	365	34	58	119	78	76
rebellious	365	66	66	89	85	59
relaxed	365	51	37	110	88	79
reliable	365	79	56	78	65	87
responsible	365	52	55	91	89	78
serious	365	52	46	98	90	79
sexy	365	55	48	65	84	113
sociable	365	26	28	52	74	185
soothing	365	50	63	114	76	62
sophisticated	365	34	46	83	95	107
spirited	365	44	58	116	90	57
sporty	365	59	62	103	78	63
straight forward	365	38	45	95	91	96
stylish	365	29	38	66	69	163
supportive	365	47	47	104	92	75
tough	365	64	62	93	76	70
traditional	365	85	68	100	62	50
trendy	365	28	35	68	90	144
trustworthy	365	81	47	85	66	86
upper-class	365	37	45	87	73	123
versatile	365	36	44	111	87	87
vibrant	365	34	50	83	95	103
wild	365	56	49	108	85	67
witty	365	56	62	80	100	67

Frequency table Step 5 (*BMW*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	363	12	7	23	65	256
adventurous	363	8	10	38	81	226
ambitious	363	9	16	49	82	207
arrogant	363	86	52	56	50	119
aspirational	363	12	12	72	90	177
attention-seeker	363	18	19	35	66	225
bold	363	6	14	47	76	220
charming	363	9	12	27	62	253
classy	363	10	6	23	54	270
down-to-earth	363	80	51	87	62	83
easy-going	363	33	30	73	94	133
energetic	363	12	21	46	92	192
entertaining	363	8	11	44	85	215
enthusiastic	363	6	10	68	114	165
family-oriented	363	12	15	50	94	192
feminine	363	54	43	90	78	98
fun	363	5	13	46	82	217
gentle	363	23	26	80	97	137
genuine	363	10	16	44	82	211
glamorous	363	9	9	21	61	263
goal-driven	363	12	14	36	82	219
hardworking	363	9	10	48	86	210
honest	363	13	20	90	94	146
humorous	363	56	50	80	84	93
idealistic	363	6	12	71	93	181
innovative	363	13	10	39	71	230
intelligent	363	8	13	40	81	221
leader	363	13	12	61	83	194
lively	363	8	14	68	107	166
mysterious	363	38	41	80	74	130
opportunistic	363	23	25	49	90	176
organised	363	5	15	48	96	199
outdoorsy	363	18	23	47	62	213

Frequency table Step 5 (*BMW continued...*)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	363	10	11	49	90	203
outspoken	363	15	20	43	86	199
over-the-top	363	18	16	40	70	219
passionate	363	8	14	46	93	202
passive	363	35	41	93	89	105
playful	363	19	34	71	84	155
powerful	363	14	8	30	57	254
protective	363	24	24	49	99	167
proud	363	7	14	20	78	244
pure	363	14	18	72	90	169
rebellious	363	62	53	67	78	103
relaxed	363	33	27	66	78	159
reliable	363	10	13	34	90	216
responsible	363	8	14	67	97	177
serious	363	10	19	68	100	166
sexy	363	12	13	36	52	250
sociable	363	11	20	56	84	192
soothing	363	29	28	84	76	146
sophisticated	363	7	8	50	86	212
spirited	363	13	31	62	97	160
sporty	363	14	20	44	65	220
straight forward	363	15	24	62	81	181
stylish	363	13	8	19	42	281
supportive	363	9	27	82	82	163
tough	363	10	16	77	80	180
traditional	363	40	43	76	83	121
trendy	363	8	13	44	64	234
trustworthy	363	10	11	40	93	209
upper-class	363	4	5	24	64	266
versatile	363	10	20	82	100	151
vibrant	363	6	13	62	97	185
wild	363	22	33	70	91	147
witty	363	36	26	73	92	136

Frequency table Step 5 (*Castle Lager*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	363	148	79	71	37	28
adventurous	363	76	76	93	64	54
ambitious	363	87	83	88	63	42
arrogant	363	100	73	78	55	57
aspirational	363	113	73	107	40	30
attention-seeker	363	63	45	71	70	114
bold	363	53	59	105	86	60
charming	363	143	80	69	40	31
classy	363	166	84	53	40	20
down-to-earth	363	114	58	84	42	65
easy-going	363	92	40	84	58	89
energetic	363	78	57	76	77	75
entertaining	363	68	42	64	83	106
enthusiastic	363	78	60	96	76	53
family-oriented	363	236	39	48	18	22
feminine	363	264	46	31	11	11
fun	363	107	57	67	47	85
gentle	363	183	78	66	24	12
genuine	363	101	51	86	59	66
glamorous	363	180	68	55	33	27
goal-driven	363	131	51	75	50	56
hardworking	363	115	53	77	64	54
honest	363	107	48	83	61	64
humorous	363	95	60	73	75	60
idealistic	363	95	63	102	55	48
innovative	363	121	54	91	47	50
intelligent	363	121	72	82	56	32
leader	363	115	62	77	58	51
lively	363	85	61	81	78	58
mysterious	363	122	71	87	49	34
opportunistic	363	89	44	70	65	95
organised	363	87	52	91	77	56
outdoorsy	363	50	35	60	76	142

Frequency table Step 5 (*Castle Lager continued...*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	363	51	35	70	71	136
outspoken	363	60	31	59	83	130
over-the-top	363	116	67	81	53	46
passionate	363	82	54	78	76	73
passive	363	87	78	107	61	30
playful	363	75	57	78	80	73
powerful	363	75	53	81	72	82
protective	363	201	50	60	31	21
proud	363	70	51	78	70	94
pure	363	111	45	61	65	81
rebellious	363	80	63	57	60	103
relaxed	363	106	55	75	54	73
reliable	363	141	52	75	43	52
responsible	363	180	57	56	50	20
serious	363	134	66	83	45	35
sexy	363	202	50	55	31	25
sociable	363	62	34	54	66	147
soothing	363	96	59	86	52	70
sophisticated	363	132	76	93	45	17
spirited	363	91	47	85	77	63
sporty	363	100	43	66	71	83
straight forward	363	69	32	77	69	116
stylish	363	170	63	60	41	29
supportive	363	136	65	68	54	40
tough	363	91	75	70	70	57
traditional	363	76	38	60	67	122
trendy	363	98	52	92	61	60
trustworthy	363	178	42	56	40	47
upper-class	363	147	61	83	37	35
versatile	363	121	57	111	42	32
vibrant	363	97	57	91	78	40
wild	363	63	34	79	75	112
witty	363	85	44	105	69	60

Frequency table Step 5 (*Guess*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	356	18	21	63	90	164
adventurous	356	28	74	107	89	58
ambitious	356	10	45	114	104	83
arrogant	356	63	72	83	70	68
aspirational	356	22	39	116	99	80
attention-seeker	356	13	25	59	66	193
bold	356	9	34	83	94	136
charming	356	7	21	51	100	177
classy	356	10	16	61	85	184
down-to-earth	356	81	67	89	63	56
easy-going	356	35	60	113	84	64
energetic	356	29	62	114	96	55
entertaining	356	32	61	97	90	76
enthusiastic	356	24	69	110	95	58
family-oriented	356	73	85	100	56	42
feminine	356	26	31	79	90	130
fun	356	27	60	100	88	81
gentle	356	27	43	114	100	72
genuine	356	13	33	75	89	146
glamorous	356	8	18	48	65	217
goal-driven	356	24	37	91	106	98
hardworking	356	23	55	100	97	81
honest	356	27	42	117	100	70
humorous	356	66	72	117	64	37
idealistic	356	19	37	107	114	79
innovative	356	18	45	91	92	110
intelligent	356	15	55	109	99	78
leader	356	23	53	104	97	79
lively	356	20	52	109	105	70
mysterious	356	44	45	101	103	63
opportunistic	356	21	41	95	98	101
organised	356	10	33	104	103	106
outdoorsy	356	67	63	83	77	66

Frequency table Step 5 (*Guess continued...*)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	356	21	43	98	82	112
outspoken	356	24	35	83	94	120
over-the-top	356	9	38	70	85	154
passionate	356	15	32	93	123	93
passive	356	33	61	117	89	56
playful	356	42	60	104	90	60
powerful	356	23	41	80	93	119
protective	356	41	60	100	90	65
proud	356	12	24	65	102	153
pure	356	27	37	115	92	85
rebellious	356	56	63	87	78	72
relaxed	356	45	59	86	79	87
reliable	356	26	40	76	99	115
responsible	356	26	38	102	109	81
serious	356	22	53	82	102	97
sexy	356	12	23	57	79	185
sociable	356	25	28	67	87	149
soothing	356	26	51	106	105	68
sophisticated	356	12	31	66	104	143
spirited	356	29	41	113	105	68
sporty	356	65	64	81	70	76
straight forward	356	36	48	84	84	104
stylish	356	7	14	44	69	222
supportive	356	24	48	112	101	71
tough	356	42	50	103	84	77
traditional	356	74	68	94	77	43
trendy	356	12	28	62	68	186
trustworthy	356	22	32	86	85	131
upper-class	356	9	26	65	78	178
versatile	356	19	41	108	108	80
vibrant	356	11	41	102	110	92
wild	356	42	55	85	95	79
witty	356	39	38	96	99	84

Frequency table Step 5 (*Levi's*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	374	19	49	112	103	91
adventurous	374	21	51	140	102	60
ambitious	374	18	43	146	103	64
arrogant	374	84	81	95	66	48
aspirational	374	28	56	129	99	62
attention-seeker	374	25	49	107	87	106
bold	374	16	48	131	101	78
charming	374	18	31	106	106	113
classy	374	18	44	95	94	123
down-to-earth	374	41	71	118	80	64
easy-going	374	20	39	115	101	99
energetic	374	23	58	129	94	70
entertaining	374	25	64	134	83	68
enthusiastic	374	21	45	132	107	69
family-oriented	374	31	56	112	75	100
feminine	374	39	48	111	86	90
fun	374	19	50	104	118	83
gentle	374	19	52	126	99	78
genuine	374	10	28	91	100	145
glamorous	374	22	40	77	102	133
goal-driven	374	11	43	111	107	102
hardworking	374	12	49	123	95	95
honest	374	13	50	113	107	91
humorous	374	51	69	143	57	54
idealistic	374	25	44	123	100	82
innovative	374	18	46	118	109	83
intelligent	374	16	54	137	96	71
leader	374	22	67	130	93	62
lively	374	14	68	114	108	70
mysterious	374	54	81	111	77	51
opportunistic	374	22	50	110	98	94
organised	374	8	36	112	119	99
outdoorsy	374	25	56	107	83	103

Frequency table Step 5 (Levi's continued...)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	374	7	45	109	103	110
outspoken	374	27	62	103	93	89
over-the-top	374	28	58	121	87	80
passionate	374	17	50	107	120	80
passive	374	38	83	124	82	47
playful	374	38	77	103	91	65
powerful	374	31	53	98	88	104
protective	374	30	43	125	95	81
proud	374	22	33	90	101	128
pure	374	24	46	96	108	100
rebellious	374	73	84	90	81	46
relaxed	374	24	48	103	88	111
reliable	374	16	36	83	107	132
responsible	374	14	43	110	93	114
serious	374	22	46	111	102	93
sexy	374	20	37	87	97	133
sociable	374	24	42	90	101	117
soothing	374	25	68	109	99	73
sophisticated	374	16	52	86	104	116
spirited	374	25	55	112	102	80
sporty	374	39	63	84	91	97
straight forward	374	17	45	92	94	126
stylish	374	13	31	56	90	184
supportive	374	17	53	115	98	91
tough	374	24	40	102	99	109
traditional	374	48	64	86	92	84
trendy	374	22	35	77	95	145
trustworthy	374	21	27	87	92	147
upper-class	374	13	25	87	105	144
versatile	374	12	44	139	97	82
vibrant	374	14	52	110	102	96
wild	374	37	74	115	83	65
witty	374	38	58	118	89	71

Frequency table Step 5 (LG's)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	363	11	36	109	118	89
adventurous	363	20	49	123	108	63
ambitious	363	14	44	103	129	73
arrogant	363	79	103	116	39	26
aspirational	363	9	37	138	111	68
attention-seeker	363	31	35	112	101	84
bold	363	9	43	115	119	77
charming	363	20	23	110	122	88
classy	363	14	31	86	118	114
down-to-earth	363	31	52	121	84	75
easy-going	363	15	37	128	104	79
energetic	363	13	52	112	124	62
entertaining	363	10	29	86	109	129
enthusiastic	363	9	38	118	130	68
family-oriented	363	12	28	58	106	159
feminine	363	37	39	135	87	65
fun	363	10	40	110	113	90
gentle	363	10	40	120	119	74
genuine	363	9	22	105	122	105
glamorous	363	10	36	72	113	132
goal-driven	363	11	30	91	125	106
hardworking	363	8	27	89	145	94
honest	363	12	40	99	119	93
humorous	363	43	76	109	87	48
idealistic	363	7	32	107	120	97
innovative	363	11	27	68	118	139
intelligent	363	6	30	85	120	122
leader	363	21	45	106	123	68
lively	363	9	50	102	130	72
mysterious	363	41	60	102	101	59
opportunistic	363	18	34	101	121	89
organised	363	11	26	87	141	98
outdoorsy	363	32	76	113	86	56

Frequency table Step 5 (LG continued...)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	363	26	52	117	102	66
outspoken	363	21	45	116	114	67
over-the-top	363	19	43	126	94	81
passionate	363	8	33	106	137	79
passive	363	32	56	139	84	52
playful	363	16	44	119	104	80
powerful	363	13	33	83	134	100
protective	363	29	56	119	97	62
proud	363	11	23	94	127	108
pure	363	14	40	106	125	78
rebellious	363	73	76	118	66	30
relaxed	363	23	38	103	109	90
reliable	363	9	21	102	117	114
responsible	363	6	27	113	131	86
serious	363	11	27	118	129	78
sexy	363	31	48	93	114	77
sociable	363	19	36	99	109	100
soothing	363	30	44	131	94	64
sophisticated	363	4	41	93	135	90
spirited	363	19	43	139	105	57
sporty	363	51	67	107	93	45
straight forward	363	20	35	105	101	102
stylish	363	14	21	70	108	150
supportive	363	13	41	121	104	84
tough	363	24	51	116	90	82
traditional	363	45	62	112	88	56
trendy	363	15	25	108	94	121
trustworthy	363	16	25	105	119	98
upper-class	363	9	31	93	115	115
versatile	363	8	39	126	114	76
vibrant	363	8	40	119	121	75
wild	363	37	69	125	84	48
witty	363	43	54	118	91	57

Frequency table Step 5 (Nike)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	374	2	16	65	122	169
adventurous	374	2	12	78	104	178
ambitious	374	5	22	84	112	151
arrogant	374	89	71	69	77	67
aspirational	374	10	21	102	119	122
attention-seeker	374	15	12	67	83	197
bold	374	8	21	79	109	157
charming	374	8	27	70	87	182
classy	374	15	34	79	102	144
down-to-earth	374	62	59	104	82	67
easy-going	374	20	35	82	103	134
energetic	374	6	17	42	90	219
entertaining	374	14	33	86	87	154
enthusiastic	374	6	14	87	112	155
family-oriented	374	23	39	94	69	149
feminine	374	44	32	107	88	103
fun	374	4	21	70	105	174
gentle	374	18	35	123	101	97
genuine	374	3	20	64	100	187
glamorous	374	16	20	83	91	164
goal-driven	374	5	10	58	91	210
hardworking	374	6	12	70	101	185
honest	374	8	29	85	133	119
humorous	374	44	45	120	89	76
idealistic	374	14	19	81	128	132
innovative	374	8	17	71	101	177
intelligent	374	9	30	73	117	145
leader	374	7	23	83	105	156
lively	374	8	23	82	93	168
mysterious	374	53	67	99	74	81
opportunistic	374	16	19	53	113	173
organised	374	3	24	75	116	156
outdoorsy	374	5	20	50	75	224

Frequency table Step 5 (*Nike continued...*)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	374	7	24	52	101	190
outspoken	374	13	23	76	101	161
over-the-top	374	12	26	82	97	157
passionate	374	8	17	77	116	156
passive	374	54	52	100	96	72
playful	374	12	25	68	104	165
powerful	374	12	19	57	100	186
protective	374	21	32	95	91	135
proud	374	11	10	46	101	206
pure	374	18	28	69	105	154
rebellious	374	67	66	94	73	74
relaxed	374	33	41	91	88	121
reliable	374	11	22	44	106	191
responsible	374	10	27	72	102	163
serious	374	28	33	89	80	144
sexy	374	12	30	70	87	175
sociable	374	13	21	68	92	180
soothing	374	23	51	113	99	88
sophisticated	374	20	38	82	112	122
spirited	374	17	28	94	108	127
sporty	374	2	16	34	37	285
straight forward	374	14	22	79	92	167
stylish	374	5	16	29	77	247
supportive	374	9	33	77	108	147
tough	374	11	19	75	96	173
traditional	374	49	55	80	93	97
trendy	374	15	13	54	86	206
trustworthy	374	11	16	52	94	201
upper-class	374	2	23	71	100	178
versatile	374	4	24	110	110	126
vibrant	374	8	20	86	115	145
wild	374	29	40	85	105	115
witty	374	25	39	117	95	98

Frequency table Step 5 (*Nokia*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	1822	93	205	466	526	532
adventurous	1822	156	299	534	468	365
ambitious	1822	95	206	506	535	480
arrogant	1822	582	425	449	203	163
aspirational	1822	109	226	592	474	421
attention-seeker	1822	219	263	467	432	441
bold	1822	92	213	523	503	491
charming	1822	151	266	476	447	482
classy	1822	114	195	429	478	606
down-to-earth	1822	176	218	525	427	476
easy-going	1822	101	152	495	501	573
energetic	1822	147	283	540	475	377
entertaining	1822	93	174	368	481	706
enthusiastic	1822	90	239	539	526	428
family-oriented	1822	87	139	364	433	799
feminine	1822	244	254	627	362	335
fun	1822	96	204	435	504	583
gentle	1822	117	226	581	487	411
genuine	1822	54	133	388	524	723
glamorous	1822	142	217	483	433	547
goal-driven	1822	95	161	394	522	650
hardworking	1822	74	158	389	555	646
honest	1822	88	172	438	530	594
humorous	1822	223	308	546	436	309
idealistic	1822	80	187	490	543	522
innovative	1822	82	164	397	458	721
intelligent	1822	51	129	315	557	770
leader	1822	112	206	454	519	531
lively	1822	96	226	498	570	432
mysterious	1822	277	304	550	378	313
opportunistic	1822	128	198	400	480	616
organised	1822	45	133	328	581	735
outdoorsy	1822	152	263	471	453	483

Frequency table Step 5 (Nokia continued...)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	1822	102	206	468	494	552
outspoken	1822	112	186	495	473	556
over-the-top	1822	203	232	509	439	439
passionate	1822	71	198	458	576	519
passive	1822	181	301	601	437	302
playful	1822	143	230	442	531	476
powerful	1822	95	152	374	455	746
protective	1822	179	226	475	460	482
proud	1822	70	130	415	523	684
pure	1822	91	194	463	522	552
rebellious	1822	406	388	478	334	216
relaxed	1822	139	184	479	520	500
reliable	1822	77	102	304	438	901
responsible	1822	54	141	344	562	721
serious	1822	76	158	427	530	631
sexy	1822	267	267	466	402	420
sociable	1822	91	133	309	419	870
soothing	1822	181	267	613	444	317
sophisticated	1822	89	188	429	547	569
spirited	1822	142	235	578	506	361
sporty	1822	282	329	511	399	301
straight forward	1822	99	145	429	450	699
stylish	1822	131	153	372	411	755
supportive	1822	73	171	474	574	530
tough	1822	131	161	403	434	693
traditional	1822	210	224	396	435	557
trendy	1822	123	178	422	429	670
trustworthy	1822	99	123	298	402	900
upper-class	1822	96	176	466	492	592
versatile	1822	89	197	572	504	460
vibrant	1822	85	209	491	510	527
wild	1822	270	384	532	369	267
witty	1822	210	310	561	405	336

Frequency table Step 5 (*Police*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	364	36	53	88	91	96
adventurous	364	31	45	116	102	70
ambitious	364	33	61	100	113	57
arrogant	364	56	57	77	78	96
aspirational	364	34	55	119	88	68
attention-seeker	364	30	32	71	77	154
bold	364	28	45	96	90	105
charming	364	53	56	77	89	89
classy	364	43	47	75	83	116
down-to-earth	364	93	55	99	80	37
easy-going	364	66	58	113	87	40
energetic	364	47	56	115	83	63
entertaining	364	76	75	104	74	35
enthusiastic	364	39	55	135	87	48
family-oriented	364	73	64	100	68	59
feminine	364	84	61	110	62	47
fun	364	68	66	105	79	46
gentle	364	56	58	131	77	42
genuine	364	29	42	104	80	109
glamorous	364	47	45	69	73	130
goal-driven	364	32	50	96	100	86
hardworking	364	32	45	111	81	95
honest	364	42	51	108	106	57
humorous	364	56	79	109	86	34
idealistic	364	33	43	109	100	79
innovative	364	44	53	89	109	69
intelligent	364	34	59	106	93	72
leader	364	28	54	111	95	76
lively	364	30	67	110	103	54
mysterious	364	41	52	113	83	75
opportunistic	364	39	49	104	97	75
organised	364	27	51	101	104	81
outdoorsy	364	30	40	83	99	112

Frequency table Step 5 (*Police continued...*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	364	27	44	92	104	97
outspoken	364	25	41	114	86	98
over-the-top	364	30	46	107	94	87
passionate	364	21	53	114	104	72
passive	364	33	71	123	90	47
playful	364	51	67	101	99	46
powerful	364	29	43	84	83	125
protective	364	29	51	77	92	115
proud	364	21	31	73	100	139
pure	364	32	50	128	81	73
rebellious	364	44	75	96	90	59
relaxed	364	45	45	93	106	75
reliable	364	37	43	89	83	112
responsible	364	27	38	101	107	91
serious	364	29	42	106	82	105
sexy	364	47	39	82	87	109
sociable	364	45	41	89	90	99
soothing	364	53	64	100	76	71
sophisticated	364	32	46	89	96	101
spirited	364	39	58	121	90	56
sporty	364	43	43	70	107	101
straight forward	364	39	30	87	103	105
stylish	364	49	47	64	63	141
supportive	364	27	50	112	91	84
tough	364	25	44	109	89	97
traditional	364	53	53	103	83	72
trendy	364	37	36	79	82	130
trustworthy	364	32	30	92	94	116
upper-class	364	21	45	84	85	129
versatile	364	25	49	128	100	62
vibrant	364	28	60	101	105	70
wild	364	35	53	119	89	68
witty	364	42	52	107	95	68

Frequency table Step 5 (*Ray-Ban*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	365	25	38	86	87	129
adventurous	365	21	34	112	108	90
ambitious	365	20	30	118	118	79
arrogant	365	78	71	94	57	65
aspirational	365	24	48	133	102	58
attention-seeker	365	29	36	89	74	137
bold	365	20	38	107	102	98
charming	365	14	34	77	98	142
classy	365	16	38	72	98	141
down-to-earth	365	60	64	114	59	68
easy-going	365	19	44	113	106	83
energetic	365	22	46	125	95	77
entertaining	365	31	64	101	97	72
enthusiastic	365	18	44	122	110	71
family-oriented	365	47	54	117	80	67
feminine	365	45	60	116	81	63
fun	365	17	44	97	130	77
gentle	365	29	49	138	92	57
genuine	365	12	38	97	91	127
glamorous	365	14	26	71	92	162
goal-driven	365	25	43	96	110	91
hardworking	365	27	54	109	98	77
honest	365	28	53	108	115	61
humorous	365	46	71	125	79	44
idealistic	365	31	54	102	110	68
innovative	365	19	55	108	101	82
intelligent	365	23	56	106	99	81
leader	365	24	52	108	103	78
lively	365	16	45	111	122	71
mysterious	365	37	60	104	95	69
opportunistic	365	24	47	108	109	77
organised	365	12	48	109	113	83
outdoorsy	365	20	43	84	82	136

Frequency table Step 5 (*Ray-Ban continued...*)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	365	14	29	80	110	132
outspoken	365	24	36	112	93	100
over-the-top	365	23	39	108	86	109
passionate	365	11	35	128	116	75
passive	365	28	70	119	94	54
playful	365	29	51	114	89	82
powerful	365	24	43	86	110	102
protective	365	37	51	108	77	92
proud	365	12	34	89	105	125
pure	365	21	35	115	107	87
rebellious	365	55	56	113	75	66
relaxed	365	23	36	91	117	98
reliable	365	19	35	99	107	105
responsible	365	16	55	120	98	76
serious	365	29	56	107	92	81
sexy	365	15	32	91	86	141
sociable	365	29	31	78	102	125
soothing	365	25	57	124	98	61
sophisticated	365	18	33	95	108	111
spirited	365	23	55	120	100	67
sporty	365	17	45	97	104	102
straight forward	365	24	28	109	89	115
stylish	365	16	23	61	79	186
supportive	365	27	39	124	100	75
tough	365	25	50	103	99	88
traditional	365	55	57	102	88	63
trendy	365	16	29	74	91	155
trustworthy	365	29	33	89	91	123
upper-class	365	10	23	91	95	146
versatile	365	16	48	121	102	78
vibrant	365	18	36	102	122	87
wild	365	32	42	110	88	93
witty	365	32	44	110	90	89

Frequency table Step 5 (*Red square*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	364	58	64	98	66	78
adventurous	364	35	42	89	104	94
ambitious	364	47	51	105	98	63
arrogant	364	71	75	101	56	61
aspirational	364	77	67	115	62	43
attention-seeker	364	34	38	71	77	144
bold	364	39	49	120	93	63
charming	364	59	62	112	64	67
classy	364	75	76	88	73	52
down-to-earth	364	79	71	104	60	50
easy-going	364	58	48	87	94	77
energetic	364	26	27	79	95	137
entertaining	364	33	34	81	76	140
enthusiastic	364	39	53	109	91	72
family-oriented	364	191	56	59	32	26
feminine	364	59	44	81	63	117
fun	364	34	37	74	85	134
gentle	364	90	74	110	53	37
genuine	364	50	60	98	89	67
glamorous	364	68	65	92	65	74
goal-driven	364	55	58	130	65	56
hardworking	364	74	65	125	66	34
honest	364	72	71	107	73	41
humorous	364	58	55	108	76	67
idealistic	364	59	64	105	81	55
innovative	364	65	57	116	76	50
intelligent	364	76	83	107	60	38
leader	364	82	92	101	60	29
lively	364	43	39	118	97	67
mysterious	364	77	53	108	71	55
opportunistic	364	49	45	95	80	95
organised	364	50	73	121	76	44
outdoorsy	364	30	46	79	83	126

Frequency table Step 5 (*Red Square continued...*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	364	23	36	78	88	139
outspoken	364	37	35	88	76	128
over-the-top	364	37	60	102	86	79
passionate	364	42	52	118	90	62
passive	364	52	65	128	83	36
playful	364	44	41	83	100	96
powerful	364	46	52	101	77	88
protective	364	114	81	93	46	30
proud	364	43	60	101	87	73
pure	364	79	65	110	61	49
rebellious	364	47	55	86	71	105
relaxed	364	76	56	88	85	59
reliable	364	108	61	90	64	41
responsible	364	128	67	81	49	39
serious	364	103	68	89	67	37
sexy	364	61	46	77	77	103
sociable	364	32	20	66	79	167
soothing	364	55	55	103	86	65
sophisticated	364	71	76	105	72	40
spirited	364	51	57	91	95	70
sporty	364	72	61	78	101	52
straight forward	364	56	45	93	81	89
stylish	364	57	47	104	71	85
supportive	364	80	71	113	69	31
tough	364	81	76	99	67	41
traditional	364	97	71	92	65	39
trendy	364	47	40	103	83	91
trustworthy	364	104	72	93	54	41
upper-class	364	65	61	119	66	53
versatile	364	53	53	123	91	44
vibrant	364	35	42	123	88	76
wild	364	31	40	69	94	130
witty	364	49	46	103	89	77

Frequency table Step 5 (Samsung)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	364	6	19	39	115	185
adventurous	364	5	19	76	105	159
ambitious	364	4	15	68	118	159
arrogant	364	74	76	65	76	73
aspirational	364	11	31	89	102	131
attention-seeker	364	24	24	58	67	191
bold	364	14	12	58	105	175
charming	364	13	18	57	85	191
classy	364	9	11	45	81	218
down-to-earth	364	43	46	113	86	76
easy-going	364	31	27	81	98	127
energetic	364	17	26	73	116	132
entertaining	364	3	7	42	81	231
enthusiastic	364	4	16	91	88	165
family-oriented	364	17	23	73	95	156
feminine	364	32	37	88	87	120
fun	364	6	13	48	97	200
gentle	364	13	30	95	126	100
genuine	364	10	20	66	112	156
glamorous	364	9	20	41	74	220
goal-driven	364	13	18	35	97	201
hardworking	364	17	18	54	109	166
honest	364	24	26	89	110	115
humorous	364	33	41	106	90	94
idealistic	364	10	26	62	99	167
innovative	364	6	22	51	71	214
intelligent	364	6	12	49	85	212
leader	364	4	26	64	99	171
lively	364	7	26	74	117	140
mysterious	364	27	46	94	90	107
opportunistic	364	23	29	54	86	172
organised	364	6	19	62	102	175
outdoorsy	364	15	32	83	91	143

Frequency table Step 5 (Samsung continued...)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
outgoing	364	13	22	74	105	150
outspoken	364	17	19	71	103	154
over-the-top	364	13	29	65	93	164
passionate	364	8	19	85	101	151
passive	364	45	44	107	82	86
playful	364	10	20	71	110	153
powerful	364	15	20	63	93	173
protective	364	30	34	89	89	122
proud	364	8	22	61	107	166
pure	364	14	28	114	88	120
rebellious	364	60	56	104	82	62
relaxed	364	24	39	85	94	122
reliable	364	18	28	70	93	155
responsible	364	16	18	79	114	137
serious	364	11	38	86	108	121
sexy	364	17	24	71	85	167
sociable	364	12	17	41	80	214
soothing	364	27	45	100	85	107
sophisticated	364	8	24	72	103	157
spirited	364	22	32	93	96	121
sporty	364	33	38	97	101	95
straight forward	364	28	28	69	102	137
stylish	364	15	13	35	71	230
supportive	364	14	24	97	115	114
tough	364	33	45	99	86	101
traditional	364	64	64	75	87	74
trendy	364	10	20	50	83	201
trustworthy	364	20	35	68	84	157
upper-class	364	7	20	60	86	191
versatile	364	10	24	89	110	131
vibrant	364	6	27	72	114	145
wild	364	28	59	93	96	88
witty	364	22	48	100	94	100

Frequency table Step 5 (*Savanna*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	365	86	70	121	49	39
adventurous	365	47	56	93	101	68
ambitious	365	72	74	105	78	36
arrogant	365	82	70	82	68	63
aspirational	365	87	71	124	48	35
attention-seeker	365	33	39	71	83	139
bold	365	45	57	125	84	54
charming	365	98	57	86	76	48
classy	365	114	70	86	59	36
down-to-earth	365	111	59	85	57	53
easy-going	365	59	45	79	79	103
energetic	365	48	57	76	86	98
entertaining	365	46	30	68	82	139
enthusiastic	365	50	51	112	83	69
family-oriented	365	228	54	43	29	11
feminine	365	106	50	79	62	68
fun	365	46	40	76	84	119
gentle	365	120	75	88	54	28
genuine	365	75	65	72	77	76
glamorous	365	107	66	86	59	47
goal-driven	365	92	43	97	72	61
hardworking	365	89	69	83	76	48
honest	365	82	56	101	71	55
humorous	365	50	47	69	79	120
idealistic	365	76	46	110	69	64
innovative	365	63	56	84	78	84
intelligent	365	89	69	75	81	51
leader	365	107	68	94	60	36
lively	365	55	57	66	110	77
mysterious	365	78	53	93	86	55
opportunistic	365	51	45	75	96	98
organised	365	64	62	94	94	51
outdoorsy	365	29	31	66	96	143

Frequency table Step 5 (Savanna continued...)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	365	24	27	62	100	152
outspoken	365	27	31	77	87	143
over-the-top	365	69	60	106	73	57
passionate	365	57	52	87	102	67
passive	365	61	83	98	82	41
playful	365	40	42	63	97	123
powerful	365	52	53	93	75	92
protective	365	167	63	62	45	28
proud	365	67	35	88	80	95
pure	365	87	49	90	69	70
rebellious	365	56	53	74	61	121
relaxed	365	70	45	79	71	100
reliable	365	128	48	89	55	45
responsible	365	147	59	88	45	26
serious	365	142	64	75	47	37
sexy	365	100	45	81	63	76
sociable	365	33	23	53	95	161
soothing	365	66	38	99	71	91
sophisticated	365	85	67	90	77	46
spirited	365	62	58	93	72	80
sporty	365	101	65	82	69	48
straight forward	365	53	35	94	75	108
stylish	365	83	44	89	77	72
supportive	365	109	71	90	63	32
tough	365	78	58	92	82	55
traditional	365	100	69	91	55	50
trendy	365	48	48	74	91	104
trustworthy	365	133	51	81	55	45
upper-class	365	82	62	106	69	46
versatile	365	58	69	134	75	29
vibrant	365	45	56	96	97	71
wild	365	33	23	67	81	161
witty	365	48	51	80	87	99

Frequency table Step 5 (*Toyota*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
admirable	356	10	60	136	96	54
adventurous	356	12	34	80	109	121
ambitious	356	11	40	115	117	73
arrogant	356	127	82	87	38	22
aspirational	356	15	43	139	98	61
attention-seeker	356	44	73	75	93	71
bold	356	16	43	101	107	89
charming	356	22	65	106	88	75
classy	356	26	52	97	75	106
down-to-earth	356	33	37	94	85	107
easy-going	356	11	20	83	108	134
energetic	356	11	43	77	110	115
entertaining	356	14	63	99	104	76
enthusiastic	356	14	57	102	114	69
family-oriented	356	4	10	39	61	242
feminine	356	68	61	111	63	53
fun	356	18	51	100	90	97
gentle	356	33	49	95	105	74
genuine	356	2	25	64	116	149
glamorous	356	36	58	106	77	79
goal-driven	356	7	25	66	119	139
hardworking	356	5	17	72	104	158
honest	356	13	29	99	108	107
humorous	356	38	60	92	96	70
idealistic	356	9	34	91	117	105
innovative	356	9	33	63	100	151
intelligent	356	8	30	77	125	116
leader	356	22	48	96	91	99
lively	356	17	38	88	121	92
mysterious	356	70	65	112	62	47
opportunistic	356	25	31	81	111	108
organised	356	3	21	63	112	157
outdoorsy	356	9	21	52	78	196

Frequency table Step 5 (*Toyota continued...*)

Scale item	Sample size (n)	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
		1	2	3	4	5
outgoing	356	6	26	56	108	160
outspoken	356	22	29	104	89	112
over-the-top	356	54	47	118	82	55
passionate	356	10	32	88	129	97
passive	356	40	57	125	87	47
playful	356	38	56	73	91	98
powerful	356	10	23	57	88	178
protective	356	10	13	59	109	165
proud	356	10	19	69	112	146
pure	356	13	28	84	113	118
rebellious	356	71	82	83	73	47
relaxed	356	32	22	66	116	120
reliable	356	9	17	45	83	202
responsible	356	5	16	52	111	172
serious	356	9	30	83	90	144
sexy	356	58	66	72	82	78
sociable	356	18	30	83	109	116
soothing	356	30	46	101	104	75
sophisticated	356	19	40	81	114	102
spirited	356	12	43	95	117	89
sporty	356	21	32	72	91	140
straight forward	356	10	12	83	93	158
stylish	356	24	31	106	78	117
supportive	356	11	24	86	123	112
tough	356	8	19	51	85	193
traditional	356	36	47	66	84	123
trendy	356	16	37	97	93	113
trustworthy	356	12	22	56	85	181
upper-class	356	15	38	87	113	103
versatile	356	6	39	101	113	97
vibrant	356	14	33	104	113	92
wild	356	29	49	79	82	117
witty	356	40	48	110	79	79

Frequency table Step 6 (*Nike*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
Reliable	331	2	9	51	148	121
Responsible	331	5	16	91	138	81
Trustworthy	331	3	12	46	151	119
Supportive	331	12	19	82	118	100
Glamorous	331	8	26	84	98	115
Classy	331	22	50	106	81	72
Sexy	331	15	30	80	107	99
Stylish	331	1	9	47	99	175
Outgoing	331	0	12	43	111	165
Outdoorsy	331	11	17	50	84	169
Outspoken	331	10	15	67	128	111
Enthusiastic	331	4	17	66	117	127
Energetic	331	3	7	41	95	185
Entertaining	331	18	33	77	105	98

Frequency table Step 6 (*Samsung*)

Scale item	Sample size (n)	Not at all descriptive 1	Slightly descriptive 2	Somewhat descriptive 3	Moderately descriptive 4	Extremely descriptive 5
Reliable	331	5	9	71	114	132
Responsible	331	3	11	84	141	92
Trustworthy	331	4	20	71	123	113
Supportive	331	4	22	82	134	89
Glamorous	331	1	8	41	124	157
Classy	331	5	5	59	108	154
Sexy	331	13	23	74	106	115
Stylish	331	2	7	32	113	177
Outgoing	331	5	25	95	121	85
Outdoorsy	331	26	54	88	99	64
Outspoken	331	7	12	84	118	110
Enthusiastic	331	2	21	84	155	69
Energetic	331	5	32	125	107	62
Entertaining	331	1	2	40	84	204

Frequency table Step 6 (Mercedes-Benz)

Scale item	Sample size	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
	(n)	1	2	3	4	5
Reliable	331	1	6	27	71	226
Responsible	331	2	2	38	113	176
Trustworthy	331	2	4	23	103	199
Supportive	331	7	12	71	110	131
Glamorous	331	0	1	21	57	252
Classy	331	0	2	6	32	291
Sexy	331	6	11	29	80	205
Stylish	331	0	6	9	59	257
Outgoing	331	3	18	70	99	141
Outdoorsy	331	27	28	80	94	102
Outspoken	331	7	16	63	111	134
Enthusiastic	331	4	19	72	128	108
Energetic	331	9	23	83	91	125
Entertaining	331	6	11	59	92	163

**ANNEXURE I:
LIST OF TRAITS IDENTIFIED (STEP 2)**

List of traits identified during Step 2

active	charming	easy-going	gentle
admirable	cheap	educated	gentle-soul
adorable	childish	egotistic	genuine
advanced	chilled	elegant	ghetto
adventurous	civilised	employed	girly
affordable	classic	energetic	glamorous
amazing	classy	entertaining	gold-digger
annoying	cold-hearted	enthusiastic	good
appreciating	colourful	exciting	good-looking
arrogant	comfortable	exhausting	good-with-people
athletic	comforting	expensive	grandpa
attention-seeker	common	extraordinary	great-style
awesome	companionship	extrovert	great-to-be-around
bad	confident	fabulous	greed
bad-attitude	confused	fascinating	gross
balanced	conservative	familiar	handsome
beautiful	cool	family-orientated	happy
better	cruel	famous	hard-to get
bigger	cunning	fancy	harsh
biker-guy	dangerous	fashionable	helper
bitter	death	fast	high standards
blonde	decent	fast-to-take-action	hip
bold	deceptive	feminine	hot
boring	destructive	fierce	humble
bossy	determined	flamboyant	hyper-active
bubbly	disrespectful	fragile	image-conscious
calm	dope	friendly	impatient
can-relate-to-anyone	down-to-earth	fun	inconsiderable
caring	drunk	funky	innovative
champion	dry	funny	insensitive
charismatic	dull	fussy	intelligent
interesting	not-fussy	relevant	spontaneous
introvert	old	reliable	sports-lover
introverted-extrovert	old-fashioned	respectable	sporty
irritating	opinionated	responsible	straight forward
kind	opportunity	rich	strong
lack-style	ordinary	rough	strong-willed

List of traits identified during Step 2 (continued...)

ladylike	over-the-top	sleek	toxic
lazy	passionate	slim	trendy
life-of-the-party	passive	slow	troublesome
likes-attention	patient	smart	trustworthy
lively	people's person	smooth	ugly
loud	pizazz	snitch	uncool
loving	poor	snobbish	understanding
loving-life	popular	sociable	under-valued
luxury	powerful	soft	unfashionable
makes-you-feel-young	pretty	soothing	unfriendly
manly	problematic	sophisticated	uninterested
muscular	protective	sour	unique
materialistic	proud	spoilt	unpopular
mellow	punctual	structured	unreliable
modern	pure	stubborn	unstylish
moody	push-over	stylish	untrustworthy
mysterious	quality	superior	upper-class
neutral	racist	supportive	up-to-date
nerd	relaxed	swaag	useful
never-leave-your-side	rugged	sweet	vain
never-let-you-down	sassy	take-you-places	vibey
nice	satisfying	talkative	vibrant
non-conformity	saviour	tall	vintage
non-vibrant	scientific	tasteful	visionary
normal	self-centred	tech-savvy	wack
organised	serious	tidy	warm
outdated	sexy	too nice	weak
outgoing	show-off	too-dope	well known
outspoken	shy	too-much-money	wild
over-achiever	simple	top-of-the-range	young
overrated	skinny	tough	

**ANNEXURE J:
LIST OF TRAITS IDENTIFIED (STEP 3)**

Traits from the WWW.

ambitious,	funny	intuitive	street-smart
aspirational	genuine	masculine	stylish
attractive	goal-driven	modern	tough
authentic	gorgeous	real	trendy
bold	great appetite for life	revolutionary	true
confident	hardworking,	seductive	uncompromised
cool	hip	sexy	unique
elegant	hot	sleek	versatile
exciting	humble	slim	witty
fashion forward	humorous	smart	zesty
feminine	iconic	sociable	
fresh	innovative	soft	
funky	interesting	sophisticated	

Traits from marketing research company

adventurous	desirable	hasty	rebellious
arrogant	different	idealistic	sexy
assertive	dishonest	in control	straightforward
brave	friendly	innocent	trustworthy
caring	fun	kind	uncaring
creative	generous	playful	wise

**ANNEXURE K:
DISCARDED TRAITS (STEP 3)**

Discarded traits (irrelevant)

adorable	famous	modern	spoilt
affordable	fancy	neutral	sports-lover
athletic	fast	never-leave-your-side	strong
attractive	fast-to-take-action	never-let-you-down	superior
bad	gentle-soul	non-vibrant	sweet
bad-attitude	gold-digger	not-fussy	take-you-places
balanced	good	old	tall
beautiful	good looking	ordinary	technical
better	good-with-people	original	tech-savvy
bigger	gorgeous	outdated	tidy
biker-guy	grandpa	overrated	too nice
bitter	great appetite for life	people's person	too-dope
can-relate-to-anyone	great-style	pizazz	too-much-money
champion	great-to-be-around	poor	top-of-the-range
chilled	gross	popular	toxic
civilised	handsome	pretty	troublesome
classic	hard-to get	problematic	true
comfortable	hasty	punctual	ugly
comforting	high standards	push-over	understanding
companionship	hot	quality	under-valued
confused	hyper-active	racist	unfashionable
cruel	iconic	relevant	uninterested
cunning	image-conscious	respectable	unique
death	in control	revolutionary	unpopular
desirable	introvert	rich	up-to-date
disrespectful	introverted-extrovert	satisfying	useful
drunk	lack-style	saviour	vintage
dry	ladylike	scientific	weak
educated	lazy	skinny	well known
employed	likes-attention	sleek	western
exhausting	loud	slim	wholesome
expensive	loving-life	slow	young
extrovert	luxury	snitch	
familiar	makes-you-feel-young	sour	

Discarded traits (Ambiguous)

active	dope	inconsiderate (inconsiderable)	small-town
advanced	exciting	independent	smart
amazing	extraordinary	interesting	smooth
appreciative (appreciating)	fabulous	loving	structured
awesome	fascinating	moody	successful
blonde	fashion forward	nice	swaag
bossy	fresh	non-confirmative / rebellious	tough
cheap	funky	normal	unique
colourful	funny	real	vibey
common	happy	secure	wack
destructive	harsh	simple	wise
different	hot	sleek	zesty

Discarded traits (Redundant)

authentic	dull	life-of-the-party	strong-willed
annoying	fussy	manly	talkative
bubbly	generous	muscular	tasteful
calm	ghetto	mellow	uncaring
cheerful	goal-driven	naive (innocent)	uncompromising
childish	greedy	opinionated	uncool
cold-hearted	helper / helpful	patient	unfriendly
dangerous / edgy	hip	rough	unstylish
decent	honest	self-centred	untrustworthy
deceptive	humble	shy	up-to-date
dishonest	impatient	sincere	visionary
down-to-earth	insensitive	smooth	warm
driven (over- achiever)	independent	spirited	

**ANNEXURE L:
INTER-ITEM CORRELATIONS (STEP 4)**

Step 4 Category 1 inter-item correlation matrix

	S4A1_1	S4A1_2	S4A1_3	S4A1_4
S4A1_1	1.000	.401	.294	.454
S4A1_2	.401	1.000	.401	.494
S4A1_3	.294	.401	1.000	.363
S4A1_4	.454	.494	.363	1.000

Step 4 Category 2 inter-item correlation matrix

	S4A2_1	S4A2_2	S4A2_3	S4A2_4	S4A2_5
S4A2_1	1.000	.532	.546	.380	.404
S4A2_2	.532	1.000	.337	.162	.306
S4A2_3	.546	.337	1.000	.192	.422
S4A2_4	.380	.162	.192	1.000	.250
S4A2_5	.404	.306	.422	.250	1.000

Step 4 Category 3 inter-item correlation matrix

	S4A3_1	S4A3_2	S4A3_3	S4A3_4	S4A3_5
S4A3_1	1.000	.246	.322	.422	.004
S4A3_2	.246	1.000	.843	.119	.156
S4A3_3	.322	.843	1.000	.165	.149
S4A3_4	.422	.119	.165	1.000	.364
S4A3_5	.004	.156	.149	.364	1.000

Step 4 Category 4 inter-item correlation matrix

	S4A4_1	S4A4_2	S4A4_3	S4A4_4
S4A4_1	1.000	.383	.430	.454
S4A4_2	.383	1.000	.269	.261
S4A4_3	.430	.269	1.000	.369
S4A4_4	.454	.261	.369	1.000

Step 4 Category 5 inter-item correlation matrix

	S4A5_1	S4A5_2	S4A5_3	S4A5_4	S4A5_5
S4A5_1	1.000	.364	.265	.228	.194
S4A5_2	.364	1.000	.265	.408	.326
S4A5_3	.265	.265	1.000	.275	.057
S4A5_4	.228	.408	.275	1.000	.628
S4A5_5	.194	.326	.057	.628	1.000

Step 4 Category 6 inter-item correlation matrix

	S4A6_1	S4A6_2	S4A6_3	S4A6_4	S4A6_5	S4A6_6	S4A6_7
S4A6_1	1.000	.635	.336	.310	.206	.233	.215
S4A6_2	.635	1.000	.327	.440	.223	.107	-.036
S4A6_3	.336	.327	1.000	.549	.379	.411	.436
S4A6_4	.310	.440	.549	1.000	.256	.530	.199
S4A6_5	.206	.223	.379	.256	1.000	.480	.753
S4A6_6	.233	.107	.411	.530	.480	1.000	.669
S4A6_7	.215	-.036	.436	.199	.753	.669	1.000

Step 4 Category 7 inter-item correlation matrix

	S4A7_1	S4A7_2	S4A7_3	S4A7_4	S4A7_5
S4A7_1	1.000	.502	.199	-.014	.048
S4A7_2	.502	1.000	.418	.338	.285
S4A7_3	.199	.418	1.000	.557	.360
S4A7_4	-.014	.338	.557	1.000	.175
S4A7_5	.048	.285	.360	.175	1.000

Step 4 Category 8 inter-item correlation matrix

	S4A8_1	S4A8_2	S4A8_3
S4A8_1	1.000	.315	-.084
S4A8_2	.315	1.000	.160
S4A8_3	-.084	.160	1.000

Step 4 Category 9 inter-item correlation matrix

	S4A9_1	S4A9_2	S4A9_3	S4A9_4
S4A9_1	1.000	.605	.467	.370
S4A9_2	.605	1.000	.239	.004
S4A9_3	.467	.239	1.000	.411
S4A9_4	.370	.004	.411	1.000

Step 4 Category 10 inter-item correlation matrix

	S4A10_1	S4A10_2	S4A10_3	S4A10_4	S4A10_5
S4A10_1	1.000	.746	.501	.196	.396
S4A10_2	.746	1.000	.574	.240	.354
S4A10_3	.501	.574	1.000	.575	.352
S4A10_4	.196	.240	.575	1.000	.473
S4A10_5	.396	.354	.352	.473	1.000

Step 4 Category 11 inter-item correlation matrix

	S4A11_1	S4A11_2	S4A11_3
S4A11_1	1.000	.752	.816
S4A11_2	.752	1.000	.706
S4A11_3	.816	.706	1.000

Step 4 Category 12 inter-item correlation matrix

	S4A12_1	S4A12_2	S4A12_3	S4A12_4	S4A12_5	S4A12_6	S4A12_7
S4A12_1	1.000	.381	.111	.252	.133	.133	.143
S4A12_2	.381	1.000	.426	.312	.473	.506	.417
S4A12_3	.111	.426	1.000	.544	.549	.371	.586
S4A12_4	.252	.312	.544	1.000	.657	.501	.541
S4A12_5	.133	.473	.549	.657	1.000	.501	.804
S4A12_6	.133	.506	.371	.501	.501	1.000	.282
S4A12_7	.143	.417	.586	.541	.804	.282	1.000

Step 4 Category 13 inter-item correlation matrix

	S4A13_1	S4A13_2	S4A13_3	S4A13_4	S4A13_5	S4A13_6
S4A13_1	1.000	.707	.253	.088	.209	.451
S4A13_2	.707	1.000	.307	.211	.478	.409
S4A13_3	.253	.307	1.000	.267	.587	.496
S4A13_4	.088	.211	.267	1.000	.327	.290
S4A13_5	.209	.478	.587	.327	1.000	.478
S4A13_6	.451	.409	.496	.290	.478	1.000

Step 4 Category 14 inter-item correlation matrix

	S4A14_1	S4A14_2	S4A14_3	S4A14_4	S4A14_5
S4A14_1	1.000	.452	.432	.685	.417
S4A14_2	.452	1.000	.567	.384	.260
S4A14_3	.432	.567	1.000	.402	.522
S4A14_4	.685	.384	.402	1.000	.552
S4A14_5	.417	.260	.522	.552	1.000

Step 4 Category 15 inter-item correlation matrix

	S4A15_1	S4A15_2	S4A15_3	S4A15_4	S4A15_5
S4A15_1	1.000	.389	.403	.106	.691
S4A15_2	.389	1.000	.350	.212	.404
S4A15_3	.403	.350	1.000	.313	.360
S4A15_4	.106	.212	.313	1.000	.522
S4A15_5	.691	.404	.360	.522	1.000

Step 4 Category 16 inter-item correlation matrix

	S4A16_1	S4A16_2	S4A16_3	S4A16_4	S4A16_5
S4A16_1	1.000	.464	.469	.534	.290
S4A16_2	.464	1.000	.655	.481	.206
S4A16_3	.469	.655	1.000	.648	.419
S4A16_4	.534	.481	.648	1.000	.305
S4A16_5	.290	.206	.419	.305	1.000

Step 4 Category 17 inter-item correlation matrix

	S4A17_1	S4A17_2	S4A17_3	S4A17_4	S4A17_5
S4A17_1	1.000	.617	.256	.438	.346
S4A17_2	.617	1.000	.238	.355	.336
S4A17_3	.256	.238	1.000	.503	.578
S4A17_4	.438	.355	.503	1.000	.651
S4A17_5	.346	.336	.578	.651	1.000

Step 4 Category 18 inter-item correlation matrix

	S4A18_1	S4A18_2	S4A18_3	S4A18_4	S4A18_5
S4A18_1	1.000	.817	.848	.731	.697
S4A18_2	.817	1.000	.706	.693	.603
S4A18_3	.848	.706	1.000	.667	.676
S4A18_4	.731	.693	.667	1.000	.710
S4A18_5	.697	.603	.676	.710	1.000

Step 4 Category 19 inter-item correlation matrix

	S4A19_1	S4A19_2	S4A19_3	S4A19_4	S4A19_5
S4A19_1	1.000	.428	.304	.252	.270
S4A19_2	.428	1.000	.787	.416	.226
S4A19_3	.304	.787	1.000	.472	.130
S4A19_4	.252	.416	.472	1.000	.118
S4A19_5	.270	.226	.130	.118	1.000

Step 4 Category 20 inter-item correlation matrix

	S4A20_1	S4A20_2	S4A20_3	S4A20_4	S4A20_5	S4A20_6	S4A20_7
S4A20_1	1.000	.843	.455	.599	.349	.251	.527
S4A20_2	.843	1.000	.476	.580	.298	.220	.528
S4A20_3	.455	.476	1.000	.467	.021	.748	.222
S4A20_4	.599	.580	.467	1.000	.534	.276	.429
S4A20_5	.349	.298	.021	.534	1.000	.079	.358
S4A20_6	.251	.220	.748	.276	.079	1.000	.201
S4A20_7	.527	.528	.222	.429	.358	.201	1.000

Step 4 Category 21 inter-item correlation matrix

	S4A21_1	S4A21_2	S4A21_3	S4A21_4	S4A21_5	S4A21_6	S4A21_7
S4A21_1	1.000	-.138	.251	.351	-.114	.615	.377
S4A21_2	-.138	1.000	.551	.054	.675	-.227	.050
S4A21_3	.251	.551	1.000	.630	.651	.224	.014
S4A21_4	.351	.054	.630	1.000	.149	.467	-.021
S4A21_5	-.114	.675	.651	.149	1.000	-.028	.055
S4A21_6	.615	-.227	.224	.467	-.028	1.000	.336
S4A21_7	.377	.050	.014	-.021	.055	.336	1.000

**ANNEXURE M:
ITEM-TO-TOTAL CORRELATIONS (STEP 5)**

SPBP-trait scale (reliability) inter-item correlation matrix and item-to-total correlation

	Reliable	Responsible	Trustworthy	Supportive	Corrected Item-Total Correlation
Reliable	1.000	.681	.639	.520	.730
Responsible	.681	1.000	.594	.542	.718
Trustworthy	.639	.594	1.000	.555	.703
Supportive	.520	.542	.555	1.000	.619

SPBP-trait scale (glamorousness) inter-item correlation matrix and item-to-total correlation

	Glamorous	Classy	Sexy	Stylish	Corrected Item-Total Correlation
Glamorous	1.000	.610	.548	.577	.692
Classy	.610	1.000	.507	.562	.664
Sexy	.548	.507	1.000	.569	.637
Stylish	.577	.562	.569	1.000	.679

SPBP-trait scale (outgoingness) inter-item correlation matrix and item-to-total correlation

	Outgoing	Outdoorsy	Outspoken	Corrected Item-Total Correlation
Outgoing	1.000	.573	.537	.660
Outdoorsy	.573	1.000	.417	.563
Outspoken	.537	.417	1.000	.535

SPBP-trait scale (enthusiastic) inter-item correlation matrix and item-to-total correlation

	Energetic	Enthusiastic	Entertaining	Corrected Item-Total Correlation
Energetic	1.000	.517	.471	.560
Enthusiastic	.517	1.000	.550	.622
Entertaining	.471	.550	1.000	.585

**ANNEXURE N:
SPBP-TRAIT SCALE QUESTIONNAIRE**

SPBP-trait scale questionnaire

*Brand personality is all the personality traits that consumers associate with a brand.
Rate how descriptive each of the following personality traits are of **Brand**.*

Please circle your relevant response.

	Not at all descriptive	Slightly descriptive	Somewhat descriptive	Moderately descriptive	Extremely descriptive
Reliable	1	2	3	4	5
Responsible	1	2	3	4	5
Trustworthy	1	2	3	4	5
Supportive	1	2	3	4	5
Glamorous	1	2	3	4	5
Classy	1	2	3	4	5
Sexy	1	2	3	4	5
Stylish	1	2	3	4	5
Outgoing	1	2	3	4	5
Outdoorsy	1	2	3	4	5
Outspoken	1	2	3	4	5
Energetic	1	2	3	4	5
Enthusiastic	1	2	3	4	5
Entertaining	1	2	3	4	5