DOCTOR OF PHILOSOPHY

Negative brand personality

the construct antecedents and outcome variables

Iftakar Haji

2014

Aston University

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Iftakar H A Haji

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September 2013

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Thesis Summary

By evolving brands and building on the importance of self-expression, Aaker (1997) developed the brand personality framework as a means to understand brand-consumer relationships. The brand personality framework captures the core values and characteristics described in human personality research in an attempt to humanize brands. Although influential across many streams of brand personality research, the current conceptualization of brand personality only offers a positively-framed approach. To date, no research, both conceptually and empirically, has thoroughly incorporated factors reflective of Negative Brand Personality, despite the fact that almost all researchers in personality are in agreement that factors akin to Extraversion (positive) and Neuroticism (negative) should be in a comprehensive personality scale to accommodate consumers' expressions. As a result, the study of brand personality is only half complete since the current research trend is to position brand personality under brand image. However, with the brand personality concept being confused with brand identity at the empirical stage, factors reflective of Negative Brand Personality have been neglected. Accordingly, this thesis extends the current conceptualization of brand personality by demarcating the existing typologies of desirable brand personality and incorporating the characteristics reflective of consumers' discrepant self-meaning to provide a more complete understanding of brand personality. However, it is not enough to interpret negative factors as the absence of positive factors. Negative factors reflect consumers' anxious and frustrated feelings. Therefore, this thesis contributes to the current conceptualization of brand personality by, firstly, presenting a conceptual definition of Negative Brand Personality in order to provide a theoretical basis for the development of a Negative Brand Personality scale, then, secondly, identifying what constitutes Negative Brand Personality and to what extent consumers' cognitive dissonance explains the nature of Negative Brand Personality, and, thirdly, ascertaining the impact Negative Brand Personality has on attitudinal constructs, namely: Negative Attitude, Detachment, Brand Loyalty and Satisfaction, which have proven to predict behaviors such as choice and (re-)purchasing. In order to deliver on the three main contributions, two comprehensive studies were conducted to a) develop a valid, parsimonious, yet relatively short measure of Negative Brand Personality, and b) ascertain how the Negative Brand Personality measure behaves within a network of related constructs. The mixed methods approach, grounded in theoretical and empirical development, provides evidence to suggest that there are four factors to Negative Brand Personality and, tested through use of a structural equation modeling technique, that these are influenced by Brand Confusion, Price Unfairness, Self-Incongruence and Corporate Hypocrisy. Negative Brand Personality factors mainly determined Consumers Negative Attitudes and Brand Detachment. The research contributes to the literature on brand personality by improving the consumer-brand relationship by means of engaging in a brand-consumer conversation in order to reduce consumers' cognitive strain. The study concludes with a discussion on the theoretical and practical implications of the findings, its limitations, and potential directions for future research.

Conference and Colloquium Presentations

Conference Papers

Haji, I., Evanschitzky, H., Comb, I. and Farrell, A. (2012), The Forgotten Brand Personality Dimension, *Advances in Consumer Research*, 40, 442-453.

Haji I., Comb, I. and Farrell, A. (2011), The Themes into How Consumers Conceptualise Negative Brand Personality, *British Academy of Management,* (June).

Haji I. (2010), How Consumers Conceptualise Retail Brand Personality, *Academy of Marketing*, (Ref 0297).

Refereed Colloquium Paper

Haji I. (2010), "Negative Brand Personality", *West Midlands Regional Doctorial Colloquium*, Aston University, Birmingham, United Kingdom, June.

Acknowledgment

I am not sure I can do justice to the many people who helped me shape and complete this thesis.

First and foremost, my deepest thanks and sincere appreciation goes to my supervisory team, Dr Ian Combe, Dr Andrew Farrell and Professor Heiner Evanschitzky, for their additional input and different perspective which helped broaden my own perspective in theory, methodology, analysis and discussion. Your constructive guidance throughout all stages of this thesis was invaluable and instrumental to my learning. Thank you for your inspiration and encouragement and helping me fine-tune my aims and objectives and, more importantly, providing me the environment to develop my research skills. Your general enthusiasm, encouragement and support are very much appreciated. Thank you, Dr Ian, Dr Andrew and Professor Heiner Evanschitzky, for reading and commenting on all stages of my PhD, from the very first day right through to the very last day of my PhD. Your feedback on presentations, working papers and chapters is greatly appreciated. Thank you for walking me through this long, tough journey which, more often than not, seemed endless.

Ian, thank you, for the invaluable feedback on the qualitative stage of this thesis, your meticulousness and your advice could not have been appreciated more. Thank you, Andrew, for the informal chats about various stages of this thesis, and especially those which focused on the philosophical approaches right through to my analysis. I very much appreciate your time in going through my data analysis procedures and results, your calmness and patience in explaining data analysis and helping me understand that good research is not just about crunching numbers. The fruitful supervision from both Ian and Andrew has given me a solid basis for understanding research.

A special thanks goes to Professor Heiner Evanschitzky, without whom this thesis could never have taken form. I deeply appreciate the excitement and energy you inspired, stretching my thinking to the limits and broadening my perspectives, the excellent and constructive feedback you gave at the most crucial stages, the fact that you were always available when I needed support and was despairing and, even at the busiest times ever, the fact that you still managed to squeeze some time to see me and constructively challenge my views - all this made for a wholesome PhD experience. I very much appreciate your support, your patience, your meticulousness in going over my analysis and chapters as well as teaching and guiding me through the intricacies of different methodologies and encouraging me to attend as many methodology workshops as I possibly could. Thank you for reading and commenting on my thesis - your feedback was critical in shaping the final version of this thesis. And, more importantly, thank you for training and guiding me on how to write academically, as well as how to verbally defend my research. I will forever be indebted to your support, encouragement and having faith in me.

I would also like to give a special thanks to Dr Dina Rasolofoarison, Dr Neeru Malhorta and the RDP team (Elizabeth Bridges, Jeanette Ikuomola, Irene Vickers and Ranjit Judge) for morally supporting the whole

PhD experience - your informal chats and words of wisdom have had an valuable impact on my professional and personal life. Thank you.

Great appreciation goes to my very close friends, Rend Nawari and her mother, for their most encouraging support and always finding ways of uplifting me at the most difficult times of my personal life, especially during the latter stage of this PhD thesis. Thank you for always finding the encouraging words and making this whole PhD experience unforgettable. Thank you so much for bearing my personal troubles and propelling me through the low times. Here's to lifelong success and a lasting friendship. Rend, thank you for the endless hours of phone calls which helped keep me sane.

A special thanks goes to Sara MaCracken for her continuous support, wisdom and encouragement. Each day that went by, we both motivated each other to write a page and, slowly, sections were written and then chapters and, finally, the complete thesis was written. Our enthusiasm and encouragement for each other, our weekly targets set as well as our morning coffee breaks helped me focus and complete this thesis.

I would also like to thank my PhD colleagues: Nermeen Shehata, Nunung Nurul Hidayah, Alena Pivavarava, Chris Richardson, Rashana Khusainova, Lidia Gheorghiu, Tolulope Olarewaju, Tom West, Nishat Babu, Vimal Eswarlal, Luciana Iwasa and many others whom I have unintentionally missed - thank you for making my PhD experience as enjoyable a PhD as can be and always having an open ear when it was most needed. I would also like to thank all participants that took part in this PhD thesis; it was their interest, time and effort that yielded a successful completion of the data collection phase.

Last but not least, I would like to thank specific members of my family - my sister, Salwa - thank you for being my only source of family encouragement, for believing in me and wanting to see the end of this thesis before me! I can now tell you, Salwa that it's finally over! Thank you for your financial and eternal moral support, your encouragement and your love through all stages of this PhD thesis. The strength to complete this came through your words of wisdom: "no matter what challenges life puts on your plate ... you will finish your PhD and it will be so much more sweeter when you've earned it the hard way" – Thank you, Salwa. I would also like to thank my older sister Naima my two nieces (Naelah and Esra) and my nephew (Hamzah) for your moral support during the latter stages. Naelah, thank you for showing a genuine passion to read some of the early stages of my written chapters and often complain its only snippets of the thesis; you now have the full liberty to read the complete document. Finally, thank you Mom for your support and prayers, words alone are not enough to express my deep appreciation and gratitude.

Dedication

Dedicated to GOD the Almighty

Table of Contents

List of Tables

List of Figures

List of Formulas

Chapter 1
Introduction

Introduction

This chapter provides an introduction which maps out the background, aims and overview of the thesis. The background section provides a synopsis of the general strengths and weaknesses of existing brand personality research that prompt suggestions for future research in the area. Following this, the overall aims of the thesis are presented which relate to the study of brand personality from a brand image, brand relationship and human personality perspective. A structural overview of the thesis is then presented which outlines the content of each of the following chapters. The chapter closes with a conclusion.

1.0 Background to Brand Personality

Brand personality is a topic that has long attracted much research interest from both advertising practitioners (e.g., Plummer 1985) and many marketing academics (Gardner and Levy, 1955; Aaker, 1997; Grohmann, 2009; Geuens, Weijters and Wulf, 2009; Sung and Kim, 2010). For decades, researchers have argued that brand personality is an important topic of study because it can help to differentiate brands (e.g., Crask and Laskey 1990; Aaker, 1996; Aaker, 1997; de Chernatony, 2010) through the development of personal meanings expressed through emotional characteristics (e.g., Levy 1959). Brand personality is often conceptualized by reference to human personality (Holman, 1981; McCracken, 1986; Meenaghan, 1995; Aaker, 1997; Govers and Schoormans, 2005). The human characteristics assigned to brands are a form of self-expression, allowing consumers to evoke the type of person they are or the person they want to be seen as (Park *et al.,* 2010). Brand personality generally includes core values and characteristics described in human personality trait research with characteristics such as *exciting* and *vibrant* being assigned to brands (Holt, 2004). This is because consumers choose brands based on the symbolic associations and meanings they give to brands (Belk, 1988; Erdem, 1998) which reinforce their self-image (Sirgy, 1982; Belk, 1988; Plummer, 2000; Fournier, 1998), identity (Kampferer, 1992; Aaker, 1996;) and sense of psychological well-being (Keller, 1993; Aaker, 1996). Therefore, the measurement of brand personality is critical to marketing activity, offering the potential to serve as a good basis for understanding and shaping consumer preference (Sirgy, 1982; Mulyanegra *et al.,* 2009; Maehle and Shneor, 2010).

In the past, researchers have measured brand personality in different ways, and developed new observations based on the contact consumers have had with the brand. For instance, Meenaghan (1995) stated his belief that brand personality creates a 'magnetic relationship' with the consumer by shaping their perceptions and encouraging them to invest in a relationship with the brand. Plummer (1985) and Belk (1988) recognized that branded products are possessions owned by consumers which serve to reflect the individual self. All these facets are important to brand personality as they highlight important attributes reflecting individuals' thoughts and emotions.

Building on the importance of self-expression through brands, Aaker (1997) developed the brand personality framework to understand brand-consumer relationships. This framework has become influential across many streams of brand personality research (Aaker, Benet-Martinez and Garolera, 2001; Venable *et al.,* 2005; Freling and Forbes, 2005a; Geuens, Weijters and Wulf, 2009; Grohmann, 2009; Smith, 2009; Sung and Kim, 2010; Lee and Back, 2010) and is based on the big five-factor human personality model. However, Aaker's (1997) current brand personality framework only offers a positively-framed approach to brand personality. While Positive Brand Personality factors are certainly critical to the brand identity, they do not tell the full story of meanings consumers ascribe to brands. To date, to the researcher's knowledge, there has been neither conceptual nor empirical research which has thoroughly incorporated a factor reflective of Negative Brand Personality, despite the fact that almost all researchers are in agreement that factors akin to 'Extraversion' and 'Neuroticism' need to be included in a comprehensive personality scale (Cattell, 1943; Allport, 1961; Norman 1963; Borgatta, 1964; Smith, 1967; Hakel, 1974; Lorr and Manning, 1978; McCrae and Costa, 1985; Conley, 1985; Noller, Law and Comrey, 1987; John, 1989; Waller and Zavala, 1993; Popkins, 1998). While the factor 'Extraversion' has been accommodated to an extent in brand personality frameworks (Aaker, 1997; Aaker, Bene-Martinez and Garolera, 2001; Venable *et al.,* 2005; Smith, 2009; Kaplan *et al.,* 2010), no factor reflects 'Neuroticism' in a branding context. That is, adjusting human characteristics into the context of brand personality.

It is worth noting that brand personality is understood from a different perspective to human personality. The latter is understood from a multidimensional perspective composed of elements of behavior, physical characteristics, attitude and beliefs (Allport and Odbert, 1936; Norman, 1967; Eysenck, 1975). In contrast, brand personality is assigned by the consumer, and is based on the contact they have with the brand, which is consistent with that of brand image literature.

The current framework that has been used to date for understanding the relationship between brands and consumers through brand personality has led to personality factors being ignored that are essential to consumers' self-expression (Englis and Solomon, 1995). Importantly, the presence of negative feelings towards a brand is not the same as a mere absence of positive traits. Negative traits are expressions that capture the importance of consumers' interpretations that are susceptible to being influenced by emotions of anxiety or frustration, and are, therefore, more aligned with the 'Neuroticism' factor of human personality. The importance of addressing Negative Brand Personality factors has briefly been recognized (see, for example, Sweeney and Brandon, 2006; Huang, Mitchell and Eliot, 2012). Similarly, Geuens, Weijters and Wulf (2009) indicated the importance of investigating the 'Emotional Stability' factor of brand personality. Unlike existing brand personality frameworks that focus on positive attributes, the newly developed Negative Brand Personality framework reflects the dissonant state the individual encounters between the brand and the self. Significantly, Negative Brand Personality is a fundamental component of self-expression in social affairs (Englis and Solomon, 1995).

Therefore, it is important to examine Negative Brand Personality factors to help refine understanding of consumers' emotional thoughts and motives. Doing so will help in gaining a sense of consumers' true opinions and will facilitate the true representation of consumers' emotional expressions towards the brand that are likely to impact on behavioral activity such as satisfaction.

This current limitation needs to be addressed as consumers are increasingly evaluating brands based on negative publicity. Hollenbeck and Zinkhan (2010) illustrated the importance of this observation by noting that media reports of brands using child labor may hold consumers back from purchasing a company's products. Moreover, inconsistency in different sources of brand communication, such as advertisements that are in contradiction to media reports, can cause a cognitive strain on consumers' intuitive processes; as a result, the brand is likely to be attacked through negative word of mouth (Richins, 1983; Laczniak). Discrepancies of this kind need to be measured to allow for more transparent identification of consumers' expressions, and simultaneously provide a measure for brand managers to account for the discrepant perceptions that consumers hold, which the current brand personality framework neglects.

To this end, the researcher defines Negative Brand Personality as:

> *A set of characteristics ascribed to a brand by the consumer to reflect emotions that stimulate tension, anxiety or incongruity.*

The purpose of this research is to address the importance of developing a better understanding of brand personality by introducing Negative Brand Personality factors to the literature. Providing equal weighting to negative factors in the analysis of marketing activity will allow brand managers to understand consumers' true emotions by reflecting on consumers' emotional desirability and undesirability for a brand, by engaging in brand conversation, and by understanding the meaning consumers express through brands in order to strengthen the brand relationship (Helgeson and Supphellen, 2004). This provides knowledge to brand managers about the discrepant meanings consumers ascribe to brands.

This research acknowledges the importance of understanding the discrepant self-meaning by providing consumers with a vehicle for self-expression (Azoulay and Kapferer 2003) and so allowing the consumer to ascribe brand personality factors based on the information received. This is unlike other research propositions that suggest brand personality is created by how marketers and advertisers intend to project a brand (Levy, 1959; Plummer, 1984; Batra *et al.,* 1993).

The importance of Negative Brand Personality factors to companies is based on the consequences and the economic impact that follows. For example, cognitive dissonance, dissatisfaction and negative word of mouth can negatively impact the economic performance of the company. Moreover, providing a measure that addresses Negative Brand Personality factors will provide a more realistic and balanced view of the brand by increasing source credibility, which should, in turn, help retain consumer loyalty. With that said, this research extends the existing conceptualization of brand personality by proposing that brand personality is not just about desirable traits - it is also about consumers' reflection on discrepancies which activates feelings of tension, anxiety and frustration. Providing awareness and knowledge of Negative Brand Personality factors is relevant to successful marketing because consumers that assign Negative Brand Personality factors to brands are less likely to make rational buying decisions. Therefore, a balanced approach to the brand personality will provide the platform for transparency and allow new initiatives to take root by reestablishing the brand's image.

1.2 Research Objectives and Contributions

Very little is known about Negative Brand Personality as a construct as no research to date has empirically investigated in what form Negative Brand Personality factors exist. Therefore, this research is the first empirical work to address Negative Brand Personality factors which will tackle a majority of the aspects of what consumers view as important factors, a step that is important for the development of a better understanding of brand personality research. Therefore, the aims of this research are threefold and are outlined below.

1.2.1 Objective One: To Investigate Negative Brand Personality

In light of Aaker's (1997) conceptual propositions proposed by Arora and Stoner (2009) and the view that there is a lack of consumer focused research investigating the factors that shape people's perceptions of brands; and in light of Maehle, Otnes and Supphellen's (2011) view that consumers' perceptions are important for assessing the factors that shape their brand personality perceptions, this research seeks to explore Negative Brand Personality as no research to date has explored or empirically tested Negative Brand Personality. This is explained through the lack of consumer focused research investigating the factors that shape people's perceptions of brands (Arora and Stoner, 2009). Indeed, it is the brand managers who initiate the reciprocal relationship between the consumer and the brand, but it is the consumer who attributes a personality to the brand; that is, it is the consumer who ultimately decides if they would want to invest in a relationship with the brand. Therefore, a set of studies was conducted to provide the foundations for the discrepant self-meaning in the form of brand personality factors. Firstly, interviews were conducted to explore the existence of Negative Brand Personality; secondly, a content validity survey was administered to ensure that the traits obtained from the interview transcripts are indeed perceived in a negative light. Thirdly, a sorting task was used to assess how consumers categorize brands into factors as well as to identify the names of each of the categorized group factors. Fourthly, a substantive validity assessment was carried out to further assess the factors of Negative Brand

Personality identified in the sorting task. Together, the four studies were classified as sub studies under an overall study named Initial Scale Development Study. Therefore the initial study comprehensively investigated Negative Brand Personality, thus providing the foundation for the new Negative Brand Personality measure. By carrying out the Initial Scale Development Study, the research responds to objective one and two of this thesis that concerns both conceptualization and operationalization of Negative Brand Personality factors.

Therefore, a core contribution of this thesis is to have empirically explored and developed a Negative Brand Personality measure and, in doing so, to have gained evidence for practice where brand managers can use the Negative Brand Personality scale as a tool for identifying the early stages of brand termination. The potential of this is that they can address the discrepant self-meaning in order to draw the consumer closer to the brand. The achievement of the first objective is vital as it lays the foundation for the conceptual theoretical model.

1.2.2 Objective Two: To Establish the Antecedent Variables of Negative Brand Personality

Much of the brand personality research focus has been on either understanding the effects of brand personality or on measurement issues, with the exception of Maehle and Supphellen (2011), who broadly investigated the sources of Positive Brand Personality. Since Negative Brand Personality is the first contribution of this research, it is important to address how Negative Brand Personality factors are formed and what influences consumers to ascribe a brand with Negative Brand Personality. As no previous research, to the researcher's knowledge, has focused on and captured Negative Brand Personality factors, which is a fundamental issue for marketers, this research helps detect the early stages of Negative Brand Personality. Therefore, the second contribution of this research is achieved by investigating the antecedent variables of Negative Brand Personality; this is done by assessing consumers' perceptions which are based on their evaluative judgments of brand personality.

The antecedent variables are based on the exploratory findings, where a conceptual model is proposed from the interview data, as well as cross referencing variables with existing literature. Explored through qualitative interviews, the corresponding literature informed the development of the hypothesis, which was tested through a Structural Equation Model.

1.2.3 Objective Three: To Establish the Outcome Variables of Negative Brand Personality

As well as identifying the antecedent variables, this research goes on to investigate the outcome variables of Negative Brand Personality. Research in brand personality has highlighted the importance of establishing the outcome variables in an attempt to help determine the brand relationship the consumer has with the brand. Thus, successful relational exchanges between the brand and consumer have been determined through attitudinal outcome variables such as purchase intention (Freling and Forbes, 2005), attitude (Supphellen and Gronhaug, 2003; Helgeson and Supphellen, 2004; Grohmann, 2009), brand extensions (Diamantopoulos, Smith and Grime, 2005) brand preference (Maehle and Shneor, 2010) and brand loyalty (Kim, Han and Park, 2011).

Consistent with previous research, this thesis will examine attitudinal brand related responses, to the incongruence of discrepant self-meaning effects. In doing so, the newly developed Negative Brand Personality scale will be measured on the attitudinal outcome variables to determine if, indeed, the brand relationship is dissolved as a result of Negative Brand Personality. Therefore, objective three provides the thesis with a third contribution by investigating the outcome variables of Negative Brand Personality. This will, in turn, contribute to the brand personality literature by assessing the effect Negative Brand Personality has on the brand relationship, and whether the reciprocal exchange of a brand partner has been jeopardized.

The outcome variables were also identified from the qualitative interviews and corroborated through the corresponding literature, which informed the development of the hypotheses that were tested through a Structural Equation Model.

The following section presents the outline of the remainder of the thesis, which is designed and arranged to achieve the three objectives discussed.

1.3 Thesis Overview

This thesis consists of nine chapters including the introduction chapter, the structure of which is briefly outlined below.

Chapter 2 provides a review and assessment of the existing literature of brand personality, human personality, brand relationship and other relevant marketing literature streams relevant to the aims of this research study. The literature review provides an overview of and a discussion on the establishment of brand personality and how the research into brand personality has evolved since Aaker's (1997) seminal work, which has been synthesized to provide conclusions to assist the research gap in light of the research aims.

Chapter 3 provides an overview of the methodology and study design underlying this thesis. A discussion into the theoretical stance and paradigm and methodological rationale of this research is presented. The chosen mixed methods approach is then discussed along with the overall data collection procedures, context of the research and instruments. The mixed methods approach was used to gain an in-depth insight into the new measure of Negative Brand Personality. As a result, two studies were formed, the Initial Scale Development Study and the Confirmatory Scale Development Study, which facilitated the structure of the two subsequent chapters.

Chapter 4 presents the Initial Scale Development Study of this research and consisted of four separate studies to thoroughly investigate Negative Brand Personality. Study A, the interview study, explored Negative Brand Personality by providing an insight into Negative Brand Personality factors, the antecedents and outcome variables. Study B, C and D further explored Negative Brand Personality traits by identifying and establishing the factors relevant to Negative Brand Personality measure. The antecedent and outcome variables established from the Initial Scale Development study (Study 1) informed the conceptual framework of this study. Using relevant academic literature, theory based hypotheses were formulated regarding the key variables pertaining to the antecedent and outcome variables of Negative Brand Personality. In addition, control variables and the expected effect they have on Negative Brand Personality factors were discussed, thus attaining to research objectives one and two.

Chapter 5 presents a discussion of the research methodology specific to the confirmatory Scale Development Study (Study 2), through which the hypotheses developed in the previous chapter were empirically tested. Essentially, the chapter details the research design, procedure and operationalization of the employed constructs, followed by the physical questionnaire. Next, an outline of the main data collection procedure is provided by reporting the overall preliminary statistical tests which inform the measures, such as the data screening procedure, the results of missing data as well as the detailing of the measures of the exploratory factor analysis.

Chapter 6 reports the statistical analysis procedure for the three main categories of the conceptual framework (antecedent constructs, Negative Brand Personality factors and outcome variables). Further, the chapter outlines the process of scale refinement applied to the scales adopted in the thesis using exploratory and confirmatory factor analysis. Subsequently, the measures utilized to capture the constructs of interest are examined with issues of dimensionality, reliability and validity being explored through psychometric properties which included exploratory and confirmatory factor analysis. The chapter also presents details of final scales to be used in subsequent chapters, an important step before the next stage of theory testing through Structural Equation Modeling.

Chapter 7 reports the results of the theory testing stage of the structural model. The results were initially examined from a statistical perspective and the implication of the results for the previously stated hypotheses is outlined. The chapter also details the modification strategy adopted. A range of structural models were tested and evaluated before a final model was arrived at. The final model was then adopted and used to inform the discussion.

Chapter 8 presents the discussion of the findings for this thesis by synthesizing and concluding previously obtained results. Theoretical contributions from the research to the literature are discussed, as are managerial implications drawn from the results; the significant and non-significant findings from each of the hypotheses as well as how they address each objective pertaining to this research are discussed. Following this, limitations of the research are highlighted along with identification of possible avenues for future researchers to consider.

Chapter 9 presents an overall conclusion to the thesis.

Chapter 2
Literature Review

Introduction

The purpose of this chapter is to provide an overview of how human personality can be applied to the conceptualization of Negative Brand Personality by means of providing a broader and complete understanding of consumer's expressions. The chapter begins with a review of the current conceptualization of brand personality by first introducing the concept of brand and how brand identity and brand image are different but related concepts. This leads into suggestions as to the importance of brand image for the study of brand personality. The chapter then goes on to provide a brief discussion of human personality through the traits approach, which formed the foundation for the current conceptualization of brand personality. A more specific discussion of brand personality is then presented at length and details the formation of brand personality and current measurement scales of brand personality from the perspective of human personality. Following this, a brief discussion is presented on brand relationship and how meanings are ascribed to brands; this is followed by a review of the self-identity literature. The chapter then concludes with an integration of findings and research gap that aids the development of a new measurement model - which is presented at a later stage of the thesis.

2.1 Brand

A brand is a stimulus or a symbol that is brought into life through marketing activities that enables organizations to identify with consumers and in return consumers can identify with other consumers (Kotler and Keller, 2006). The identification is often related to the meanings associated with the symbols. Therefore a brand includes both physical and expressive functions (Dobni and Zinkhan, 1990) that are developed over time through brand communication. Kotler and Keller (2006:274) define brand as a "name, term, sign, symbol or design, or a combination of them, intended to identify goods or services of one seller or a group of sellers to differentiate them from those of competitors". The definition combines both symbolic and emotional benefits through the utilitarian and physical characteristics of products, as well as symbolic meanings communicated through brand communication.

Consistent with the definition, previous research emphasized the importance of brand differentiation through the expressive function. For example, Gardner and Levy (1955:34) suggested a need for a "greater awareness of the social and psychological nature of products". Later, Levy (1959) captured the importance of intangible resources that create the value of the brand through customer meaning "people buy things not only for what they can do, but also for what they mean"; which reinforces the meanings ascribed to a brand through social signal being a key component to brand differentiation. Consequently, the concept of brands as a social signal is widely accepted amongst researchers, with the congruity between brand and user self-image being a key motivational factor in consumer choice (Sirgy, 1982; Belk, 1983; McWilliams and de Chernatony, 1989 Aaker, 1996; Aaker, 1997), giving rise to the sum of emotional values which a product carries over and above its inherent quality and obvious functional purpose. By the same token, Ambler (1992) emphasized the importance of attributes, whether real or illusory, rational or emotional, tangible or invisible, that are associated with a brand are evaluated through the prism of consumers' own subjectivity, suggesting that a brand is an image resuscitated through a consumer's interpretation and the meanings associated with the marketing activities (Boulding, 1956; Martineau, 1959; Keller, 1993). Previous researchers identified that personality traits present a reflection of both the symbolic and functional benefits of a brand (Park, Jaworski and MacInnis, 1986) which serve as a basis to activate cues expressed in traits. The functional benefit of the brand refers to the utilitarian and physical characteristics of products, whereas symbolic aspects refer to the meanings communicated in advertising as well as in store design.

Bounding (1956) was one of the early authors drawing attention to the commercial importance of image, arguing that people do not react to reality, but to what they perceive as reality. The attention is drawn from perception theory to explain differing interpretations of the same stimulus. Building on this, Martineau (1959) described brands as images in consumers' minds of functional and psychological attributes. The evolution of a more consumer centered perspective on the meaning of brands is exemplified by Newman's (1957) definition of brand image as everything people associate with a brand. Similarly, other researchers (Joyce, 1963; Arnold, 1992; Keller, 1993) adhered to the concept of brands being associated with consumers' perceptions, while Keeble (1991:170) stated that "a brand becomes a brand as soon as it comes in contact with a consumer". By drawing on consumers' perceptions of brands by focusing on how a brand is perceived (i.e., brand image and not brand identity that is over-reliant on the firm's input activities, such as desired positioning) suggests that brands are defined by consumers' perceptions. It is worth noting that consumers ascribe meanings to brand based on the communication received from brand advertisements. In turn the consumer interprets the communication based on their subject judgment, which informs the meanings ascribed to a brand. According to Kapferer (2003), brand is a voice that consumers should hear as brand survival is dependent on brand communication.

This leads to the debate between the brand identity (that is the over reliance on a firms input activities, such as desired positioning) and image (over reliance of consumers interpretation of a brand). Adopting an image definition of a brand fundamentally focuses on consumers' perceptions and opinions. Plummer (1985) raises the point of semantic confusion between personality and image. In his view, the brand's personality is primarily the result of the firm's communication, suggesting that brand personality should be looked at from a brand identity perspective. However, communication is not a solitary process between the individual and the brand: the individual is inclined to interpret the communication received and provide a meaning for the communication based on their perception and interpretation and which they can relate to. The dyadic approach can be summarized through the basic communications model: the company (source) encodes and sends a message to the consumer (receiver), who decodes the message based on his or her frame of reference (Lasswell, 1948; Schram, 1955). The subjective evaluation results in the formation of a brand image in the mind of the consumer. The fact that brand interpretation is based on a consumer's perception and their interpretation provides a theoretical foundation for the position that brand personality falls within the brand image constituent as opposed to brand identity, which is over reliant on a firm's input activities. However, it is important to distinguish between brand identity and brand image, not least because it affects the approach in which brand personality is explored in the present research, and because, in the past, brand personality has been investigated from both a consumer's perspective - through the observable reality (brand image) (Bosnjak Boschmann and Hufschmidt, 2007; Geuens, Weijters and De Wulfm, 2009) - and from the ideal/desired (brand identity) (Aaker, 1997; Keller, 2008; Konecnik and Go, 2008). Confusing brand image with brand identity provides an incomplete understanding of brand personality. The distinction between brand identity and brand image is important, not only theoretically, but also in practical measurement (Azoulay and Kampferer, 2003). Therefore, the subsequent section discusses the distinction between brand image and brand identity.

2.2 Distinction between Brand Image and Brand Identity

2.2.1 Brand Identity

Aaker (1996:68) cautioned against the "brand image trap" in brand identity and brand management literature and illustrated that while brand image and brand identity are different concepts, both feed into one another. "Brand identity is a unique set of brand associations that the brand strategists aspire to create or maintain" (Aaker, 1996:68), representing an allegiant bond between a company and the consumer. The emphasis is placed on the company in which the identity is born and brought to life, by seeking to identify itself through the creation of a differentiated product in order to convey its individuality and distinctiveness (Marguiles, 1977). A means of differentiation often stems from brand strategy where a company communicates its identity and value to its consumers (Gehani, 2001; Kapferer, 1997) either through advertisements or the tangible attributes succinctly summarized through the marketing mix characteristics. Consequently, the marketing mix plays an important role in establishing a brand identity as it shapes the identity of the product in order to send a message to the consumer about various features of the brand. Harris and de Chernatony (2001), de Chernatony (2010) and Kapferer (2003) emphasized six attributes essential to the creation of the brand identity, namely: 1) Physical Appearance, 2) Personality, 3) Culture, 4) Relationship, 5) Reflection and 6) Self-image. Together these form the brand identity prism. The identity prism suggests that brands contain both an external and internal specificity. That is, a brand has social aspects that define its external expression (through Physical Appearance, Relationship and Consumer Reflection) and aspects of internal expression that are incorporated into the brand itself (through Personality, Culture and Consumer Self Image). According to Kapferer (2003) the six components that formulate the internalization and externalization of a brand are only activated when the brand communicates with the consumer.

Further, Kapferer (2008) argued that the brand identity factors of *physical* facet (physical features) and *personality* (human personality traits) are featured from a sender's perspective due to the emphasis on the corporate personality, since corporate brand personality is defined in terms of the employees of the corporation as a whole, with traits that reflect the values, words and actions of employees (Keller and Richey, 2006; Konecnik and Go, 2008). However, not all researchers within the sphere of brand personality are in agreement with this perspective. While the r*eflected consumer* (image of brand target group) and *consumer self-image* (how the brand makes the consumer feel) depict the receiver perspective, culture (values) and relationship (mode of conduct) are what mediate between the receiver and sender.

A limitation in brand identity is therefore the overreliance on the manager's focus on the internal aspect of branding, and on thinking predominantly about the desired positioning. Thought needs to be given to the way consumers perceive the brand, since their perception (brand image) may be different from the intended projection (brand identity). The following section provides a brief review of the literature concerning brand image.

2.2.2 Brand Image

Gardner and Levy (1955) captured the essence of brand image by identifying more enduring motivations for making a purchase. Their conception was that products had a social and psychological nature as well as a physical one, and that the sets of feelings, ideas and attitudes that consumers had about brands, their "image" of brands, were crucial to purchasing decisions. In contrast to brand identity, which articulates the desired characteristics of a brand, brand image focuses on consumers' perceptions, which differs from that of brand identity (Kapferer, 2008) as consumers react to what they perceive as reality and not the desired characteristics portrayed by brand managers (brand identity). The perception of reality as being more important than reality itself is a theme which underlies most conceptualizations of brand image.

Brand image has become a vital concept for marketing managers and is defined as "how a brand is perceived by a consumer" (Aaker, 1996:71). The definition emphasizes what the product means symbolically in the eyes of consumers. Similarly, Kotler (1988:197) defines brand image as "the set of beliefs held about a particular brand", while Keller (1993:2) defines a brand image as follows: "brand associations are other informational nodes linked to the brand node in memory and contain the meaning of the brand for the consumers". Together, the definitions encourage a consumer-centered approach by focusing on consumers' perceptions through direct or indirect experience with the brand (de Chernatony, 2010). Therefore, brand image is the total sum of impressions that consumers receive from many sources combined to form a belief about a brand (Ditcher, 1985).

The definitions of brand image implicitly focus on different aspects of consumer perceptions, with a general consensus that brand image is the symbolic meaning in the eyes of the consumer. It is generally agreed that brand image encapsulates three core components (Kotler, 1988; Aaker, 1996; Keller, 1998; Aaker, 2002): symbolism, meanings and personification. A symbol is defined as a thing which stands for or expresses something else (Levy, 1958); in casual usage, it has been said to be a general term for all instances where an object, action, word, picture or complex behavior is understood to mean something to the consumer that is psychologically deeper than mere functional attributes of the brand, such as feelings towards the brand (Levy, 1958).

Meaning is associated with the underlying connotations consumers ascribe to a brand, as what each brand in a product category denotes may not be very different from what any other brand connotes. Therefore, the consumer differentiates the brand by relying on what the brand connotes or means to the consumer (Swartz, 1983). That is, a brand is distinguished from another brand based on the message communicated by the ownership of the brand. The message is often generated directly from the meaning or interpretation given to certain brands or products by the person exposed to it (Durgee and Stuart, 1987). By the same token, Osgood, Suci, Tannenbaum (1957) argued that meanings are a bundle of components which represent the main constituents of the individual's understanding and expressions of the brand. They may represent experiences, images, information, and feelings accumulated over time (Szalay and Deese, 1978). In the past, research has demonstrated the importance of symbolic meanings for brands where findings confirm that image considerations guide purchase decisions (Dolich, 1969). Such that products are often purchased or avoided not for their functional qualities, but because of how, as symbols, they impact the buyer-user's status and self-esteem (Levy, 1959; Fishbein, 1967; Biel, 1992; Malar *et al.,* 2011). Subsequently, the product is more likely to be used and enjoyed if there is congruity between its image and the actual or ideal self-image of the user (Sirgy, 1985). This suggests that brand choices are, to some degree, self-confirmatory by reassuring the consumer that the right selection of brands represents and reflects their interests. The image of the brand therefore provides a signature for the consumer and, in return, the consumer emits the image through brand purchase.

The third component is personification, which involves describing a brand as if it were a human being, suggesting that the brand has a distinct personality of its own. Personification is considered to be multidimensional and operates at the level of abstraction. In the past, personality images were defined with the focus on some distinctly human descriptor, such as 'gender' image (Debevec and Iyer, 1986), 'age' image (Bettinger and Dawson, 1979), or 'social caste' image (Levy, 1958). Later, though, Aaker (1997:347) provided a more crystallized definition of brand personality, seeing it as "a set of human characteristics associated with a brand". Therefore brand personality is formed on the basis of a consumer's perceptions, which are influenced by either the direct or indirect contact the consumer has with a brand (Plummer, 1985). For example, the Lexus brand may be associated with luxury and status and personified as an exciting and innovative brand. Consequently, the personality becomes associated with the brand through the brand's user imagery (Aaker, 1997). Thereby, consumers express and implicitly communicate their self-identity through brand associations (Belk, 1988; Biel, 1993). As a result, the consumer observes the congruity of their self-identity through brand personality to reflect their thoughts and emotions, which implicitly takes into consideration brand relationships[1].

Brand image has therefore given rise to a considerable volume of research by defining brands as symbolic devices with personalities that users value beyond their functional utility (Alt and Griggs, 1988; Blackston, 1992; Arnold, 1992; Goodyear, 1993; Aaker, 1997). By assessing the fit between the personalities of the brands and the personality consumers wish to project (Zinkhan *et al.,* 1996), the brand's emotional reflection is echoed.

In a similar vein, a considerable number of studies have agreed that brand personality is a subset of brand image (Ogilvy, 1983; Plummer, 1984; McCracken, 1989; Biel, 1993; Batra *et al.,* 1993; Keller, 1993; Blackston, 1993; Aaker, 1996). Despite the similarities between brand image and brand personality, several contemporary studies conceived brand image and brand personality as two separate constructs (Batra *et al.,* 1993; Biel, 1993; Keller, 1993; Aaker, 1996). For instance, brand image is defined as the set of associations linked to the brand that consumers hold in memory (Keller, 1993), whereas brand personality is "the set of human characteristics associated with a brand" (Aaker, 1997:347). While the brand image associations could be short term, tactical (Aaker and Joachimsthaler, 2000), subjective, perceptual and emotional (Helgeson and Supphellen, 2004), brand personality associations are memorable (Aaker and Joachimsthaler, 2000), meaningful (O'Shaughnessy and O'Shaughnessy, 2004) and emotionally powerful (Temporal, 2000; Upshaw, 1995).

[1] Brand Personality will be discussed at length section 2.5.

In light of the current research, brand personality is positioned within the brand image constituent as it takes into account consumers' interpretations, symbolic meaning and, not least, the personification of a brand. Adopting a brand image perspective to the study of brand personality is likely to provide a more realistic account of consumers' expressions towards brands. Consumers' perceptions are often expressed through traits which drive the personality of the brand. Personality traits are a consequence of brand personification based on brand attributes that influence the emotional response, whereas the emotional response determines the relation between the consumer and the brand, thereby inducing brand expressions through personality traits. Therefore, the perceived corporate brand personality (brand identity) is likely to insufficiently fit consumers' true emotions and feelings about the brand; the ideal brand communication is likely to deviate from consumer needs, which are outside the direct control of the firm. Hence, one of the most effective ways to understand market-driven brand meaning is to attend to consumers' own descriptions through the human characteristics ascribed to a brand.

Thus, a discussion into the origins of brand personality will be presented in the subsequent section to mark the importance of brand personality conceptualization. When Aaker (1997) first coined the concept 'brand personality', her seminal work was explored through the foundations of human personality research - more specifically, the lexical school of thought approach. Before discussing the current research and development in brand personality research since Aaker's (1997) seminal work, it is important to first establish the history of human personality from a traits school of thought perspective.

2.3 Human Personality

Human personality has evolved as a result of attempting to understand individuals' social behavior through observations to establish their patterns of thoughts, emotions and behaviors (Kelly, 1955; Rogers, 1967).

The trait concept was first proposed by Allport (1897-1967), who advocated the importance of studying individual uniqueness (intra-individual personality, where personality is described as a 'real person'). However, the term human personality is considered to be elusive amongst researchers by means of trying to pin down the precise definition of what human personality is, and how it should be measured. Consequently, little common agreement has resulted amongst theorists due to the many years of debate concerning the appropriate use of the term (Engler, 1995). This is despite the prevalent acceptance and domination of the term 'personality' in various fields, such as the philosophical and psychological explorations. The conflict stems from what the term conceals in its definition, ranging from Intelligence, Temperament, and Self-Expression to Sociality (Allport and Odbert, 1936), and the differing degrees of each component. Table 2.0 provides an overview of what Allport and Odbert (1936) constituted as the main factors of personality.

Table 2.0: Summary of Allport and Odbert's (1936) key facets of Human Personality.

Allport's Key Facets of Personality	Attributes of each Facet	Description of each Facet
Intelligence	Emotional Intelligence	Determines the quality and success of general adjustments of the individual.
Temperament	Ascendance and Submission	Potential conscious conflict between two egos because each individual has their own ego which drives their humanity. The individual who dominates and becomes the master in a conflict between opposing forces is referred to as being active (Ascendant), whilst the individual forced to believe, often against their will, is considered to be submissive.
	Expansion-Reclusion	Ego or personal touches that an individual has which is followed by their behavior. A reclusive person is someone who keeps them self in the background. Work is often conducted in an obligatory manner with a poor sense of self-feeling and expression.
	History	Self-evaluation of the realization of delusions that are a fiction of the imagination.
Sociality	Individual Responsibility to Society	Specific reactions illustrate how an individual is dominated by their behavior by considering the self and aggressive self-interest, which overrides the interest of others incapable of modifying their behavior in accordance with social stimulation and control.
	Self-Seeking and Aggressive Self-Seeking	Address the level of success/failure an individual has as a citizen of the community.
	Susceptibility to Social Stimuli	The degree to which a personality is consistently sensitive to the given behavior, gesture, emotional expression and physiognomy of others.

Other trait theorists, including Thurstone (1887-1955), Cattell (1905-1998) and Eysenck (1916-1997) emphasized the study of individual differences, i.e., 'between-individual' constructs. These trait theorists argue that traits are based on two related assumptions (Pervin, Cervone and John, 2005). The first assumption is that there is a direct connection between the individual's overt behavior and the underling traits; whereas, the second assumption is that personality and behavior are a hierarchical structure - that is, each cluster of traits are grouped together to form a hierarchy. The researcher can then categorize personality traits to study them as a factor with facets.

Human personality is therefore defined as the “dynamic organisation, inside the person, of psychophysical systems that create the person’s characteristic patterns of thoughts and feelings” (Maehle and Shneor, 2010:45). The definition itself defeats various criticisms by recognizing personality as an organization, exemplifying the active role in its own right through the psychological concept of both the expression and behavior. Creating a person’s characteristic patterns of thought and feelings suggests a descriptive nature for the study of personality by implying the trait theory. The definition also stresses the causal force in terms of how one relates and interprets the world through consistent and durable patterns, thoughts, emotions and behaviors over time and across situations (Maehle and Shneor, 2010).

The trait approach therefore pulls together the possible terms of personality attributes, dispositions, or traits from natural language (John, Angleitner and Ostendorf, 1988). This method enabled personality traits to be statistically measured by various behavioral statements, which grew to be the most prominent method for consumer personality research and can be argued to be one of the most obvious manifestations of an individual’s self-concept (Wee, 2004).

2.3.1 The Ontology behind the Trait Approach

It is acknowledged that there are three ontological positions for traits (Zuroff, 1986). The first position is that traits exist in human biology through genetics, suggesting that traits are innate – i.e., an individual is born with certain traits that exist naturally and are observed through overt behavior. Thus, traits signify the individual’s mental structure, which guides meaningful and consistent behavior over time and across situations (Allport, 1937). This means that behaviors are not observed directly but instead are inferred (Ryckman, 2000).

Pervin *et al.,* (2005), however, argued that if traits are indeed inferred, then trait explanation is used to explain the inferred existence of traits in the first place, thus adding no value to the explanation of behavior other than the mere biological explanation. Similarly, Eysneck (1970) argued that traits need to possess heritability, not learnt characteristics. Eysneck (1969) also suggested that a trait must fit an established genetic model. Therefore, the first position argues traits theory from a strictly biological perspective, which sets the foundation for guiding consumers' behavior.

The second position involves the dispositional view, which is a development of the biological inheritance of personality traits. The dispositional view acknowledges the existence of personality traits through the interaction of the environment as well as the biological foundation. Together, the biological foundation and the environment set the foundation for the interaction between the trait and environment. This position or school of thought emphasizes the interest of knowing under what circumstances trait X will be activated, hence focusing more on the 'if and then' questions (Hirschberg, 1978), and suggesting that traits are not consistent across behavior and across environments (Allport, 1937). Despite the biological inherence of human personality, the personality traits are subject to modification based on the environment which the individual is exposed to (Cattell, 1965), such as social groups (Pervin *et al.,* 2005).

Unlike the two positions or school of thoughts discussed above, that is, traits are stable with respect to the biological inheritance, the third position responds to traits as attributes. This implies that traits are not stable over time or across situations (Saucier and Goldberg, 1996). Therefore, the third position implies that attributes cannot be considered as traits unless there is empirical evidence to suggest that traits are biologically inherited. They are not, however, suggesting that biological inheritance does not underlie the traits, but emphasize more the observable behavior that is purely descriptive of overt behavior. In summary, for the three positions or schools of thought, personality attributes are phenotypic (Goldberg, 1993), which means that personality is either related to genetic factors, or the environment or a combination of both (Saucier and Goldberg, 1996).

All three positions or schools of thought serve different purposes depending on the focus of research. The causal view of traits serves an explanatory purpose. It seeks to explain the occurrence of behavior through the biological foundation of genetics. The dispositional view serves the purpose of predicting behavioral tendencies by matching the environmental situations and traits. The attributes view serves the purpose of description, where categories of human behavior are described. By acknowledging the three schools of thought within the traits perspective, the following section discusses the empirical findings of the trait approach.

2.3.2 Trait Approach

Trait theory is based on the lexical hypothesis that the most socially relevant and important personality characteristics are encoded in natural language (John, 1990:174; Pervin *et al.,* 2005), and these are referred to as traits. The trait approach gathers the possible terms of personality attributes, dispositions, or traits from natural language (John, Angleitner, and Ostendorf, 1988:174), which is used to assess individual personality by rating them usually on a five or seven point Likert-type scale (Coolican, 2004). The resulting data is often analyzed using multivariate statistical techniques that reduce the data into personality factors.

Thurstone (1934) was the first to empirically test a broad number of personality traits through factor analysis. However, Thurstone's (1934) broad array of traits was criticized as being 'idiosyncratic' (Goldberg, 1993:27). Other, more influential trait theorists during the initial exploration of personality included Allport and Odbert (1936), Cattell (1943, 1945, and 1947) and Norman (1963). Their studies focused on the common traits and developed the influential personality factor models, such as Cattell's 16 PF (Personality Factors) and Eysenck's three factor model[2].

Eysenck attempted to link his factors to biological foundations. Originally, there were two factors in his biological personality traits: Extraversion and Neuroticism (Eysenck, 1947). Later, he added the third factor, Psychoticism, to his model (Eysenck, 1969). These factors compose the P-E-N three-factor model. Extraversion is manifested in seeking excitement; Neuroticism represents the level of emotional stability; Psychoticism indicates the level of anti- sociability. The three factors are bipolar and are normally distributed along each factor.

On the other hand, Cattell paid little attention to the biological foundations of traits and aimed at providing a more succinct list of traits that can be summarized across situations. From Allport and Odbert's (1936) lexical list (which contains 17,953 trait terms), sixty variables were summarized into trait terms. Cattell made several attempts to decide the best number of variables to extract (Cattell 1945a, b, 1947). Finally, he determined his personality model, containing sixteen personality traits, which were

[2] It is worth noting that personality assessment may involve many traits that cover a wide range of personality descriptors. Data reduction using factor analysis or Principal Component Analysis makes interpretation of personality data simpler, as it avoids trying to interpret the results from many different variables.

termed the 16 PF (Cattell, 1965). His work stimulated a number of researchers, most of whom found a universal five factors to categorize the personality traits, a model later termed the Big Five (Goldberg, 1981), and which still plays an important role in personality psychology.

Fiske (1949) was the first to discover the Big Five by analyzing a set of twenty-two variables developed by Cattell and found that five factors were replicated with consistent results across samples of self-ratings, observer ratings, and peer ratings. However, a clear Big Five model did not appear until 1961, when Tupes and Christal (1961) analyzed Cattell's taxonomy. Thereafter, various attempts have consistently identified the Big Five (Norman, 1963; Borgatta, 1964; Smith, 1967). The Big Five has since been refined to ensure greater generalizability of the measure. It is widely accepted in human personality research that the five human personality factors provided an adequate measure. Table 2.1 reflects the developments and refinements made to the measurement of the Big Five Human Personality through factor models.

Table 2.1: A summary of key researchers in human personality reflecting the developments of research since Human Personality research was first pioneered.

Researchers	Developments of the Big Five	Rationale
Cattell (1943)	Divided personality traits into two categories: Surface Traits and Source Traits.	To provide a wide spectrum of personality traits.
Allport (1961)	Categorized the traits into three subtypes, namely: Cardinal, Central trait and Secondary trait to refine the list of traits identified by Allport and Odbert (1936).	An attempt to cover the entire surface of the personality sphere. Through clinical and mathematical methods, the list was reduced to 35 clusters. This was later refined through peer ratings as well as a factor analysis and a cluster analysis to conclude 12 that were considered stable traits to describe personality. However the data was over interpreted.
Norman (1967)	Advanced on the lexical approach to personality that derived the basic factors through a factor analysis of the personality trait measured in pairs. These were: Extraversion, Agreeableness, Conscientiousness, Neuroticism and Culture.	This was an attempt to cluster personality into factors that can branch out into traits.
Eysenck (1975)	Declared that personality only has three major traits, namely: Extraversion, Neuroticism, and the Psychotic.	The attempt was to only include factors that were within the confinements of human personality definition.
Goldberg (1981)	Investigated three factors: Uncertainty, Neutrality, and Ambiguity.	Assess the three across situations to assess the stability of the factors.
McCrae and Costa (1985)	Declared Agreeableness, Conscientiousness, and Openness to new experience.	Attempt to provide a more holistic approach to the study of personality that is consistent across situations.
McCrae, Costa and Busch (1986)	Modified the culture factor to what is presently considered as “Openness” due to the limitation of culture that carried limited factor loadings in the understanding culture. Classified personality into five factors known as: Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness.	This is considered to be the most appropriate measure of human personality factors that are consistent across time and situation.
Eysenck (1992)	Level of independence of each factor cannot be obtained.	
McAdams (1992)	Behaviors in various situations cannot be predicted.	
Tellegen (1993)	Criticized the Big Five factor model as an incomplete taxonomy; this is due to the elimination of key words by lexical researchers.	The lexical words were evaluative terms and terms describing the temporal states and self-esteem variables, which are considered important by the personality theorists.
Waller and Zavala (1993)	Conducted a separate lexical study accommodating words that are related to the referrals of an individual’s self and other evaluations that relate to the self, in addition to transitory and temporal feelings. Two additional factors, positive valence and negative valence, were introduced.	The attempt was to try and provide an accurate measure of human personality that reflected a wide spectrum of traits. This was to ensure that the traits were reflective of all individuals across all cultures.
Benet and Waller (1995); Almagor, Tellegen and Waller (1995); Saucier (1997)	Recognized the importance of having positive and negative valence items.	Little attention has been placed on these two additional items as researchers’ attention has been drawn more closely to the common measure of personality through the Big Five. Nevertheless, the two additional factors may establish an adequate measure for brand personality as brand personality is recognized on similar grounds to human personality.
Popkins (1998)	Model is that it is broad, which contributes to the reasoning of why its potential to predict behavior in certain situations is limited.	

However, it was the research conducted by Goldberg (1981) and McCrae and Costa (1985), among others, which led to the contemporary Big Five with the acronym OCEAN. These five factors are Extraversion, Agreeableness, Conscientiousness, Neuroticism, and Openness to new experiences.

Though the labels of the five factors are slightly different from researcher to researcher, the content is more or less the same (Digman 1990:422-424).

Extraversion refers to the level residing in an individual to seek stimulation in life, while Neuroticism indicates the level of emotional instability within the individual. Neuroticism reflects a disposition towards intensity and frequency of negative emotions, negative thoughts and avoidance behavior. The other three factors (Agreeableness, Conscientiousness, and Openness to Experience) were developed later. McCrae and Costa (1985) define Agreeableness as the tendency to be trusted and in possession of generally pro-social traits. Conscientiousness represents the tendency to show self-discipline through rational and informed thoughts. Openness to Experiences describes the tendency to be open-minded to new ideas (McCrae and Costa, 1985). The Big Five factors provided the basis for ongoing research into human personality, incorporating both positive and negative characteristics of individuals' thoughts, emotions and behaviors (McCrae and Costa, 1989). After this, the concept of the five-factor model was quickly adopted by other researchers (for a brief review, see John, 1990, and Wiggins and Pincus, 1992).

However, the five factors imply that personalities tend to occur in a uniform manner. Many researchers acknowledged the predictive power of the Big Five factors (Barrick and Mount, 1991; Tett, Jackson and Rothstein, 1991; McCrae and John, 1992; Schmidt, Ones and Hunter, 1992; Goldberg, 1993), with each factor of the Big Five constituting traits that represent the measurement of each factor.

Costa and McCrae (1992) developed a personality questionnaire (NEO PI) that has become widely accepted. Many researchers (Costa and McCrae, 1988, 1995; Hofstee, de Raad and Goldberg, 1992) systematically relate the NEO PI as a standard personality measure, demonstrating that the Big Five accounts for the variance in these respected measures (Barrick and Mount, 1991; McCrae and John, 1992; Goldberg, 1993). Moreover, contemporary studies (Paunonen, 2003) have found a possible association between individual differences and behavior.

To summarize, the lexical approach to personality provides an understanding of inter-individual personality structure. The approach may not be able to account for the heritability of traits or the biological distinctions, but it is embedded in the social evolution of human beings. It provides a scientific way to explore the personality attributes that are common in daily life and which lead to observable behavior and expressions, and subsequently merits the lexical studies on personality.

Having established the human personality factors, which set the foundation for brand personality research, the subsequent section discusses brand personality with the traits perspective in mind, as Aaker's (1997) seminal work and subsequent research that followed adopted this approach for the measurement and understanding of brand personality. The Big Five factors provided the fabric for on-going research that helped move brand personality to a level of broad abstraction in order to reflect the integrity of individuals' thoughts, emotions and behaviors (Aaker, 1997; Azoulay and Kapferer, 2003; Sweeney and Brandon, 2006; Geuens, Weijters and De Wulf, 2009).

2.4 Brand Personality

Brand personality is used to describe brands as if they were human beings and is a term coined by practitioners who investigate consumers' perceptions of brands (Azoulay and Kapferer, 2003). The term brand personality was established as early as the 1960s. Martineau (1958) recognized the personification of products through the symbolic nature of stores. At this time there was no concrete definition of what brand personality is or how it should be measured other, than the general agreement that brand personality captures consumers' perceptions, which facilitates the characteristics assigned to the brand (Batra, Lehmann and Singh, 1993). Other early developments from marketing practitioners such as Martineau (1958) and Upshaw (1995) described brand personality as a set of all the brand elements that determine consumers' perception of brands. It was not until the late 1990s that Aaker (1997) inspired many researchers to become involved in the measurement of brand personality, and she defined the concept as "a set of human characteristics associated with a brand" (Aaker, 1997:347). The definition is believed to have been derived from three sources, namely: the association encountered with the brand, the image portrayed (for example, through the medium of advertisements), and product attributes (Lin, 2010), which together reinforce the symbolic attributes of a brand. Other researchers have advanced Aaker's (1997) initial definition of brand personality and defined the concept as a "set of human personality traits that are both applicable to and relevant for brands" (Azoulay and Kapferer, 2003:151). Sweeney and Brandon (2006:645) defined brand personality as "the set of human personality traits that correspond to the interpersonal domain of human personality and are relevant to describing the brand as a relationship partner".

The definition of brand personality not only acknowledges human personality, but also provides additional acceptance of the brand image by acknowledging inanimate characteristics associated with the brand. It is, however, likely that brand personality would differ in some constituents in order to encounter the brand aspect of personality. For example, brands are likely to encounter brand image aspects, such as *distinctiveness*, *robustness*, *desirability* and *durability* (Lanon, 1993). Such traits are useful for characterizing the broad abstract attributes of brand personality. It further acknowledges the self-identity and the possibility of considering a meaningful transfer between perceptions that consumers have about their self-identity, their attitudes and their behavioral intentions towards the brand by referring to *human characteristics associated with a brand*. This premise results from how the brand is advertised (Delbaere, McQuirries and Phillips, 2011), which influences consumers' perceptions and expressions (Batra, Lehmann and Singh, 1993). Similarly, Levy (1958) and Batra, Lehmann and Singh (1993) acknowledged the importance to brand personality of including demographic characteristics, such as gender, age and social class. Moreover, Davies *et al.,* (2004) noted that brand personality should include human characteristics such as appearance, values, likes and dislikes. All these facets are important to brand personality as they highlight important attributes that reflect individuals' thoughts and emotions. Together these attributes are categorized under the umbrella of *human characteristics*.

It is worth noting that within the boundaries of brand personality research in this thesis, the term factor is adopted instead of dimensions and traits as opposed to items. Such terminology is consistent with the methodological approach adopted (Factor Analysis), as well as maintaining consistency with that of human personality research.

More importantly, Aaker's (1997) definition facilitated the development of a brand personality scale which revolved around the metaphor that a brand echoes living human characteristics (Aaker, 1999). By doing so, Aaker (1997) generated an initial item pool of 309 traits by combining the existing Big Five personality inventories, the personality scales used by consumer researchers, and consumers' opinions from free-association tasks between brands and related human characteristics. A total of 309 items were generated and then later refined to 114 based on consumers' ratings regarding how descriptive the traits were in relation to particular brands. The 114 traits were rated across 37 brands which were selected based on the FCB (Foote, Cone and Belding grid) (Ratchford, 1987) to ensure that both symbolic and utilitarian products were included. The FCB model in its simplest form postulates that purchasing decisions vary based on: high vs Low involvement and thinking vs feeling. The second criterion was that the brands had to be well-known and salient so that the consumers were able to comment on the brands.

However, the 114 traits were primarily "positive valenced traits, because brands typically are linked to positive (versus negative) associations" (Aaker, 1997:350), suggesting that the items of the brand personality scale are developed on favorable characteristics. This position led to the development of a 42 item brand personality scale through factor analysis, and consists of five factors: *Sincerity, Excitement, Competence, Sophistication* and *Ruggedness*. The 42 items were later refined to 15 traits: Sincerity (down-to-earth, honest, wholesome, and cheerful), Excitement (daring, spirited, imaginative, and up-to-date), Competence (reliable, intelligent, and successful), Sophistication (upper class and charming), and Ruggedness (outdoorsy and tough). Aaker claimed that the factors of Sincerity, Excitement, and Competence closely resembled the Agreeableness, Extraversion, and Conscientiousness factors of the Big Five of human personality (discussed in the preceding section, Section 2.2.3), but the structure of brand personality was somewhat different from that of human personality, suggesting that brand personality is different from human personality but the underlying theoretical principle of each of the factors is applicable to brand personality. Aaker (1997:113) also notes that "using personality as a general indicator of brand strength will be a distortion for some brands, particularly those that are positioned with respect to functional advantages and value", suggesting that it is appropriate to include characteristics other than personality, such as demographic variables identified as Ruggedness and Sophistication factors in Aaker's (1997) brand personality framework.

It is however, argued that some brand categories such as car brands are likely to include functional and emotional benefits which consumers are likely to make reference to when assigning traits to brands (Aaker, 1997). The two factors that do not correspond to the Big Five human personality factors, as identified by Ambroise *et al.,* (2004), Azoulay and Kapferer (2003) and Geuens, Weijters and Wulf (2009) are *Sophistication* and *Ruggedness.* These two factors are thought to correspond more closely to social appreciation through the reflection of the ideal self-image. The key findings resemblance from Aaker (1997) and Geuens *at al.,* (2009) research to human personality factors is presented in table 2.2 below.

Table 2.2: Reflection of how Aaker's (1997) and Geuens, Weijters and Wulf's (2009) brand personality framework corresponds to the Human Personality framework.

Human Personality	Aaker's (1997) Brand Personality framework	Geuens Weijters and Wulf's (2009) Brand Personality framework
Extraversion	Excitement	Simplicity
Agreeableness	Sincerity	Aggressive
Conscientiousness	Competence	Responsibility
Openness to Experience	-	Aggressive?
Neuroticism	-	-
Dimensions relevant to brand personality but not part of the Big Five Factors	Sophistication	Emotionality
	Ruggedness	Simplicity

The findings suggest that the factors correspond more to positive associations of self-identity, providing a closer correspondence to the ideal self-image, and thus restricting the reflection of actual self-identity. Nevertheless, this research adopts Aaker's (1997) definition of brand personality as the definition captures brand characteristics and acknowledges consumers' meanings transferred onto brands.

It is worth noting, however, that human personality is usually defined as 'internal' traits which lead to observable behavioral patterns, whereas brand personality is ascribed to the brand by people who perceive it based on their self-identity and meanings transferred onto brands. Therefore, brand personality is likely to cover the fundamental characteristics associated with the brand.

2.4.1 Importance of Aaker's (1997) Brand Personality Framework

Aaker's (1997) brand personality framework facilitated the understanding of the brand-consumer relationship through personality factors. The five factor structure became influential across many streams of brand personality research for investigating cultural issues (Aaker, Benet-Martinez and Garolera, 2001; Sung and Tinkham, 2005; Gertner, 2010), tourist destinations (Ekini and Hosny, 2006; Hosany *et al.,* 2007; Usakli and Baloglu, 2011), brand personality effect (Freling and Forbes, 2005; Wang and Yang, 2008; Guthrie, Kim and Jung, 2008; Kuenzel and Halliday, 2010; Maehle and Shneor, 2010; Sung and Kim 2010), gender differences (Grohmann, 2009), and impression formation (Caprara, Barbaranelli and Guido, 2001; Helgeson; and Supphellen, 2004; Lau and Phau, 2007; Arora and Stoner, 2009), while others refined Aaker's (1997) brand personality scale (such as Bosnjak Boschmann and

Hufschmidt, 2007; Milas and Mlacic, 2007; Geuens, Weijters and Wulf, 2009) in different product contexts such as fast food restaurants (Austin *et al.,* 2003), personal computers (Villegas, Earnhart and Burns, 2000), beer (Phau and Lau, 2001) and clothing (Kim, 2000).

Cultural issues associated with brand personality have been studied by Aaker, Benet-Martinez, and Garolera (2001) and Sung and Tinkham (2005), while destinations have been studied by Ekini and Hosny (2006), Hosany Ekini and Uysal (2007), and Usakli and Baloglu (2011). By using the same method, they replicated the scale development of Aaker's (1997) brand personality to other countries. However, they discovered that not all the five factors found by Aaker (1997) are carried over to other countries.

Aaker, Benet-Martinez and Garolera (2001) investigated brand personality in U.S.A, Japan, and Spain. Although five factors were extracted from the factor analysis in all three countries, not all of Aaker's (1997) factors were replicated in different countries. The three factors shared by these three countries were Excitement, Sincerity, and Sophistication. Other factors (i.e., Peacefulness, Competence, and Passion) were country-specific. Similarly, Sung and Tinkham (2005) found that brand personality in the countries (U.S.A and South Korea) they surveyed included both common factors and culturally specific factors. The culturally specific factors for South Korea were Passive Likeableness and Ascendancy, which reflect the importance of Confucian values in South Korea's social and economic systems. Two unique factors (White Collar and Androgyny) emerged in the U.S. sample, suggesting a change in cultural values associated with occupational status and gender roles. However, factors shared in both cultures, (Korean and US culture) were Competence, Sophistication and Ruggedness, Trendiness, Traditionalism and Likeableness. Similarly, Usakli and Baloglu (2011) investigated the perceived destination personality of Las Vegas and found five factors: Vibrancy, Sophistication, Competence, Contemporary, and Sincerity.

These five factors had had a positive influence on tourists' intention to return and intention to recommend. Rojas-Méndez, Papadopollos and Murphy's (2013) study further identified the differences in cultural values - for example, Chinese respondents considered traits such as high self-esteem, Audacious, Passionate and Opportunistic as being negative, even though these traits would typically be seen as positive in countries like Canada and the United States. Other researchers who looked into cultural and destination personality included Gertner (2010), Murphy, Benckendorff and Moscardo (2007), d'Astous and Levesque (2003), Davies, Chun, Vinhas da Silva and Roper (2004), Ferrandi, Valette-Florence and Falcy (2000), Kim, Han and Park (2001), Milas and Mlacic (2007) and Sung and Tinkham

(2005). The results suggest that although brands may reflect universally held metaphorical understanding of a brand meaning (Aaker, Bene-Martinez and Garolera*,* 2001:506), individuals are influenced by mutual cultural perceptions and values of brands through brand personality. The findings could also be attributed to different sources when consumers infer their perception of brand personality across different product categories.

Phau and Lau (2001) argued that subjects tended to use their preferred personality to project the brand personality of their preferred brands compared to collectivists, thus shedding light on the self-expressive use of brands and the effect that the cultural orientation of consumers has in influencing the relationship between their self and the perceived brand personality of the preferred brand. This suggests that the interpretation of the brand meaning must be taken into consideration, in particular the cultural lens through which the brand is being seen (Aaker, Bene-Martinez and Garolera, 2001).

In addition to cultural issues, the causes and effects of brand personality have been studied. The causes also referred to the antecedents of brand personality, which is the impression formation, while the effects are the consequences of brand personality and include attitudes, brand preferences, and self-identity. According to Plummer (1985), Fitzsimons, Chartrand and Fitzsimons (2008), and Johar *et al.,* (2005), brand personality formation is based on both direct and indirect contact with the brand as well as from the marketing efforts of firms. The direct influence comes from endorsers (McCracken, 1989: 314-318) or user imagery (Aaker, 1997). On the other hand, indirect contact refers to the inference that a consumer may make through associations of product attributes, product category, brand name, symbol, logo, advertising style, price, and distribution channel (Batra, Lehmann and Singh, 1993:93). Although recognized, these antecedents have not been tested on Aaker’s (1997) five factors of brand personality. Contemporary studies have, however, explored and identified how brand personalities are formed (Maehle and Suphellen, 2010). More specifically, Maehle and Suphellen (2010) provided a general framework for selecting the most relevant source of a brand’s personality formation for each of the five factors of Aaker's brand personality. The findings showed that value for money related reasons are important for the Sincerity and Competence factors of Aaker’s (1997) brand personality factors. Trustworthiness related reasons are important for the Sincerity and Competence factors, whereas pleasure related reasons are important for the Excitement factor. Ethical related reasons are important for the Sincerity factor. Reference group related reasons are important for Sophistication, Excitement and Ruggedness, while identity establishment reasons are important for the Rugged, Sophistication and

Excitement factors of brand personality. Lee and Back (2010) provided further support for the factors Sophistication and Competence, which are formed on the basis of user imagery in the upper scale of the business hotel segment. Although service quality and perceived price were also investigated, no support was found for the service quality but price turned out to be a negative antecedent to brand personality, suggesting that consumer subjective judgment provides the foundations for the emotional ties consumers have with specific factors of brand personality.

Other empirical evidence showed that the formation of brand personality is dependent on how the brand adverts communicate with the consumers. More specifically, Ang and Lim (2006) found the literal or pictorial traits in advertisements were perceived to be more sophisticated and exciting, but less sincere and competent than non-metaphoric adverts. Similarly, Grohmann (2009) developed a two factor scale measuring masculine and feminine brand personality and found that the spokesperson in advertising shapes masculine and feminine brand personality perceptions. In addition, Grohmann's (2009) findings showed that the brand personality–self-concept congruence in terms of masculine and feminine brand personality and consumers' sex role identity positively influenced affective and attitudinal outcome variables. Other research that investigated gender perceptions included Guthrie, Kim and Jung (2007), who found that female perception of cosmetic brands varied across products within the same category. Female consumers perceived M·A·Cs Cosmetic to be a relatively exciting, competent, and sophisticated brand, while Clinique was perceived to be sincere, competent, and sophisticated, and CoverGirl was perceived to be competent. Consistent with findings by Kim (2000), the brand personality Competence emerged as a characteristic found across all three cosmetic brands. Although the factor Competence might be a universal trait desired in cosmetic brands, impression formation is likely to differ from one person to another (Johar, Sengupta and Aaker, 2005; Lee and Rhee, 2007) due to individual personal experience and meanings transferred onto brands even within the same brand product category.

Johar, Sengupta and Aaker (2005) identified two routes to the formation of brand personality: evaluative and trait inferencing routes. The trait inferencing mechanism refers to the ability of the individual to use information about the brand that is consistent with their sense of self belief or self-identity to form a self-representation. Through the experimental designs, individuals were split into two groups where one group used a specific trait to describe themselves, followed by a trait inferencing mechanism to form and update their perception and impression of brands (Johar, Sengupta and Aaker, 2005:468). That is, they used the information related to the trait that they used to describe themselves to the brands. The other group that was not given pre-specified traits used evaluative information to form and update their brand perception. The findings of the experimental designs show that consumers who rely on trait inferencing updated their initial brand personality traits when exposed to negative information by lowering their initial positive personality ratings. Individuals that relied on evaluative information showed consistently low ratings when exposed to negative information; this was similar to the initial ratings as it reinforced the overall negative information about the brand. This illustrates the significance of negative information on brand personality and consumers' ratings on brand personality factors. The findings are consistent with Maehle and Supphellen's (2010:107) research that showed that consumers who have had no experience with the brand rely on indirect indicators to form brand perceptions. The indirect indicators help consumers define their self-worth through materialized possessions and symbolic associations that are congruent with the individual's social values (Maehle and Shneor, 2010; Kuenzel and Halliday, 2010), or consumers would acquire the meaning the brand symbolizes themselves (Johar and Sirgy, 1991; Govers and Schoormans, 2005) by placing a preference on a product personality that matches their own self-image.

Brand personality therefore provides a symbolic and emotional fulfillment by satisfying consumers' psychological needs (Freling and Forbes, 2005:155). Consumers express and reinforce their self-identity through brand purchasing behavior as a method of ascertaining their individuality (Belk, 1988; Sirgy, 1997; Kleine, Kleine and Allen, 1995) and as a means of differentiating a brand from its competitors (2005b:405). Moreover, brand personality brings objects/products or stimuli-without-a-soul into life by ascribing human characteristics onto brands. Research has shown that, by doing this, brand personality provides consumers with emotional fulfillment, thereby increasing purchase intentions (Freling and Forbes, 2005b), word of mouth (Maehle and Supphellen, 2010), brand loyalty (Kuenzel and Halliday, 2010), brand attachment, trust and commitment (Louis and Lombart, 2010). Lee and Back (2010) found support for brand trust on the Sophistication and Competence factor of brand personality. Therefore, usefulness of brand personality is conclusive as brands provide a means of self-expression.

Although the current trend in brand personality research focuses on favorable perception alongside positive evaluations (Freling and Forbes, 2005a), it is in fact not clear what consumers perceive as favorable. What one consumer may perceive as favorable another consumer may perceive as unfavorable. For example, Ang and Lim (2006) found that, even though brand personality is perceived to be less Sincere and Competent when conveyed by a metaphoric advert. Ang and Lim's (2006) findings also show that metaphoric adverts enhance advertisement attitudes, brand attitudes, and purchase intentions. Consumers' responses to the metaphoric advert were rated higher than the non-metaphoric advert. The reason for the higher rating is unknown: it could have potentially resulted from higher ratings of the Excitement and Sophistication factors of brand personality, or, the emotional message delivered by the metaphoric adverts led to favorable attitudes which increased purchase intentions. Unfamiliar metaphoric messages require more effort from the consumer to comprehend. Consequently, consumers are likely to become confused by the unfamiliarity of the metaphoric message and hence deviate away from the brand. Confusion and deviation can conflict with the Positive Brand Personality perceptions, resulting in divergent and unpleasant opinions about the brand personality (Freling and Forbes, 2005a), and suggesting that consumers' perceptions are not purely based on positive valences. As mentioned, consumers' evaluations of a brand are based on brand product usage and experience (Freling and Forbes, 2005a). Evaluations of a brand, however, are not necessarily positive - they can equally be negative by adversely impacting consumers' interactivity with the brand. For example, consumers may withdraw themselves through the reluctance to purchase, as negative attitudes can potentially induce a risk and/or anxiety which consumers would potentially avoid (Freling and Forbes, 2005a:156).

According to Lim and Ang (2008), hedonic benefit claims in advertisements are significant and strong influences on the overall formation of brand personality. Similarly, Elsend and Stokburger-sauer's (2013) meta-analysis findings show that hedonic advertising claims help strengthen cognitive brand personality factors, such as Sincerity and Competence, but do not necessarily support the aspirational factors of Excitement (relating to associations such as imaginative and up-to-date) and Ruggedness (representing traits such as 'outdoorsy' and 'tough'). There is, however, a growing body of research that has speculated on the relationship between an individual's self-image and a brand's personality based on the self-congruity literature (Grubb and Grathwohl, 1967; Sirgy, 1982; Malhotra, 1988; Sirgy *et al.,* 1991; Wright and Sirgy, 1992). Others have empirically demonstrated the congruence between preferred brand personalities and a consumer's ideal self-image. For example, Malar *et al.,* (2011) found that consumers tended to choose the brands which best represent their preferred personality. The evidence they presented showed that the congruence between consumers' ideal self and brand personality led to brand loyalty and trust.

Similarly, Helgeson and Supphellen (2004) found that self-congruity had a positive effect on brand attitude. That is to say, a brand personality close to the consumer's ideal self-image is likely to have a positive influence over brand attitude. Because of these findings, some researchers conceptualize a bi-directional influence of brand personality (e.g., Phau and Lau, 2001). The impression of brand personality is formed on the basis of a consumer's preference among brands as well as the preference of personality. Therefore, it is possible that favorable brand personality is developed after a consumer forms the preference towards the brand. In the context of Tiger Beer, Phau and Lau (2001) found that for consumers who preferred the Tiger Beer brand, their preferred personality factors were positively related to the perceived brand personality factors, whereas for respondents who did not have any preference for a particular brand, the influence was minimal. In line with this finding, Fennis and Pruyn (2007) discovered that, with a strong, favorable brand, brand personality can be carried over to the user's personality only when the user behaves in a consistent manner, in the eyes of an external observer.

Other researchers suggested that self-congruence can enhance affective, attitudinal, and behavioral consumer responses to the brand (e.g., Aaker, 1999; Grohmann, 2009). Consumer self-concept, in particular, plays a prominent role for emotional brand attachment to occur (Chaplin and John, 2005; Park *et al.,* 2010). Building on the self-concept idea, Malär, Krohmer, Hoyer and Nyffenegger (2011) investigated the actual and ideal self to assess which strengthens emotional attachment and found that actual self-congruence generated higher levels of emotional brand attachment and was more pronounced when consumers were involved with the product or had a high level of self-esteem or public self-consciousness. However, ideal self-congruence in general was less successful in increasing emotional brand attachment, but they argued that aspirational branding may work under certain conditions such as low involvement, low self-esteem, or low public self-consciousness.

It is worth noting that previous researchers have identified that personality traits present a reflection of both the symbolic and functional benefits of a brand (Park, Jaworski and MacInnis, 1986; Erdogmus and Büdeyri-Turan, 2012). The functional part of the brand refers to the utilitarian and physical characteristics of products, whereas symbolic aspects refer to the meanings communicated in advertising as well as in store design, which suggests that both functional and symbolic attributes serve as a basis to activate cues expressed in brand personality traits. Such cues influence the drivers to brand personality, which much of the research so far has looked at in isolation, such as communication variables, product characteristics, consumer psychographics and brand experience (Diamantopoulos, Smith and Grime 2005;, 2005; Orth and Malkewitz, 2008). However, little is known about their relative influences on brand personality. In response, Eisend and Stokburger-Sauer (2013) conducted a meta-analysis on brand personality to investigate the antecedents and consequences of Aaker's (1997) five factors of brand personality (Sincerity, Excitement, Competence, Sophistication and Ruggedness). Eisend and Stokburger-Sauer's (2013) findings show that the antecedent variables are grouped into four main categories, namely: (1) *Advertising* - which includes the complexity, consistency and hedonic benefit claims; (2) *Product characteristics* – which include branding, country of origin and product design; (3) *Consumer demographics* – which include age, gender, nationality and consumer; (4) *Psychographics* - which include personality, prior attitude, self- confidence and brand experience. The findings from the meta-analysis reveal that the *Advertising* category had the strongest influence on brand personality perception. More specifically, the results show that advertising complexity increases the perceptions of Sincerity and Competence, while consistent advertising increases perceptions of Sophistication. Hedonic benefit claims in advertisements increase perceptions of Sincerity and Sophistication, whereas Country of Origin, on the other hand, supports the Sincerity, Competence and Ruggedness dimensions of brand personality. The findings show that perceptions of brand personality are heavily dependent on the advertisements in which the brands position themselves to be in. Equally, consumers are prone to evaluate their perceptions of brand advertisements based on their cognitive capacity to process the information.

The second category, *Product characteristics,* however, had no influence on any of the five factors of brand personality. Contrary to previous findings, the findings show that those functional aspects of a brand do not influence brand personality and that only symbolic aspects of a brand are what influence consumers' perception and expressions towards a brand. The third category, Consumer *demographic*, showed mixed results with an overall tendency of the effects to decrease with education. The fourth category, *Psychographics*, shows that congruent human personality exhibits positive effects for all factors of brand personality, whereas consumer self-confidence has mixed results with a minor role as the driver of brand personality. Furthermore, the meta-analysis also showed that the effects of brand personality are stronger for mature brands than for brands in the early life cycle stages. Overall, the findings suggest that consumer's internal cognitions, whether it be their attitude, personality or interpretations of brand information, are what influence them to ascribe a brand with a personality trait. It is worth noting however, that the review into the formation of brand personality is biased towards favorable attributes, which is a repercussion of Aaker's (1997) brand personality framework. Appendix A provides further details of specific brand personality studies since the establishment of Aaker's (1997) brand personality framework. The findings conclusively reinforce the desirable attributes with respect to the formation of brand personality, the brand personality measure and the outcome variables.

The formation of brand personality is based on Big Five human personality factors, it therefore seems logical to include all aspects of the Big Five human personality factor within the branding context to provide a complete understanding of brand personality, since consumers' interpretations and expressions of brands are not always evaluated on desirable attributes. They can equally be evaluated through unfavorable expressions. Like human personality factors not only reflect bipolar of positive traits within each factor, but also present factors that are reflective of Negative emotions and cognitions, such as Neuroticism and Conscientiousness. To investigate this further, a review in to the measures of brand personality is presented in the following section.

2.4.2 Measures of Brand Personality

Like human personality, it is thought that brand personality remains quite stable over time, even when marketing activities change (Wee, 2004). Although some researchers advocate the stability of brand personality when marketing activities change, others challenge this view. For example, researchers such as Diamantopoulos, Smith and Grime (2005), and Fennis and Pruyn (2007) found similar results in different contexts. Diamantopoulos, Smith and Grime (2005) studied the effects of brand personality on a brand extension situation. They found that brand personality remained stable after an introduction of brand extension, even when the level of fit was low. Fennis and Pruyn (2007) suggested a similar effect in the fashion context they studied. They discovered that a favorable, strong brand personality is resistant to change even when a conflicting user image is presented. Contrary to these findings, Mathur, Jain and Maheswaran (2012) found that brand personality traits are susceptible to change, especially when brand extensions fit poorly to the parent brand, but if the fit is similar then the benefits of the parent brand is rubbed on to the extended brand product. This is likely to be observed in brand personality, especially when marketing activities change: consumers are likely to update their beliefs and values towards the brands and subsequently change the personality factors ascribed to the brand.

In a similar vein, other researchers have acknowledged that brand personality may not have a distinct five-factor structure. For example, Aaker, Bene-Martinez and Garolera (2001) and d'Astous and Lévesque (2003) claimed that, across the U.S.A, Canada, Japan, and Spain and also across product categories, brand personality structure mirrors the structure of human personality - the Big Five. However, their claim only focused on the number of factors extracted from the factor analysis. The content of the factors did not resemble the Big Five. Moreover, the five-factor model of brand personality developed by Aaker (1997) could not be replicated, without various degrees of dissimilarity experienced (Caprara, Barbaranelli and Guido, 2001; Sung and Tinkham, 2005; Venable *et al.,* 2005 Sweeney and Brandon, 2006; Lee and So, 2007; Geuens, Weijters and De Wulf, 2009; Bao and Sweeney, 2009; Freling, Crosno and Henard, 2011).

Venable *et al.,* (2005) investigated donors' perceptions of brand personality in a study using non-profit organizations; the structure they discovered was not the same as the Big Five. They found a four-factor framework, namely Nurturance, Integrity, Sophistication and Ruggedness. Similarly, Bosnjak, Bochmann and Hufschmidt (2007) found a four factor framework when they examined German brands. The four factors were Drive, Superficiality, Emotion and Conscientiousness. Bosnjak, Bochmann and Hufschmidt (2007:311) refer to the factor Drive as encompassing negatively valenced items. However, upon closer inspection of the Drive factor, the traits are more reflective of brand performance rather than negative associations with the brand. Nevertheless, the findings provide initial acceptance of negative traits from a person-centric approach. Other researchers highlighted the importance of including brand performance and demographic variables. For example, Caprara, Barbaranelli and Guido (2001) concluded that traits not descriptive of humans should be included in the measure of brand personality, such as product performance attributes, to achieve a more comprehensive understanding of brand personality.

It is, however, worth noting that human personality and brand personality are not completely akin (Aaker, 1997; Zentes, Morschett and Schramm-Klein, 2008). The factors responsible for inferring the perception of human personality and brand personality are not exactly the same. Several factors, such as behavior of individuals, physical characteristics, attitudes and beliefs and demographic characteristics, serve as indicators to infer the perception of human personality (Park, 1986). By the same token, other researchers, such as Levy (1959), Aaker (1997), and Geuens, Weijters and De Wulf (2009), identified the importance of recognizing characteristics that are beyond personality, but are more specific to brands, to arrive at a more generalizable brand personality measure, for example, gender factors (Mulyanegara, Tsarenko and Anderson, 2007; Grohmann, 2009), social appreciation factors (Heere, 2009) and brand performance characteristics (Geuens, Weijters and De Wulf, 2009). Therefore, differential characteristics are likely to exist from a balanced state of recognizing the self-identity through self-confirming brand characteristics (Linville and Carlston, 1994), as consumer perception of brand personality could be formed and enhanced by either direct or indirect contacts with brands (Plummer, 1985), as discussed earlier. For example, *collectivist* consumers are likely to adopt the preferred or desired personality characteristic to project the preferred brand personality, whilst *individualists* tend to adopt a less favorable personality characteristic to project the differentiated brand personality (Phau and Lau, 2001).

Other researchers questioned whether the traits of human personality could be applied to different contexts or whether a new set of scales should be primed (Sweeney and Brandon, 2006; Beldona and Wysong, 2007; Grohmann 2009; Geuens, Weijters and De Wulf, 2009; Fetscherin and Toncar, 2010; Maehle and Shneor, 2010; Sung and Park, 2011; Huang, Mitchell and Eliot, 2012) to provide either a generalizable scale or a specific context which is more reflective of the human personality five factor model. The findings of Caprara, Barbaranelli and Guido (2001) indicated two broad factors which were blends of the Big Five. The first factor was defined by markers of both Agreeableness and Emotional Stability. Within a brand personality context, this factor reflects aspects of the brand to be associated with stability, predictability and pleasantness, which included items such as ‘patient’ and ‘affectionate’. The second factor was a blend of Extraversion and Openness, suggesting a “higher level abstraction in a hierarchical organization of personality characteristics” Caprara, Barbaranelli and Guido (2001:391) and included items such as ‘active’ and ‘modern’. These mixed results led to Austin, Siguaw and Mattila’s (2003) concern about the generalizability of Aaker’s brand personality scale.

Austin, Siguaw and Mattila (2003) argued that these five factors lacked generalizability in accordance with the factor structure at the respondent’s level, with reference made to the specific brand or within a specific product category. This suggested that Aaker’s five factors are based on the analyses conducted across respondents (between brand comparisons) while removing within brand variances. Geuens, Weijters and De Wulf (2009) argued that Aaker’s (1997:97) data analysis is the root cause for the non-generalizability aspect, as analysis of individual brand level and situations (within brand variances) is the basis for measuring elements of consumers’ differentiation.

In response to Austin, Siguaw and Mattila (2003), Milas and Mlacic (2007) found that their brand personality scale resembled the expected Big Five model. Aaker (1997) argued that brand personality was determined by the differences among brands, rather than among individuals (Aaker, 1997), suggesting that a between-brand structure was appropriate. However, Milas and Mlacic (2007) made a contribution by discovering that differences exist in various brand personality structures - between-brand, within-brand, and the integration between brands and subjects (brand x subject). They recognized the uncertainty as to which brand personality structure (between-brand, within-brand, or brand x subject) can best capture the concept of brand personality. The structures of between-brand, within-brand, and brand x subject serve different purposes. Between-brand structure is determined by the aggregated data from the responses averaged across the subjects. Therefore, between-brand structure possesses a valuable managerial implication because the brand managers are able to locate their brands in relation to their competitors. Within-brand structure is extracted by the data at an individual level with regard to the same brand. Within-brand structure can facilitate the brand companies' understanding of their brands and may be able to compare the structures of brand users and non-users. The integration between brands and subjects treats each response of each brand individually. This method allows consumers to use brands to reflect their self-identities by expressing their self-values through the use or non-use of the brand. An integration between brands and individuals (brand x individuals) is considered appropriate for this purpose because each individual may see the same brand differently through different motives - one consumer's similarity is another consumer's difference. Therefore this research fills this gap by exploring and measure Negative Brand Personality factors, their antecedents and consequences.

Aaker (1997) argued that the term 'personality' was differently generated between brands (consumer behavior) and people (psychology). Indeed, the brand's nature is inanimate and the formation of brand personality is largely dependent on product attributes, benefits, price, channel, advertising, etc., which human beings usually do not possess. But, by applying Park's (1986) concept, Aaker (1997) mis-referred personality to the impression formation of people (Aaker 1997). Although she argued for a brand image perspective, she did, in fact, apply a brand identity perspective while others argued that the personification of the brand personality ends up as a personified brand image (Lau and Phau, 2007), not a brand personality. Applying only desirable brand characteristics to the concept of brand personality became problematic as the conceptual foundation for the five human personality factors were not applied within the branding context. The lack of a theoretical foundation for the five factors of brand personality resulted in some researchers questioning whether Aaker's brand personality scale is fit to measure brand personality (Azoulay and Kapferer, 2003).

In response to some of the limitations of Aaker's (1997) brand personality framework, Sweeney and Brandson (2006) adopted the Interpersonal Circumplex model (IPC). The IPC model illustrates how personality and emotions are interwoven in the study of human personality and should be applied to brand personality. Sweeney and Brandson (2006) argued that the combination of both personality and emotions rooted in the IPC model offers more comprehensive, interpersonal traits than the five-factor model which Aaker (1997) based the brand personality framework on. The IPC model has the advantage of identifying potential bipolar traits "implying conflict and polarities" (Sweeney and Brandson, 2006:646). The polar and conflict traits are considered to reflect more of the emotional personality concept by acknowledging the wide array of traits, both positive and negative. However, the IPC model only comprises' a subset of the factors covered in the Five Factor model. Although the IPC provides more opportunity for identifying clusters and traits that are semantically unified in various degrees across the varimax rotation, it cannot complete a structure whereby each trait is neatly captured by one factor, as it has no restrictive correlation pattern (Browne, 1992). Therefore, the IPC model represents a restricted factor of the five factor model by capturing only two factors, namely: Extraversion and Agreeableness (McCrae and Costa, 1989; Trapnell and Wiggins, 1990; Schmidt Schmidt, Ones and Hunter, 1999). Although Sweeney and Brandson (2006) proposed the IPC model as a better measure of brand personality, the restricted nature limits the measure of brand characteristics. Other researchers attempted to explore the Negative Brand Personality factor (Bosnjak Bochmann and Hufschmidt, 2007; Geuens, Weijters and De Wulf, 2009; Rojas-Méndez and Papadopoulos, 2012) but failed to provide a complete understanding of Negative Brand Personality traits, that are reflective of consumers anxious, tense or frustrated emotions. By acknowledging negative emotions suggest a need to further explore Negative Brand Personality traits (Maehle and Shneor, 2010; Lin, 2010; Maehle, Otnes and Supphellen, 2011). As the general consensus in brand personality research suggest that consumers prefer brands with personalities that match their own, implies that consumers will evoke feelings of conflict when brands do not match their own personalities.

To provide a more focused understanding of brand personality researchers explored individual characteristics of brand personality. For example, Grohmann (2009) primed a gender brand personality scale to ensure more familiarity and associations to brand adverts. Gender specific traits for males included: Adventurous, Aggressive, Brave, Daring, Dominant and Sturdy, thus focusing more on masculinity, while female specific traits included: Tender Feelings, Fragile, Graceful, Sensitive, Sweet *and* Tender, which focus more on femininity. In an experimental design, Grohmann (2009) measured the effect of spokesperson on the masculine and feminine factors. The results showed that "A masculine spokesperson in print advertisements increased consumers' association of masculine personality traits with the brand, whereas a feminine spokesperson increased consumers' association of feminine personality traits with the brand" (Grohmann, 2009:112). The findings suggest that consumers encounter differential characteristics based on mixed emotions in response to advertisements, which provides further support for Ang and Lim (2006) and Freling and Forbes' (2005) findings. That is, just like gender differences evoke different brand personality characteristics, consumers are likely to evoke mixed emotions towards brands.

Mixed emotions are the occurrence of both positive and negative feelings, which are experienced in response to a stimuli or advert (Larsen, McGraw and Cacioppo, 2001; Williams and Aaker, 2002; Larsen, Wright and Hergert, 2004; Andrade and Cohen, 2007). For example, an advert may evoke positive emotions, such as happy and joyful, yet at the same time invoke negative emotions such as anxiety or uneasiness. Orth, Malkewitz and Bee (2010), through an experimental design, also showed differences in the level of mixed emotions that are triggered by the perceived incongruity of advertising roles portrayed through consumers' self-identity. Similar to Grohmann's (2009) findings, the evidence presented shows that women exhibit higher levels of mixed emotions than men, as they tend to express more of their interpersonal feelings. However, individuals who are more Neurotic and Introverted, experienced higher levels of mixed emotions, and consequently responded with less favorable attitudes towards the advertisement. The findings suggest that mixed emotions are dependent on the level of congruity between consumers' perceptions and self-identity. What some people may perceive as positive traits, others may perceive as negative.

Further to the advancement of the brand personality measure, Geuens, Weijters and De Wulf (2009) developed and tested a new brand personality framework in an attempt to reflect brand personality cross culturally. The work was based on 12,789 Belgian respondents assessing 193 national and international brands. The factors identified are as follows: *Responsibility, Activity, Aggressiveness, Simplicity and Emotionality*. The initial pool of items was based on two focus groups that brainstormed brand personality traits. The participants in the first focus group "were junior researchers in the marketing domain, and the second focus group consisted of ten graduate students in general or marketing management” (Geuens, Weijters and De Wulf, 2009:100). 244 traits were identified by consumers, which were then shortlisted by deleting inappropriate traits by a panel “consisting of 8 judges who were active in the marketing profession (either as a marketing professor at a business school or as a marketing manager in a company)”. The traits deleted included “envious, withdrawn, and fretful” (Geuens, Weijters and De Wulf, 2009:100), which correspond more to the Neuroticism factor of the Big Five human personality factor. The elimination was based on the inappropriateness for a brand to have negative traits (Geuens, Weijters and De Wulf, 2009:100). The intuitive accuracy of this statement is subject to further empirical testing, as it is biased towards the judgment of brand management. Brand managers are more inclined to create a desirable identity and therefore are likely to encourage positive traits rather than create a balanced perspective of brand personality. This is important as a clear illustration of what constitutes brand personality needs to be identified. As discussed earlier, brand personality is ascribed by consumers and therefore consumers’ expressions in the form of traits, should constitute the measurement items of brand personality. Table 2.3 provides a summary with a critical interpretation of the new developments of brand personality measures since the establishment of Aaker’s (1997) scale.

Table 2.3: Synthesis of the current Brand Personality measures since the establishment of Aaker's (1997) Brand Personality measurement scale.

Author	Basis of scale Development	Country	Purpose	Outcome	Factor Names		Critical Interpretation
Aaker (1997)	Human Personality	US	Represented the Big Five Human personality factors.	Five Factors	Sincerity Excitement Competence Sophistication Ruggedness		Focus on desirable brand personality factors.
Aaker (2000)	Aaker (1997)	Japan	Replicated Aaker's (1997) Brand Personality factors in a different context to reflect the Big Five Human Personality factors.	Five Factors	Sincerity Excitement Competence Peacefulness Sophistication		Culture specific traits. Focus on desirable brand personality factors.
Ferrandi, Valette-Florence, and Fine-Falcy (2000)	Aaker (1997)	France	In attempt to replicate Aaker's (1997) Brand Personality factors in a different context to reflect the Big Five Human Personality factors.	Five Factors	Sincerity Dynamism Robustness Conviviality Modern		Culture specific traits. Focus on desirable brand personality factors.
Aaker, Benet-Martinez, and Garolera (2001)	Aaker (1997)	Japan and Spain	In attempt to replicate Aaker's (1997) Brand Personality factors in a different cultural context to reflect the Big Five Human Personality factors.	Five Factors (Japan) Five factors (Spain)	Japan Sincerity Excitement Competence Peacefulness Sophistication	Spain Sincerity Excitement Peacefulness Passion Sophistication	Culture specific traits. Focus on desirable brand personality factors.
Kim, Han, and Park (2001)	Aaker (1997)	Korea	In attempt to replicate Aaker's (1997) Brand Personality factors in a different cultural context to reflect the Big Five Human Personality factors.	Five Factors	Sincerity Excitement Competence Sophistication Ruggedness		Culture specific traits. Focus on desirable brand personality factors.
Caprara, Barbaranelli and Guido (2001)	Aaker (1997)	Italy	In attempt to reflect the Big Five Human Personality factors in an Italian context.	2 Factors	Marker i Marker ii		A blend of the big five factors were found with each of the markers. Both markers reflect desirable brand personality characteristics.
Smit, van den Berge, and Franzen (2002)	Aaker (1997)	Netherlands	In attempt to reflect the Big Five Human Personality factors in a Dutch context.	Five Factors	Competence Excitement Gentle Distinction Ruggedness		Focuses on desirable brand personality characteristics.

<table>
<tr><td>d'Astous and Lévesque (2003)</td><td>Aaker (1997)</td><td>Canada</td><td>In attempt to reflect the Big Five Human Personality factors.</td><td>Five Factors</td><td>Enthusiasm
Unpleasantness
Genuineness
Solidarity
Sophistication</td><td>Focuses on desirable brand characteristics.</td></tr>
<tr><td>Supphellen and Gronhaug (2003)</td><td>Aaker (1997)</td><td>Russia</td><td>In attempt to replicate Aaker's (1997) Brand Personality factors in Russia.</td><td>Five Factors</td><td>Sincerity,
Excitement,
Sophistication,
Ruggedness
Successful and Contemporary</td><td>Factors are similar to Aaker's (1997) brand personality factors.</td></tr>
<tr><td>Davies, Chun, Vinhas da Silva, and Roper (2004)</td><td>Aaker (1997)</td><td>US</td><td>In attempt to reflect the Big Five Human Personality factors.</td><td>Five Factors</td><td>Agreeableness
Enterprise
Competence
Ruthless
Chic</td><td>Focuses on desirable brand characteristics.</td></tr>
<tr><td>Helgeson and Supphellen (2004)</td><td>Aaker (1997)</td><td>Sweden</td><td>In attempt to reflect the Big Five Human Personality factors within the Swedish context.</td><td>Two Factors</td><td>Modern
Classic</td><td>Focuses on desirable brand characteristics.</td></tr>
<tr><td>Sung and Tinkham (2005)</td><td>Aaker (1997)</td><td>US and South Korea</td><td>Comparative study between two diverse cultures.</td><td>Eight Factors (US)
Eight Factors (South Korea)</td><td><table>
<tr><td>US</td><td>Korea</td></tr>
<tr><td>Likable</td><td>Likeableness</td></tr>
<tr><td>Trendiness</td><td>Trendiness</td></tr>
<tr><td>Competence</td><td>Competence</td></tr>
<tr><td>Traditionalism</td><td>Traditionalism</td></tr>
<tr><td>Sophistication</td><td>Sophistication</td></tr>
<tr><td>Ruggedness</td><td>Ruggedness</td></tr>
<tr><td>White Color</td><td>Western</td></tr>
<tr><td>Androgyny</td><td>Ascendancy</td></tr>
</table></td><td>Focuses on desirable brand characteristics and culture specific factors.</td></tr>
<tr><td>Venable et al., (2005)</td><td>Aaker (1997)</td><td>US non Profit</td><td>In attempt to replicate Aaker's (1997) Brand Personality factors in a nonprofit context.</td><td>Four Factors</td><td>Integrity
Nurturance
Sophistication
Ruggedness</td><td>Focuses on desirable brand characteristics.</td></tr>
<tr><td>Hosany, Ekinci and Uysal (2007)</td><td>Aaker (1997)</td><td>Destination brand personality</td><td>In attempt to replicate of Aaker's (1997) Brand Personality factors to different destinations.</td><td>Three factors</td><td>Sincerity,
Excitement
Conviviality</td><td>Culture specific factors and focus on desirable characteristics.</td></tr>
</table>

Bosnjak, Bochmann, and Hufschmidt (2007)	Aaker (1997)	German	In attempt to reflect the Big Five Human Personality factors within the German context.	Four Factors	Drive Conscientiousness Emotion Superficiality		Desirable brand characteristics.
Milas and Mlačić (2007)	Aaker (1997)	Croatia (brands)	In attempt to reflect the Big Five Human Personality factors within the German context.	Five Factors	Extraversion Agreeableness Intellect Emotional Stability Conscientiousness		Desirable brand characteristics.
Grohmann (2009)	Aaker (1997)	Gender Factors	In attempt to reflect Gender Brand Personality factors.	Two factors male and female	Male (Traits) Adventurous Aggressive Brave Daring Dominant Sturdy	Female (Traits) Expressive Graceful Fragile Sensitive Sweet Tender	Gender characteristics that embrace desirable attributes of a brand.
Geuens, Weijters, and De Wulf (2009)	Neo PI human personality scale	Belgian	In attempt to reflect the Big Five Human Personality factors.	Five Factors	Responsibility Activity Aggressive Simplicity Emotionality		Although claimed that Aggressive is a Negative Brand Personality, the items pertaining to this construct are product performance related.
Here (2009)	Aaker (1997)	Context of Sports	In attempt to explore Sports Brand Personality Factors.	10 traits were identified	Exciting Professional Dynamic Passionate Passionate	Accessible Warm Cool Attractive Attractive	Desirable brand characteristics.
Smith (2009)	Aaker (1997)	Politics context	In attempt to explore relevant brand personality traits within the context of politics.	Three factors	Honesty Leadership Image		Desirable attributes.
Kaplan, Yurt, Guneri and Kurtulus (2010)	Aaker (1997)		In attempt to reflect brand Personality factors to cities.	Two factors: Malignancy and Conservatism	Malignancy Unreliable, Arrogant Self Seeking	Conservatism Religious	Acknowledgment of Negative Brand Personality, but traits represent the bipolar of Aaker's (1997) traits, apart from arrogant.

Kim, Baek and Martin (2010)	Aaker (1997)	Brand personality for news media	In attempt to develop a Brand Personality Scale for news media.	Five factors	Trustworthiness Dynamism Sincerity Sophistication Toughness	Desirable brand personality characteristics.
Freling, Cosno and Henard (2011)	Aaker (1997)		Consumers' perception of a brand's given personality.	Identified three factors of brand personality appeal	Favorability of Brand personality appeal Originality of brand personality appeal Clarity of Brand Personality appeal	Desirable brand personality appeal.
Sung and Park (2011)	Aaker (1997)	Cable networks	Context specific: Brand personality on cable networks.	Five factors	Excitement Warmness Intelligence Controversy Ruggedness	Acknowledges Negative Brand Personality through controversy but does not fully incorporate the Negative Brand Personality factor.
Klabi and Debabi (2011)	Ambroise (2006)	Mobile phone operators	Context specific to mobile phone operators in Tunisia.	Five factors	Agreeableness Conscientiousness Sophistication Youth	Findings are consistent with Ambroise's (2006) brand personality scale.
Rojas-Méndez and Papadopoulos (2012)	Aaker (1997)	Argentina brands	In attempt to reflect Brand Personality factors to Argentina brands.	Four factors	Amicableness Resourcefulness Neuroticism Spirited	Findings are consistent with Aaker's (1997) brand personality factors. Although the Factor Neuroticism has been identified, the items pertaining to this factor (*Toughness and Tyrannical)* are consistent to Ruggedness factor of Aaker's (1997) Brand personality.
Romero and de Monterrey (2012)	Aaker (1997)	Mexico	In attempt to explore brand personality factors in Mexico.	Seven factors	Success Hipness/Vivacity Sophistication Sincerity Domesticity/Emotionality Ruggedness Professionalism	Desirable brand personality characteristics.

Despite the many developments of brand personality frameworks, Aaker's (1997) brand personality factors remain influential across many streams of brand personality research. Although many developments have been made to assess the generalizability across different cultures, all researchers follow the same repercussions of Aaker (1997) by arguing for a brand image perspective and then applying a brand identity perspective to the measurement scales. As a result, only positive or desirable characteristics serve the measurement of brand personality (Section 2.2 details the difference between brand image and brand identity).

Additionally, no measurement has been provided to illustrate consumers' emotional associations reflective of *tension, anxiety or frustration* towards brands, and recognized by this researcher as Negative Brand Personality as discussed in Chapter 1. It is important to incorporate a dimension that capture tension anxiety or frustration towards a brand to provide a better understanding of brand personality by reflecting the dissonant state. By reflecting on the dissonant state expressed as negative brand personality is essentially incorporating a dimension that reflects the universally accepted human personality dimension, Neuroticism[3]. Negative Brand Personality has, however, been theoretically recognized. For example, Sweeney and Brandon (2006) and assessed brand personality through the IPC model (Plutchik, 1997) to represent human interpersonal behavior, as discussed in Section 2.3. However, items not only represented "wholesome descriptors" but they also included negative traits. Acknowledgement of negative traits has been provided through the IPC model (e.g., cold, aloof and calculating), but they have not been studied in a measurement context for brand personality. Similarly, Mark and Pearson (2001) recognized that certain brands may be positioned to be Demanding, Arrogant or Cool. For example, banks are positioned to be dominating or controlling, whereas vehicles may be positioned to be arrogant. In contrast, Aaker's (1997) scale provides positive traits, such as Sincere, Cheerful and Spirited, which only provide a partial measure of the interpersonal brand personality (Sweeney and Brandon, 2006:651). It is likely that some brands may be positioned as having Negative Brand Personality traits, especially when competitors' brands are questioned through comparative advertisements. This is conducted in a way where a marketer's strategy emphasizes competitors' brands as being associated with a group of consumers who are detested by other consumers (White and Dahl, 2007). Similarly Huang, Mitchell and Eliot (2012) also recognized the importance of Negative Brand Personality as their results indicated that personality and brand personality traits could be measured by the same measurement items, thus

[3] It is important to note that this research is not claiming that a brand personality is Neurotic. But rather claims that the essence of this dimension through the construct definition is important to be incorporated in brand personality. That is providing a dimension(s) that reflect on negative perceptions.

providing further support for the dimension Neuroticism and Openness to Experience. Although recognized these factors have not been thoroughly investigated.

Madrigal and Boush (2008) conceptualized Social Responsibility as a unique factor of brand personality. The results indicated that consumers are willing to reward a brand as a means of reciprocating the good deed. Although the importance of the Social Responsibility factor was identified as a unique brand personality factor, the assessment of this factor was carried out in the form of manipulated advertisements in experimental designs. It is therefore unclear what traits encapsulate the factor Social Responsibility. Nevertheless, the important contribution in Madrigal and Boush's (2008) research is that it provides the acknowledgement that brands may not always be evaluated in terms of positive attributes. Brands can equally be evaluated in terms of negative attributes on the basis of consumers' direct or indirect interactions with the brand.

Consumers interact with others or aspire to be like others in order to fulfill deep, emotional desires, thus reflecting on the interpersonal meaning of brand characteristics (Bearden and Etzel, 1982; Whittler and Spira, 2002). Contrastingly, consumers simultaneously consider avoiding brands due to the feeling of misidentification (Englis and Solomon, 1995). For example, elderly men would not want to be associated with brands that focus on feminine attributes, such as skinny jeans. Depending on consumers' meanings transferred onto a brand, the consumer either assigns an overall positive or negative trait to a brand. The current trend in brand personality research focuses on positive traits, while Negative Brand Personality is relatively under researched. As a result this research focuses on Negative Brand Personality.

Although some attempts have been made to provide a more balanced account by mentioning the importance of Negative Brand Personality (Sweeney and Brandon, 2006; Madrigal and Boush, 2008; Huang, Mitchell and Eliot, 2012), no research to date has fully incorporated Negative Brand Personality factors. The general consensus in research shows that when brand personality is biased towards favorable brand associations, the result is positive evaluations of a brand (Freling and Forbes, 2005b). Subsequently, this view has led the extant literature to focus on positive attributes when investigating brand personality traits, the formation of brand personality (discussed in Section 2.3) and outcomes that impact consumers' interactivity with the brand, which will be discussed in the following Section.

2.4.3 Outcome Variables of Brand Personality

For consumers, the outcome variables are built up and influenced by a system of perceptions deduced by interactivity with a brand, either through direct or indirect experience (Plummer, 1985) such as word of mouth (WOM hereafter) and purchase intention; which are attitudinal construct but known to predict behaviors such as choice and (re-)purchasing behavior.

In view of Aaker's (1997) establishment of the brand personality framework, many researchers have since investigated outcome variables. For example, Lee and Back (2010) linked user imagery as a predictor of brand personality to the relational consequence of brand trust and brand loyalty. Their findings show that the Sophistication and Competence factors of brand personality have a positive association with Brand Trust and Brand Loyalty. By the same token, Sung, Kim and Jung (2009) illustrated how several brand personality factors have influenced Brand Trust and Brand Affect in different ways. More specifically, their findings show that the Sincerity, Competence and Excitement factors of brand personality (which focus more on self-identity related traits), positively influence Brand Trust, whilst the Ruggedness factor (which focuses more on product quality related traits), positively influences Brand Affect. Similarly, Sung and Kim (2010), who investigated the upper scale business hotel segment, found that the factors Competence and Sophistication positively influenced brand loyalty through the mediated variable Brand Trust. Further, Erdogmus and Büdeyri-Turan (2012) identified the role of functional (perceived quality) and symbolic brand associations (personality congruence and brand prestige) in creating brand loyalty in the fashion clothing sector from the perspective of Generation Y consumers. Their findings illustrated that consumers become loyal to the brand only when the appearance and product quality matches their perceptions of their actual or ideal self with the brand personality. This suggests that sincere brands, which portray characteristics such as keeping up promises, and brands which match their competence level, such as having good appearance quality, have a positive association with brand loyalty.

Overall, the synopsis of the brand personality literature, as recognized by Eisend and Stokburger-Sauer (2003) through their meta-analysis, identified Aaker's (1997) brand personality factors as having comparable effects concerning brand image, brand relationship strength, and purchase/behavioral intentions, all of which have been investigated to serve as outcome variables of brand personality. The meta-analysis revealed that Sincerity and Competence have stronger effects on brand attitudes than any of the other factors, while Excitement and Ruggedness show weaker effects on brand commitment than other factors of brand personality. The factor Competence, however, was found to have the strongest influence on purchasing behavior. The findings from the brand personality research regarding the outcome variables reinforce brand congruence through brand consumption by evoking potential relational partners.

Unlike the current trend in brand personality research that focuses on positive attributes, Swaminathan, Stilley and Ahluwalia (2008) investigated the outcome variables of individuals prone to anxiety via attachment styles. According to Swaminathan, Stilley and Ahluwalia (2008), under conditions of high avoidance and high anxiety, individuals exhibit a preference for exciting brands; however, under conditions of low avoidance and high anxiety, individuals tend to prefer sincere brands. What is interesting to note is that high anxiety individuals are likely to focus on a brand's personality only when the product is consumed in a public situation, allowing consumers the opportunity to manage their impressions by conveying their personality to others through brand associations. However, the findings indirectly suggest that brands could eventually be avoided if the brand's personality factor loses its importance and meaning, especially when the situation does not allow the consumer to harness the brand's perceived advantages.

Although Swaminathan, Stilley and Ahluwalia (2008) acknowledged that consumers hold anxious feelings, no research to date, to the researcher's knowledge, has incorporated a factor to brand personality that specifically addresses consumers' anxious emotions. Like human personality, which includes factors susceptible to being influenced by emotions of anxiety or frustration, brand personality should also include factors to reflect consumers' anxious feelings; since this could affect outcome variables because the connection between the self-image and brand image suggests a symbolic interaction of similarities and differences with brands. By consumers assigning traits to brands, an establishment of reciprocal mutual significance between the brand and consumers' identity is evoked, which can subsequently impact on the consumers' relations with the brand. The subsequent section therefore explores the brand relationship literature.

2.5 Brand Relationship

Brand relationship refers to the person-brand relationship (Shimp and Madden, 1988). Like brand personality, it is a metaphor of brand-as-a-person (Fournier, 1994), which characterizes the relationship between a person and a brand as an interpersonal relationship. Further, brand relationship is considered to be a logical extension of brand personality (Aaker, 1997). Both Aaker

(1997) and Fournier (1998) imported animism[4] and anthropomorphism theory to illustrate how the metaphor 'relationship' describes the reality of consumers' perceptions by introducing personal relationships in the marketing literature as a metaphor for the association between customers and brands (Fournier, 1998). By comparing and understanding the perceptions of people in relation to objects, the findings imply that brands are routinely being perceived as some kind of animate, humanlike entities by consumers.

However, unlike human personality, brand personality explicitly considers a two-way communication between the individual and brand manager (Fournier, 1994). This suggests that consumers' perceptions and evaluations of a brand are influenced by factors such as price, value, type of store, format and functionality of the brand product (Dall'Olmo, Riley and De Chernatony, 2000). Hence, this insinuates that brand relationships amalgamate both the consumer and brand in having active roles in sending and receiving messages to formulate the brand relationship, due to the inanimate characteristic of a brand. The two way communication breathes life into the brand, allowing the consumer to bond or conflict with the brand as the traits are used to attribute human personality traits to brands (Zentes, Morschett and Schramm-Klein, 2008); this facilitates the communication of stimuli through a mutual understanding between the consumer and brand managers.

It is important to note that it is the consumer who ascribes a personality to the brand based on their perceptions, whilst brand managers communicate the identity of a brand though advertising strategies (Fournier, 1994:21). The brand not only sends a message to the consumer but also provides information about the brand to the consumer. It is therefore possible that consumers feel a bond or a relationship with brands (Aaker, 1997; Fournier, 1998; Shimp and Madden, 1988). It is thus conceivable that consumers feel a completely different bond to that intended by brand managers.

2.5.1 Empirical Research on Brand Relationship

Brand relationship was first identified by Shimp and Madden (1988:163) when they proposed a relationship between consumers and their consumption termed 'consumer-object relations'. Sternberg's (1986) triangular theory of love, which contains the concepts of intimacy, passion, and decision/commitment, became 'liking', 'yearning' and 'decision/commitment' in a consumption context. Later, Fajer and Schouten (1995) identified three criteria, for which the level of relationship

[4] Guthrie (1993) defines animism as humans 'attributing life to the nonliving' and anthropomorphism as 'attributing human characteristics to the nonhuman' (Guthrie, 1993: 52).

between the brand and consumer can be evaluated, namely, the importance of satisfying the liking criteria, the substitutability of the relationship partner, and the pleasure-cost ratio of the relationship. On the basis of evaluated criteria, Fajer and Schouten (1995) developed a typology that demonstrates the shared feelings towards brands by mirroring brand relationship with friendship – thus, the 'person-brand dyad'. Figure 2.0 demonstrates that, as people move through the stages of the friend/brand relationship, the strength of the relationship increases.

Figure 2.0: Adopted from Fajer and Schouten's typology illustrating Brand Relationship.

Lower Order Friendship	→				**Higher Order Friendship**
Friendship	Potential friends	Casual Friends	Close Friends	Best Friends	Crucial Friends
Brand Relationship	Brand Trying	Brand Liking	Multi Brand resurgent loyalty	Brand Loyalty	Brand Addiction

Although Shimp and Madden's proposal of consumer-object relations was insightful, it remained at the stage of conceptualization without empirical evidence. Aron and Aron (1986) later conceptualized love in terms of self-expansion. Other researchers applied interpersonal relationship theories to brand relationship in an attempt to find measurement items to measure the feeling of love, such as commitment (Thompson, MacInnis and Park, 2005), trust (Hess and Story, 2005), and self-brand connection (Escalas and Bettman, 2003; Escalas, 2005). Although argued on the grounds of brand relationship, researchers seemed to have only gained an interest in the love aspect of the relationship; as a result, other important relationship constructs were excluded. Love is a much deeper connection than that implied by commitment, trust and self-brand connection. Fournier (1994, 1998), however, focused on the deep connections of a brand relationship by addressing the quality of the consumer-object relationship.

Later, Fournier (1998) conceptualized brand relationship as the ties between a brand and a consumer, which mirrors an interpersonal relationship. From Fournier's (1998) qualitative investigation, six factors of brand relationship quality were identified, namely: love and passion, self-connection, interdependence, commitment, intimacy, and brand partner quality. Whilst love and passion is argued to be the center of a strong relationship, the second factor, self-connection, reflects the degree to which the brand reflects a significant aspect of the self-identity. Identity is expressed in the form of life tasks. Interdependence reflects the frequent use of the brand, which is expressed in the form of interaction. The interaction of the brand reflects the intense level of involvement, which is part of the consumer’s daily life. Commitment entails the behavior in support of a relationship through dedication and persistence towards the brand. Intimacy requires consumers’ subjective knowledge of the brand. This knowledge is reflected through the meanings that consumers ascribe to brands and their beliefs about the brand, which signifies the level of intimacy. The final factor, brand partner quality, conceives the role of brand performance in arriving at the level of satisfaction. It reflects the consumer’s evaluation of the brand’s performance in a partnership role. Further, the factor ‘brand partner quality’ supports evaluative aspects of the interpersonal relationship by accommodating the meaning transferred onto the brand. That is, signaling important attributes in social settings, brand personality can allow brands to be used by consumers in an instrumental manner for facilitating social interactions and building interpersonal relationships.

On the other hand, O’Malley and Tynan (1999) and Avis, Aitken and Ferguson (2012) argued that, while brand relationship is a metaphor, it is important to be able to assess the feasibility of the concept with consumers. This was supported by Bengtsson (2003), who acknowledged through qualitative interviews the difficulty consumers had in expressing the reciprocal relationship with a brand. The difficulty stemmed from the brand interaction which questioned the four factors of Fournier’s (1994) brand relationship quality concept. The four factors were Love and Passion, Commitment, Interdependence and Intimacy. Fournier (1998) argued that consumers were able to seek and maintain a brand relationship through the transferred meaning of a brand, and how the meaning impacts on consumers’ lives. The meaning of a brand is projected through the brand advertisement and marketing communication strategies adopted by brand managers. Meanings are also transferred through informal communication or through brand experiences. Fournier (1998) also points out that if difficulty is experienced when applying the meaning of an interpersonal relationship to a brand context, it is likely that the brand does not represent a significant role in a consumer’s life and, subsequently, weakens the relationship (Swaminathan Stilley and Ahluwalia, 2008).

It is worth noting that for an interpersonal relationship to truly exist, interdependence between partners must be evident (Fournier, 1998). The partners must collectively affect, define, and redefine the relationship (Hinde, 1979). Although there are many advocates of the concept of brand relationship (Escalas and Bettman, 2003; Carroll and Ahuvia, 2006; Ahuvia, Batra and Bagozzi, 2009; Batra, Ahuvia and Bagozzi, 2012) there are also critics (O'Malley and Tynan, 1999; Bengtsson, 2003). O’Malley and Tynan (1999) argued that, although brand relationship was a metaphor, it was necessary to consider whether the transfer of the metaphor was conceptually logical and operationally feasible. The results indicated that consumers experienced difficulty when describing the relationship between the brand and themselves. Similar findings were also demonstrated by Bengtsson (2003); as a result, they challenged four of six factors from Fournier's (1998) brand relationship framework. However, it is important to note that Fournier (1998) argued that consumers are capable of seeking and maintaining a brand relationship only when the brand added meanings to their lives. These meanings are constructed via marketing communication from the brand company, informal communication with social groups, and life stories containing the experience with the brand. It is therefore likely that Bengtsson's participants brands did not have a significant role in consumers' lives, suggesting that the brand relationship quality is weak, or it may be that the participants had divorced themselves from the brand (Sussan, Hall and Meamber, 2012), suggesting that the reciprocal element of the relationship had diminished.

The findings suggest that a strong brand relationship can help consumers accept brand extension and atypical benefit claims (Park, Kim and Kim*,* 2002), as well as deal with negative information favorably (Swaminathan, Page and Gürhan-Canli, 2007). Although brand relationship is never the same as the interpersonal relationship an individual has with another person, the evidence suggests that, to a certain degree, brand relationships can simulate interpersonal relationships, and the concept of brand relationship can also help in understanding how consumers interpret the brand meanings. Thus reinforcing the acceptance of brand personality to help facilitate the bond consumers have with the brand.

A prerequisite of brand relationship is reciprocity (Fournier, 1998:155). It is therefore worth exploring the importance of the self-identity literature to further illustrate the interpersonal relationship the individual has with another person and how that can be transferred on to the object (brand) to achieve a reciprocal relationship.

2.6 Self-Identity

James (1890) was amongst the early researchers to have recognized self-identity and argued that self-identity is organized by memories, habits, and a sense of the self-owned identity. The findings suggest that consciousness is important when constructing self-identity. The consciousness includes the individual's 'belongings' and what the individual recognizes as their 'belongings'[5] is categorized as the self-identity or the empirical self. The term empirical self was introduced by James (1890). James (1890) recognized that individuals have their own meanings and expectations that are internalized with their own identities. The internalization includes 'I', 'me', and 'my'. That is, the self-identity originates from 'I think' or 'I feel'. According to James, it is not the thoughts or feelings that are important, but the 'I' ('my' thoughts or 'my' feelings) that is important. Without the 'I', thoughts and feelings can be devoid of self-identity. Further, James (1890) recognizes three types of self-identity to activate the 'I', namely: material self, the social self, and the spiritual self. The material self is an extended self that is the individual's own body, family, and internal possessions such as interpersonal relationships. The social self is the view other people have of the self; essentially, it is how other people view and recognize an individual, which could depend on the social role the individual has in different contexts and which can, for example, be shaped by ethnic background, religious beliefs, and political affiliation (Deaux *et al.,* 1995). The spiritual self refers to the individual's "inner being". It is the psychological self and comprises the intangible belongings of the individual. These belongings include the individual's perceived abilities, attitudes, emotions, interests, motives and opinions (Brown, 1998).

By the same token, Cooley (1964) emphasized the importance of the *socially constructed self-identity* through a concept termed "looking glass self" (Cooley, 1964:184). The 'looking glass self' concept acknowledges individuals' perceptions of how others perceive the individual. People see themselves reflected through the reactions of others to them. Accordingly, the 'looking glass self' encapsulates three interrelated components, namely: (i) an individual's perception of how s/he appears to others, (ii) his/her perception of how others judge that appearance, and (iii) his/her feelings about the perceived judgment from others (Brown, 1998). Together the three components reinforce the individual's perceptions of their self: for example, the individual has positive feelings, so s/he maintains his/her perceived 'appearance'; otherwise, s/he modifies it. In contrast to James' (1890) view, which focused on the self as an acting agent, Cooley (1964) places importance on the social

[5] Belongings include the individual's perceived abilities, attitudes, emotions, interests, motives and opinions, (Brown, 1998) as well as personal property such as wallet, clothes etc.

environment that is, how others perceive the individual and, subsequently, how the individual feels about others' judgments.

On the contrary, Mead (1934) emphasized the important role of social interaction in the development of the self-identity. That is, by interacting with other people and adopting others' perceptions, the individual's development of their self-identity is facilitated (Brown, 1998). The focus is placed on the social environment by assessing how others react to the individual. Unlike Cooley (1964), who focused on a particular other, Mead argues for the importance of the collective social environment (Tice and Wallace, 2003). This explains that an individual possesses several identities according to the role the individual plays or the group the individual interacts with (Sirgy, 1982).

Essentially, the self-identity is an individual's perception of her or himself (Shavelson, Hubner and Stanton, 1976), constructed from social interaction (Sirgy, 1982, 1997; Mischel and Morf, 2003) which stimulates feelings and experiences. In turn, a reciprocal relationship is activated as individuals will use expressions to (i) describe themselves, and (ii) describe how others see them or how they would want to be perceived (the aspirational self). Such expressive qualities can be created, modified, or maintained by self-presentation behavior (Brown, 1998), and categorized into multiple selves, such as actual self[6], ideal self[7], social self [8]and ideal social self[9] (Sirgy, 1982), Thus, self-identity is considered to be both a cognitive-affective-active system and a social-interactive-self-constructive system (Mischel and Morf, 2003). This view of self-identity is in accordance with the brand personality and brand relationship concepts discussed earlier in Sections 2.4.

To illustrate further, brand personality serves as a symbolic, self-expressive means of communicating consumers' core values (Plummer, 1985; Belk, 1988; Keller, 1993), expressed through brand information to reinforce the symbolic attributes of a brand (Malhotra, 1988). The symbolic attributes of a brand are networked with consumers' self-identity, which encourages the brand to be used as a self-expressive device. For example, a brand having a high status image may activate both "the self-schema involving the "I" with a corresponding connection between the self-identify and the image attribute involving the "status" (Sirgy, 1982:289). The linkage facilitates the belief of either 'I am a high status person' or 'I am not a high status person'. Given the activation of the self-image as a result of the brand's cue, the value placed on the brand and its image attributes are influenced by

[6] The actual self-image is "how a person perceives himself" (Sirgy, 1982: 287).
[7] The ideal self-image is referred to as "how a person would like to perceive himself" (Sirgy, 1982: 287).
[8] The image one believes others should hold (Sirgy, 1982: 288).
[9] The image one would like others to hold (Sirgy, 1982: 288).

the evoked self-image. For example, if a product is a luxury automobile and its primary image is 'high status', it can be argued that the value inferred for the automobile's high status image depends on the precise nature of the evoked factor involving 'status'. If high status has a positive value on the evoked self-image factor, then a positive value will be projected on to the brand; if the high status has a negative value, then a negative value will be projected on to the brand. The image of the brand is therefore interpreted by the consumer through expressions that evoke a symbolic reciprocal significance between the brand and consumers' identity through the interactive establishment between the brand and the consumer.

2.7 Integration of Findings and Research Gap

After reviewing the extant literature on consumer behavior in relation to consumers' perceptions, brand image, human personality, brand personality and formation of brand relationships, three main research gaps were identified:

1) The need to investigate Negative Brand Personality;
2) The need to discover what is driving consumers to ascribe a brand with Negative Brand Personality (Antecedent Variables);
3) The need to uncover the impact Negative Brand Personality is likely to have on the outcome variables.

Having reviewed the existing brand personality literature, it seems plausible to take the position that the biased view of brand personality is attributable to the inconsistent conceptualization of brand personality adopted by different researchers in their respective studies. Researchers tend to only focus on the desirable attributes, which may be inadequate for explaining consumers' cognitive evaluations that do not favor the development of brand relationships; despite the general consensus in research that suggests that brand personality is a form of self-expression. The majority of researchers are, however, in agreement that, theoretically, brand personality is a component of brand image; yet, often at the empirical stage, researchers adopt a brand identity perspective to the study of brand personality (Aaker, 1997; Caprara, Barbaranelli and Guido, 2001; Aaker, Bene-Martinez and Garolera, 2001; Sung and Tinkham, 2005; Venable *et al.,* 2005; Lee and So, 2007; Bosnjak, Bochmann and Hufschmidt, 2007; Geuens, Weijters and De Wulf, 2009).

Brand personality is a much broader construct than just desirable brand characteristics. Despite the growing evidence surrounding brand personality over the last decade, brand personality still remains incomplete; as the findings are biased towards Positive Brand Personality. Brand personality traits reflective of consumers' evaluative expressions that capture tense, anxious or incongruent expressions towards brands were deliberately eliminated, owing to the widespread number of researchers following the same repercussions of Aaker's (1997) conflicting conceptualization of brand personality.

This research, however, recognizes the importance of remaining consistent with the brand image perspective at both the conceptual and empirical level, to capture a complete representation of consumers' expressions of brand personality. By the same token, Arora and Stoner (2009) recognized the importance of investigating brand personality from a consumer perspective, and noted that there is a lack of consumer focused research investigating factors that shape people's perceptions of brands. Indeed, it is the brand managers who initiate the reciprocal relationship between the consumer and the brand, but it is the consumer who attributes a personality to the brand; that is, it is the consumer who ultimately decides if they would want to invest in a relationship with the brand. Therefore, this research addresses the initial research gap by adopting a brand image perspective in the investigation of Negative Brand Personality in an attempt to provide a complete representation of consumers' evaluative brand expressions.

With little known about Negative Brand Personality, as many researchers identify it to be inapplicable to the study of brand personality (Aaker, 1997; Geuens, Weijters and Wulf, 2009), this research seeks to investigate Negative Brand Personality in an effort to provide a complete understanding of brand personality. Significantly, discrepant self meaning is a fundamental component of self-expression in social affairs (Englis and Solomon, 1995). When confronted with media reports that encase objectionable information, consumers naturally evaluate brands negatively in an attempt to reduce cognitive strain. Consequently, consumers characterize a brand as having discrepant self-meaning, which can spread across a number of accessible platforms, given the increasing number of held devices which can lead to negative repercussions such as brand avoidance or the dissolvent of brand relationship.

Similarly, the review of human personality research illustrates that almost all researchers are in agreement that factors akin to 'Extraversion' and 'Neuroticism' need to be included in a comprehensive personality scale (Cattell, 1943; Allport, 1961; Norman 1963; Borgatta, 1964; Smith, 1967; Hakel, 1974; Lorr and Manning, 1978; McCrae and Costa, 1985; Conley, 1985; Noller, Law and

Comrey, 1987; John, 1989; Waller and Zavala, 1993; Popkins, 1998). The current trend in brand personality research, however, only stresses marketers' desired attributes, which is a reflection of the Extraversion factor of human personality but neglects factors that reflect consumers' discrepant self-meaning. Discrepant self-meaning is not indicative of the absence of positive traits, such as 'undependable' or 'unsuccessful' - they are, in fact, expressions that capture the importance of consumers' interpretations that are susceptible to being influenced by emotions of anxiety or frustration, and are, therefore, more aligned with the 'Neuroticism' dimension of human personality. Existing brand personality frameworks fail to capture consumers' anxious and frustrated feelings towards brands. Consumers are often aware of their own predispositions to tension, anxiety and frustration, in the same sense as they have an awareness of their own propensity for becoming anxious and frustrated in response to some situations. Some researchers have indicated the importance of this observation (see, for example, Sweeney and Brandon, 2006; Geuens, Weijters and Wulf, 2009; Huang, Mitchell and Eliot, 2012).

The review of the self-identity literature emphasizes the importance of consumers in actively seeking to define and redefine their self-identity, or their ideal identity, by making judgments and evaluations which include discriminating brands in order to arrive at their actual or ideal self. As a result, consumers are likely to discriminate between brands based on their perception of the self as well as their direct or indirect experience with the brand, which will be benchmarked against their own meaning and expectations (James, 1820). Both, the meanings consumers ascribe to a brand and their expectations of a brand are likely to be influenced by media, and if negative publicity reaches consumers, they are likely to resent the brand (Hollenbeck and Zinkhan, 2010) and, consequently, ascribe a brand with a negative brand personality trait. Negative Brand Personality captures consumers' anxious or angry emotions that reflect their resentment of, or their insecure feelings towards, a brand. For example, the inconsistency in different sources of brand communication will encourage consumers to discriminate between brands due to the potential cognitive strain. Ascribing a brand with a negative brand personality resolves the internal conflict and anxious feelings consumers may be experiencing, which in turn, determines whether they will invest in a relational brand partner.

It is likely that each consumer has an individual tension, anxiety and frustration proneness threshold, which, when activated, will lead them to express their emotions through Negative Brand Personality traits. As with other multidimensional constructs of brand personality, such as Aaker (1997), which have been found to have separate but correlated factors, Negative Brand Personality traits are expected to interrelate because negative expressions are likely to result from a dissonance state between the brand and the consumer (Festinger, 1957). The activation of the dissonance state with respect to Negative Brand Personality traits and the antecedent variable explored in this research supports the trait activation theory. The trait activation theory facilitates the understanding of the inherent dynamics in consumers' thinking processes, such as the cues and heuristics used to assess Negative Brand Personality. The trait activation theory focuses on the person-situation interaction, which explains the behavioral activity. The behavioral activity is based on the traits that activate cues to consumers' recognition of the brand, whether through personal involvement, such as purchasing behavior, or advertisements. However, the emphasis in trait activation theory is on the importance of the situational-trait relevance, in order to understand when Negative Brand Personality traits are likely to manifest. A situation is considered relevant to a trait if it provides cues for the expression of trait relevant behavior (Tett and Gutterman, 2000), a notion that is rooted in Murray's (1938) "situational press". For example, it would generally not be productive to assess brand personality traits with consumers who are not active shoppers, or assess the brand personality traits at a religious service because there are few cues that are likely to elicit any trait association with an adopted brand (Tett and Gutterman, 2000).

It is, therefore, important to take into account the perspective of trait activation with regards to the situation which activates the cues for consumers to assign Negative Brand Personality traits. Mischel (1973) found that strong situations have clear behavioral demands where the outcome of the behavior is understood and widely shared. Similarly, uniform expectations are likely to result in few differences in how consumers are likely to respond to the situation, obscuring individual differences on underlying personality traits even when relevant. Also, brands that involve clear and unambiguous information in the form of advertisements or brand product attributes are likely to result in behavioral demands that prime more predictable and favorable behaviors, such as high purchase intention.

However, weaker situations are characterized by more ambiguous situations (Mischel and Schoda, 1995) where consumers are likely to feel a cognitive strain. Subsequently, consumers' cognitive strain is likely to result in more variability in observed behavioral responses. This relates to consumers' behaviors and attitudes that may not be consistent, where either no effect is present or there is a negative effect (Gurhan-Canli and Batra, 2004; Berens, van Riel and van Bruggen 2005); this suggests that Negative Brand Personality is likely to be conditioned on external factors. A related concept involves the application of social identity theory to brand relationship, which proposes the construct of brand identification to represent consumers' sense of belongingness (Bhattacharya and Sen, 2003).

According to social identification and categorization theory, a consumer will identify with a social category when there is consistency with the context in which it is perceived. The associated social identity will help enhance an individual's self-esteem; as a result, the identified consumer will engage in positive pro category behavior to preserve the attractiveness of the social identity, such as their self-esteem (Taijfel and Turner, 1985; Bhattacharya and Sen, 2003). Similarly, Bhattacharya and Sen (2003:77) define consumer identification as "an active, selective and volitional act motivated by the satisfaction of one or more self-definitions (i.e., "who am I?")". This suggests that consumer needs cannot be unilaterally imposed by companies: they are likely to be pursued by consumers in their quest for self-definitional need fulfillment. Therefore, trait relevance and the strength of self-identification represent distinct characteristics of a situation that molds into concepts of trait activation. Further, the situational trait relevance is a qualitative feature of a situation or exposure to information regarding a brand that is essentially trait specific. The traits considered are typically cast in the brand personality framework that is stressed in light of human personality (the Big Five factors).

The Big Five factors consist of clearly understood behavioral domains and represent the natural categories that individuals use to describe and evaluate their social behavior (Costa and McCrae, 1992; Lievens, DeFruyt and Vam Dam, 2001; Haaland and Christiansen, 2002). The traits facilitate classification of adjustment to a social situation congruent to one's self-image. Nevertheless, the strength of the (Positive) Brand Personality factors is more of a continuum that refers to how much clarity there is for the consumer with regards to how a brand is perceived. It is likely that some brands will negate the congruence of self-image. As a result, the consumer is likely to evaluate and express their rage through the incongruent criteria that is causing them cognitive strain. A related analogy used by Tett and Burnett (2003) that can be applied to distinguish between situations that elicit Positive Brand Personality and situations that elicit Negative Brand Personality, is that trait relevance is akin to which channel a radio is tuned to, whereas a situation is more similar to volume. The brand personality factor (positive/negative) is determined by what is being played and the situation (the information the consumer is exposed to) is whether or not it will be heard.

These concepts are relevant to brand personality, allowing for a broad range of behaviors to be observed by either assigning positive traits or repelling brand activities by assigning negative traits. The decision on whether positive or negative traits are assigned to brands is based on consumers' evaluative perceptions that stimulate cues to trigger either positive or negative characteristics of a brand. The positive characteristics have been extensively studied and widely accepted in the literature of brand personality (Aaker, 1997; Aaker, Bene-Martinez and Garolera, 2001; Bosnjak, Bochmann and Hufschmidt, 2007; Geuens, Weijters and Wulf, 2009; Purkayasha, 2009; Sung and Park, 2011). The literature on brand personality therefore falls short in providing a holistic insight into Negative Brand Personality traits (Sweeney and Brandon, 2006). However, most researchers conceptually recognize Negative Brand Personality traits but often eliminate them. Therefore, researchers have long been calling for an increased focus on Negative Brand Personality traits to provide a balanced scale that is reflective of both Positive factors and Negative factors (Sweeney and Brandon, 2006; Bao and Sweeney, 2009; Huang, Mitchell and Eliot, 2012).

Negative factors are likely derived when a consumer is in a dissonant state, It is therefore likely that a dissonant state will encourage consumers to experience tension, guilt arousal (Ghingold, 1981), anxiety and doubt (Menasco and Hawkins, 1978; Sweeney Soutar and Johnson, 1996), discomfort (Oliver, 1997), and violations of a person's self-concept or image (Aronson, 1968) which can encourage the individual to become more evaluative and analytical towards the perceived incongruent brand. Therefore, investigating Negative Brand Personality will provide a more complete understanding of brand personality by capturing the wide spectrum of consumers' expression, which will provide further insight into the consumer-brand relationship. Although brand relationship literature centers on the bonding component, which seeks congruence between the brand and the self; Sussan, Hall and Meamber (2012) recognized that incongruent brands which do not have a significant role in a consumer's life are likely to diminish the reciprocal element of the consumer-brand relationship. Therefore, it is important to provide a measure that captures consumers' dissonant expressions, marked by anxious or angry emotions. By investigating Negative Brand Personality will provide marketers with a platform for transparency to understand and address consumers' discrepant self meanings. This, in turn, will improve the brand image by enhancing the brand relationship. Therefore, the researcher defines Negative Brand Personality, as discussed in Chapter 1, as:

> *A set of characteristics ascribed to a brand by the consumer to reflect emotions that stimulate tension, anxiety or incongruity.*

To the best of this researcher's knowledge, no research to date has thoroughly investigated Negative Brand Personality factors. Therefore, this research seeks to fill this research gap by investigating Negative Brand Personality. It also seeks to investigate the drivers to consumers ascribing a brand with a discriminant brand personality. And, finally, how the formation of Negative Brand Personality impacts the relationship between the consumer and brand through outcome variables.

Conclusion

This chapter provided an overview of how brand personality is an important form of consumer expression by discussing both brand identity and brand image literature. A discussion into human personality from a traits perspective followed as it informed and provided the platform in which the brand personality measurement scale was developed. This then followed into a detailed discussion into the formation of brand personality, the measurement of brand personality by reflecting on the human personality literature, and the outcome variables of brand personality. The chapter went on to discuss brand relationships and the importance of the self-identity that can be projected through brands. This chapter then integrated the research findings to establish the research gap which is to explore the Negative Brand Personality. The following chapter details the qualitative exploration of Negative Brand Personality.

Chapter 3
Research Methodology

Introduction

The objective of this chapter is to describe the overall methodology used to investigate the Negative Brand Personality construct. The chapter begins with a discussion concerning the philosophical paradigm and methodological rationale on which the thesis is grounded. The chapter then goes on to describe a mixed methods approach categorized into two studies. The first study, titled 'Initial Scale Development Study', consists of four sub studies, namely Study A - Interviews, which is qualitative in nature, and Study B - Content Validity Survey, Study C - Free and Fixed Sorting Task, and Study D-Substantive Validity Task, which are quantitative in nature. The second study, titled 'Confirmatory Scale Development Study', is approached quantitatively and consists of three studies, namely Study F - Selection of Brand Gucci, Study G - Exploratory and Confirmatory Factor Analysis and Study H - Structural Equation Models. A brief discussion is then presented on the ethical considerations involved in this study. The chapter then describes the overall sample characteristics alongside the research context common to the two overall studies (Initial and Confirmatory scale development studies) adopted in this research.

3.1 Research Paradigm

3.1.2 Theoretical Perspective

It is human nature to try and explain what is observed around us by examining knowledge in detail in order to find other means of contributing to social science. The decision as to which method to adopt and which research paradigm to follow with regards to the philosophical approach inherently follows from the study's inquiry, purpose and questions (Lee and Lings, 2010).

Therefore, the intent of this section is to outline the philosophical paradigm and the methodological approach adopted in this research. A brief discussion is outlined on the various scale development approaches which steered the focus of this research.

3.1.2 Paradigm, Epistemology and Ontology

Most social theorists are located in one of the four paradigms suggested by Burrell and Morgan (1979), and exist along the following two dimensions: the subjective-objective dimension and the regulation-radical change dimension.

The *radical humanist* paradigm centers on a more subjective ontology rooted in the sociology of radical change. The emphasis is on the human consciousness, which is in line with the interpretivist view. The focus is on separating the human consciousness from environmental constraints placed upon the human potential (Burrell and Morgan, 1979). The *radical structuralist* paradigm is rooted in the sociology of radical change but is considered from an objective ontology. It is committed to a radical change and potentiality due to inherent structural conflict within society that generates constant change.

The radical change is often approached from an interpretivist and positive interpretivist standpoint. The *interpretivist* paradigm, on the other hand, is rooted in the sociology of regulation. This paradigm centers on the subjective approach to the explanation within the realm of individual consciousness and subjectivity, alongside the social phenomena being studied. The objective is to explore the stability of behavior from the individual's viewpoint. The *functionalist* paradigm is also rooted in the sociology of regulation which centers on the objective ontology. The paradigm adopts the view that human behavior can be explained through social interactions. The focus is drawn in to provide an explanation of the status quo, social order, and social integration through hypothesis testing. The sociology of regulation approach is often approached from a realist positivist's stance, where rational explanations are attempted, and often in a pragmatic way. This approach utilizes methods that are commonly used by the natural sciences to study social reality (Bryman and Bell, 2007).

The positivist stance embraces methods that can be tested and verified objectively, and is independent of researchers' influence. To ensure an empirical method, the positivist paradigm views society as being composed of a set of universal rules (Popper, 1959), and suggests that research should be conducted to disprove a theory. Nevertheless, this view should not be accepted through logic but more on the grounds of convention. This is because hypotheses are not facts; therefore, testing hypotheses is subject to differentiation[10]. According to Trochim (2006), there has been a shift towards post positivism, which challenges the main tenets of positivism, recognizing the link

[10] A hypothesis that may be accepted in one situation may be rejected in another situation.

between the way scientists conduct their research and the way humans think and operate in everyday life. One of the most common forms is critical realism.

Feigl (1950) initially introduced the philosophy of realism, which shares the positivist view in that the objective world is observable and measurable. However, the distinction with the realist view is the recognition that some things are beyond human ability to directly confirm the existence of, but, at the same time, they exist independently. Another key element of realist philosophers is the acknowledgment that errors exist as a result of observing the objective world (Lee and Lings, 2008). One of the most common forms is critical realism, which, while holding on to the positivist realist approach, recognizes the need to be critical about those who state they know things with certainty, thus understanding the fact that scientists need to work towards knowing about reality, whilst possibly never achieving that goal. The principle is to recognize the reality of the natural order and the events of the social world (Bryman and Bell, 2007; Lee and Lings, 2008). This research adopts a critical realist approach as it acknowledges the mechanisms used to categorize reality as provisional whilst identifying the generative mechanism of introducing change that transforms the status quo. Therefore, post positivism emphasizes pragmatism, the need for multiple measures and observations, and the need for triangulation when this supports the knowledge process.

With the boundaries of the paradigms tied in with the methodological approaches (whether qualitative or quantitative) becoming more blurred, researchers are beginning to move towards mixed methods approaches which combine both quantitative and qualitative research strategies - a phenomenon that acknowledges the complexity of human nature. Mixed methods approaches provide a more complementary perspective by acknowledging the Objectivist School of thought (positivist, naturalistic or radical structuralism, functionalist) and the Subjectivist School of thought (constructivist and heuristic or radical humanist, interpretivist) (Madill and Gough, 2008). The mixed methods approach does not deem these methodological approaches to be mutually exclusive (Bryman and Bell, 2007; Johnson, Onwuegbuzie and Turner, 2007) but rather complementary by acknowledging the overlap in some common ground. Lewis and Kelemen (2002) argued that mixed methods research takes on a multi-paradigm approach which has a more accommodating ideology, and is contrasted with the views of advocates of the incommensurability of paradigms, epistemologies and world views (Bryman, 2001). The ontological perspective is viewed as stratified with multiple dimensions of a single phenomenon to be discovered (both ‘made’ and ‘to be made’), allowing the researcher to explore for alternatives to a single reference. Consistent with this view, Dawson and Prus (1995) recognized that there is no singular object or absolute world, but rather a subjectively meaningful condition in which consumers react as a result of their experiences. Indeed, objectification is likely to be present, but not as an absolute condition in order to establish a common ground on meanings attributed by consumers based on their experiences. Mixing the methodologies can reflect the different perspectives whilst having the ability to encompass the dualities in paradoxical complex situations (Clarke-Hill and Davies, 2003). Often, paradigms in a particular research area can be found. For example, in brand personality, a positivist paradigm is dominant, particularly in the early developments (Aaker, 1997; Aaker, 2000; Aaker, Bene-Martinez and Garolera, 2001). Since Negative Brand Personality is a relatively new area within the branding literature, it warrants further understanding to develop the theory and a clear construct. Therefore, a strong conceptualization and measure of Negative Brand Personality is needed for this research in order to provide empirical evidence and potentially generalize the findings to a larger population, since Negative Brand Personality has been relatively under researched. As such, a positivist paradigm is adopted in this research to explore Negative Brand Personality, which is also the dominant position adopted within the current nascent research in brand personality.

3.2 Research Methodology - Mixed Methods Research

Interest in mixed methods is not new but has arisen due to the need for generalization and the need to study both pattern and behavior along with their variation (Greene, 2008). Therefore, one method alone does not provide an in-depth understanding; neither will mixed methods provide the complete truth, for that matter (Freshwater, 2007). Although both qualitative and quantitative methods hold their own epistemological and ontological assumptions, they are not viewed as fixed, ineluctable propositions. Due to the multi-stage scale development research design, this research inherently adopts a mixed methods approach.

Mixed methods research often includes hypothesis testing based on prior literature, and explorations focused on propositions as outputs. This may include a preliminary stage where qualitative analysis will be used to reinforce the logic that underpins the quantitatively induced hypothesis. The findings will then fuse into a more meaningful and significant contribution to the interpretation of the social world (Edmondson and McManus, 2007). Mixed methods research therefore provides provisional models that tackle both the variance and process orientation questions that identify salient variables, introduce new constructs and propositions, "reconceptualise explanatory frameworks and identify new relationships among variables" (Edmondson and McManus, 2007: 1167).

Further, Edmondson and McManus (2007) developed the importance of methodological fit, particularly in terms of how the theory of interest dictates what type of data collection method is required. For the purpose of theorizing, a more qualitative approach is considered appropriate, whereas, for a mature theory, a more quantitative approach is deemed more appropriate and a better fit. The unique distinction about intermediate theory is that there is enough prior work to set the hypothesis but not enough is known to base the conclusion on artifacts or numerical data to validate the phenomenon. It is often difficult to interpret the true meaning of an observed statistical relationship. Therefore, before being enthused by associations, a qualitative observation through interviews is needed to help advance the understanding of the process in building new ideas iteratively with good exposure to the phenomenon.

Lee and Lings (2010) further reinforced the fit to the research focus by its stipulation in asking the right question, and then selecting the most suitable methodology to answer the question, rather than adopting a methodologically driven approach. With scale development, the theory in research fits the intermediate approach, whereby the adoption of mixed methods is more suitable. The researcher would engage in activities such as theoretical definition obtained from the literature review, qualitative data collection conducted through in-depth interviews and analyzed through content analysis, quantitative data collection for investigation of the scale's psychometric properties in relation to other constructs, exploratory factor analysis for data reduction, quantitative reliability assessment, and validation of the scale (Churchill, 1979; DeVellis, 2003).

Therefore, the methodology is determined by the maturity of the topic of interest. Theories tend to fall along a continuum, from infancy to maturity. Mature theories are well developed, having been studied over time with increased precision that results in an accumulation of knowledge. This is in contrast to infant theories, which are generally novel. Intermediate theory falls between these two ends of the continuum, offering a new construct, relationship or perspective to an existing and well established idea (Edmondon and McManus, 2007). Intermediate research therefore draws upon existing work to build new constructs, benefitting from the use of quantitative methods to increase confidence in the alternative explanation. Edmondson and McManus (2007: 1165) describe intermediate theory as research drawing on "prior work - often from separate bodies of literature to propose new constructs and/or provisional theoretical relationships". The positivist research is the most common in the brand personality literature, since there are no complete, established measures of Negative Brand Personality, or since there is a lack of theory with regard to Negative Brand Personality. Accordingly, the state of the field for the present research area, Negative Brand Personality, can be considered to be between the nascent and intermediate range of the continuum, since much of the topic is grounded in conceptual thinking that now requires empirical testing. Thus, a hybrid (both qualitative and quantitative) method is deemed the most appropriate for this kind of research in order to help develop and establish the construct validity of new measures and consequently increase the confidence that researchers' explanations of the phenomena are more plausible than alternative interpretations.

Morgan (1998) suggested classifying quantitative and qualitative research in terms of two criteria: the priority decision and the sequence decision. The priority decision, with respect to the current research question at hand, suggests giving qualitative research priority over quantitative research in this thesis, because the focus is on the exploration of Negative Brand Personality through the development of the brand personality construct. However, the disciplines dominant in brand personality are consumer behavior and applied social psychology; within both disciplines theoretical frameworks do exist that allow development of testable hypotheses in order to predict antecedents and outcomes of Positive Brand Personality. Nonetheless, the research lacks conceptualization of Negative Brand Personality alongside a psychometrically sound measure of Negative Brand Personality. The sequence decision refers to the timing of the employment of qualitative and quantitative methods. In this research, in-depth interviews precede the quantitative questionnaire due to the nature of the research question - i.e., development of a psychometrically sound measure of Negative Brand Personality. However, without the quantitative studies to supplement the evidence generated from the in-depth interviews and psychometrically establish the minimum standards for a valid and usable scale of Negative Brand Personality, qualitative data will not be of much use. It is worth noting that the interview-based research adopted in this thesis by no means attempts to provide a mirror image of the reality that exists in the social world. However, the qualitative approach will help ground the Negative Brand Personality construct in reality whereas the quantitative approach will help to establish a psychometrically sound measure of Negative Brand Personality in order to allow for the development of testable hypotheses. Based on Morgan's (1998) classification of priority and sequence decision, the platform for a multi-strategy approach is provided which broadly includes two main studies: the first is categorized as 'Initial Scale Development Study' and includes four sub studies, and the second is categorized as 'Confirmatory Scale Development Study', and includes three sub studies. Each will be discussed in detail in subsequent chapters, but first the inductive and deductive approach to scale development is discussed.

3.3 Inductive/Deductive Approach to Scale Development

Following the recommendations by Churchill (1979) and DeVellis (2003), a multi-stage development process was used to optimize the integrity of the new construct Negative Brand Personality and its associated measure. The overall stages in this process include item generation, scale development and scale evaluation.

Almost all researchers in scale development are in agreement that content validity is a minimum psychometric requirement for the appropriateness of the measurement (Hinkin, 1995; Churchill, 1979; DeVellis, 2003). Consequently, the items included in the scale need to measure the construct of interest (DeVellis, 2003). Therefore, step one entails item generation for Negative Brand Personality, as currently there is no scale to measure for Negative Brand Personality.

Within the scale development literature, two approaches, deductive and inductive, are used to generate the scale items (Hunt, 1991). The deductive method concerns prior understanding of the phenomena under investigation through the review of literature to develop construct definition, which subsequently guides the development of items (Schwab, 1980). The inductive approach, on the other hand, places less emphasis on prior theory and more on individual responses to identify the construct and item generation by asking sample respondents their perceptions/views about the construct under investigation. Consistent with Hinkin (1995) and Churchill's (1979) recommendation, an inductive approach to Negative Brand Personality is adopted as the research topic is underdeveloped. Therefore, qualitative, in-depth interviews form the initial investigation of Negative Brand Personality. It would be difficult to examine Negative Brand personality in a *focus group,* due to the high possibility of individuals concurring with discussion themes and demonstrating no real individual opinion. Further, due to the sensitivity of the topic, social pressure to conform might exist which potentially could lead to socially acceptable responses.

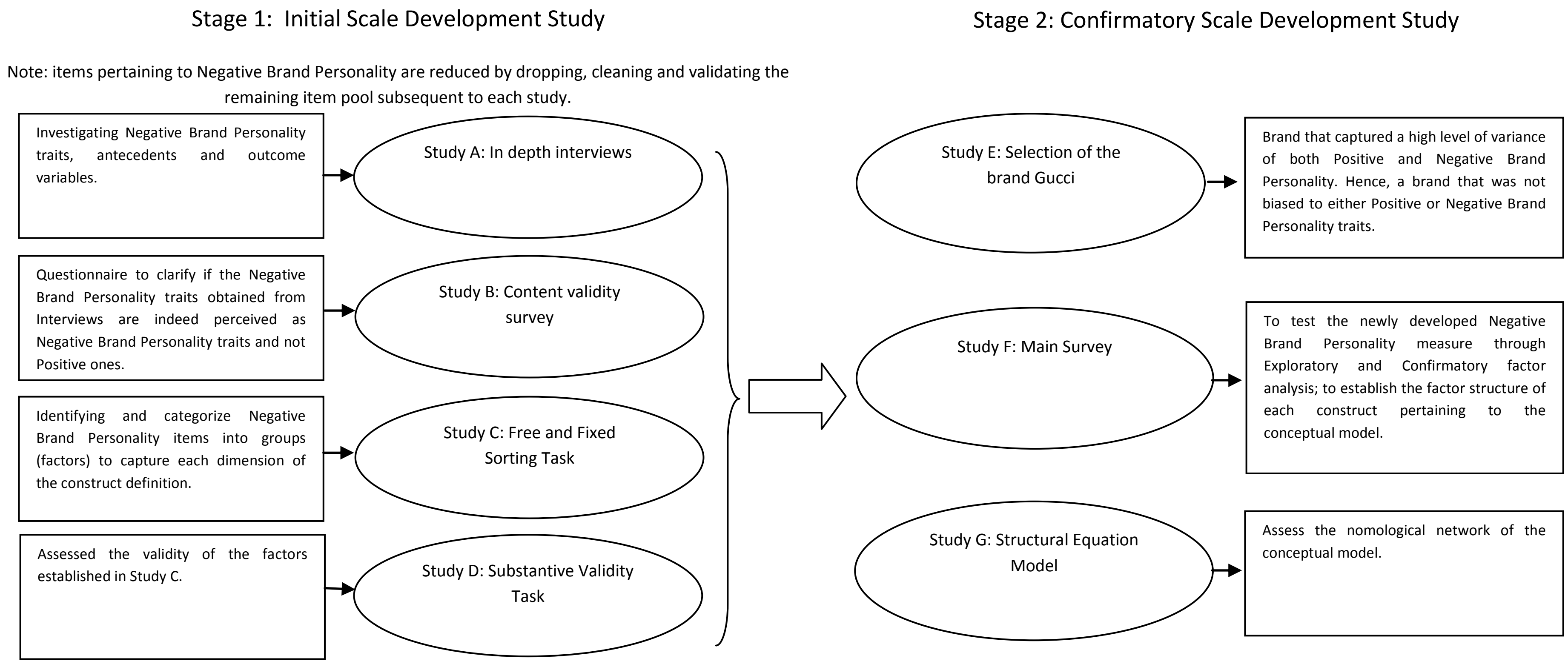
However, the antecedents of Negative Brand Personality and the outcome variables are investigated through a deductive approach, as the variables are explored from the interview data and reinforced through prior literature. Together, the inductive (scales developed from scratch) and deductive approach (scales derived from existing measures) informed the nomological network to examine the construct Negative Brand Personality, and the likelihood of how it behaves within the network of related constructs (the antecedents of Negative Brand Personality and the outcome variables), which is important to the development of a valid measure (Cronbach and Meehle, 1955).

The overall aim of this thesis is to develop a valid, parsimonious, yet relatively short measure of Negative Brand Personality that could be easily incorporated into a wider questionnaire. It was important that the final measure captured the full domain of the construct definition, was short and concise enough to be incorporated into a wider questionnaire without taking too much of the time and energy of respondents, and was clear and understandable to working adults. By following the recommendations of Churchill (1979), a multi-stage development process was used to optimize the integrity of the new instrument. The overall stages in this process include two main studies: the first is categorized as 'Initial Scale Development Study', and constitutes four sub studies: (a) interviews; (b) content validity study; (c) free and fixed sorting tasks; (d) substantive validity task. Together, the four sub studies not only investigate the Negative Brand Personality construct by first creating and validating the item measure, but also explore important antecedent and outcome variables to Negative Brand Personality.

Essentially, the objective of Study A - Qualitative interviews, was to investigate Negative Brand Personality by first investigating the Negative Brand Personality traits (items) and then identifying the antecedent constructs and outcome variables. Once the Negative Brand Personality items (traits) were identified from Study A, it was essential to assess that the face validity of the Negative Brand Personality items generated were not the mere opposite of Positive Brand Personality traits and were indeed perceived in a negative light. As a result, Study B - a content validity survey - was introduced to further investigate the face validity of the items to ensure the construct definition is captured and the items are valid. Following on from the content validity survey, Study C - Free and Fixed Sorting task - was conducted to further assess that the items generated were content and face valid by grouping the items into categories which captured the different dimensions of the construct definition. Items that were not classified into any of the categories were dropped. Study D - Substantive Validity task - further validated each dimension (alongside the items) of the construct definition. Each study was pressed into the services of the other study to ensure the scale captured the construct definition, and was valid, short and concise enough that it could help in the management of future research.

The second study, categorized as 'Confirmatory Scale Development Study', consists of three sub studies (Study E, F and G) to establish different validities of the developed scale. Study E: Selection of the Brand Gucci - principally investigated a single brand that was not biased to either Positive or Negative Brand Personality. This research focused on a single brand as opposed to multiple brands, to eliminate method bias (i.e., choosing an absolute brand that captures consumers' varied responses as opposed to a reflective brand where respondents reflect on more than one brand, which naturally encourages brand discrimination). By selecting the unbiased brand, the main study (Study F) was brought to life. Study F - the main questionnaire - was conducted to investigate the factor structure of the newly developed Negative Brand Personality measure along with the antecedents and outcome measures through exploratory and confirmatory factor analysis. Once the factor structure was established, it was essential to assess the nomological network. That is, how the newly developed brand personality measure behaves within the network of related constructs (the antecedents of Negative Brand Personality along with the outcome variables of Negative Brand Personality). Study G, therefore, focused on the Structural Equation model. A visual model of the multi-stage development process alongside the sub studies is presented in Figure 3.0.

Figure 3.0: Visual model of the multi-stage development process adopted in this research.



All seven studies examine several different types of validity, to adhere to psychometric rules of scale construction. The following section provides an overview of the choice to the research design for both the Initial Scale Development study and the Confirmatory Scale Development study. Specific methodologies for each study will be detailed in subsequent chapters.

3.4 Choice of Research Design

Lee and Lings (2008) point out the importance of the methodological design, and note that it needs to be consistent with the study's objectives. That is, the methodological approach adopted needs to answer the research question by providing an insightful contribution. The objective of this research was to explore in what form Negative Brand Personality traits exist and provide a measure for the Negative Brand Personality traits, as well as examine the relative and interactive effects through the antecedent and outcome variables.

Many different research designs are available to researchers in social science, with each serving a specific purpose, and each associated with their advantages and disadvantages. Typically, one can distinguish between the two broad constituents of qualitative and quantitative research designs. Before embarking on the mixed methods approach, an initial theoretical understanding of the phenomena was gained by reviewing existing literature in brand personality before the development and the design of the interview study (Strauss and Corbin, 1998). Such an approach is appropriate when developing a scale, by first exploring the concept and then testing it through appropriate quantitative measures. As a result, two main studies were conducted: the exploratory findings labeled as 'Initial Scale Development study' and the 'Confirmatory Scale Development Study', which tested the nomological paths of the conceptual model investigated in the initial scale development study. The overall mixed methods approach will be discussed in the following section, starting with the qualitative research methodology and then moving onto the quantitative research method; this is then followed by the overall research context and sample.

3.5 Qualitative Research

Qualitative methodologies are often associated with exploratory research and are best suited to studies where little is known about the topic under investigation (Churchill, 1999) or where the research inquiry cannot be measured in a quantitative manner (Malhotra and Birks, 2006). This research study adopts a qualitative research methodology to facilitate the emergence of meaning (Silverman, 2000; Marshal and Rossman, 1999) attributed to events by research participants.

The objective of qualitative research is to describe and possibly explain events and experiences but never to predict. It is common that qualitative researchers study people in their own territory, within naturally occurring settings – these are known as open systems, where conditions continuously develop and interact with one another to give rise to the process of on-going change (Silverman, 2001). However, due to the nature of the construct under investigation, Negative Brand Personality, and the fact that brand personality is under investigated, the concept needs to be explained in a way that allows consumers to take their time to ask questions if anything is not understood; therefore, the environment in which the study will take place will have to be considered carefully. Understanding brand personality requires reflexivity and critical language awareness.

Therefore, the in-depth interview approach is an effective way for surfacing those interpretations of brand personality identified by consumers as being important; this contrasts with quantitative studies of brand personality which typically pre-specify the traits based on current theory and scales (Aaker, 1997; Aaker, 2000; Aaker, Benet-Martinez and Garolera, 2001). The current research addresses a further weakness of quantitative studies by supporting the examination of brand personality from a consumer's perspective (Azoulay and Kapferer, 2003; Geuens Weijters and Wulf, 2009); this is achieved by gaining an in-depth understanding of the key determinants of the evaluative approach to brand personality (Maehle and Shneor, 2010), as well as establishing what consumers' perceive as important Negative Brand Personality traits. Therefore, the qualitative, in-depth approach affords the opportunity for causal explanations that consumers provide from their experience with the brand, by actively probing the connections and relationships between particular themes and beliefs as well as addressing sensitive topics that consumers may have been reluctant to discuss in group settings (Silverman, 2000).

It is worth noting, though, that the probing technique can either be structured or unstructured. However, although a structured technique would ensure consistency as each respondent would be asked the exact same question, it would provide an inconclusive finding (Bryman, 2008). Respondents would be likely to answer the questions related to their perceptions of the social desirability of those answers, and therefore would not provide opportunities for the much needed in-depth exploration of Negative Brand Personality traits. As a result, this research adopted a semi-structured probing technique which is primarily used in connection with qualitative research; here, elements of the interview have a consistent, systematic structure (Bryman, 2008). That is, the probing questions are set in an unstructured format with set responses combined with open-ended questions that suit the nature of the respondent.

It was decided by the researcher to adopt semi-structured interviews as the primary data collection method for this study for three reasons. Firstly, this method allowed the researcher to gain in-depth insights into the attitudes and behaviors of respondents in a limited time frame (Patton, 1990) by giving the respondent the opportunity to express their own feelings, interpretations and experiences in their own words. Secondly, semi-structured interviews allow flexibility for the respondent to communicate freely and pursue what the consumer feels comfortable about, thus providing the opportunity for topics to be raised that, though relevant to the objective of this study, the researcher may not have anticipated. Thirdly, the interviewer is able to focus on the respondent's responses by generating lengthy discussions that add richness to the data.

Although there is a rough guide in terms of the questioning, the order and specific framing of the questions will vary from interview to interview as will the content of the interview for each participant. This method has the advantage of gaining more thorough, richer descriptive information. By carefully probing responses, by not structuring questions to elicit a specific response, and by not constraining respondents in a way which forces a fixed answer, a more accurate depiction of respondents' true positions on some issues can be gained (for example, the reasoning given for why certain brand traits were allocated to the brands). However, a lack of structure may, on the other hand, influence a certain response when probing or wording certain questions. Therefore, a good balance is needed so that rich data and the full co-operation of the respondents can be gained.

The approach adopted is a means to create a more authentic account of consumers' perceptions regarding brand personality. Although Silverman argues that this approach is "seductive", it provides a more in-depth understanding of how the consumer interprets their social world with regards to brand personality. The interaction between the interviewer and the interview subject provides the opportunity to create and construct a narrative version of what traits exist to reflect brands based on the consumers' interaction with the brand. It provides the opportunity to probe further into ambiguous responses to ensure the interviewer fully understands what the interview subject meant and why such responses are important to the subject. This contributes to knowledge by expanding the understanding of a phenomenon as well as fostering social change, with the primary focus of generating data "which gives an authentic insight into people's experiences" (Silverman, 2001: 87). Further, Silverman (2004) notes that the interview in itself is a symbolic interaction by building on the interactive components, rather than restricting consumers' interpretations, with the establishment of a mutual and deep understanding between both the interviewer and the interview subject.

Following on from the qualitative research approach, a quantitative approach was adopted for two reasons: firstly, to triangulate the findings from the interview study (Study A) through subsequent studies in order to validate the initial measure of Negative Brand Personality (Study B - D) which together formulated the Initial Scale Development study; secondly, to press the findings of the Initial Scale Development study into the services of the Confirmatory Scale Development study to test and validate the nomological network paths of the measurement scale.

3.6 Quantitative Research

There are a number of quantitative research designs in the social sciences that serve different purposes and each carry their own advantages and disadvantages. There are broadly two main types of data collection methods pertaining to quantitative methods: experimental (i.e., a causal design approach), and surveys (i.e., a descriptive design approach) (Iacobucci and Churchill, 2010). Due to the nature of scale development research and the appropriate steps undertaken to establish a newly developed scale (Hinkin, 1995; Churchill, 1979; DeVellis, 1991), experiments were discounted as they were deemed to be inappropriate for the focus of this present research for the following reason: experimental designs establish cause and effect with a relatively small number of independent variables. This method could not be employed primarily because the aim was to investigate Negative Brand Personality factors with a number of independent variables that are investigated simultaneously from a broad aggregate level. A laboratory based experimental approach would have failed to simultaneously examine independent variables and, at the same time, control for the number of independent variables. Therefore, it was not suitable to employ an experimental design. The survey/questionnaire approach was deemed appropriate for this research design as it captured the objective of the study by simultaneously assessing the independent and outcome variables of Negative Brand Personality (McGivern, 2006), which was a key aim of this study. As such, the aim of a questionnaire is to build a picture of a social phenomenon marked by the prior formulation of specific hypotheses and a pre-planned, structured design. Although Negative Brand Personality research is exploratory in nature, as it is concerned with the discovery of ideas and insights (Churchill, 1999), the antecedents and the outcome variables are considered to be descriptive in nature. This is mainly because the antecedents' and outcome variables, although explored in Study 1 - Initial Scale Development Study, are likely to be tested in Study 2 - 'Confirmatory Scale

Development Study' using psychometrically sound measures developed from prior research to verify the explored constructs from Study 1. As a result, this research naturally points towards a quantitative research design (Malhotra and Birks, 2006) due to the exploration of the nomological network. More specifically, a survey research design is deemed to be more appropriate given the exploratory (Negative Brand Personality) and descriptive (antecedents and outcome variables) nature of this research. However, there are two main types of survey research design in social science - cross-sectional and longitudinal - which will be discussed in the subsequent section.

3.6.1 Cross-Sectional and Longitudinal Data

Determining whether to use either cross-sectional or longitudinal survey research is primarily to do with the availability of resources, such as time, and financial matters (Lee and Ling, 2008); thus, given the research focus, it was deemed untenable to use a longitudinal survey. Longitudinal design seeks to measure a set of elements at two or more different times, with the main purpose being to study changes in the elements over time. In contrast, a cross-sectional study involves a sampling of elements at one point in time. Longitudinal studies require that the researcher conduct follow-up research on respondents, which limits the ability of the study to capture a large sample size (Weiss and Heide, 1993). Further, the sample size may prove to be problematic in the study's context (Lee and Ling, 2008). Respondents may simply decide to no longer participate in the study. That said, longitudinal studies have their advantages over cross-sectional studies. For example, longitudinal design provides more confidence in data findings derived from analysis. Further, one can achieve greater familiarity with the context under investigation, and this can provide a more insightful interpretation of the results. In view of brand personality research, cross-sectional design are typical in the brand personality literature (Aaker, Benet-Martinez and Garolera 2001; Sung and Kim 2010; Geuens, Weijters and Wulf, 2009; Grohmann, 2009; Smith, 2009; Lee and Back, 2010). In spite of the prevalent utilization and acceptance of cross-sectional design in brand personality research, this approach has important implications for data analysis and resulting conclusions. More specifically, cross-sectional methods allow researchers to draw inferences regarding the associations between the studied variables. However, the investigation and interpretation of correlational matrices alongside causal implications can only be based on the study's underlying theory.

Although it is argued that longitudinal analysis may help to overcome issues associated with method bias influence (Jarvis, MacKenzie and Podsakoff, 2003; Podsakoff *et al.,* 2003), this could be offset by using a variety of survey design techniques when collecting data (MacKenzie, Podsakoff and Jarvis, 2005). Some of these aspects are addressed in the specific study that details the survey design. Podsakoff and Organ (1986: 540) "strongly recommend the use of procedural or design remedies for dealing with the common method variance problem as opposed to the use of statistical remedies or post-hoc patching up". Recent research has also demonstrated that cross-sectional data may not be as susceptible to method bias problems. It has been noted that where relationships between constructs are expected to be quite large in magnitude, method bias may not be as much of a factor under cross-sectional research conditions (Rindfleisch *et al.,* 2008).

With consideration to the current research study, exploring and testing Negative Brand Personality is at a relatively early stage of development in contrast to the more mature literature on brand personality. In this regard, a cross-sectional design is appropriate for this study as the aim is to ascertain the nomological network for Negative Brand Personality. Therefore, the hypotheses developed are likely to be concerned with relationships between variables concerning Negative Brand Personality, antecedents and outcome variables developed from strong conceptual and theoretical reasoning. Once cross-sectional research has established the Negative Brand Personality factors, the antecedent constructs, and outcome variables, future research attempts can build on the newly developed measures by gaining further knowledge with longitudinal methods and experimental designs to establish improved evidence of causally strong approaches or assess alternative explanations.

3.7 Ethical Approval

Conducting research in any social context will naturally raise some ethical considerations that need to be addressed. As a result, ethical considerations receive much attention since violating them poses a threat to institutions and individual researchers. The Aston Business School Research Ethics Committee provides a set of ethical guidelines to be followed before conducting any research at the university. There were four main principles that had to be adhered to, namely: Beneficence (do positive good), Non Malfeasance (do no harm), Informed Consent, and Confidentiality/Anonymity (Evans, 2004). Ideally, it was recommended that volunteers should be used (without a significant incentive to make the offer impossible to refuse, especially to the socially disadvantaged individuals), and that a detailed procedure should be in place for participants to raise any issues, make complaints or withdraw from the study if they should wish. Prior to data collection, a very thorough review was conducted of the methodology and data collection procedures to ensure that ethical considerations were not violated before the Research Ethics Committee approved the research. Therefore, this research was conducted while adhering to the highest possible ethical standard. Appendix B presents the brief for respondents, the interview questions and debrief.

Aguinis and Henle (2004) posited that the first step to address research ethics is to evaluate one's technical competence to conduct the research proposed as well as have good knowledge of the ethical guidelines for a high quality research design. This is an issue, since most PhD students are typically inexperienced in conducting such projects. Experience is, however, gained along the way and expertise developed. This issue was offset by the role of supervisors, professors and colleagues who pointed out different issues to ensure a high standard of research.

Researchers have also stressed the importance of obtaining an informed consent (written or verbal) from participants detailing the purpose of the study and their right to withdraw from the study without any negative consequences (Aguinis and Henle, 2004; Evans, 2004). This is especially the case involving university students, who may be coerced into responding for fear of negative consequences. To address this issue, all participants were given an informed consent document to read and sign (See Appendix B [i]) before the studies were conducted in this research. The consent detailed the purpose of the study, the steps involved in participation, potential risk and benefits, as well as a statement of confidentiality and anonymity. Participants were also orally debriefed after the studies, ensuring that complete confidentiality and anonymity is preserved. Therefore, each interview and survey was identified by numbers rather than by name[11].

3.8 Overall Sample

Primary data for both studies was primarily collected from a student population in order to represent a more homogeneous sample with high familiarity and involvement in fashion retail brands. In terms of fashion brands, younger individuals are more adventurous in their consumption behavior than older consumers, and therefore are more likely to adopt new fashion brands (Gatignon and Robertson, 1985) due to the liberty and freedom they have in their dress code to express themselves as opposed to professional occupations where a formal dress code is required. Further, younger individuals' fashion purchasing behaviors are also influenced by the fact that, compared to older consumers, they also tend to subscribe to fashion magazines and pay attention to fashion news (lin and Xia, 2012) as they seek further information in order to understand the newest fashion trends (Raju, 1980).

[11] Consent was granted in June 2010.

Furthermore, student perceptions of Negative Brand Personality traits are not formulated any differently compared to other consumers (Maehle and Supphellen, 2011). Similarly Eisend and Stokburger-Sauer (2013) meta-analysis also shows that sample characteristics (i.e., non-students compared with the student samples) do not influence the size of the effects. Moreover, Kardes (1996) argued that the student sample can provide useful and informative data about basic psychological processes, which is the case in this current research since identification of whether traits are perceived as either positive or negative was carried out. Further, details of each sample size are provided in the studies that follow.

3.9 Overall Research Context

The qualitative research was contextualized to the fashion and food brand categories to provide a more holistic representation of brands that capture both symbolic and functional attributes. The fashion and food contexts provide the foundations for utilitarian, symbolic and emotional benefits provided by the brand to the consumer, by considering users' values and lifestyles with reference to Ratchford's (1987) *think* versus *feel* dimension. Food brands are likely to provide more utilitarian benefits, whereas fashion brands are likely to have a high symbolic meaning for the consumer based on hedonic attributes (Higgins, 1997, 2000; Zhou and Pham, 2004).

3.9.1 Rationale for the Research Context

In the study, the selection of the stimuli (fashion and food brands) followed a two-step process to ensure distinctive brand personalities. Brands were carefully selected to ensure high levels of familiarity and involvement; involvement refers to the interest the consumer has with the brand. It was essential to ensure that respondents were familiar with the brands to evoke personalities through a symbolic meaning.

Research within fashion involvement (Tigert, Ring and Kind, 1976; Fairhurst, Good and Gentry, 1989; Shim, Morris and Morgan, 1989; O'Cass, 2000) has indicated that consumer interest with the brand lies in the apparel product category. Therefore, consumer involvement with the brand is heavily influenced by their self-concept, and varies from situation to situation. Sirgy (1982) posits that consumers' overall self-concept is dependent upon how the consumer views their self in different situations, how they would like to be perceived or what their expectation is of how others should perceive them. One way of portraying this is through fashion brands. Fashion brands are symbols that represent a statement, especially in this age of heightened self-consciousness (Davis, 1992). It serves as social differentiation and social integration and has evolved into a psychological need that demands to be satisfied in modern economic life. Fashion brands therefore carry meanings through images and thoughts, and sentiments are communicated to others by new or old fashion (Davis, 1992). That is, through fashion, consumers communicate things about their personality; at the collective level, this results in locating them symbolically in the structured universe of status claims and lifestyle attachments. As fashion is a visual expression in dress, and adornment is the statement of values (Tigert, Ring and King, 1976), fashion brands, therefore, are a symbolic representation where the consumer assesses the brand according to its capability to match their overall self-concept (Hogg, Cox and Keeling, 2002; Parker, 2009).

Similarly, Hollander (1978), Holman (1980), and McCracken and Roth (1989) demonstrated the use of clothing as a symbol, is viewed as a language which allows a message to be created and selectively understood by consumers. Likewise, Dittmar (1992) concluded that an individual's identity is influenced by the symbolic meanings of his or her own material possessions, and the way in which, consumers relate to those possessions. In similar vein, Bakewell and Mitchell (2006), identified the importance in the change of gender roles and identified that the combined effect of: media influences and commercial practice, have embraced a new cultural norms whereby clothing brands is something that not only women, but also men are aware of and involved with.

Fashion brands are perceived in light of consumers' values which they acquire to improve their social and self-image through the symbolic meanings of brands (McCracken and Roth, 1989). As a result, brands create a meaning for consumers which reside in the product; it is, therefore, important to understand the meanings that consumers associate with the brand. While fashion brands are dependent on brand cues, such as brand product, consumers and situations, which all interact with one another, food brands are dependent on the level of consumption, source credibility and spokespersons' character (Kyung, Kwon and Sung, 2010), providing a more personal interaction with the brand which facilitates the personification of a brand through the reflection of self-identity.

Similarly, food brands encapsulate experiential attributes such as color, flavor, aroma, bitterness, and aftertaste, which reinforce the consumption benefits that underlie brand beliefs that represent the "personal value and meanings that consumers attach to the brand" (Keller 2003: 596). Furthermore, food brands include salient evaluative criteria that consumers can easily access (Smith and Swinyard, 1983), suggesting that food brands hold strong connotations for consumption.

Therefore, fashion and food brands are not limited to instrumental or functional benefits but are also related to hedonistic and emotional consumption experiences (Davis, 1988; Kyung, Kwon and Sung, 2010). This research is contextualized to the fashion and food brand categories to provide a more holistic representation of brands that capture both hedonic and functional attributes of users' values and lifestyles (Ratchford, 1987).

Conclusion

This chapter explored the rationale for the methodology adopted in this research. Founded within the positivistic paradigm, this research is based upon the assumption of realism where social reality is first explored through qualitative inquiry and then tested using a quantitative survey methodology. This methodology is determined by the maturity of the topic of interest, and this research in brand personality can be considered to be in the intermediate qualitative and quantitative range, since much of the topic is grounded in conceptual thinking which first needs to be explored and then empirically tested. The chapter went on to briefly describe the overview of the two main study categories involved in this research, namely: Study 1: Initial Scale Development and Study 2: Confirmatory Scale Development Study. The chapter also provided an overview of the qualitative and quantitative methodologies adopted in this research. A more focused methodology approach along with the procedure, study specific sample, methodology and results will be detailed in the subsequent chapter. Building on the cross-sectional research design, this chapter detailed the research ethics, overall sample and research context for the development of a Negative Brand Personality scale.

Chapter 4
Measure Development and Nomological net of Antecedents and Outcomes Variables of Negative Brand Personality

Introduction

The previous chapter outlined the overall research design and methodology adopted in this thesis. The primary focus of this chapter is to discuss the four sub-studies from Study 1- titled 'The Initial Scale Development Study'. More precisely, the four sub-studies (detailed in sections 4.3 - 4.6) consisted of: Study A - Interviews, Study B - Content Validity Survey; Study C - Sorting Task; and Study D - Substantive Validity task. By adopting a four sub-studies approach, a comprehensive foundation for Negative Brand Personality was provided by means of the following: firstly, use of interview transcripts to explore in what form Negative Brand Personality traits exist; secondly, use of a separate questionnaire to clarify and ascertain whether the traits identified are perceived in a negative light; thirdly, use of a free and a fixed sorting task to partition the interrelated Negative Brand Personality traits into related factors to provide an insight into the underlying factors; and fourthly, use of a substantive validity task to judge whether traits reflected the factors of interest. This is consistent with the initial steps to scale development procedure (Churchill, 1979; DeVellis, 2003), which is the exploration and generation of sample items pertaining to the construct before purifying the measure. The four adjacent studies facilitate consistent meaning across respondents by eliminating different shades of meaning. Additional theoretical arguments will be brought forward to support the conceptualization of the theoretical framework of this study. The objective of these four sub-studies was first to develop a measure for Negative Brand Personality traits and, secondly, to identify their antecedents as well as outcome variables. As a result, the chapter is split into two parts: the first part of this chapter contains the sample procedure and results from the four studies detailing the overall Negative Brand Personality factors, antecedents and outcome variables. The purpose of the second part of the chapter is to bring together previous discussions from Study 'A' and supporting literature to create a conceptual framework that guides this research. Therefore, the second part builds upon prior relationship literature through a new lens of discrepant self-meaning in which personality research can be advanced by bringing forward the theoretical arguments that support the antecedents and outcome variables explored in the interview study. As a result, a set of hypotheses is presented to inform our understanding of the relationship between cognitive dissonance and Negative Brand Personality.

4.1 Study 1: Initial Scale Development

4.1.1 Rationale behind the Initial Scale Development Study

As discussed in the literature review chapter, both the Emotional Stability (reflective of negative traits) and Extraversion (reflective of positive traits) factors are the least debated factors of the human personality framework. Similarly, this illustrates that individuals endure in the tendency to experience negative emotional states (Pervin, 1989). It can, therefore, be concluded that it is important for the brand personality model to capture, at the broad level of abstraction, the commonalities among the most frequent traits consumers can identify a brand with; thus, this can provide a more integrative descriptive model of the Negative Brand Personality framework.

Following Churchill's (1979) and DeVellis' (2003) recommendation in developing a valid and parsimonious questionnaire, a multi stage development process was used to optimize the integrity of the new instrument. Further, Beijaard and Verloop (1996) and Cameron and Molina-Azorin (2011) emphasized the importance of triangulation to strengthen or complement other methods. As a result, a systematic combination of four sub-studies was conducted to formulate the initial scale development study with the primary focus of validating the Negative Brand Personality traits. A summary of the four sub-studies (A - D) is presented in Table 4.0 and is followed by a brief description of the rationale behind each study. Details of each study's specific method, sample, procedure and results are then given. The chapter concludes with an overall discussion of the four initial scale development studies detailing the hypothesis.

Table 4.0: A summary of the four sub studies conducted in Study 1: Initial Scale Development Study to explore and assess Negative Brand Personality traits.

Study	Method	Objective	Data Sample	Gender	Analysis Method
Brand Selection for Study A	Survey to assess brand familiarity on two key attributes, Price and Brand Image.	To ensure selection of brands were not confounded by demographic variables. To provide respondents with the opportunity to express brand meanings attributed to brands and to be consistent with the objective of this research: brand personality.	Consumers (N=200).		Elimination of brands that were rated by Price to be the main determinant of brand familiarity.
Study A	In-depth interview. 12 Fashion retail brands - - - - - - - - - 7 Food brands	To explore in what form negative traits exist and the antecedents behind the traits by analyzing data to provide a more integrative conceptual model of the Negative Brand Personality traits, antecedents and outcome variables.	Consumers (N=42) interviewed with fashion retail brands. - - - - - - - - - Consumers (N=10) interviewed with food brands.	Fashion Retail: Male: 45% Female : 55% Food Retail: Male: 60% Female : 40%	Content analysis. Data cleaning by separating positive traits from negative traits and reading transcripts to identify the rationale for the traits assigned.
Study A i	Separation of positive traits from negative traits. Assessment task to ensure the traits were not just antonyms of Aaker's (1997) traits.	To ensure Negative Brand Personality traits are distinguished from existing measures of Positive Brand Personality traits.	The researcher and 3 independent reviewers (N=4).		Content analysis with the aid of a Collins English Dictionary.
Study A ii	Frequency count and eliminating traits that had similar approximate synonyms. 4 distinct negative factors were identified.	To capture, at the broad level of abstraction, the commonalities among the most frequent negative traits consumers can identify a brand with.	Three expert judges (N=3). Face Validity.		Content analysis.
Study B	Content validity survey.	To assess the refined negative traits from the interview transcripts and see if they are perceived in a negative light by other consumers not involved in the initial interview study. Also, to enhance internal validity of the qualitative research.	37 Undergraduate students (N=37).	Male: 62% Female: 38%	Mean scores were assessed for the rate of significance.
Study C	Free/Fixed Sorting task.	To discover whether factors are likely to result from the list of traits from a consumer's perspective without any contamination from the researcher's preconceptions.	Free Sorting Task: 9 consumers (N=9). Fixed Sorting task: 6 consumers.	Free Sorting Task: Male: 56% Female: 44% - - - - - - - - - Fixed Sorting task: Male: 33% Female: 66%	Sorting the brand personality traits into factors with an overall category name identified by the consumer.
Study D	Substantive Validity task.	The substantive validity assessment conducted for the purpose of pretesting of items (Negative Brand Personality traits).	30 undergraduate students (N=30).		Filled out questionnaires to assess content validity of the factors obtained from the sorting task.

Before the four sub-studies were carried out, the research context was determined (that is, the fashion retail industry as discussed in Chapter 3, Section 3.6). Subsequently, the selection of brands needs to correspond to a symbolic representation of brand relationship (i.e., the brands primarily grounded in symbolic meanings and not confounded by demographic variables). Through the identification of brand relationship (Fournier, 1998) and reflection of self-identity (Sirgy, 1985; Belk, 1988) respondents would be able to articulate their perceptions and characterize brands with personality traits (Aaker, 1997). Therefore, a survey was carried out to assess brand familiarity and whether price or brand image influenced consumer choice in the consumption of 50 high street fashion brands and 30 food brands. This is referred to as 'Brand selection for study A' in Table 4.0.

After establishing the specific brands within the research context, it was important to address the initial research aim: to explore and investigate further in what form Negative Brand Personality traits exist, as well as the antecedents and outcome variables. Consistent with the view that brand personality traits are intrinsic and elicited by specific concepts, it was deemed appropriate to explore the intrinsic elicitation through in-depth interviews to gain a rich, in-depth, holistic and insightful understanding of respondents' points of view by uncovering the in-depth realities through the exploration of underlying cognitive perceptions of brand personality. Therefore, an exploration of the negative emotional states consumers hold about brands was carried out through in-depth interviews. Given that qualitative interviews can entail the reconstruction of events by encouraging the respondents to think back over how a series of events unfolded (Bryman, 2008), an in-depth interview method was deemed essential for the identification of the antecedent constructs to Negative Brand Personality, which is referred to as Study A in Table 4.0. Further detail on the choice of in-depth interviews is provided in Chapter 3, Section 3.5.

The results from the interview transcripts show a total of 412 Positive and Negative Brand Personality traits. The 412 items were then cleaned using a three stage criteria. Firstly, the personality items were grouped by means of separating the positive from the negative traits, since the focus of this research was on exploring in what form negative traits exist. This was carried out through content analysis, where the meaning of the brand personality trait depended on the syntactical role within a sentence. Therefore, an examination of the sentences preceding the traits (Krippendorf, 2004) was undertaken to assess whether the trait was mentioned in a positive or negative light. Furthermore, it was important to ensure that the Negative Brand Personality traits were distinguished from existing measures of Positive Brand Personality traits. This form of analysis is referred to as Study Ai in Table 4.0.

After separating positive traits from negative traits, a total of 110 negative traits remained (see Appendix C). As no brand manager was involved at this early stage of the research, the separation of positive and negative traits was based on the syntactical context of the interview transcript along with the frequency count. Further, additional items were added from existing human personality scales ('Intimidating', 'Selfish' and 'Repulsive'*)* as consumers draw on human personality traits when imbuing a brand with personality traits (Aaker, 1997). The additional traits are relevant to brand personality and were face validated by the researcher due to the consistency with the item pool explored from the qualitative interviews. The additional analysis was conducted to provide further content validity of the Negative Brand Personality items, which is referred to as Study Aii in Table 4.0.

Some traits identified from the syntactical analysis were characterized in a positive light by some respondents, while others characterized the same trait in a negative light. Such traits were classified as ambiguous traits. As a result, a separate study (Study B - Content Validity Survey) was sought to confirm whether traits assigned were perceived in a positive or a negative light. The content validity survey was employed by asking consumers to rate all perceived negative traits as either positive or negative by ticking a box (Appendix E displays the format of the questionnaire). The content validity survey formed part of the triangulation procedure to verify and strengthen the findings from the interview study (Miles and Huberman, 1994). Traits that were perceived as positive by 50% or more of the respondents were eliminated at this stage.

After the initial purification of items from Study B, it was important to uncover the underlying structure of Negative Brand Personality traits. This was achieved through a Free Sorting Task, classified as Study C. The purpose of the free sorting method is not to uncover underlying cognitive processes, but as a means to discover factors that are likely to result from the list of traits from a consumer's perspective without any contamination from the researcher's preconceptions (Rosenberg and Kim, 1975). Therefore, the researcher uncovers the factorial structures of the Negative Brand Personality traits through the observation of individuals' classification of traits into clustered groups. The clustered groups are then named by the respondent to uncover the underlying cognitive factorial structures. Therefore, the sorting task identified relevant categories by investigating commonality and differences between consumers in trait categorization. To further validate the categories classified by respondents, a fixed sorting task was conducted to assess the validity of the restricted number of categories and the names of categories generated from the free sorting task. This was done in order to assess whether respondents can commonly categorize the traits into the named groups identified in the free sorting task.

Following on from the Fixed Sorting Task, a Substantive Validity Task was conducted, which formulated Study D in order to complement Study C. This is where the Negative Brand Personality items were judged on whether they reflect the factors derived from the sorting task (Holden and Jackson, 1979). The substantive validity assessment was deemed to be appropriate given the sample size which limits the obfuscating effects of sampling error (Anderson and Gerbing, 1991). Together, the four studies formulated the foundational studies which served as the pretesting measures of Negative Brand Personality. Each study will be detailed at length in the following section.

Part One: The Four Sub Studies from the Initial Scale Development

4.2 Study A

4.2.1 Brand Selection

A stratified convenient sample of 200 consumers were initially asked about their familiarity with and consumption of 50 high street fashion brands and 30 food brands[12] to investigate whether price or brand image influenced consumer choice. A stratified convenient sample was selected to ensure the resulting sample is distributed in the same way as the population that reflects active shoppers, which is consistent with the probability sample of the target population (Lee and Lings, 2008). Respondents that rated price as a factor that determined their familiarity and consumption of the brand were discarded to ensure demographic variables were not a key influence in consumers' brand choices. In total, 12 fashion stimuli (brands) and 7 food brands were shortlisted. The fashion stimuli were selected to ensure there were five male fashion-specific tailored retail brands and five female fashion-specific retail tailored brands, whilst two brands were unisex brands to limit any confounding variables. The selected brands were sorted in a particular order to avoid subject fatigue and boredom, which may cause response bias. The ordering of the brands aimed to eliminate subjectivity and ensure the regency and primacy effect did not influence responses; therefore, a luxurious brand was presented followed by two relatively economical brands. This ensured personality heterogeneity between both economical and luxurious brands, which were presented in a counterbalanced order, thus enabling the content of responses to be examined. This technique certified a spectrum of personality types to be examined, and endorsed a thorough investigation and robust measurement of Negative Brand Personality traits. Table 4.1 details the order in which these brands were presented.

[12] Food brands were selected to confirm the data findings obtained from fashion brands.

Table 4.1: Details of the order in which fashion and food brands were presented to respondents who participated in the interview study.

Fashion Brands			
1. Levis	2. Bhs	3. H & M	4. Zara
5. Gap	6. Primark	7. Jeff Banks	8. George
9. Oasis	10. Gucci	11. Burton	12. Top Man/Woman
Food Brands			
1. Uncle Bens	2. Muller Corner	4. Ferrero Rocher	5. Baby Bell
6. Walkers	7. Lindor chocolates		

4.2.2 Respondents

Roughly an equal number of males and females took part in the in-depth interviews. Although gender is not an important characteristic in this research, it is important to have an equal distribution of both genders to ensure the results are not biased towards a particular gender. The sample size was not predetermined prior to conducting the research, but allowed for the development of theoretical saturation to dictate the sample size (Straus and Corbin, 1990). In total, 52 respondents from a variety of occupational backgrounds participated in this study.

Of the 52 respondents, 30.8% were students, 26.6% were at a junior level of employment (Administrator, Civil Servant, Fundraiser, Nurse, House Wife, Junior Analyst, Retired Worker and Sales Assistant), and 41.9 % were at a senior level of employment (Hardware Developer, Consultant, Civil Servant, Entrepreneur). The age dispersion varied from 18 to 62. The majority of consumers were between the ages of 18 and 32 and this represented 73% of the sampled population; this was followed by 11.5% of the sampled population who were in the 33-37 age group. Around a tenth represented the 43-52 age group (9.6% of the sampled population). A minority of cases was between the ages of 53 and 62 (3.8%). Overall, the majority of respondents fell in the 23-27 age category and represented 38.4% of the sampled population.

The limitations of the sample size were recognized in that it may not be representative of the population. However, the focus of this qualitative research was to explore and strengthen the knowledge base of brand personality traits. Therefore, the focus was not generalizability to the population but instead generalizability to theory (Bryman, 2008). The purpose was to gain detailed insight into the negative meanings consumers ascribe to brands through personality traits with explanations as to why consumers ascribe a brand with negative traits, and the impact negative brand personality has on outcome variables. It is therefore argued that the sample provides data with a sound basis for initial theorizing that could be further developed.

Further, three expert judges were involved to ensure the Negative Brand Personality traits obtained from the interviews did not have similar trait approximation within the collection of traits (e.g., Phony and Deceptive are traits that are considered to be traits with very similar trait meanings). The elimination process by expert judges consisted of two senior PhD students in the field of Marketing, and a PhD holder in human personality research. To further ensure and purify the selection of traits, the researcher and three independent reviewers (one PhD holder in English Language and two PhD researchers – one in consumer behavior and another in branding) undertook an assessment task to ensure the traits were not the antonyms of the Positive Brand Personality traits identified by Aaker (1997). Section 4.2.4 provides further details of the assessment procedure.

4.2.3 Interview Procedure

The interview procedure adopted a consistent, semi-structured approach, with an initial standardized question derived from Aaker's (1997) original method for the brand personality framework (Aaker, 1997: 350) to overcome any biases arising from qualitative scales in perception studies. This technique facilitated the comparison of results across the sample size, alongside a more structured technique for the analysis of results. Furthermore, it was an attempt to identify inter-related beliefs, thus ensuring that responses do not deviate from the purpose of the study.

Each respondent was given a warm welcome and an explanation of the study to ensure a non-judgmental environment, which is necessary for this type of study (Krueger, 1994) as no other person was present during the interview. At the beginning of each interview, the researcher asked general 'ice breaker' questions to make the respondent feel more at ease. Respondents were presented with a photographic symbol of the brands and were expected to express how the brand relates to them alongside any conflicting views they may hold. By identifying the conflicting views, the participants were given the opportunity to describe any negative traits the brand holds for them. This enabled an understanding of how the brand is perceived in consumers' minds. It would be difficult to examine this constituent in a *focus group* due to the high possibility of individuals concurring with discussion themes and so offering no real individual opinion. The use of photographic symbols of brands partially addressed memory error, as it elicited cues to activate the brand in consumers' cognitive memory (Hodgkinson and Sparrow, 2002). This addressed the possible lack of previous thinking that may have caused the inability to reflect on the reasons for significant responses (Reynolds and Gutman, 1989). Although the photographic stimuli may have reduced previous thinking, excessive cognitive demand is required from the respondents, which is likely to cause inaccuracies in their conceptualization of brands.

As a result, a soft laddering technique was adapted to further probe respondents' responses. The data collection method was designed with a focus on the theory developing technique, which initiates from a sequential process of observation alongside in-depth interviews. This was to certify an exploratory, methodological design in order to develop a confirmatory approach to the findings. Observation in this context focused on consumers' thought processes in terms of what cues are triggered by the brand (Lofland, 1971). This helped capture the underlying themes as well as how, through the exploration of their responses, consumers perceive brand personality traits.

However, potential weakness of a soft laddering technique is linked to the procedure of developing focused attention. To overcome this, Means End Chain theory (MECT) and its associated laddering technique (Grunert and Grunert, 1995; Botschen, Thelen and Pieters, 1999) were utilized in this study. The approach adopted utilized the strengths of grounded theory to underpin a more directed investigation into the existence of negative retail brand personality traits while, at the same time, avoiding constraining consumers' responses (Yin, 1985; Bryman, 2004).

Therefore, questions such as 'What is your perception of this brand?', 'What human characteristics would you assign to this brand?', 'Is it viewed in a positive or a negative light?' and 'Would you like to associate yourself with this brand?' were asked for clarification of the traits being assigned and the rationale behind respondents' responses. Specific examples were probed for more detail, hence establishing more hierarchical constructs (Dibley and Baker, 2001; Lin, 2002). By carefully probing and not pushing for a specific response, a more accurate picture of the respondents' true motives towards brand personality was allowed (Churchill and Iacobucci, 2005). Keeping in line with the exploratory goals of the research, little direction was pre-specified. Rather, during the interview, attitudes, associated reasoning and motivational factors were probed, which is associated with the Means-end technique. This gave the opportunity to analyze why certain factors were important to the respondents (Klenosky, 2002), and helped add a logical flow to the follow-up questions. Doing this enabled reasons to be probed for why certain attributes are important for the consumer, allowing for personal values and perceptions to be expressed in respondents' own words. Furthermore, the process provided the opportunity for a more in-depth understanding of why consumers hold Positive or Negative Brand Personality traits. To avoid directed questioning, the probing was set to move towards a more abstract level matching the consequences and personal values. The respondents were guided across the ladder of abstraction where the links were uncovered between the concrete attributes and the more abstract themes and personal values. When difficulties were raised and the respondent was unable to assign a personality trait to the brand, the researcher engaged in some cognitive processing to arrive at an answer that retrieved some of the respondent's pertinent attitudes, facts or experiences which helped formulate these cognitions into responses (Churchill and Iacobucci, 2005). To further facilitate the elicitation of attributes and outcome variables, it was explained to respondents that although responses may seem obvious it was important to answer all questions for the purposes of the interview.

Respondents were encouraged to relate their recent or current experiences, as well as given the scope to recall deep emotive thoughts which influenced their perceptions of the selected brands. The probing technique was adopted in an attempt to elicit more detail in responses.

Some respondents experienced slight difficulty with the question asking them to assign human characteristics to brands. This was simplified for respondents by asking them the question 'If brand X was a person, how would you describe them?' This initiated more insightful responses and consumers expressed the emotional feeling of brands and whether the characteristics selected to describe the brand were perceived in a positive or negative light.

The data was collected through audio tape recording (with permission) that lasted between 1 and 2 hours. The researcher continued the discussion until confident that no additional information could be generated from each participant (Silverman, 2000). Some key notes were taken during and after each interview to summarize the emerging themes and ideas. This is in line with suggestions and procedures in existing literature (Miles and Huberman, 1994). All participants were assured of confidentiality and anonymity. This followed the informed consent, which included their voluntary acceptance of participation that could be withdrawn at any time should the participant no longer wish to participate in the study. All participants self-volunteered as no incentive was given to respondents. In addition, all participants were briefed orally and in writing and debriefed orally. Appendix B (i. ii. iii. and iv) provides details of the initial consent form, interview transcripts and debriefing forms and the interview question guide respectively.

4.2.4 Reliability and Validity of Interviews

Reliability and validity is important for methodological rigor in both qualitative and quantitative research (Liedtka, 1992). In this research, several factors affected the reliability and validity. The need to rely upon introductions and contacts to gain some of the interviews reduced the ability to access a truly random sample of respondents. However, this limitation is offset by the potential for self-selection bias to have been reduced by direct approaches to voluntary participation in the study. A significant limitation in the use of in-depth interviews is the interviewee's capacity for introspection and recall (Liedtka, 1992). Consumers are likely to encounter socially desirable bias and this can cloud research participants' responses. Socially desirable bias (the tendency of respondents to deny the traits that are socially undesirable and admit to traits they believe are acceptable) (Randall and Fernandes, 1991) may play a role in the ethics of this research. However, this was offset by reassuring respondents that the data obtained is confidential and anonymous. Further reassurance was given to encourage respondents to portray their true and honest opinion.

Contrasting with the potential threats to the qualitative interview data is that in-depth interviews provided the opportunity to capture the complexity of respondents' experiences, avoiding the temptation to over simplify the situations. Further, a range of techniques were employed to enhance the rigor of the interview method and data collection (Liedtka, 1992). This includes the use of probing to assist in consumers' responses.

The data was transcribed by an independent transcriber, who was requested to include as much contextual detail as possible in the transcripts, such as very long pauses and hesitation. It is recognized that qualitative interviews may display some fractures as the information given during the interview is partial and not complete in length, due to the coding, cleaning, and categorization. As a result, only part of the data is presented (Charmaz, 1995). The time lapse between the interview and the analysis means that it is likely that the researcher will become biased with the meanings that are transferred in the analysis stage. It was therefore decided to have the interviews transcribed by an independent body to eliminate subjectivity. Therefore, transcription by an external source limits the researcher's biased opinion when transcribing the data as such bias may have an influence on the coding and data cleaning.

Notes on contextual material were made by the interviewer to ensure data contextualization is captured through visual observations that might otherwise be lost or unavailable if relying completely on audio recordings alone. Further, contextual detail which is captured in transcripts may also be lost when edited selections are selected for writing up. According to Liedtka (1992: 171), "sufficient detail needs to be included to ensure respondents speak in their own words". Therefore, transcripts were cross checked with the audio recordings to ensure a detailed account of the data was accurately captured. At no point were there any discrepancies between the audio recordings and the transcripts. Therefore, the transcripts enhanced objectivity by providing a comprehensive and accurate representation through the inclusiveness of the recordings (Kirk and Miller, 1986).

In addition to these attempts to increase the reliability and validity of the data gathering, techniques were employed during data analyses which were aimed at increasing the rigor. All qualitative data were first coded and cleaned and inputted into a Microsoft Word formatted document. Without referring to the items in each code and category identified in the Word document, the same transcripts were re-coded in QSR NVivo8 software using the initial coding procedure. The auto coding and auto analysis features of the software were not used in order to avoid overlooking and miscoding important strings of text. Therefore, coding the transcripts twice ensured inter-rater reliability through item consistency in codes from both the Word document and NVivo. Further, the overall coded data was reviewed and approved by another PhD student in the marketing field to increase the validity and reliability of the measures.

After analysis of the data, the responses across all participants were found to be very similar, with common themes arising for each respondent. Therefore, a pattern of potentially important concepts had already emerged (Yin, 2003), which suggests high reliability from the interview transcripts. The interview was conducted in a conversational format, hence carrying a strong connotation of description to certify the ecological validity (LeCompte and Goetz, 1982). The interviews were all conducted in an office, which guaranteed privacy and ensured consumers were focused and not distracted by external stimuli. To substantiate confirmability (Denzin and Lincoln, 1994), the values were understood from the contextual social behavior. Thus, this ensured the interview was carried out in good faith by not overtly permitting personal values.

However, loss of validity may have occurred at the state of presentation of findings. In an area that probes into the undesired positive responses, a large amount of valuable interview information may never appear on the transcript: facial expressions, pauses and other emotional indicators may not be accurately recorded. This overlooked data is not transferred to the presentation of findings. This was offset by noting down a sufficient amount of detail during the interview to ensure consumers' interpretations were captured to reflect their meanings by repeating respondents' responses and probing for further clarification. Further, the categorization of data is based on the common Negative Brand Personality traits, the antecedents and outcome variables. Therefore, the coding and analysis strategy was based on an inductive approach by obtaining a deeper understanding of what negative traits, and when such traits, are valued and deemed important to consumers, and whether indeed such traits play a role in consumption behavior. To this end, the following section details the findings of the interview study, which is split into two sets of results: the first identifies the Negative Brand Personality traits, and the second details the antecedents and outcome variables.

4.2.5 Data Analysis - Coding Method

Aaker (1997), Aaker, Bene-Martinez and Garolera (2001) and Grohmann's (2009) item generation procedure included three stage item generation criteria which comprised of factorial composition of items (to ensure items generated are grounded in a theoretical base), frequency of items (to ensure the items are frequently used and meaningful to the consumer), and relevance of items to the construct of interest (to ensure external validity). Similarly, this research adopted the three stage criteria. The negative traits were not only obtained from the interview text but further analysis was undertaken by assessing the content of the interviews (Mahl, 1959; Krippendorff, 2004) by interpreting what negative characteristics are inferred from the interview transcripts through negative accounts of emotional distress. Secondly, the frequency count of traits was conducted to assess trait familiarity. And thirdly, item purification was conducted through the content validity survey to ascertain whether or not the traits are perceived in a negative light and thus enhance the internal validity of the qualitative research (further details are provided in section 4.5 – Study B).

When identifying Negative Brand Personality traits, a detailed coding approach was conducted through a content analysis method which drew from the traditional technique of content analysis (Kolbe and Burnett, 1991; Kassarjian, 1997). Negative Brand Personality traits were identified from transcripts and were assessed against the context in which the trait was mentioned. By carefully reading and rereading the content of the interviews, the researcher assessed in what context the traits were mentioned and whether it was in a positive or negative light. This was carried out using the partial open coded method (Straus, 1989), and was completed alongside Krippendorff's (2004) content analysis by reading in-between the lines of the transcripts being assessed. That is, some respondents referred to Negative Brand Personality traits by using another form of expression - for example, the statement 'I find the brand overstating its actual worth ... I perceive the brand as thinking it's better than everyone … over stating its real worth' infers the trait 'Arrogant'. All expressions that did not explicitly mention the trait but were implied through the syntactical analysis of the interview transcript were reviewed by an independent researcher in the marketing field to ensure consistency in assigning the implied traits.

All traits from transcripts were compared within each, and between each, transcript. This is consistent with the ‘part to whole strategy’ (Haytko, 2004), where initially the focus was directed towards individual interviews, and then similarities and differences across interviews were compared. This approach therefore allowed for “earlier readings of the text to inform later readings, and reciprocally, later readings allowed the researcher to recognize and explore patterns not noted in the initial analysis” (Haytko, 2004: 316). Therefore, data was read and re-read before moving onto other transcripts. Scripts of texts were then sectioned into broad headings to identify the antecedents and outcome variables of Negative Brand Personality, which were then refined into tighter headings. The laddering technique facilitated the units of analysis in the form of themes rather than specific counts of words or sentences. The transcribed responses were broken down into two broad categories, brand personality traits and emerging themes, as a consequence of consumers’ emotions.

The first stage of analysis included the traits to be cleaned systematically by deleting items that had a similar approximation of synonyms (Aaker, 1997; Sung and Tinkham, 2005). The second stage of the analysis involved all transcriptions being highlighted with particular emerging themes which were categorized under the headings of ‘Traits’, ‘Broad Abstract Reasoning, ‘Deep Cognitive Emotions’ and ‘Other Cues’. All transcripts were individually coded where responses were broken down into thought units, which helped determine the prevalence of brand personalities relative to other issues that respondents raised. For example, “…the brand is young because the music played is contemporary and there are student discounts…” can be broken down into the personality trait ‘young’ and the antecedents ‘the ambiance of the store’ due to contemporary music being played in the store (Churchill and Iacobucci, 2005). The MECT was used as the basis to provide a more holistic appreciation of the data (Miles and Huberman, 1994), as the units were initially broken down into abstract levels, namely, attributes, cognitive and abstract structures, as discussed earlier. The third phase of the analysis involved data cleaning where categories were further broken down into ‘surface cognitive level’ and ‘deep cognitive level’. This was done particularly for the following three categories, namely: ‘Deep abstraction reasoning’, ‘Deep emotions’ and ‘Other cues’. This method of analysis facilitated a much greater understanding of consumer emotions, especially when consumers felt strongly about a particular brand and shared their experience with the brand. From these broad categories, appreciation of more specific data was disclosed by identifying consistent themes and linkages between variables. Respondents’ utterances were categorized according to the closeness of the coding system developed, which were matched according to the closeness of set categories (Altheide, 1996). However, texts that could not be categorized within the initial coding categories were given a new code. The coding structure was cross validated by an independent reviewer to further validate the emergent themes. See Appendix D (i) and Appendix D (ii) for an example of the coding structure of text. In total, four antecedent constructs and 110 Negative Brand Personality traits had emerged.

4.3 Part 1 of the Qualitative Findings (Study A): Results of Negative Brand Personality Traits

After developing the initial pool of items, 110 Negative Brand Personality traits were obtained. The traits were cleaned systematically by deleting items that had a similar approximation of synonyms (Aaker, 1997; Sung and Tinkham, 2005). Following within-case and cross-case analysis, traits were grouped into emerging factors (Ostentatious, Standoffish, Instability and Counterfeit) as an initial phase for the scale development. By no means are the a priori factors the final grouping of traits; such grouping was based on face validity and performed by the researcher to assist in item elimination. Table 4.2 illustrates the traits that were grouped by the researcher into the a priori factors that emerged from the list of negative traits presented in Appendix C based on face validity. Categorizing the traits into four factors provided a foundation for the elimination of items. After developing the initial pool of items (110), the initial item purification was conducted by the researcher, and resulted in 71 Negative Brand Personality traits. That is, the researcher deleted items that were similar in trait approximation.

Table 4.2: Details of the preliminary factors of Negative Brand Personality.

Negative Brand Personality Factors			
Ostentatious	**Standoffish**	**Instability**	**Counterfeit**
Flamboyant	Deviant	Fickle	Superficial
Selfish	Anti-Social	Confused	Vanity
Pompous	Tyrant	Flimsy	Vain
Aloof	Envious	Naive	Manipulative
Stubborn	Deceiving	Lonely	Immoral
Rebellious	Angry	Absurd	Unethical
Pretentious	Painful	Moody	Artificial
Superior	Intimidating	Lazy	Contradicting
Domineering	Old Fashioned	Vulnerable	Mischievous
Stupid	Boring	Sad	Remote
Flaunting	Resilient	Annoying	Monotonous
Egotistical	Barbarian	Contradicting	Dark
Ruthless	Unacceptable	Coarse	Outrageous
Eccentric	Traditional	Illogical	Cheat
Nostalgia	Basic	Weird	Cheap
Delusional	Bland	Inferior	Fake
Judgmental	Predictable		Irresponsible
	Dull		Obscene
			Dismissive
			Unhealthy

Eliminated items were validated using three expert judges (Bearden *et al.,* 1989). The expert judges were carefully selected based on their education: they were either a PhD holder in human personality research or a PhD student in the Marketing field. Each expert judge was provided with 71 Negative Brand Personality traits; they were then given instructions to eliminate items with similar synonym approximations to other traits within the list, and to eliminate items that were not perceived as negative traits in light of branding. The list provided by the expert judges was then assessed against the traits eliminated by the researcher. A review was then taken to assess which items were suggested to be in need of deletion due to the close approximation of traits. 19 items to be deleted were agreed upon by at least two out of the three judges. After the elimination of the 19 items, the remaining 52 items were further refined through the frequency count assessment.

A frequency count was conducted to ensure emphasis was placed on the importance of using simple, straightforward language that is appropriate for the reading level of the scales' target population and for avoiding colloquial expressions (DeVellis, 2003). All expressions that did not explicitly mention the trait but were inferred through the syntactical analysis of the interview transcripts were reviewed by an independent researcher in the marketing field to ensure consistency in assigning the implied traits (Berelson and Lazarsfed, 1948). This is to further ensure that a clarified and appropriate list is distinct from existing measures of brand personality and, at the same time, reflects the Negative Brand Personality construct. Table 4.3 displays the frequency count of Negative Brand Personality traits obtained from the interview.

A few traits scored relatively low in comparison to other traits such as 'Annoying' and 'Stupid'. A total of seven traits (highlighted in gray in Table 4.3) were eliminated at this stage as the items may be relevant to the study of brand personality but lack familiarity within the sampled population. A high frequency for a trait illustrates an agreement in item clarity and a common trend in traits expressed amongst the sampled population. This is to ensure emphasis is placed on the importance of using simple, straightforward language that is appropriate for the reading level of the scales' target population and for avoiding trendy expressions and colloquialism where the familiarity of traits can be considerably varied (DeVellis, 2003).

Table 4.3: Frequency count of Negative Brand Personality traits obtained from interview transcripts.

Negative Brand Personality	Frequency	Negative Brand Personality	Frequency
Absurd	10	Intimidating	8
Aloof	9	Judgmental	8
Annoying	2	Lonely	11
Angry	10	Manipulative	38
Antisocial	38	Mischievous	4
Arrogant	19	Monotonous	29
Barbarian	22	Naïve	18
Boring	56	Nostalgic	30
Brash	12	Pompous	27
Cheap	55	Predictable	24
Coarse	8	Pretentious	6
Confused	16	Rebellious	18
Contradicting	3	Repulsive	15
Deceiving	33	Resilient	2
Delusional [13]	4	Selfish	8
Deviant	18	Snobby	15
Dull	44	Stubborn	16
Eccentric	17	Stupid	1
Envious	5	Superficial	31
Fake	49	Traditional	16
Fickle	11	Tyrant	20
Flamboyant	38	Unstable	9
Flaunt	14	Unethical	52
Flimsy	13	Vain	24
Immoral	39	Vanity	13
Inferior	3	Weird	25

N.B: Highlighted traits were eliminated due to relatively low trait frequency, except for the item Dull which is a direct antonym of cheerful from Aaker's (1997) Brand Personality Framework.

The level of frequency in traits could be explained through Hayes-Roth's (1977) and Marks and Olson's (1981) argument that increased familiarity leads to better developed knowledge structures or 'schema' about a product. However, in this research context, a stimulus in the form of a brand was

[13] Although the trait 'Delusional' has a low frequency count; it will be included in subsequent analysis as the trait reflects the construct definition with a string connation to negativity.

presented to respondents. The respondents could have developed schemas that include evaluative criteria and any relevant stimulus that may trigger associations in the schema, resulting in the use of the evaluative criteria for brand assessments. However, the scope of this research only investigated the traits and not the evaluative criteria, and therefore the frequency count of traits formed the basis of trait familiarization and clarity, which provided an indication of inferences regarding the construct (Berelson and Lazarsfeld, 1948).

It was important to assess that the remaining 52 items of Negative Brand Personality were not the direct antonyms of the positive traits established in Aaker's (1997) brand personality framework. Table 4.4 displays the assessment conducted by looking up the traits mentioned in the interview transcripts and looking up the direct antonyms of the traits in the Collins English dictionary and thesaurus (2006), which provided further purification of Negative Brand Personality items. The list was then given to an independent expert judge to assess the face validity of the traits presented, which provided further purification of Negative Brand Personality items.

Table 4.4: Direct antonyms of Aaker's (1997) Brand Personality traits.

Aaker's Brand Personality Traits	Direct Antonyms from Collins English Dictionary and Word 2007
Down to Earth	Unreasonable, foolish
Honest	Dishonest
Wholesome	Unpleasant, Distasteful
Cheerful	Sad, Depressing
Daring	Cowardly
Spirited	Pathetic, Spineless
Imaginative	Unimaginative, Dull
Up to date	Old Fashioned, Out of Date
Reliable	Undependable
Intelligent	Stupid
Successful	Unsuccessful, Failure
Upper Class	Lower class, Working Class
Charming	Repulsive
Outdoorsy	Indoor activity
Tough	Weak

The Negative Brand Personality traits that manifested in respondents' expressions reflect their tense or anxious emotions towards brands. The overall findings illustrate that Negative Brand Personality items are distinct from the antonyms of Aaker's (1997) brand personality scale. Similar to human personality research, the second and almost universally accepted personality factor is emotional stability, negative emotionality and proneness to anxiety. The findings in Table 4.4 reflect the items of negative brand emotional traits, which are not the antonyms of Aaker's (1997) positive traits. The only trait that is consistent with the opposite or the direct bipolar of Aaker's positive traits is 'Dull'. From the items in Table 4.3, it is evident that respondents express their emotional disconnection with a brand through traits other than the bipolar of Aaker's (1997) measure of brand personality.

The findings lend support to the fact that Negative Brand Personality traits are manifested in respondents' expressions which reflect their tense or anxious emotions towards brands. This is linked to the concept of authenticity (Erickson, 1995). A person's authenticity is discouraged when the individual feels there is little reflection of their real self. For example, the consumer may feel the brand activities are portrayed in an artificial manner which would refute the consumer's authenticity (Harter, 2002). In line with the social comparison theory (Festinger, 1954), consumers negatively perceive gaps between their own reality and a brand with an idealistic brand personality that personifies consumers' dreams and aspirations. An example of this is fashion brands that personify perfect beauty and wealth (Richins, 1991), which then leads to negative feelings (Gilbert, Gieser and Morris, 1995). These negative feelings are then communicated through traits such as Envy, Flamboyant and Superficiality (see Table 3.4). This is often the case when the respondent feels the brand is out of reach. Such emotions can be painful and even devastating to the point that the consumer may want to distance themselves from the brand. This is similar to Collins' (1996) findings where individuals are hurt when they make a social comparison between themselves and others in advertisements which are perceived to be superior, creating an upward social comparison. Other brand personality researchers have indicated the importance of this observation (see, for example, Sweeney and Brandon 2006; Geuens, Weijters and Wulf, 2009; Huang, Mitchell and Eliot, 2012). Importantly, the negative expressions are not indicative of the absence of positive traits, such as 'Undependable' or 'Unsuccessful' - they are, in fact, expressions that capture the importance of consumers' interpretations that are susceptible to being influenced by emotions of anxiety or frustration. It is, therefore, important to understand why consumers ascribe a brand with Negative Brand Personality traits. The subsequent section details the antecedents and outcome variables obtained from the qualitative inquiry.

4.4 Part 2 of the Qualitative Findings (Study A):

Results of the Antecedents and Outcome Variables of Negative Brand Personality

A strong case has already been made for the importance of a Negative Brand Personality measure (see Chapter 2), and it is important to understand why brands are ascribed with Negative Brand Personality traits. Particularly, de Chernatony (2010) has observed that a brand is conceived differently from that intended by marketers. Similarly, the literature review in Chapter 2 argues that consumers are likely to classify their anxious or angry emotions with expressions that reflect their resentment of or their insecure feelings towards a brand, to resolve the internal conflict and anxious feelings they may be experiencing.

Since previous literature has paid little attention to Negative Brand Personality traits, the antecedent constructs are grounded in qualitative inquiry. It is worth mentioning that the antecedent constructs grounded in qualitative inquiry have not been tested within the context of brand personality as they focus on the discrepant self-meaning. Negative Brand Personality depends on cognitive strain, which represents an integral aspect of discrepant self-meaning. Unlike previous research in brand personality, this research focuses on the dissonant state between the brand and the consumer. Although each consumer's perspective may differ with regard to the actual magnitude of the importance and impact, a certain level of cognitive dissonance is commonly appreciated between corporate brand communication and consumers' interpretations, which is dominated by the implicit perceptions that consumers formulate through cues to locate the discrepant self-meaning (Lau and Phau, 2007).

Cognitive dissonance is a psychological state of discomfort or tension that results from a conflict in cognitions. For example, the individual may experience an uncomfortable state as a result of two competing cognitions that exist regarding an object or situation. As a result, the uncomfortable cognition motivates the individual to remove the adverse condition in order to regain the balanced state. For example, Rompay, Pruyn and Tieke (2009) concluded that incongruence ruins impression formation of a product and brand by inducing ambiguity, thereby negatively affecting attitude formation. Therefore, the antecedent construct of Negative Brand Personality could not have been the same as that previously researched in brand personality as this research takes on a different dimension to the study of brand personality by appreciating consumers' discrepant self-meaning.

The results from the qualitative study identified four broad, emerging constructs that influenced consumers' decisions to ascribe a brand with Negative Brand Personality traits; these are Self-Incongruence, Brand Confusion, Corporate Social Irresponsibility and Price Unfairness, and they assert the cognitive strain consumers experience with brands. Each of these antecedent constructs are dominated by implicit perceptions that consumers formulate through cues in order to locate their discrepant self-meaning (Lau and Phau, 2007). A more detailed discussion of these four antecedent constructs to Negative Brand Personality is provided in the subsequent section. Examples are also provided throughout the corresponding sections to illustrate the emergent concepts when appropriate.

4.4.1 Self-Incongruence

It is worth emphasizing that consumers' perceptions of brand personality are likely to differ from the view point of brand managers. This is consistent with the aims of this research as well as Maehle, Otnes and Supphellen's (2011) recent call for a more consumer centric investigation of brand personality. Although at first sight this may appear trivial, it is important to realize this difference with past research. For example, existing research examining brand personality has generated insights based on brand managers' perceptions of brand personality (Aaker, 1997; Maehle and Supphellen, 2010). Such examinations have resulted in detailed descriptions and categorizations of brand personality as perceived and desired by brand managers, rather than the identification of brand characteristics that are important to the actual consumer. In light of this, it should come as no surprise that the present research did not generate a long list of very specific antecedents to Negative Brand Personality but rather key concepts deemed important by the consumer which draws them away from the brand. An important aim of this qualitative inquiry was to generate insights to inform brand managers about the Negative Brand Personality perceptions and what is likely to cause these perceptions when fostering brand relationships, by attaining a deeper understanding of consumers.

The starting point of Negative Brand Personality is self-incongruence. Self-incongruence is much more than the mere reflection of one's self-image by taking into account brand communication. Several interviewees emphasized repeatedly the powerful impact of advertisements where commercial brand messages can potentially challenge existing brand associations with situations that share a theme of consumers facing a new and, perhaps, even confusing piece of information about a brand which may not fit comfortably with the image consumers have learned to associate with the brand. Subsequently, the knowledge that consumers have about individual brands holds a key role in self-image incongruity. The interview data was able to illuminate these perceptions. Particularly, the respondents who participated in the interview study reported two distinct concepts perceived to be critical to self-incongruence: brand detachment and the dissonant state which focuses on individual aspects. The individual characteristics are composed through self-observation; that is, consumers see themselves through the reflection of brand characteristics, which helps frame the brand to the discrepant self-meanings through the negative symbolic meanings attached to the brand (Hogg, Banister and Stephenson, 2009; Lee, Motion and Conroy, 2009). For example:

"Someone that thinks they're expensive but they're actually cheap". (R52).

"It's somebody who wouldn't mind selling out their friends to anybody or who would be quite interested in personal gain, but actually gets no satisfaction out of that ultimately ...". (R41) (Similar views were present in R2, R25, R27, R30, R54, and R55).

"I wouldn't invest my money in buying something from Top Man. I don't think it suits my particular needs as a consumer. I think it's very flashy. I think it's quite extrovert in nature". (R50) (Similar views were present in R4-11, R15, R16, R22, R27, and R35-41).

From the quotes above, it is apparent that the consumers hold a certain attitude and belief about themselves (hence their self-image of the desired self-image), and they can mirror this image through a brand in the form of brand personality. When the consumer does not mirror their self-image or desired self with the brand, then the relation is dissonant, and, consequently, the consumer will assign negative traits to overcome the dissonant relation. The dissonant relation is not only present at the individual level, as discussed earlier, but it is also apparent when individuals reflect on their self-identity from a wider social perspective. For example:

"I don't really want to be part of a little … like you know how you have gothic people and, you know, 'I just want to be different', but yet they're not being different. They're just getting themselves into another clique instead of being like everybody else, as they call it". (R2) (Similar views were present in R5, R19, R15, R25, R26, and R30).

"Tries hard to be 'different', but this, instead, makes them over the top though more likely it just fails. This is paralleled by other customers who wear their clothing". (R39) (Similar views were also present in R6, R8, R11, R12, R19 and R31-35).

Drawing on the findings from the qualitative interviews, it is apparent that Negative Brand Personality traits are bound with self-incongruity, and, subsequently, the consumer feels the need to express their anxious feelings through brands to reflect their extended self-concept (Belk, 1988); For example:

"*I think I suppose modern and trendy would be two aspects; for me, kind of ruthless, as well, I suppose. Quite brash*". (R19)

"What I don't like is the way that the fashion changes in there every few weeks and I don't see myself as somebody who buys things there ...". (R11) (Similar views were also present in R5, R7, R8, R13-15, R30-34, R38-40, and R42).

"The fashionable people are a bit moody rather than the more stabilized personality and those who are conservative in their style". (R15) (Similar views were also present in R14-19, R24, R27, R28-35, and R38-R42).

"... I mean it seems to me I kind of wouldn't like even associate with like a kind of struggling person, which is what the brand is indirectly saying to me". (R39) (Similar views were also present in R1, R9, R12, R13, R26 and 30).

Based on the above discussed findings the following is proposed:

P1: Self-incongruence is an important antecedent construct of Negative Brand Personality.

4.4.2 Brand Confusion

The interview data also revealed consumers' proneness to brand confusion, which is another key construct that can impede brand relationships and consequently cultivate Negative Brand Personality traits. All respondents that participated in the qualitative inquiry mentioned this concept in one of the three forms, whether it is as a result of brand similarity, information overload or ambiguity.

The respondents revealed their perception of different brands to be similar and comparable in many ways, at the functional and symbolic level, as respondents illustrated that such similarity in brands can be perceived as substitutes or, at worst, cause them to abrandon them. The additional cognition required to identify and differentiate between the alternative brands can leave consumers feeling frustrated as a result of processing additional brand information by trying to differentiate between similar brands. A selection of representative respondent statements which illustrate consumers who view brands as being similar to each other through advertising messages or brand products and which encouraged them to characterize a brand with a discrepant self-meaning are as follows:

"… Maybe they're a bit domineering. Maybe that has to relate to their presence on the High Street, there's at least four copycat brands that all look the same … or at least they have similar products ... I wouldn't find it as a close friend though ...". (R15) (Similar views were present in R5, R6, R8, R10, R19, R21, R30, and R35).

"I find it quite confusing because they're all very similar in advertising and their messages but under different brand names, it's like Oasis and Warehouse...they are so similar …" (R18) (Similar views were present in R5, R7, R17, R21- R28, R30, R33, and R38-R52).

"...she just thinks she's better at the end of the day and I think that comes back down to the fact that it's either clothes or jewellery and they're probably very similar to all the other brand people, but the fact that she puts a big price tag on it probably makes her think she's better than everybody else ...". (R16) (Similar views were present across all respondents).

"Their aspiration is … I mean they're an aspirational brand, but in reality either the actual items or copies of them are made by, you know various others and, as a result, you know, they're sold on market stalls dirt cheap. I see them as like antisocial and very like fake in some respect. I

> *have a suspicion that Jeff Bank's not quite like that, but in some way they probably aspire to be here, but in reality are somewhere down here and bought by chavs".* (R19) (Similar views were present in R1, R8, R9, R13, R15, R16, R20, R22, R25, R36, and R40).

In the past it has been suggested that when decision situations offer many equally acceptable alternatives and cannot easily be verified, feelings of frustration and tension towards the brand may be created, especially when consumers can see that the brand is being imitated by a retailer's own label brand, which confuses the consumer into thinking the imitated brand is the original (Scholnick and Wing, 1998); subsequently, this may result in the tendency to avoid commitment. Walsh and Mitchel (2010) argued that consumers who are prone to similarity are likely to experience negative cognitive consequences which can result in frustration, increased mental processing consumption experience, or even recognition of the true differences between the original brand and the copy of the brand.

Similarly, consumers' processing capacity is likely to become overloaded as a result of the additional information. Subsequently, processing too much information in a limited time leads to dysfunctional consequences such as cognitive strain. The concept 'information overload' emerged from brand communication (Walsh and Mitchell, 2005) which was conveyed by respondents almost simultaneously when asked about brand personality. Respondents illustrated the importance of gaining detailed information about a brand including background knowledge, media coverage and other peripheral attributes such as ambiance of the brand store, which has not been reflected in brand personality research. The respondents indicated the importance of overload, which comes from overwhelming brand information from different, inconsistent sources, or which respondents do not have the time to process due to the high volumes of information coming from media sources. For example:

> *"Advertisements have a major influence on perceptions of articles you read from magazines. Consumers don't shop every day but read every day; what is read has a major influence on our perceptions, subconsciously without realizing".* (R14) (Similar views were present across all respondents.)

> "*It's part of the atmosphere I think of the store. It's so busy and so much is going on, and, you know, it would strike me as a place where people don't even think, well I don't think they can with how busy it is ... It's like shipping people in and back out again ... the logo sits on that too".* (R9) (Similar views were present in R1–R5, R6, R14, R18, R20, and R36).

> *"... Like maybe the view of the stores, marketing and their advertisements, it's too much for me to process all of that information, it's not consistent at all, it just confuses me so much ..."* (R6) (Similar views were present in R4, R5, R11, R19, R20, and R30).

"I find it so busy ... I feel like it's quite impersonal". (R13) (Similar views were present in R4, R8, R11-R15, R17, R20, and R30).

"Well, because there's no real customer service. It's just kind of shipping people in and shipping people out as quickly as possible". (R9) (Similar views were present in R1–R5, R6, R14, R18, R20, and R36).

Through high volumes of information, respondents also demonstrated the importance of inadequate information communicated through marketing activities which adds to brand confusion and subsequently impedes that brand relationship.

Previous research has suggested that brand confusion results from unclear stimuli, whether it is from advertisements or interpersonal communication, resulting in only part of the stimuli being comprehended (Mitchell and Papavassiliou, 1999). Miscomprehension of information results from multiple interpretations of product quality which causes a cognitive strain on consumers' understanding. It was found that respondents alleviated their anxious and frustrated feelings, due to the conflicting and unqualified brand messages, through Negative Brand Personality traits. Such representative statements are presented below:

"I read a lot of things about Gap that it is for gay's maybe. So this gave me negative feedback for this brand. So that's why I have bad feelings or image about it... but I don't know because I do like their clothes, I'm just confused because I do and I don't like the brand ... I like their clothes but I don't like what Gap stands for". (R31) (Similar views were present in R10 and R42).

"That's quite ambiguous for me and the way that a brand is portrayed, judging by the advertising, the image and the marketing around that and also judging by the people who usually go and buy from that store, I tend to have … I tend to have a certain erm ... judgment around them ... I just find it rather confusing with no real structure to anything". (R12) (Similar views were present in R18- R38).

Further respondents suggested that various types of media coverage implicitly conflated the brand image as a result of the incompatibility of consumers' values with the brand, which induced Negative Brand Personality perception expressed in traits. Therefore, the conflicting messages about the brand are largely attributed to consumers' responses to dubious product claims increasing respondents' cognitive strain:

"When I see the logo, it's them that I think about. I know I'm quite aware that they, they don't allow you to advertise that you've worked with them for example and … I suppose it's stuff that I know about them rather than perception of the brand I guess ... to be honest I guess it's more to do with what I know about the brand and then seeing it advertised just sends a pretentious

vibe about it because I know their claims are not true". (R40) (Similar views were present in R1-R15, R19-22, R27, R30-R35, R38-R40, and R45-R53).

The findings of brand confusion supplements information anxiety, a term coined by Wurman (1990), which is taken to be a condition of stress caused by the inability to access, understand, or make use of necessary information. The cause of this may be information ambiguity or insufficient information. It may equally be due to poorly organized or presented information, or a variety of other causes including a lack of understanding of the information within a given environment. It is, therefore, likely that consumers express their dysfunctional effects through Negative Brand Personality traits.

Drawing on the above discussion, the following proposition is presented:

P2: Brand confusion is an important antecedent to Negative Brand Personality.

4.4.3 Price Unfairness

The interview data illustrated that price unfairness is an important attribute of Negative Brand Personality perception, as respondents perceptions of a price are not purely grounded in monetary terms. Perceived Price Unfairness (PPU hereafter) is the perception of inequality when the perceived outcome in a transaction is deemed to be inconsistent, unreasonable or unjust with the perceived inputs and outcomes of a referent (Oliver and Swan, 1989; Tsai and Lee, 2007). Although previously price fairness has been studied in relation to purchase intention, it has rarely been examined from an emotional perspective, that is, how consumers emotionally react to the PPU. Much of the research focuses on committing to a consumer behavior activity, such as making a purchase, rather than the consumer's internal psychological reaction before committing to an activity. Until now, the research that has investigated consumers' evaluations of price unfairness and the importance of emotional responses to a brand relationship and, in particular, brand personality, has been very sparse. The subsequent section discusses the price unfairness concept manifested in the interview data.

Based on the interview data, strong conclusions were drawn regarding the heightened significance of price unfairness in relation to Negative Brand Personality traits. The data illustrates that respondents are generally concerned about price fairness and, when prices are unfair, respondents find ways to punish the brand by looking at alternative brands or ascribing a brand with a Negative Brand Personality characteristic. Representations of such findings are illustrated below:

"....some of the stuff in there I do like it, but I think it's very over-priced ... I do like it, but I'd only go in there if it's a sale....but when I think it's not really anything amazing and it's just a high street chain, I think it should be high street chain prices and it's not...". (R13) (Similar views were also present in R2, R5, R7, R9, R18, R20, R22, R24, and R36).

"I would only personally shop from there as a final resort if no other brand does it within a reasonable price and fulfilling my requirements". (R12) (Similar views were also present across all respondents.)

"I still wouldn't spend that money on them. It's absurd. You know, it's obscene almost that people spend… I just think it's an extravagance that I can't in my mind justify under any circumstance". (R16) (Similar views were also present in R1, R3, R7, and R8-R40.)

"...But it's basically selling the same sort of stuff at perhaps a slightly elevated price... and is not justifiable". (R12) (Similar views were also present in R1-R40).

It is further evident from the qualitative inquiry that respondents naturally speculate why a price has been set through inferences made about the brand's motive for setting a price, which adds to their frustration and anxiety. This suggests that consumers psychologically have a perception of what is perceived as a justifiable price, and, when unjustified, consumers will infer a negative motive behind the unjustifiable price. Similarly, if the motive does not correspond to the economic climate, then consumers will adjust to what is perceived as a fair price. For example, the results from the qualitative interviews show that respondents indicated price unfairness when prices were slashed during sale periods which devalued their purchases. A representative statement is presented below:

*"Knowing things go so cheap when it's a sale kind of puts you off". (*R10) (Similar views were also present in R1- R52).

In a similar vein, respondents' perceptions of Primark's low prices stimulated a negative motive, which was reinforced through media report claims. Media claims were focused around the exploitation of child labor, which rationalized the motive behind the low prices and which was deemed as being unacceptable and unjustifiable. Even though a public apology was made about the false accusation of exploiting child labor, respondents still perceived the motive behind the low prices as being unfair since the low prices set by Primark violated consumers' ethical grounds for what are perceived as acceptable prices when compared to similar brands. Examples of such reflections are illustrated below:

"... To my knowledge, Gap have actually done something about the issue surrounding the production of their clothing and I'm not sure that Primark have addressed it. So that's probably why my feelings are less strong towards Gap but, as I said, I don't shop there …". (R5) (Similar views were also present in R2-R7, R12, R18, R19, R20, R27, and R32-R35.)

"Achieves its prices by exploiting other countries' cheap labor and I kind of struggle with that". (R13) (Similar views were also present in R1-R42).

"It's not just about the sort of way they source their products, but also I suppose I just think they're going to be poor quality because if you're going to pay £1 for something that you'd expect to pay a lot more for, you think … that just can't last for any length. You know, it's going to be a negative perception of it, full stop". (R13) (Similar views were also present in R1-R42.)

"I also know that they heavily rely on child labor from the Third world for their products, of which I do not approve of, as on many occasions, and proven by BBC Panorama, these children are not treated fairly". (R10) (Similar views were also present in R1-R48).

To summarize, it is likely that consumers will make inferences about a firm's motive for a price decrease, which influences the perception of price unfairness. It is therefore proposed that:

P3: Price Unfairness is an important antecedent to Negative Brand Personality.

4.4.4 Corporate Social Irresponsibility

Based on the interview data, strong conclusions could be drawn regarding the heightened significance of Corporate Social Responsibility (CSR hereafter) and in particular immoral brand practices that impedes the brand relationship. Although socially irresponsible behavior is an integral part of the social relationship between the brand and society, intuitively the initiative of the company or brand is to exert a positive impact by essentially minimizing any negative impact (Pride and Ferrell, 2006). However, respondents' evaluations of a brand with regards to immoral brand practices are far more important to the determination of brand relationships. From the data, it was established that respondents' impressions of immoral brand practices are formed in three different ways. First, beliefs may be formed through direct experience; second, they may be formed on the basis of information that is provided through external sources such as the media; thirdly, they may be formed through inferences, which are formed when the consumer goes beyond the information that is provided through either experience or information exposure. This is due to the great level of information that is available to consumers concerning brand activities, such as production of brand products, some of which is controllable by the firm and some of which is not. It is the uncontrollable information that, when leaked out into the public domain, is likely to set examples of corporate wrongdoing. The negative CSR associations can have a detrimental effect on the overall brand evaluation. For example, many of the respondents from the qualitative inquiry reflected on the socially irresponsible initiatives of some brands closely related to the social aspect of immoral brand practice, such as the exploitation of child labor when producing brand products. For example:

"*Primark and Gap use child labor so I associate negative connotation to those brands … and proven by BBC Panorama, these children are not treated fairly … if one continues to shop at these places the sense of guilt remains in one as they haven't helped. It would be perceived as if one is neglecting the issue and encouraging such acts".* (R19) (Similar views were also present in R4, R22, R31, R37, and R40.)

"They say it's okay, but I mean there is no way on this earth that it can be what I would consider to be okay. So they don't match my moral values at all". (R41) (Similar views were also present in R6, R9, R14, R20, R25, R28, R34, R36 and R42.)

"...I'm thinking a little bit about the sort of stuff in the press about child labor and things like that producing sort of, you know, sweat-shop stuff and selling it cheap in this country and sort of perhaps taking advantage of less fortunate countries ...". (R13) (Similar views were also present in R1-40.)

"...Brand itself is unethical, so you'd see it as sort of a bit of a cheat or a liar or something and it's not a very positive brand image because it's all about, you know, making really cheap clothes and selling them off. So it's not something that I see positively at all. It's quite negative ...". (R42) (Similar views were also present in R1-40.)

"...I have mixed associations with this brand because [there's] the classic, you know, young, funky branding that they have and I do have purchases that are from Gap and I do associate with the brand, but I don't like the brand in that there have been issues in the past to do with ethics and morals. For some reason I don't feel as strongly about Gap as I do about Primark, which is weird because I probably should do. I no longer shop at Gap, but I still have quite a positive association ...". (R6) (R33 similar views were also present in R1-R30.)

As a result, a consumer may have feelings of unease or guilt when the immorality is to their advantage, and feelings of anger and outrage when the inequality is to their disadvantage. It is, therefore, possible that most commonly reported negative CSR behaviors tend to be specific (i.e., concrete) in nature, because media coverage is likely to report the distinct, socially irresponsible actions of brands rather than more abstract speculations, especially when brands try to keep a low profile on brand deception. That is, when the brand identity portrayed through advertisements is positioned as pretentious in consumers' minds through social and environmental values, a state of discrepancy between stated objectives and actual firms' actions may arise (for example, when the objectives of the campaign are stated to be purely social and the action of the firm seems to be self-serving by exploiting child labor in less developed countries, leading to negative evaluations of the brand. This is represented in the following statements:

"Do you still want to conform to society or do you want to be isolated, by shopping elsewhere? I think all these high street brands all have some aspect of child labor purely because if you think about mass production, they are going to do it by the easiest means, hence producing the product in other countries. So you almost feel like you're encouraging such acts by purchasing such brands. Unfortunately, the answer doesn't lie in your hands; the power lies within the

contracts of these brands". (R48) (Similar views were present in R5 R10, R11, R14, R18, R22-R2, R30, R31, and R36-41).

"*My worst … I'd say either Primark or Gucci because I think they would just do my head in the sense that they're not being honest with themselves and they're not very honest in general. It's just they're trying too hard and they're not being themselves and if somebody's like that I find it difficult to trust because I mean, you know, they could be one person in front of you, but somebody else to somebody different. So I think there are too many sides to them really ...".* (R12) (Similar views were presents across all respondents that participated in the fashion brands interview).

The findings further illustrated that brands cannot serve as an interactive partner with respondents if the brand is not perceived as a reflection of respondents' moral values. Therefore, the respondent does not acknowledge the brand as contributing to their higher order goals or representing their internal values, which subsequently results in unwillingness to reward the brand for their socially irresponsible efforts. The mismatch between brand corporate socially irresponsible behavior and personal ethical values encourages consumers to assign a Negative Brand Personality trait, due to the differences between what the brand claims it is doing through advertisements, and facts about the brand practices. It is likely that brands, like people, may be perceived as demonstrating hypocrisy when inconsistent information about the brand's own statements are observed. As a result, skepticism about corporate wrongdoing is likely to jeopardize the initial positive CSR beliefs through the destructive effect of negative attitudes and, consequently, characterize a brand with a Negative Brand Personality trait. This has been demonstrated through interview transcripts where respondents display anxious feelings about brands, especially when brand advertisements are displayed in a positive light while media reports display a brand as being socially irresponsible. The inconsistent messages are likely to cause cognitive dissonance due to the hypocritical information displayed. This is represented through statements such as:

"… I mean it's all a con trick in many ways. It's all illusion, isn't it really, because I mean I'm sure the majority of these brands are all … Very few things are made in this country or in Western Europe where they're likely to have to obey union rules and pay sort of market wages and things of that nature ...". (R18) (Similar views were also present in R1-5, R11, R19, R25, R31, R35, and R42.)

"… I'm quite skeptical of that brand, it's far to fake, like they claim that they are a brand that respects moral values but in reality they're exploiting them and it's disgusting to see how they advertise it too, especially when they say they put consumers first". (R15) (Similar views were also present in R1-R12, R16, R19, R21, R22, R24, R25 and R32.)

"...There's a little bit of a kind of pretension around the brand ...". (R13) (Similar views were also present in R1-R12, R20, R26, R35 and R38.)

It is, therefore, proposed that:

P4: Corporate Social Irresponsibility is an important antecedent to Negative Brand Personality.

Together, these four constructs summarize the dissonant state between corporate brand communication and consumers' interpretations.

4.4.5 Outcome Variables of Negative Brand Personality

The interview findings have revealed five main outcome variables of Negative Brand Personality characteristics. The five outcome variables are: Negative Word of Mouth (NWOM hereafter), Negative Attitudes, reduced Attachment, Loyalty and Satisfaction. The results indicate that emotional responses inherent in consumers' cognitive evaluations of Negative Brand Personality adversely impact the affective, attitudinal and behavioral reactions towards brands. Respondents from the interview transcript seem to place more weight on negative information in making brand decisions.

Arndt (1967) was one of the earliest researchers into the influence of Word of Mouth (WOM herein) on consumer behavior. He characterized WOM as oral, person-to-person communication between a receiver and a communicator whom the receiver perceives as non-commercial (such as a brand, product or service) (Arndt, 1967). NWOM, however, is when this form of communication between a receiver and a communicator is in a discrepant form which influences a variety of conditions: awareness, expectations, perceptions, attitudes, behavioral intentions. WOM can influence decisions either positively (Engel, Kegerris and Blackwell, 1969; Richins, 1983) or negatively (Tybout Calder, Sternthal, 1981; Bolfing, 1989).

Form the interview transcripts, it can be seen that respondents conceptualized NWOM as an outcome of an unsatisfactory imbalance between expectations and perceptions, which is the imbalance between the brand communications and the expectations of the brand, thus encouraging respondents to characterize the brand with Negative Brand Personality traits. One way of dealing with the negative traits ascribed to a brand is by explaining the discrepant meanings of the brand to others. Consequently, the explanation to others strategy means that communicators of NWOM are perceived as a source of information which stimulates NWOM. A representative statement from the interview transcripts that engages in NWOM is illustrated below:

"Advertisements have a major influence on perceptions, of articles you read from magazines. Consumers don't shop every day but read every day; what is read has a major influence on our perceptions, subconsciously without realizing … The perceptions are more influenced when the information is negative". (R14) (Similar views were present across all respondents.)

Furthermore, respondents also illustrated that NWOM is used in an attempt to remedy the dissatisfaction. Another form of remedying dissatisfaction is through reduced purchase intention. Respondents from the interview transcript revealed that Negative Brand Personality traits create feelings which lead to the reluctance to commit to an action, which results in a decision to infer purchase intentions. Consumers that evaluate the brand with Negative Brand Personality traits may have a low purchase intention as their negative evaluation/cognitive anxiety will manifest through brand expressions. Hennig-Thurau and Walsh (2003) pointed out in their electronic word of mouth study that 28% of consumers would purchase a product after reading positive information, whereas 43.5% of consumers would decide not to purchase a product after reading negative information; Suggesting that NWOM has a more powerful impact than positive WOM. Applying such findings to brand personality, it is likely that consumers who read negative information about a brand are likely to have a low level of purchase intention. A representative finding from the qualitative interviews is illustrated below:

"…brands like Zara and H&M and Top Shop that I've perhaps probably more positive associations with, but I couldn't actually ever shop there or indeed recommend the brand or endorse the brand because I can't wear the products … So it would be encased in very negative, emotive language and I wouldn't recommend the brand. And also I don't identify with the brand". (R7) (Similar responses were also demonstrated in R2, R5, R18, R23, and R40.)

It is therefore proposed that:

P5: NWOM is an important outcome of Negative Brand Personality.

The analysis of the interview data also shows that the undesirable beliefs individuals hold about the brand expressed through Negative Brand Personality yielded a heightened influence on negative attitude. Attitude towards the brand is associated with summated evaluative responses formed from individual beliefs (Fishbein and Ajzen, 1975), such that there is a sequence of connected information which an individual 'believes in'. Consequently, consumer's attitudes are sorted according to their emotional connections into message counter beliefs and message consonant beliefs to yield either favorable or unfavorable attitudes. Therefore, it can be concluded that consumers' evaluations of their discrepant self-meaning expressed through Negative Brand Personality provide reference points for the speedy development of negative attitude, as the attention is already focused on activating undesirably held attitudes. This is because sufficient processing should have occurred in their initial formation of the discrepant self-meaning belief expressed in Negative Brand Personality before committing the negative attitudes to the memory. Examples of representative statements of negatively held attitudes are illustrated below:

> *"Well, firstly, I don't particularly like them ... Well, actually what I don't like is the way that the fashion changes in there every few weeks".* (R1) (Similar responses were also demonstrated in R2-R13, R15, R20, R21 and R34.)
>
> *"I suppose that I just see it as a sign of throw-away consumerism. Sorry I just have strong views and my beliefs about it just put me off".* (R3) (Similar responses were also demonstrated in R1, R5-R16, R18, and R23.)
>
> *"Because when I've been in there, that's how I've felt … I suppose I have a negative attitude towards them … it's the attitude I have in my head; I guess it's to do with my recollection of that brand".* (R5) (Similar responses were also demonstrated in R5, R9, R13, R19, R25, R27, and R35.)
>
> *"I'm not particularly interested in Bhs; it doesn't brighten my mood … which is a negative thing by the way, so I automatically hold a negative attitude towards the brand".* (R8) (Similar responses were also demonstrated in R1-R13, R16, R23, R26, and R31-R42.)
>
> *"I think I'll always have a negative viewpoint about the brand"*. (R11) (Similar responses were also demonstrated in R1-R13, R16, R23, R26, and R31-R42.)

The quotes suggest that when individuals hold a belief about an object that is important to them, they will actively seek out information relevant to their belief and focus their thinking on the knowledge that is relevant to their attitude (Bizer and Krosnick, 2001).

It is therefore proposed that:

P6: Negative Attitude is an important outcome of Negative Brand Personality.

The analysis of the interview data also revealed that Negative Brand Personality is prone to the deterioration of the relationship between the consumer and the brand, characterized as brand detachment in this research. Unlike attitude, brand detachment is an affective component, as it concerns the actual reduction of all affective reactions previously felt towards the brand (Mai and Conti, 2008). Respondents reported that Negative Brand Personality heightened doubts in consumers' minds and consequently heightens the potential risk of brand deterioration. This is because the manifestation in the disappearance of affective reaction towards the brand reduces consumer commitment towards the brand. As a result, the heighted cognitive stress encouraged respondents to maintain a psychological brand distance. Therefore, the lack of an emotional bond towards the brand is likely to constitute a psychological state preceding the termination of a brand relationship. Representative statements of such findings are illustrated below:

> *"I don't find their advertisements as engaging so I don't feel connected towards the brand".* (R19) Similar responses were also demonstrated in R1-R20, R25, R27, 29, R36 and R38.)

> *"… I don't know, it's something about this vision I have, rightly or wrongly, that everything's sort of just shoved out there and people just throw it about and they've no reason to care. There's nothing about the brand that encourages me to spend time with it like, you know, consume it. It's like I want distance myself from it".* (R4) Similar responses were also demonstrated in R2-R6, R19- R49).

It is therefore proposed that:

P7: Detachment is an important outcome of Negative Brand Personality.

The results also indicate that Negative Brand Personality not only affects cognitive and affective expressions, but also has an impact on the consumer's commitment to repurchase the brand. Consumers develop loyalty through comparisons between their preferred product and alternatives based on earlier and/or vicarious knowledge related to the offering, its attributes, and its performance or current experience-based information. However, when the consumer feels that such benefits are not honored by the consumer, the feeling of detachment begins to manifest in consumers' minds. The cognitions involved in such consumptions inform consumers' attitudes towards the brand by discouraging brand commitment due to the un-pleasurable cognitive experiences. As a result, a feeling of detachment begins to manifest, which consequently deteriorates brand loyalty through the cognitive discouragement of repeat patronage and repeat purchase. Essentially, the consumer is reinforcing brand disloyalty through expressions representative of negative evaluation/cognitive anxiety that reflect negative brand personality traits. As a result, the consumer diverts their attention and commitment by enhancing the attractiveness of competitive offerings, which is influenced to some degree by commercial messages and advertisements that evoke emotional responses. Such findings are represented in the following statements:

> "*I stopped going there because it's too painful". (*R18) (Similar responses were also demonstrated in R1, R15, R21-R25, R29, R32 and R38.)

"If I had now some money I wouldn't go there. If I had a Christmas present now with some money, I still wouldn't shop from there, no". (R16) (Similar responses were also demonstrated in R2, R15, R17-R20, R35, and R38.)

"I would never have gone into the store or purchased anything from there, because I don't ever associate myself with um those kind of people and never would. I don't believe in this whole concept of status and never will". (R9) (Similar responses were also demonstrated in R1-R10, R16, R20, R22, R26, and R30-R39.)

"I've probably pulled away from being associated with them now, recently". (R8) (Similar responses were also demonstrated in R4-R16, R21, R23, R24, R28, R32, R33, and R36.)

"I'd never consider buying it". (R2) (Similar responses were also demonstrated in R1-R5, R10,-R18, R22, R27, R28, R30-R35.)

From the interview transcript, it is evident that indeed emotional responses to a brand are a strong predictor of purchase intention. Consistent with the verification of previous findings, a study by Morris *et al.,* (2002) illustrated that consumers' behavioral intentions to continue buying and maintaining existing relationships are strongly influenced by their cognitive emotions, suggesting that consumers' create a psychological assessment of brand consumption based on cognitive perceptions of what is being delivered and what is being received. Essentially, the consumer is motivated to collect and consider their beliefs through consciously held attitudes and through the information received from messages, communicators, and the context (situation) within which the message occurs.

It is therefore proposed that:

P8: Brand Disloyalty is an important outcome of Negative Brand Personality.

Analysis of the interview data also revealed that dissatisfaction was another key outcome variable of Negative Brand Personality. Dissatisfaction is a discrepancy in which there appears to be a disconfirmation of what is received in that what is received is less than that originally expected (Oliver, 1980, 1997). For example, discrepancy can be found in models of satisfaction with media communications, where the performance judgment and its comparative referent fall short of expectation. This could be the evaluation of the brand image, consumers' evaluations of the retail service experience (Kozinets *et al.,* 2002), or as a result of preconceived post usage experience. As a result, the respondents attenuated the dissatisfying experience by generating compensatory thoughts that restore psychological balance; this involves some future realization against the brand (for example, not to buy products of the same brand anymore), or deals with some meta reflection (this bad buy was a good lesson for me). However, a consumer who is not knowledgeable about the product, or has experience with alternatives, is likely to use their dissatisfaction experience as a reference point. Representative statements of such findings are illustrated below:

> *"Although I see the brand in a negative light ... it doesn't necessarily mean that I won't shop from Primark, I just won't talk about it because the quality does not meet my satisfaction level".* (R3) (Similar responses were also demonstrated in R5, R9, R22, R28, and R36.)

> *"I've been in Primark. I don't think I … If I bought something it's probably socks or underwear. I don't really buy shirts or trousers and things like that from there, because I wouldn't want to be tagged with that … plus because the quality is so cheap that of which I'm not satisfied with".* (R13) (Similar responses were also demonstrated in R5, R7, R15, R18, R20, R30, and R36.)

> *"I know I won't ever shop from there again as I'm totally not satisfied with the atmosphere, the products and the sales assistance - it all adds up for me to the brand is just not for me!"* (R2) (Similar responses were also demonstrated in R1-R15, R28, and R30-R38.)

Based on the above, the following is proposed:

P9: Dissatisfaction is an important outcome of Negative Brand Personality.

In conclusion, the data analyzed in Study A, which resulted in six propositions, suggest that Negative Brand Personality traits exist alongside important antecedent constructs which influence the activation of Negative Brand Personality traits as well as outcome variables (NWOM, Negative Attitude, Disloyalty, Detachment and Dissatisfaction) as a result of the Negative Brand Personality traits. The subsequent study therefore extends Study A by investigating further the Negative Brand Personality items through a content validity survey to ensure the traits analyzed in Study A are traits classified as Negative Brand Personality traits outside the interview protocol.

4.5 Study B: Content Validity Survey

In conceptualizing internal validity, Miles and Huberman (1994:278) stated that internal validity is dealt with by questions such as 'Do the findings of the study make sense?' and 'Are they credible to the people we study and to our readers?' Similarly, Gliner (1994) described triangulation as a method of highest priority in determining internal validity in qualitative research. The content validity survey was therefore conducted as part of the triangulation procedure to verify the interview findings by showing that Negative Brand Personality traits are perceived as negative (Miles and Huberman, 1994), as some traits mentioned by respondents from interviews were perceived in a positive light whilst other respondents perceived traits in a negative light. For example, some respondents referred to ‘Flamboyant’ as positive while others referred to it as negative. The perspective from which the traits were addressed was based on the syntactical rationale. Therefore, Study B sought to confirm whether traits assigned were perceived in a positive or a negative light.

4.5.1 Respondents

From the 100 content validity surveys that were distributed to Aston university students, 37 were completed and returned (N=37). A convenient student sample was used as student perceptions of Negative Brand Personality traits were not formulated any differently to other consumers (Maehle and Supphellen, 2010). All respondents self-volunteered and no incentive was offered for the respondents’ participation.

From the survey results, 62% of the respondents were male while 38% were female. In terms of age group, 43% of the respondents were between the age of 21 and 26, 41% were between 26 and 33, 14% were between 37 and 45, and 2.7% were 46 or over. Traits were shortlisted based on the overall percentage of consumers that perceived the trait in relation to brands as being either positive or negative. If 50% or more of the sampled population perceived a given trait as positive, the trait was eliminated with no further analysis.

4.5.2 Content Validity Survey Procedure

The content validity survey consisted of structured questions to verify if the traits mentioned in interviews are perceived as negative outside the interview setting. Structured questions such as ‘Is this trait within the context of branding seen in a positive or negative light?’ were asked in order to clean ambiguous traits. Ambiguous traits are traits seen by some of the interview respondents as positive and by others as negative. In order to clean the ambiguous traits displayed in transcripts, a separate content validity survey was employed asking consumers to rate all perceived negative traits as either positive or negative by ticking a box (Appendix E displays the format of the content validity survey).

Consistent with established scale development procedures (Churchill, 1979; DeVellis, 2003), and to ensure a comprehensive list of Negative Brand Personality items, a review was conducted on established negative human personality items to identify relevant traits. The search produced an additional three potential Negative Brand Personality items (‘intimidating’, ‘selfish’ and ‘repulsive’) and these were included in the content validity survey. All items were constructed using established guidelines on item writing (Angleitner and Wigging, 1985) which emphasize the importance of using simple, straightforward language appropriate for the reading level of the scales' target population and for avoiding trendy expressions, colloquialism and other language for which familiarity can be considerably varied.

The content validity survey was designed by firstly briefing the respondents about the study. The consent form defined Negative Brand Personality using a similar definition to Aaker's (1997) definition, to ensure consistency across respondents. Instructions on how to fill out the survey were presented to the respondents both orally and in writing. Respondents were instructed to think of any fashion brands they were familiar with, as the purpose was to confirm that traits are perceived in a negative light and are not confounded by positive perceptions. Respondents were then instructed to tick a box to indicate whether they perceive the trait presented on the content validity survey to be either positive of negative. The Negative Brand Personality traits used in the content validity survey were obtained from Table 4.3.

The purpose of this study was to refine the list of all the possible Negative Brand Personality traits obtained from existing human personality scales that include negative characteristics and the items generated from interviews.

4.5.3 Results of the Content Validity Survey

From the initial pool of 45 items, three items were predominantly perceived (i.e., by more than 50% of respondents) as positively associated rather than negative. These three highlighted traits displayed in Table 4.5 are 'Flamboyant', 'Traditional' and 'Nostalgic', and were eliminated from the study. No expert judgment was involved at this stage as this study investigated Negative Brand Personality from a consumer perspective.

Table 4.5 displays a summary of the Negative Brand Personality traits that are perceived by the sample as negative traits.

Table 4.5: Display of the statistics in percentages of traits perceived as either Positive or Negative.

Brand Personality Trait	% of sampled population who perceived trait as positive	% of sampled population who perceived trait as negative
Flamboyant	71	29
Barbarian	5	95
Selfish	8	92
Pompous	24	76
Snobby	16	84
Flaunt	29	71
Arrogant	8	92
Aloof	18	82
Stubborn	18	79
Repulsive	8	90
Pretentious	16	82
Rebellious	37	61
Brash	21	79
Deviant	18	82
Antisocial	5	95
Eccentric	33	67
Intimidating	10	90
Judgmental	21	79
Tyrant	13	87
Deceiving	8	92
Fickle	16	84
Absurd	8	92
Inferior	13	87
Vain	13	87
Manipulative	18	82
Traditional	79	18
Immoral	16	84
Mischievous	32	68
Cheap	18	82
Predictable	42	58
Unstable	13	87
Lonely	8	92
Fake	5	95
Superficial	11	89
Coarse	13	87
Nostalgic	60	40
Monotonous	10	90
Unethical	5	95
Confused	13	87
Flimsy	24	76
Naive	24	76
Boring	8	92
Weird	32	68
Angry	42	58
Vanity	30	70

N.B: Highlighted traits were eliminated due to relatively high percentage of respondents perceiving the trait as positive relative to the percentage of respondents perceiving the trait as negative.

To further purify and refine Negative Brand Personality traits, a sorting task was conducted which is detailed in the subsequent section.

4.6 Study C: Sorting Task

The purpose of the free sorting method is not to uncover underlying cognitive processes, but is a means to discover factors that are likely to result from the list of traits from a consumer's perspective without any contamination from the researcher's preconceptions (Rosenberg and Kim, 1975). In essence, the basic idea behind the sorting task is to ask a small sample of consumers to sort the 45 traits into groups; the groups are then chosen and named by respondents. Therefore, the sorting task helps identify relevant categories by investigating commonality and differences between consumers in the use of that categorization. Furthermore, it is used to eliminate traits that commonly cannot be categorized in any groups the consumers formulated.

4.6.1 Respondents

Nine consumers agreed to participate in this study which roughly had an equal number of males (N=5) and females (N=4). Participants that took part in this task ranged from secretaries, undergraduate students to PhD holders. Respondents were instructed to categorize the cards by creating mutually exclusive piles comprised of conceptually similar statements. Thus, statements in the same pile were more conceptually similar to each other compared with those that made up the other piles. Participants were also encouraged to bind the cards with paper clips to ensure accurate recording of traits in each pile.

4.6.2 Sorting Task Procedure

The card sorting task conducted in this study is grounded in Kelly's personal construct theory that utilizes different types of objects or stimuli (for example, pictures, personality traits and colors) (Rosenberg, Nelson, and Vivekananthan, 1968; Rosenberg and Kim, 1975; Johnston, 1995; Green and Manzi, 2002; Fincher and Tenenberg, 2005; Rugg and McGeorge, 2005). According to Rosenberg and Kim (1975: 489), "[i]n a typical application of the sorting method, the respondent is asked to partition a set of inter-related objects or terms into different groups on the basis of their 'similarity,' 'relatedness,' or 'co-occurrence' depending on the particular 'application'". In line with the application of the card sorting task, stimuli in the form of traits and definition of the traits were presented in a card format to respondents. The respondents were asked to partition the cards (which had the traits and definitions) into groups they felt the traits could be categorized into. No predefined categories or number of categories were given to consumers; instead, they were encouraged to formulate as many categories as they felt were necessary. This approach is consistent with what Giguere (2006) named as a free card sorting format. Further, instructions were given to ensure each category was homogenous and coherent. Once categories were formulated, the respondents were encouraged to name the category. Traits which respondents were unable to categorize provided an indication of irrelevant Negative Brand Personality traits.

4.6.3 Results of the Sorting Task

After consumers freely categorized traits into piles (factors), it was apparent that five categories had emerged based on what traits consumers put together under a single pile. However, the name of each pile differed from respondent to respondent. Table 4.6 displays the category names that respondents came up with. As a result, the traits in each category were first collated together to list the traits in which each of the 9 respondents had 50% or more agreement. The name of the piles were categorized together to assess the similarity of the category group name to reflect the respondents’ group labels.

Table 4.6: Details of the five main categories that emerged from the Sorting Task alongside the names of each of the groups identified by respondents.

Name of Categories	Traits					
GROUP ONE (Egotistical)						
High Self Opinion	Pompous	Pretentious	Vain	Snobby	Stubborn	
Egotistical	Pompous	Brash	Vain	Judgmental	Flaunt	Tyrant
Resentment	Pompous	Immoral	Unethical	Antisocial	Snobby	Tyrant
	Selfish	Pretentious	Vain	Arrogant	Flaunt	Fake
	Aloof	Coarse	Stubborn			
Self-centered	Pompous	Selfish	Vain	Judgmental	Snobby	Tyrant
	Flaunt	brash	Pretentious	Superficial	Manipulative	Intimidating
	Stubborn	Arrogant				
Superior	Stubborn	Selfish	Vain	Arrogant	Snobby	Tyrant
		Pretentious	Judgmental	Manipulative	Intimidating	
Self-important	Pompous	Selfish	Vain	Arrogant	Snobby	Aloof
	Aloof	Absurd	Flaunt			Intimidating
GROUP TWO (Boring)						
Boring	Dull	Deviant	Anti-Social	Aloof	Lonely	Cheap
Boring	Dull	Boring	Monotonous	Cheap		
Lack of Spirit	Dull	Boring	Cheap			
Tedious	Dull	Boring	Monotonous	Cheap		
Sad	Dull	Boring	Monotonous	Superficial	Mischievous	Cheap
Unpredictable	Dull	Boring	Monotonous	Superficial	Predictable	Cheap
GROUP THREE (Socially Irresponsible)						
Low Minded	Deceiving	Unethical	Immoral	Rebellious	Snobby	Repulsive
	Selfish	Arrogant	Stubborn	Mischievous		
Bad Faith	Deceiving	Unethical	Immoral	Fake		
Resentment	Pompous	Immoral	Unethical	Antisocial	Snobby	Tyrant
	Selfish	Pretentious	Vain	Arrogant	Flaunt	Fake
	Aloof	Coarse				
Operating outside established code of conduct	Deceiving	Unethical	Immoral			
Wrong		Unethical	Immoral			
Without Task	Deceiving	Unethical	Immoral	Coarse	Brash	Repulsive
	Deviant	Manipulative	Anti-Social	Mischievous		
GROUP FOUR (Critical)						
Anti- establishment	Barbarian	Rebellious	Deviant	Tyrant	Antisocial	Judgmental
Selfish	Repulsive	Rebellious	Mischievous	Predictable	Cheap	Coarse
	Confused	Judgmental				
Low minded	Repulsive	Rebellious	Mischievous	Stubborn	Arrogant	Snobby
	Immoral	Selfish	Judgmental			
Unclear	Immoral	Rebellious	Selfish	Mischievous	Vain	Weird
	Lonely	Confused	Unstable	Naive	Aloof	Judgmental
Forceful	Stubborn	rebellious	Tyrant	Judgmental		
Envious	Repulsive	Selfish	Superficial	Unstable	Pretentious	Predictable
	Vain	Mischievous	Weird	Judgmental		
Critical	Repulsive	Stubborn	Rebellious	Judgmental		
GROUP FIVE (Lacking Logic)						
Irrational/Lacking Logic	Weird	Delusional	Unstable	Absurd	Naive	Superficial
Unreal	Fake	Delusional	Predictable	Superficial		
Different	Weird	Delusional	Unstable	Absurd	Deviant	
Ingenuous	Lonely	Delusional	Naïve	Superficial		
Unusual	Weird	Rebellious	Mischievous	Absurd	Deviant	Superficial
	Flimsy					
Shallow Mindedness	Weird	Delusional	Unstable	Superficial	Naive	Pretentious
	Confused	Lonely	Monotonous			
Different	Brash	Coarse	Naïve	Absurd		

Table 4.6 illustrates the commonalities of traits under each factor; although some traits are commonly categorized in each factor, there still remains some variance in some of the factors. For example, in Group One, nearly all the factors identified by consumers placed the trait 'Pompous' as an important trait to be classified within the same pile as other similar traits such as 'Vain'. However, not all consumers agreed that 'Selfish' should be classified within the same pile as 'Pompous' and 'Vain'. As a result, a further data cleaning method was conducted by adopting a fixed sorting method (Giguere, 2006). Giguere's (2006) fixed card sorting method is similar to the free associated task, except that a restricted number of groups are generated during the card sorting task.

The group labels identified by consumers were collated together to form an overall group name by summing up what consumers initially labeled each group. The researcher grouped each of the five factors as follows: Group One 'Self-centered'; Group Two 'Boring'; Group Three 'Operating outside established/agreed code of conduct'; Group Four 'Selfish'; and Group Five 'Irrational'. Three independent expert judges reviewed the overall category names in light of each category label identified by the consumers. One of the expert judges was a PhD holder in personality research and the other two were carrying out their PhD in either English Language or Marketing. All three independent expert judges discussed the factors with each other and raised concerns on three of the factors ('Self-Centered', 'Selfish' and 'Operating outside established/agreed codes of conduct') as they are categorized as similar factors. All three expert judges agreed on the overall category factors as: Group One 'Egotistical'; Group Two 'Boring'; Group Three 'Socially Irresponsible'; Group Four 'Critical'; and Group Five 'Lacking Logic'. These categories were cross validated against Aaker's (1997) five Brand Personality factors to ensure the categories are not the mere opposite of Aaker's brand personality framework. Table 4.7 details the antonyms of five brand personality factors obtained from Collins English Dictionary (2006).

Table 4.7: Direct Antonyms of Aaker's (2007) five brand personality factors compared with the Negative Brand Personality factors obtained from the Sorting Task.

Aaker's Five Factors of Brand Personality	Direct Antonyms of Aaker's Five Brand Personality Factors	Negative Brand Personality Factors from the Sorting Task
Sincerity	Dishonesty	Egotistical
Excitement	Indifferent	Boring
Competence	Inept / inability	Socially Irresponsible
Sophistication	Simplicity	Critical
Ruggedness	Refined	Lacking Logic

Once the five Negative Brand Personality factors had been established, six additional respondents were requested to group all 43 traits into the 5 established groups to assess consistency in traits within each group. Respondents were also given the opportunity to either create a new category or to omit traits if they felt a trait did not fall into the category or could be seen in light of the branding. All other instructions were the same as the free card sorting task detailed above.

Six participants voluntarily agreed to conduct the *fixed* card sorting task, of which 4 were female and 2 were male. The card sorting task data was analyzed by visually assessing the frequency of traits occurring in each factor[14]. Traits that achieved 80% or more in frequency by respondents were shortlisted to reflect the common traits amongst respondents. Overall, the results show some consistency with respondents' classifications of traits within each of the five groups. Table 4.8 details the common traits consumers grouped in each category.

Table 4.8: Details the traits respondents assigned from the Fixed Sorting Task.

Name of Factor	Traits				
Egotistical	Pompous	Snobby	Brash	Vain	Arrogant
	Pretentious	Flaunt	Stubborn		
Boring	Boring	Monotonous	Dull	Lonely	Anti-Social
	Cheap				
Socially Irresponsible	Immoral	Unethical	Deceiving	Deviant	Fake
	Manipulative				
Critical	Confused	Mischievous	Rebellious	Selfish	Barbaric
	Judgmental				
Lacking Logic	Delusional	Weird	Unstable	Naive	Superficial

The results indicate that some consistency in Negative Brand Personality traits emerged. However, due to the small number of participants involved in this study, it is difficult to conclude that the traits identified would be the generally accepted traits identified by the wider consumer population. However, the traits in Table 4.8 were compared to the results of the free card sorting method displayed in Table 4.6. The results show consistent traits within each of the five factors. Furthermore, the results in Table 4.8 show the traits that are reflected in each of the groups in Table 4.6. No single factor has been included in the fixed sorting task that has not already been anticipated from the free sorting task. For example, the high frequency traits from the free sorting task are 'Pompous', 'Snobby', 'Brash', 'Vain', 'Arrogant', 'Stubborn', 'Pretentious' and 'Flaunt'. Comparing these results to the Group 1 traits in Table 4.8, it can be seen that all the traits were assigned within the Group 1 categories: 'Pompous', 'Arrogant' and 'Flaunt' were assigned in four of the six categories in Group 1; 'Snobby' and 'Vain' were assigned in all six categories in Group 1; 'Brash' was assigned in two of the six categories in Group 1; 'Pretentious' was assigned in three of the six categories in Group 1 and

[14] Multidimensional scaling is one statistical technique that historically has been used to analyze card sort tasks. However, the focus of this research is on identifying common Negative Brand Personality traits and potential dimensions; therefore, a visual frequency of traits occurrence technique was applied to analyze the data.

‘Stubborn’ was assigned in five out of the six categories in Group 1. The consistency in results suggests that there is some degree of reliability in the Negative Brand Personality factors.

Overall, the results of the free and fixed card sorting methods provided an indication of Negative Brand Personality factors and traits that are likely to result from the Principle Component Analysis. A total of 11 items were eliminated as respondents were unable to categorize the traits in either of the free or fixed factors and thus were concluded to be irrelevant traits to brand personality. The traits are ‘Fickle’, ‘Intimidating’, ‘Angry’, ‘Absurd’ and ‘Tyrant’. However, it is worth noting that six of the eleven traits were categorized by two of the six respondents in the fixed sorting task. Due to the low response rate, a further investigation was required of the following six traits: ‘Flimsy’, ‘Vanity’, ‘Aloof’, ‘Repulsive’, ‘Unstable’ and ‘Coarse’. It was therefore decided by the researcher to include the six items in the subsequent analysis. As a result, the subsequent study (Content Validity Assessment) was set up to help purify Negative Brand Personality traits pertaining to each factor.

4.7 Study D: Content Validity Assessment

A content validity assessment was conducted following the procedure suggested by Lawshe (1975) and Anderson and Gerbing (1991), which complements the sorting task. The substantive validity measure is defined as the extent to which a measure is judged to reflect the construct of interest (Holden and Jackson, 1979); it was applied in this study to reflect the traits and factors of Negative Brand Personality. The substantive validity assessment is particularly suited for the pretesting of items due to the small sample nature as opposed to “assessments involving correlations, which suffer from the obfuscating effects of sampling error in small samples” (Anderson and Gerbing, 1991: 732).

4.7.1 Respondents

There is no definitive number for pre-test sample size (recommendations range from 12 to 30) (Hunt, Sparkman, and Wilcox, 1982). However, researchers generally agree that the number should be relatively small, which is consistent with the qualitative character of pre-tests. Therefore, the substantive validity assessment was performed through an item sort task by 30 undergraduate marketing students who represent active consumer shoppers. 45% of the respondents were male while 55% of the respondents were female.

A sample of undergraduate students is deemed to be an adequate sample as Kardes (1996) argued that students can provide useful informative data on basic psychological processes. Further, Maehle and Supphellen (2010: 100) argued that "students are also consumers and there is no reason to believe that their perceptions of brand personality factors are formed in a different way to those of 'real' people".

4.7.2 Content Validity Assessment Procedure

The respondents were provided with a list of 38 items (Negative Brand Personality traits) and their five factors obtained from the card sorting task (Egotistical, Boring, Socially Irresponsible, Critical, and Lacking Logic). The definitions of these five factors were provided (see Appendix F for a copy of the questionnaire). The respondents were instructed to read each of the items (traits) and assign them to the most closely reflected construct (factor). The items were then calculated using the content validity ratio proposed by Anderson and Gerbing (1991).

The substantive validity assessment was first calculated by the proportion of substantive agreement (P_{sa}), which is defined as "the proportion of respondents who assign an item to its intended construct" (Anderson and Gerbing, 1991: 734). The proportion of substantive agreement is calculated as ($P_{sa} = n_c / N$) in which n_c represents the number of respondents assigning an item to its posited construct and N represents the total number of respondents. The range of values for P_{sa} is between 0.0 to 1.0, where high values indicate greater substantive validity of the item.

The second index reflects the *substantive-validity coefficient* (C_{sv}), which reflects the extent to which respondents assign an item to its posited construct more than to any other construct (Anderson and Gerbing, 1991:734). The calculation for this index is $C_{sv} = (n_c - n_o) / N$, where n_c and N are defined as before and n_o indicates the higher number of assignments of the item to any other construct. The values for this index range from -1.0 to 1.0, where high values indicate greater substantive validity. A recommended threshold for the C_{sv} index is 0.5 (Anderson and Gerbing, 1991: 734). Once the P_{sa} and C_{sv} scores had been calculated for each item, they were then calculated for each of the Negative Brand Personality constructs.

4.7.3 Results of the Substantive Validity Task

Initially, there was a sixth construct termed ‘Does not fit in either of the factors’. This construct was not theorized by the researcher but was included to provide respondents the opportunity to not assign an item in any of the five constructs. It is worth noting that the sixth construct ‘Does not fit in either of the factors’ is not the focus of this research and is constructed as a means to aid item elimination at a later stage; some respondents gave an indication that they felt items such as ‘Eccentric’ and ‘Lonely’ belonged to the construct ‘Does not fit in either of the factors’. These items were eliminated from further analysis whereby the P_{sa} and C_{sv} result scores for the items were deleted. These results are classed as Test 1 results for the purposes of subsequent discussion.

In addition, some items were classified as ambiguous, which was indicated with a very low C_{sv} score of 0.1 or less. A C_{sv} of less than 0.1 means that there is considerable ambiguity among respondents regarding the factor the item best describes. For an item to provide a C_{sv} value of 0.1 or less, respondents must have assigned it a similar number of times to two or more factors. For example, the item ‘Flimsy, which was posited to be part of the ‘Boring’ factor of Negative Brand Personality, was assigned nine times to ‘Boring’ and nine times to ‘Socially Irresponsible’. Another item that was dropped based on item ambiguity was ‘Mischievous’, which was posited to be ‘Socially Irresponsible’. ‘Mischievous’ was assigned ten times under the ‘Socially Irresponsible’ factor and six times under ‘Egotistical’. The high scores in both the ‘Socially Irresponsible’ and ‘Egotistical’ constructs resulted in a low C_{sv} value of 0.1 for the items ‘Mischievous’ and ‘Predicatble’. These items were dropped from the analysis between Test 1 and Test 2.

However, items classified as ambiguous warrant further theoretical investigation and should be closely examined via, for example, exploratory factor analysis, during later data analysis. For the purposes of the substantive validity test, items with a value of C_{sv} 0.1 or less were excluded from the Test 2 calculations in an attempt to increase the validity of the items under review. As a result, the Test 2 calculations were conducted using only 34 of the original 39 items. Table 4.9 below illustrates the findings of Test 1 and Test 2.

Table 4.9: Illustration of the overall findings of Test One and Test Two.

Factors	TEST 1			TEST 2		
	Item	**P_{sa}**	**C_{sv}**	**Item**	**P_{sa}**	**C_{sv}**
Lacking Logic	12	0.671	0.560	12	0.671	0.560
Critical	4	0.773	0.675	3	0.858	0.793
Socially Irresponsible	8	0.753	0.665	7	0.809	0.733
Boring	4	0.833	0.767	4	0.833	0.767
Egotistical	8	0.858	0.783	8	0.858	0.783
Does Not fit in Either of the Factors	2	0.516	0.323			
Total/Average	**38**	**0.734**	**0.629**	**34**	**0.806**	**0.727**

Table 4.9 illustrates that five factors of Negative Brand Personality achieved an aggregated C_{sv} of above 0.5: 'Lacking Logic', 'Critical', 'Socially Irresponsible', 'Boring', and 'Egotistical'. The remaining factor 'Does Not Fit in Either of the Factors' fell below this threshold. Test 2 results show the cleaned data by removing 'Does Not Fit in Either of the Factors' since the purpose of this factor is to aid trait elimination in addition to removing items below C_{sv} 0.1. The Test 2 results show that while all five factors aggregated above the threshold ('Lacking Logic', 'Critical', 'Socially Irresponsible', 'Boring', and 'Egotistical'), two of the factors ('Critical' and 'Socially Irresponsible') are closer to the threshold than in Test 1, indicating that item reassignment and dropping 'Does Not Fit in Either of the Factors' improved the overall substantive validity of the Negative Brand Personality factors. This is further illustrated by the total C_{sv} scores for the factor 'Critical', which was 0.675 in Test 1 and rose to 0.793 in Test 2. Similarly, the factor 'Socially Irresponsible' had a total C_{sv} value of 0.665 in Test 1 and rose to 0.7333 in Test 2.

These four studies within the 'Initial Scale Development' study asserted the existence of Negative Brand Personality traits among the consumer population.

4.7.4 Summary of Dropped Traits

A summary table of the traits dropped from each study to arrive at a more refined Negative Brand Personality construct is presented below in Table 4.10.

Table 4.10: Summary of findings obtained from the Initial Scale Development Study.

Study	Traits Eliminated	Potentially Problematic Items	Dropped Traits	Expert Judge
Study A	Item generation traits from interviews and implied traits from interview scripts. Total of 52 items.	Initially obtained 109 Negative Brand Personality traits which were purified by the researcher to 71 traits and further purified to 52 traits through two expert judges.	From 71 – 52 traits based on expert judge and researcher.	Expert judgment of a PhD holder in English.
	Deletion of traits with similar approximation.	Dull[15]	Dull	Reviewed by a PhD holder in the Marketing field.
	Dropped Traits due to low frequency.	Annoying Contradicting **Delusional** [16] Envious Resilient Stupid Inferior	Annoying Contradicting Envious Resilient Stupid Inferior	
Study B	Questionnaire to drop ambiguous traits.	Flamboyant Traditional Nostalgic	Flamboyant Traditional Nostalgic	Consumer population of questionnaire.
Study C	Free and fixed card sorting task to assess frequency of traits in factors.	Flimsy Fickle Vanity Aloof Repulsive Intimidating Tyrant Unstable Absurd Angry Coarse	Fickle Intimidating Tyrant Angry Absurd	Three independent expert judges to finalize the names of the five factors. One PhD holder in personality research; two expert judges were carrying out their PhDs in either English or Marketing.
Study D	Content Validity Assessment to statistically assess the validity of Negative Brand Personality traits. Items were dropped based on a C_{sv} value of 0.1 or less. Also, items were dropped based on item allocation to the factor 'Does Not Fit in Either of the Factors'.	Eccentric Lonely Mischievous Predictable Flimsy	Eccentric Lonely Mischievous Predictable Flimsy	No expert judge respondents were undergraduate students.

The remaining traits, however, warrant empirical validity investigation, which will need to be closely examined through more powerful statistical tools, such as exploratory factor analysis/confirmatory factor analysis, at a later data analysis stage of this research. But, first, a discussion of the overall findings of the Initial Scale development study is presented.

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[15] Dull was included in the sorting task this was because in almost all interview transcripts Dull and Boring were used simultaneously, it was therefore important to assess how this affected consumer cognitive structures. However, as the trait did not capture the construct definition it was deleted at a later stage.

[16] Although the trait 'Delusional' was eliminated at the frequency count analysis, a subjective decision was made by the researcher to further assess the trait at the Sorting Task due to the strong connation 'Delusional' capturing the construct definition.

4.8 Discussion of the Initial Scale Development Study

The results from the four studies conducted in the foundation stage of this research provides evidence that Negative Brand Personality traits exist amongst the consumer population, thus authenticating the need to develop a measurement scale to reflect Negative Brand Personality traits. The Initial Scale Development study consisted of the following four sub studies: Study A - Interviews; Study B - Content Validity Survey; Study C - Sorting Task; Study D - Content Validity Assessment. These studies provided the ground work to explore the Negative Brand Personality construct, the antecedents, and the outcome variables to facilitate and optimize the integrity of the new instrument. Together, these four studies summarize the dissonant state between corporate brand communication and consumers' interpretations. Firstly, the four studies not only refined the Negative Brand Personality items expressed amongst consumers but also reflect the construct definition, which is as follows[17]:

> *A set of characteristics ascribed to a brand by the consumer to reflect emotions that stimulate tension, anxiety or incongruity.*

Secondly, the Initial Scale Development studies capture a common set of underlying cognitive factors that are evoked by four antecedent constructs. This suggests that consumers can identify negative brand characteristics associated with brands that are not the opposite of positive traits, as well as identify the causes of the Negative Brand Personality traits and the impact this may have on the outcome variables.

More specifically, Study A explored the item pool for the Negative Brand Personality traits as well as identified the antecedent and outcome variables of Negative Brand Personality. It must be noted at this stage that although the researcher identified four factors to the development of negative brand personality measure, (demonstrated in section 4.3 table 4.2); it was purely on the grounds to assist the researcher in eliminating traits of similar meaning approximation. By no means did four factor solution however, set the priori to traits to the factor solution but instead aided the researcher in cleaning the data through item elimination that are of similar approximation. The items identified by the researcher with similar meaning approximation were cross validated with those items identified by at least 2 of the 3 expert judges. This approach resulted in 19 deleted items, leaving a total of 52 items.

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[17] Further detail on the construct definition is provided in Chapter 2, Section 2.7

Study B confirmed that the establishment of Negative Brand Personality traits are indeed negative traits and are not confounded by positive perceptions. Study C assessed whether the traits identified and recognized through group categories are identified by consumers. This was then confirmed through a fixed sorting task to ensure that respondents can identify with established groups identified by respondents from the sorting task. Having established five factors (Egotistical, Boring, Lacking Logic, Critical and Socially Irresponsible) from the sorting task, Study D served to validate the item content of the five established Negative Brand Personality factors. Collectively, the four studies provided a more refined pool of items for the Negative Brand Personality construct in order to increase the validity and reliability of the measure. It is therefore argued that the multi-stage process captured much of the meanings associated with Negative Brand Personality through the identification of factors, antecedents and outcome variables. Each attribute will be discussed in detail in the subsequent sections, which will then facilitate the hypothesis and conceptual framework.

4.8.1 The Five Negative Brand Personality Factors

Five constructs were established form the foundational study, namely: Egotistical, Boring, Lacking Logic, Critical and Socially Irresponsible. The Egotistical factor captures the conflict associated with brand exposure expressed through traits and is therefore defined by the researcher as "*A brand that is expressed to reflect the inflated importance of false pride.*" Further, the traits associated with the Egotistical factor display the conflict associated with respondents' social judgment by activating one's cognitive ego involvement with the brand. The Boring factor captures respondents' moderate cognitive disassociations with the brand and is defined by the researcher as: "*A brand that is expressed to reflect repetitive and tedious practices.*" The Socially Irresponsible factor reflects the conflict or dissonant state of consumers' strongly held moral values expressed in traits to reflect their existential meaning through their perceptions inferred onto the brand. The researcher therefore defines the Socially Irresponsible factor as: "*A brand that is expressed to reflect the defiance of good faith practices.*" This captures the focused attention on moral brand practices. The Lacking Logic factor captures respondents' intense cognitive rationale guided by common logic salient to the brand. The Lacking Logic factor is defined by the researcher as: "*A brand that is expressed to reflect irrational or disapproved social norms.*" From the traits assigned to the Lacking Logic factor, such as 'weird' and 'unstable', it seems the rationale for this factor lies in respondents' perceptions of the reliability of their perception in inferring cognitive evaluations of a brand. The Critical factor captures the respondents' disapproved judgment of the brand, which is defined by the researcher as "*A brand that is expressed to reflect cognitive disapproval through the guided belief of jeopardizing the self-*

worth". Together, the five factors capture the emotions which stimulate tension, anxiety and incongruity between the individual and the brand. From the exploratory findings, four key antecedents of Negative Brand Personality will be discussed in relation to existing literature in the following section.

4.8.2 Antecedent Constructs

In addressing research aim two - to establish the antecedent and outcome variables of Negative Brand Personality - the findings revealed that a non-matching advertising appeal is likely to conflict with consumers' brand schema, causing a cognitive strain on consumers' intuitive processes when trying to assimilate the information with their self-concept. This suggests that the brand symbolism depends on the interrelationship between a brand's perceived image and the consumers' perceived self-image. However, the incongruence between the advertisement and the self-concept of an individual increases the dissonant state. Coupling incongruence with cognitive dissonance provides further rationalization of Negative Brand Personality traits. To illustrate this further, if the consumer does not mirror their self-image or desired self with the brand, then the relation is dissonant. As a result, respondents experience tension, guilt arousal (Ghingold, 1981), anxiety and doubt (Menasco and Hawkins, 1978) through the violations of a person's self-concept or image. Consequently, respondents are likely to generate the feelings of frustration, helplessness and negative effect and so then assign Negative Brand Personality traits to overcome the dissonant state. These negative feelings are then communicated through traits such as Envy, Inferiority and Superficiality. This is in line with the social comparison theory (Festinger, 1954), where consumers negatively perceive gaps between their own reality and a brand with an idealistic brand personality that personifies consumers' dreams and aspirations.

Other research has found that consumers' proneness to brand confusion results from the following: perceived similarity of the product through brand imitations, information overload, and ambiguity in consumers' tolerance for processing unclear or misleading product information (Walsh, Hennig-Thurau and Mitchell, 2007). Therefore, information overload arises when the information supply, due to its volume, can no longer be processed. Consumers begin to exhibit symptoms of anxiety and frustration due to limited processing capacity and the excessive product offerings from a choice of different brands (Mitchell and Papavassiliou, 1999). An example of this is when consumers are faced with a large number of similar advertisements from many different sources which leads to them becoming incapable of assimilating all the information before the next batch of advertisements appears (Walsh and Mitchell, 2005). As a result, the consumer feels mislead due to the overwhelming information cues and consequently inaccurate beliefs about the product attributes.

Confusion, therefore, not only results from similarity in product offerings but also through ambiguous or inadequate information which can be caused by overloading the consumer with too many, overly complex or conflicting marketing activities. Confused consumers are likely to describe episodes of confusion through Negative Brand Personality traits as a way to express their stress and cognitive strain since overload, similarity and ambiguous information results when information exceeds consumers' processing capability.

Similarly, consumers' psychological reactions to price unfairness (Campbell, 1999) often leads them to punish the brand by looking at alternative brands (Kahneman, Knetsch and Thaler, 1986a, 1986b), or to attack the brand by assigning a discrepant self-meaning. The psychological reaction to what is perceived as a fair price (Kamen and Toman, 1970; Monroe, 1973) causes skepticism about the original value of goods when heavily discounted or overpriced. Chen, Tsai and Cheung's (2010) findings show that when consumers perceive greater price unfairness, anger is the strongest negative emotional response compared to disappointment and regret. However, Chen, Tsai and Cheung's (2010) results further show that when consumers experience negative emotions, such as anger and disappointment, they tend to cope through social interaction or expressions of negative emotive language. Consequently, negative traits are likely to manifest as a response to the unfair prices.

Corporate social irresponsibility underpins consumers' perception of the brands' moral values (Du Bhattacharya and Sen, 2007). Hollenbeck and Zinkhan (2010) illustrated the importance of this observation by acknowledging that media reports of brands using child labor may hold consumers back from purchasing a company's product. This meta-knowledge, whether accurate or not, guides consumers' perceptions of moral practices by setting examples of corporate wrongdoing (Brown and Dacin, 1997), whether it is Corporate Hypocrisy or exploitation of child labor. Such findings were also demonstrated in consumers' responses that were unforgiving of the socially irresponsible behavior of a company; as a result, the respondents were evaluating the brand by assigning negative traits based on brand ethics. Significantly, the findings of the four antecedent constructs capture the multidimensionality of consumers' perceptions of Negative Brand Personality.

4.8.3 Outcome Variables of Negative Brand Personality

Five key outcome variables were identified from Study A, namely NWOM, Negative Attitude, Detachment, Disloyalty and Dissatisfaction, and will be discussed in relation to Negative Brand Personality in the subsequent section. The five outcome variables together summate the attitudinal constructs which have proven to predict actual behaviors such as (re-)purchasing. Overall, the qualitative data discussed earlier in Section 4.3.6 reflects the internal conflict by maintaining an emotional distance towards brands which, in turn, reduces purchasing behavior. Therefore, the outcome variables revolve around dissolution which happens in terms of attitudinal effects (emotion and cognition) and, consequently, impacts on behavioral changes.

4.9 Integration of Findings and Hypothesis Generation

Drawing from existing research as well as the qualitative findings presented in Sections 4.2 - 4.5, this section brings the findings together through hypothesis testing which facilitates the conceptual model. The hypotheses were developed with regard to influences pertinent to Negative Brand Personality factors which are categorized in this research as antecedent constructs, thus addressing research aim two. Following this, research aim three is addressed, which was to establish the outcome variables of Negative Brand Personality.

4.9.1 Self-Incongruence and Negative Brand Personality

The findings from the foundational study revealed that negative perceptions exist which are heavily influenced by the incongruence between public relations and individuals' self-beliefs. An incongruent self-image is defined as the "*discrepancy between a particular piece of communication about a brand and the consumer perception of their established self-concept*" (Sjodin and Torn, 2006: 32). Included in the concept of self are the perceived self, which is how individuals see themselves as being, and the ideal self, which is how individuals think they should be seen (Rogers, 1961). The perceived self is developed from both the positive and negative reinforcement the person receives from others, whether he or she is treated with acceptance or rejection (Peretti and O'Connor, 1980). The ideal self is developed in relation to others, including the individual's conception of how s/he feels or s/he should be if s/he is to be respected or liked by others (Sirgy *et al.,* 1997). The degree of congruence between the perceived and the ideal self can have serious repercussions for individuals. For example, anxiety and depression have been found to increase as the discrepancy between the perceived and ideal self-increases (Rogers, 1961; Aronson, 1968; Menasco and Hawkins, 1978; Sweeney, Soutar and Johnson, 1996). In terms of brand communication, this could manifest if a brand communicates values that an individual perceives as having a negative impact on either the perceived or ideal self (Sirgy *et al.,* 1997). When consumers encounter new information about a brand, the brand schema is activated and the information is interpreted in light of negative schematic associations (Mandler, 1982; Meyer-levy and Tybout, 1989; Goodstein, 1993; Moore, Stammerjohan and Coulter, 2005). Consequently, individuals become more analytical towards brands and continually look to ascribe meanings to brand communications, and if these communications are characterized by incongruence, individuals are likely to ascribe negative evaluations to the brand. In this particular study, negative evaluations are represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. Thus, it is hypothesized that:

$H1_{a\text{-}e}$: Self-incongruence is positively related to the (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible factors of Negative Brand Personality.

4.9.2 Confusion and Negative Brand Personality

From study A, three key facets to brand confusion were identified, namely: information overload, perceived similarity of the product through brand imitations, and ambiguity in consumers' tolerance for processing unclear or misleading product information, which is consistent with the brand confusion literature (Walsh, Hennig-Thurau and Mitchell, 2010). Each of these facets will be discussed along with the generation of hypotheses.

4.9.3 Information Overload and Negative Brand Personality

Media is the first vehicle for brand identification and recognition and, consequently, information grows at an exponential rate from an increasing number of sources from which it emanates (e.g., the growing number of television channels which provide more viewing choices and result in a growing number of program guides). Moreover, newspapers, radio, and television often disseminate the same news items in an interesting way and this can lead to a perception of information overload. Such information is produced, manipulated and disseminated much faster than one can process. Consequently, consumers have a limited ability to process/assimilate information (Miller, 1956). This is often dependent on the time available for the task. For example, the more time the consumer has, the less likely confusion from information overload will occur (Miller, 1956). Therefore, information overload is defined as “consumers’ difficulty when confronted with more product information and alternatives than they can process in order to get to know, to compare and to comprehend alternatives” (Walsh, Hennig-Thurau and Mitchel, 2007: 704). The definition refers to brand association in the form of information that connects the consumer to the brand (e.g., attributes, beliefs and attitudes that essentially make up the meaning of the brand to the consumer).

However, Keller and Staelin (1987: 212) argued “that consumers are not able to shield themselves from being overloaded when “too much” information is made readily available to the decision maker: too much being related to the quantity and average quality of the available information”. Therefore, consumers, who are faced with a rich information environment, can feel information anxiety (Wurman, 1990). Similarly, McCormick (1970: 56) argued that information overload is based on the amount of stimuli perceived by the observer (consumer). Therefore, information overload arises when the information supply, due to its volume, can no longer be processed. Consumers begin to exhibit symptoms of confusion and frustration due to the limited processing capacity (Hafstrom, Chae and Chung, 1992; Mitchell and Papavassiliou, 1999). Overloading consumers with too many, overly complex or conflicting messages is likely to heighten consumer’s negative perceptions of the brand. An example of this is when consumers are faced with a large number of advertisements from many different sources, leading consumers to become incapable of assimilating all the information before the next batch of advertisements appears; subsequently, consumers’ negative brand evaluation will increase due to cognitive strain. Therefore, if the cognitive strain on consumers’ intuitive processes is characterized by information overload, individuals are likely to ascribe negative evaluations to the brand. In this particular study, negative evaluations are represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. Thus, it is hypothesized that:

$H2_{a\text{-}e}$: Brand Confusion Overload is positively related to the (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible factors of Negative Brand Personality.

4.9.4 Similarity and Negative Brand Personality

Similar to information overload, ‘similarity confusion’ results from stimuli, for example brand communication, advertisements (Keller, 1991), and interpersonal communication, which are similar in nature and which can be easily confused between brands (Walsh, Hennig-Thurau and Mitchel, 2010). It is implicitly assumed that consumers prone to brand similarity stimuli rely more on visual cues to locate and distinguish brands when presented with similar brands or information. Brand confusion similarity is defined as the "propensity to think that different products in a product category are visually and functionally similar" (Walsh, Hennig-Thurau and Mitchel, 2007: 702).

Similarly, consumers' processing capacity is likely to become overloaded as a result of the additional information. Subsequently, processing too much information in a limited time leads to dysfunctional consequences such as cognitive strain. When the cognitive strain is activated as a result of too much similar information, the effectiveness of any single piece of information is likely to be damaged (Keller and Staelin, 1987). As a result, consumers are likely to deviate from the brand choice because of the perceived similarity of the brand, whether it is in terms of symbolic attributes (advertisements) or physical attributes (brand products), which naturally leads to consumers wanting to communicate more in order to express their frustration or warn other consumers. Brands that are perceived to be similar, whether it is through advertisements' interpersonal communication or products, are likely to increase negative perceptions (Walsh and Mitchell, 2010) as a result of the limited cognitive capacity. MacKenzie and Lutz (1989) also echoed the idea that consumers devote little cognitive capacity to the advertisement stimulus and, therefore, little cognition is generated regarding specific characteristics of the advertisements. Limited capacity to process similar brands that are activated through visual cues is likely to have a detrimental effect on consumers' perceptions towards the brand through negative brand evaluation. In this particular study, negative evaluations are represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. It is therefore hypothesized that:

$H3_{a\text{-}e}$: Brand Confusion Similarity is positively related to the (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible factors of Negative Brand Personality.

4.9.5 Ambiguity and Negative Brand Personality

Similarly, ambiguous or inadequate information communicated through marketing activities is likely to confuse consumers. Brand confusion ambiguity results from unclear stimuli, whether it is from advertisements or interpersonal communication, resulting in only part of the stimuli being comprehended. Miscomprehension of information results from multiple interpretations of product quality which cause a cognitive strain on consumers' understanding. Therefore, Brand Confusion Ambiguity is defined as "[c]onsumers tolerance for processing unclear, misleading, or ambiguous products, product related information or advertisements" (Walsh, Hennig-Thurau and Mitchel, 2007: 705).

Brand Confusion Ambiguity can also result from different sources; for example, slogan and product appearance pertaining to the same source (i.e., brand) can communicate incongruent meanings (Rompay, Pruyn and Tieke, 2009). Here, a product may be claimed to be 'nutritious' but this may conflict with information about the exact same product from a different source claiming the brand product has high sugar levels. Therefore, Brand Confusion Ambiguity can be attributed to consumers' response to false product claims and non-transparent pricing (Walsh and Mitchel, 2010), which exhausts consumers' cognitive capacity to comprehend the conflicting information. As a result, the consumers feel uncomfortable with information that is ambiguous or incongruent (MacDonald, 1970; Hebig and Kramer, 1994). Therefore, consumers who are confused as a result of ambiguous information are likely to infer discrepant self-meanings about brands as a way to alleviate the cognitive strain that is likely to impede their cognitive processing capability. Subsequently, consumers filter out the anxiety creating messages through negative evaluations as they try to cope with what is perceived as misleading, conflicting and unclear information. Consumers will try to organize and make sense of the information by conferring negative characteristics onto a brand. In this particular study, negative evaluations are represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. It is hypothesized that:

$H4_{a\text{-}e}$: Brand Confusion Ambiguity is positively related to (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible factors of Negative Brand Personality.

Overload, Similarity and Ambiguity arise when the information supply, due to its volume, exceeds consumers' processing capability. Consequently, consumers begin to exhibit symptoms of anxiety and frustration due to their limited processing capacity (Hafstrom *et al.,* 1992; Mitchell and Papavassiliou, 1999; Sproles and Sproles, 1990). It is likely that consumers will manage episodes of confusion by using negative evaluation as a way to express their cognitive strain.

4.9.6 Price Unfairness and Negative Brand Personality

As discussed in Section 4.3.4 consumers' perceptions of a price are not purely grounded in monetary terms (Campbell, 1999) but are founded more on the basis of consumers' psychological reactions to what is perceived as a fair price (Kamen and Toman, 1970; Monroe, 1973). As a result, consumers have a "psychological community norm" of what is perceived as a fair price (Kahneman, Knetsch and Thaler, 1986a: 188). The psychological reaction to price fairness encourages consumers' cognitive evaluations of a brand. Therefore, Price Fairness is defined according to Xia, Monroe and Cox, 2004: 3) as:

> *"A consumer's assessment and associated emotions of whether the difference between a seller's price and the price of a comparative other party is reasonable, acceptable or justifiable"*.

Consumers are generally concerned about price fairness and when prices are unfair they often try to punish the brand by looking at alternative brands (Kahneman, Knetsch and Thaler, 1986a, 1986b). As a result, consumers naturally speculate why a price has been set and make inferences about the brand's motive for setting a price. For example, Kahneman, Knetsch and Thaler (1986a; 1986b), Campbell (1999, 2007), Franciosi *et al.,* (1995), and Kachelmeier, Limberg and Schadewald (1991) proposed that consumers perceive the inferred price increase as unfair if the outcome motive is the firm's personal gain, such as maximizing their profits or exploiting the sudden increase in consumer demand. But price is perceived to be fair if the motive behind the increase covers an increase in the raw material costs, or if the motive is for a good cause such as helping a charity. An example of consumers' perceived price unfairness is portrayed when dishonest vendors mislead consumers into accepting an unnecessary price increase by giving false logic. For example, between February and July 2000, oil prices in the mid-west of the USA rose sharply. Reasons for the price hikes were explained by the sellers as resulting from, amongst other things, the cost increases imposed by OPEC countries due to the clean burning fuel standards (external and uncontrollable). According to the industry, the price increases actually went over and beyond what could reasonably be justified as a consequence of these causes (Vai dyanathan and Aggarwal, 2003: 461; Gasoline Price Spikes US Political Firestorm, 2000).

On the contrary, Perceived Price Unfairness is the perception of inequality when the perceived outcome in a transaction is deemed to be inconsistent, unreasonable or unjust with the perceived inputs and outcomes of a referent (Oliver and Swan, 1989; Tsai and Lee, 2007). An example of price unfairness is drawn from the case of Microsoft (Campbell, 1999). Microsoft's attempt to bundle a Microsoft browser with a Windows operating system was perceived by consumers to be unfair. One interpretation behind Microsoft's bundling is that the price was lowered for consumers by including a greater number of applications for the same, basic price. However, the bundling effects were perceived by consumers, competitors, and governments alike as unfair as well as being ruled by the courts as uncompetitive. It appears that consumers evaluated Microsoft's motive as being unfair as it was perceived to be "tak[ing] advantage of consumers' desire for Windows [in order] to get an edge in the battle for share of Web software" (Campbell, 1999: 151). The negative motive that was inferred by Microsoft's decision to bundle the browser and Windows operating system derived perceptions that the price set was unfair (Campbell, 1999). Such inferences are dependent on what is communicated to consumers and what knowledge consumers have about the economy. Consumers' knowledge base on prices has become more accessible with the development of computers and computerized networks (Kivetz and Simonson, 2002), allowing consumers to compare the fluctuation of prices and decide on what is perceived as unfair prices. If, however, the consumer is unaware of the pricing structure applied, or the consumer senses the firm is acting in an immoral or unfair manner (Bechwati, Sisodia and Sheth, 2009), the consumer is likely to evaluate a brand negatively. Therefore, consumers have a psychological perception of what is perceived as a justifiable price, and, when unjustified, consumers will infer a negative motive behind the unjustifiable price (Kahneman, Knetsch and Thaler, 1986).

Perceived price unfairness encourages consumers to experience negative emotions which are associated with blaming others, such as anger and disappointment, and they tend to cope through social interaction or expressions of negative emotive language. This is due to the "psychological community norm" of what is perceived as a fair price, and to the natural limit to what consumers are willing to sacrifice in any given situation. Subsequently, price unfairness will result in the manifestation of negative brand evaluation. In this particular study, negative evaluations are represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. It is therefore hypothesized that:

$H5_{a\text{-}e}$: Perceived Price Unfairness is positively related to the (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible factors of Negative Brand Personality.

4.9.7 Immoral Brand Practice and Negative Brand Personality

The objective of Corporate Social Responsibility (CSR hereafter) is recognized as an initiative by the company or brand to exert a positive impact and essentially minimize any negative impact on society at large (Pride and Ferrell, 2006). As a result, CSR strategies "humanize a company or a brand, encouraging consumers not to just like, respect or admire the company but actually identify with it" (Bhattacharya and Sen, 2003, cited in Du, Bhattacharya and Sen, 2007: 225).

However, CSR has different meanings for different organizations and may change over time and in light of events. Bhattacharya and Sen (2004) and Sen, Gurhan-Canli and Morwitz (2001) illustrated that perceptions of a company's CSR initiatives are anything but uniform, as the responses from a single initiative vary from person to person. It is likely that consumers' perspectives on what constitutes ethical or unethical behavior may differ from a company's definition, and, moreover, may not always be in line with widely held definitions of ethics (Clavin and Lewis, 2005; Clouder and Harrison, 2005). For example, Nestlé's unethical brand was caused by marketing practices the public deemed immoral: "As the number one boycotted brand in the UK, the company has been challenged over its aggressive marketing and selling of infant formula products in Africa, which inhibits breast feeding and can be life threatening to infants when used with non-purified water" (Brunk, 2010: 256). The example illustrates the importance of CSR for a company's obligation to integrate consumers' moral values into their brand initiatives.

Socially irresponsible practices in the form of immoral brand practices are usually directed towards the brand or company that is perceived as having caused the socially irresponsible act (Lichtenstein, Drumwright and Braig, 2004). For socially irresponsible brands, the target of the perception and the emotions is the brand manager. Thus, the actions those consumers take when they perceive the brand to be immoral and unethical in their practice is usually directed towards the brand. The consumer, on the other hand, increases their knowledge base of the brand's ethical stance through readily available publications such as consumer reports or media reports that disclose social and environmental information (Campbell and Keller, 2003; Jenkins and Yakovleva, 2006). This meta-knowledge, whether accurate or not, will guide consumers' perceptions of moral practices. Therefore, awareness of a CSR initiative will not necessarily prime or lead to favorable brand CSR beliefs. It could equally stimulate negative perceptions about the brand and initiate negative evaluations about the corporate identity. Corporate identity, however, deals with impressions, image and the personality in which the organization presents itself (Schmit and Pan, 1994). The transparency of CSR is to create a favorable reputation. However, this may not always be the case, especially when faced with media exposure. Consumers may suspect that firms are trying to attract customers rather than genuinely supporting a good cause (Sheikh and Beise-Zee, 2011). As a result, consumers' perceived extrinsic motive diminishes the favorability of CSR beliefs. Thus, even though consumers often expect companies' CSR actions to be motivated at least in part by self-interest (Ellen, Webb and Mohr, 2006), such attributions are likely to be associated with the belief that the brand is not truly socially responsible (Du, Bhattacharya and Sen, 2007). As a result, consumers' suspicion of corporate wrong doing is likely to increase negative brand perceptions, which can have a detrimental effect on the overall brand evaluation. In this particular study, negative evaluations are represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. It is therefore hypothesized that:

$H6_{a\text{-}e}$: Immoral Brand Practice is positively related to the (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible factors of Negative Brand Personality.

4.9.8 Corporate Hypocrisy and Negative Brand Personality

In a similar vein to Corporate Social Irresponsibility and Immoral Brand Practices, Corporate Hypocrisy is driven by the increase in public information about the CSR activities. The growing mass-media coverage through websites and documentaries reveals more and more brand practices that appear to be hypocritical and replete with inconsistent information. Hypocrisy is defined as "the belief that a firm claims to be something that it is not" (Wagner, Lutz, and Weitz, 2009: 79). It is the difference between what the brand claims it is doing through advertisements, and facts about the brand practices. It is likely that brands, like people, may be perceived as demonstrating hypocrisy when inconsistent information about the brand's own statements are observed. As a result, skepticism about corporate practices affects consumers' perceptions about brands. For example, the coffee-house chain Starbucks (2005) has long and distinctively presented itself as a keen adopter of fair-trading practices. However, the company recently has been criticized for trying to inhibit Ethiopian farmers from securing trademark protection for their coffee and being able to obtain a better price for themselves (Adamy and Thurow, 2007). Thus, consumers are likely to be exposed to inconsistent information about brands' stated CSR policies, on the one hand, and their actual practices, on the other. Although brands try to keep a low profile on any brand deception, the brand identity portrayed through advertisements is positioned as deceiving in consumers' minds through social and environmental values, leading to a state of discrepancy between stated objectives and the actual actions of firms - for example, when the objectives of the campaign are stated to be purely social and the action of the firm seems to be self-serving by exploiting child labor in less developed countries.

Therefore, hypocrisy can be attributed to brands that are perceived by consumers to be demonstrating hypocrisy. That is, the information about brands and observed company behaviors emerge as unethical. For example, when brand advertisements may be displayed in a positive light while media reports display a brand as being socially irresponsible, the inconsistent messages are likely to cause cognitive dissonance as a result of the hypocrisy in information displayed. This is often practiced in advertisements through mild deception as it is considered to be acceptable to a certain degree, but can deter the ethics of marketing good corporate conduct (Gustafsson, 2005). The act of inconsistency through hypocrisy is likely to heighten consumers' negative perceptions of the brand, thus encouraging consumers to ascribe a brand with a negative brand evaluation. In this particular study, negative evaluations are represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. It is therefore hypothesized that:

H7$_{a\text{-}e}$: Corporate Hypocrisy is positively related to the (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible factors of Negative Brand Personality.

4.10 Outcome Variables of Negative Brand Personality

4.10.1 Negative Brand Personality and Negative Attitude

Attitude is defined as the "evaluation dimension of a concept" (Fishbein, 1967: 233); in the context of this research, the concept is a brand and the evaluation of a brand can either be good or bad. Hence, attitude is a subjective sense of concern and has a psychological significance which an individual attaches to it (Boninger, Krosnick and Berent, 1995). Therefore, when an individual holds a belief about an object that is important to them, the individual will actively seek out information relevant to their belief and focus their thinking on the knowledge that is relevant to their attitude (Bizer and Krosnick, 2001: 567). In this study, the rejected belief is expressed as a discrepant self-meaning through Negative Brand Personality factors. The Negative Brand Personality factors become an active focus of attention by providing reference points for the speedily rejected belief as a result of the previously held negative evaluations of a brand (Fazio and Zanna, 1981). It is therefore likely that consumer beliefs are constructed through the use of heuristics from available information such as media and reviews to minimize the cognitive effort expended in decision-making (Newell and Simon, 1972). That is, the cues generated through the information received from messages, communicators, and the context (situation) within which the message occurs (that is incongruent with consumers' beliefs and expressed with Negative Brand Personality), is likely to encourage consumers to hold negative attitudes towards the brand. This is because attitude is more than just "factually-based opinions" (Lindquist, 1974: 30) - it is a network of beliefs put together to simplify complex information due to limited cognitive capacity and, as a result, is likely to increase cognitive strain held in consumers' memory. As consumers naturally do not expect the source of information to produce a dissonant cognition, they are not alerted to avoid the discrepant self-meaning and instead engage in negative evaluations of the brand. Therefore, discrepant self-meaning and evaluations of a brand expressed as Negative Brand Personality set heuristics for negative attitudes to reduce psychosocial risk of brand consumption (Mitchell, 1999). It is therefore hypothesized that:

H8$_{a\text{-}e}$: The five factors of Negative Brand Personality - (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible - are positively related to Negative Attitude.

4.10.2 Negative Brand Personality and Attachment

‘Attachment’ is a term from psychology defined as an interpersonal emotional bond between a person and a specific object (Bowlby, 1969). Applied to marketing, ‘attachment’ is an emotionally charged relationship with brands (Belk, 1988; Schouten and McAlexander, 1995; Fournier, 1998) in which consumers can build and maintain or, at worst, separate from and detach themselves. Consequently, ‘attachment’ involves a myriad of complex feelings towards the brand which include “happiness and comfort from brand-self proximity, pride from brand-self display and sadness and anxiety from brand-self separation” (Park *et al.,* 2010: 2). By separating and detaching from the brand, the consumer experiences an internal conflict with the brand which dissolves the interpersonal brand relationship (Park *et al.,* 2010). That is, brand affiliation is terminated by maintaining an emotional distance due to the cognitive disruptions (Mai and Conti, 2008). By encouraging brand disengagement, brand detachment is defined as “the psychological state of distance with regard to a brand, resulting from the weakening or the dissolution of the affective bond existing between the consumer and the brand” (Pierrin-Martineq, 2004: 1007). Although brand detachment is inherently emotional, it is cognitive in representation due to the bond that connects a consumer with a specific brand through a rich and accessible memory network (Mikulincer and Shaver, 2007). Therefore, brand detachment is a reduction of the affective reaction towards the brand, which is different to negative attitude. Negative attitude is an evaluative cognitive component that characterizes a set of disapproved brand beliefs (Eagly and Chaiken, 1993), whereas detachment focuses on the affective component that concerns the actual reduction of all affective reactions felt towards the brand (Mai and Conti, 2008).

Essentially, the consumer is refusing brand commitment as a result of a lack of emotional appreciation for the personality of the brand. When a consumer ascribes a brand with Negative Brand Personality, the consumer is essentially casting doubtful cognitions, which heightens the manifestation of a partial or a complete loss of positive, affective reactions towards the brand. By casting doubt in their minds, the consumer is reducing the risk of internal conflict by eliminating the emotional attachment to the brand. Such prominent feelings and thoughts can affect the behavior and interpersonal relationship by attenuating the brand relationship. Instead, individuals are likely to spend their time and energy looking at ways to enhance their self-worth and self-esteem by directing their attention towards attachment figures by using a defensive strategy known as hyperactivation[18]

[18] Hyperactivation implies greater vigilance of relationship-related behaviors and information as well as greater persistence in seeking reassurance and support from relationship parties.

(Mikulincer and Shaver, 2003). Therefore, discrepant self-meaning and evaluations of a brand expressed as Negative Brand Personality are more likely to intensify emotional detachment towards the brand due to the lack of affective reaction towards the brand. It is therefore hypothesized that:

$H9_{a\text{-}e}$: The five factors of Negative Brand Personality - (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible - are negatively related to Brand Attachment.

4.10.3 Negative Brand Personality and Brand Loyalty

Evantschitzy and Wunderlich (2006) acknowledged that consumer choices are not random; instead, consumers have a preference for their (re) purchasing decisions which prompts brand loyalty. Brand loyalty not only consists of the actual purchasing behavior, but also embraces the attitudinal stages prior to the brand behavioral commitment that captures the belief, affect and intention (Jacoby and Chestnut, 1978). The three key attitudinal stages prior to the actual purchase are identified by Jacoby and Chestnut (1978) and other researchers alike as cognitive (the brand being superior to other competitive offerings), affective (a greater liking for the brand is exhibited) and conative (commitment and intention to purchase the focal brand as opposed to competitors). Building on Jacoby and Chestnut's (1978) seminal work, Oliver (1999: 34) defined customer loyalty as "a deeply held commitment to re-buy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand-set purchasing, despite situational influences and marketing effort having the potential to cause switching behavior". Although the general consensus in research has been to acknowledge the key attitudinal stages of brand loyalty, Oliver (1999), Evanschitzky and Wunderlich (2006) and Yuksel, Yuksel and Bilim's (2010) research findings illustrate that different phases of loyalty emerge consecutively rather than simultaneously. That is, the attitudinal stages mature in sequence through cognitive sense, affective manner, conative sense and action inertia. In spite of the three key attitudinal stages of brand loyalty, the conative stage is considered to be the strongest due to the increased intention to purchase (Evanschitzky and Wunderlich, 2006).

Nevertheless, Oliver (1999) argued that brand loyalty can diminish at any stage of the attitude development structure due to the inferiority of the brand[19] or service. Given that brand personality reflects emotions associated with tension, anxiety or frustration, it is likely that consumers will develop negative feelings towards a brand due to the discrepant self-meaning. This, in turn, activates

[19] Oliver (1999) refers to the inferiority of an organisation or service. Applied to this research context, the 'organisation' is referred to as a brand.

the negative cognitive component of brand evaluation. Therefore, the negative evaluations through the discrepant self-meaning of a brand are subject to the diminishment of the affective component of brand loyalty. Past research has shown that affective loyalty is a function of cognition (Back and Parks, 2003; Evanschitzky and Wunderlich, 2006). Consistently, the findings of Morris *et al*., (2002) showed that customers' behavioral intentions to buy and continue an existing relationship are strongly influenced by their emotions. Given the focused attention on the discrepant self-meaning through Negative Brand Personality, it is likely that consumers will feel disinclined to purchase the brand, which essentially reduces the conative component of loyalty. It is therefore hypothesized that:

$H10_{a\text{-}e}$: The five factors of Negative Brand Personality - (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible - are negatively related to the conative component of brand loyalty.

4.10.4 Negative Brand Personality and Satisfaction

Satisfaction has been widely researched in marketing (Zeithaml, 1988; Oliver and Swan, 1989; Danaher and Haddrell, 1996) and is often expressed in some type of attitudinal component, such as re-buying, brand switching, WOM by communicating to other consumers (Day and Landon, 1977; Day, 1982; Francken, 1983; Kasper, 1988; Bloemer and Polesz, 1989) and customer retention (Szymanski and Henard, 2001). Szymanski and Henard's (2001) meta-analysis on satisfaction reveals that although satisfaction is an attitudinal construct, it has proven to predict behaviors such as WOM, suggesting that if consumers are not satisfied they are likely to engage in negative word of mouth (NWOM herein) behavior[20].

The construct 'satisfaction' is a viable dependent variable as it is discussed from two different perspectives, cognitive and expressive, and both are a function of relativity. According to a cognitive perspective, 'satisfaction' is understood to be the assessment resulting from comparing customers' expectations and their perceptions of the value of the product/service received (Churchill and Surprenant, 1982; Oliver and DeSarbo, 1988), while, from an emotional perspective, 'satisfaction' is considered as a positive emotional state resulting from the consumption experience (Westbrook and Oliver, 1991; Mano and Oliver, 1993). In the scope of this study, 'satisfaction' is viewed as an emotional construct (Oliver and Swan, 1989; Danaher and Haddrell, 1996), and it is conceptualized as a psychological construct encompassing a subjective evaluation between product performance and

[20] Both satisfaction and NWOM variables have been identified in the qualitative enquiry (details are presented in Section 4.4.5.

perceived value (Bolton and Drew, 1991; Ravald and Grönroos, 1996) inherent in consumers' past experiences, future perceptions, or brand preferences (Oliver, 1980, 1997; Rust and Oliver, 1994). Therefore, 'satisfaction' is defined as the consumer's overall assessment of the utility of a brand, based on perceptions of what is received and what is delivered to the recipient (Zeithaml, 1988).

According to Oliver (1997, 2010), emotional evaluations of a brand are not only driven by positive feelings towards a brand: emotions can equally be dissatisfying, which carries a negative connotation in consumers' minds towards a brand. Dissatisfaction is a discrepancy in which there appears to be a disconfirmation of what is received is less than that originally expected (Oliver, 1980, 1997). For example, discrepancy can be found in models of satisfaction with media communications, where the performance judgment and its comparative referent fall short of expectation. This could be the evaluation of the brand image or as a result of preconceived post usage which disconfirms pre-purchase expectations. For example, if previous experience is negative, then the prior attitude is reinforced (Oilver, 1980; Bloemer and Polesz, 1989). Therefore, negative evaluation is when a stimuli develops an unpleasant psychological effect that an individual will try to avoid, or will attempt to attenuate the experience by generating compensatory thoughts that restore psychological balance (Oliver, 1997). Compensatory thoughts are likely to include negative brand evaluations through some meta reflection (e.g., this bad buy was a good lesson for me), which subsequently increases consumers' negative perceptions of the brand. In this particular study, the overall negative evaluations, represented by the Negative Brand Personality factors of Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical, are likely to result in consumer dissatisfaction. By negatively evaluating a brand, the consumer is essentially reinforcing the prior negative attitude which increases the likelihood of dissatisfaction. This is because dissatisfaction reduces the individual's level of welfare and is likely to give rise to social instability (Huh, Delorme and Reid, 2004) and an overall negative perception. It is therefore hypothesized that:

$H11_{a\text{-}e}$: The five factors of Negative Brand Personality (a) Egotistical, (b) Boring, (c) Lacking Logic, (d) Critical and (e) Socially Irresponsible are negatively related to satisfaction.

Drawing on the discussion from the Initial Scale Development study and theoretical arguments, seven constructs emerged that influenced consumers' decisions to ascribe a brand with a Negative Brand Personality. These are: Corporate Social Irresponsibility, Self-Incongruence, Brand Confusion (Overload Similarity and Ambiguity), and Price Unfairness. Together, these four constructs summarize the dissonant state between corporate brand communication and consumers' interpretations. Negative Attitude, Detachment, Disloyalty and Dissatisfaction were identified as the outcome variables of Negative Brand Personality. Figure 4.0 has been developed to visualize the overall findings from the Initial Scale Development study and depicts the emerging concepts along with the hypothesis tests, thus detailing the dynamic nature of this research study.

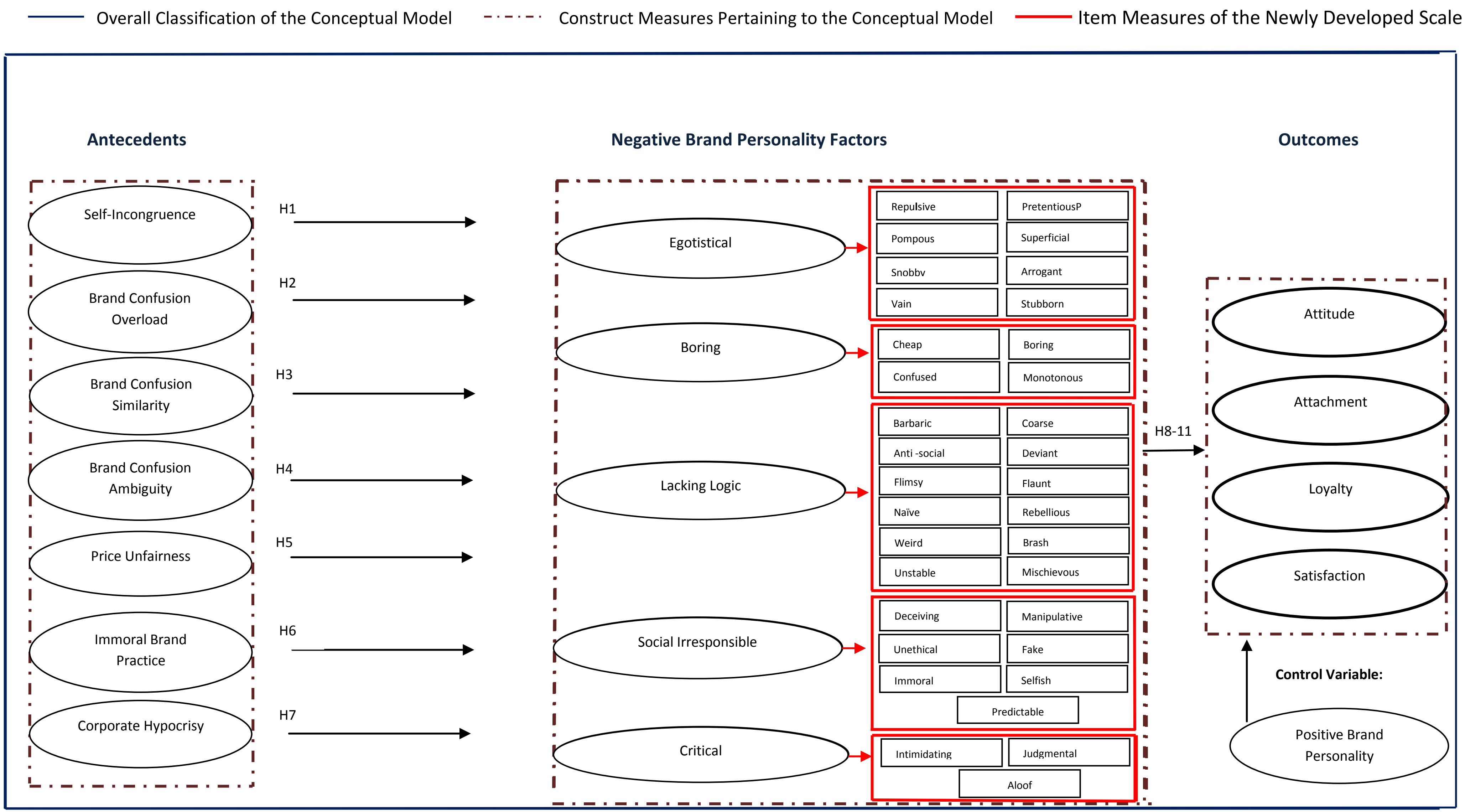
4.11 Control Variable

4.11.1 Positive Brand Personality Traits

Aaker's (1997) brand personality framework is posited to control for the Negative Brand Personality traits for two reasons: (a) to provide additional explanation for the Negative Brand Personality traits, and (b) to statistically provide evidence that Negative Brand Personality traits are not the absence of positive traits and that negative traits are indeed a reflection of consumers' anxious and frustrated feelings towards brands.

The conceptual model is broadly categorized into three main classifications. The first classification centers the broad aggregate level of the model which includes the three main divisions of the model, namely: antecedent and outcome variables of Negative Brand Personality factors. The second classification of the model focuses on the constructs per division, for example, the seven antecedent constructs (Self-Incongruence, Brand Confusion {Overload, Similarity and Ambiguity}, Price Unfairness, Immoral Brand Practice and Corporate Hypocrisy), the five Negative Brand Personality factors (Egotistical, Boring, Lacking Logic, Critical and Socially Irresponsible) and the outcome variables (Negative Attitude, Detachment, Disloyalty and Dissatisfaction). The third classification of the model focuses on the actual items per construct. As the focus of this research is the establishment of Negative Brand Personality, it is important to place more emphasis on specific items for each of the five factors of Negative Brand Personality established in the Initial Scale Development study. However, the other constructs are equally as important but are adopted from established scales. Further details will be provided in the following chapter.

Figure 4.0: Conceptual model derived from the analysis conducted in the Initial Scale Development study.



Conclusion

The central objective of this chapter was to establish the ground work for this research by answering aim one and aim two of the research objective. Research aims one, two and three were answered through the Initial Scale Development study, which consisted of four sub studies (Study A - Interviews; Study B - Content validity survey; Study C - Sorting task and Study D - Content validity task). Each study focused on particular aspects of aim one and two of this research. Study 1 explored Negative Brand Personality along with the antecedent and outcome variables. Study B validated the items from the interview study to ensure the items were indeed perceived in a negative light. Study C established the factorial construct of the Negative Brand Personality and Study D validated the Negative Brand Personality items per factor. A discussion was then presented that integrated the findings from the four studies. By employing theoretical arguments and empirical evidence from the Initial Scale Development study, a set of formal hypotheses were developed and formulated. The antecedent variables (Self-Incongruence, Brand Confusion, Price Unfairness, Immoral Brand Practice and Social Hypocrisy) were conceptualized to be directly associated with Negative Brand Personality factors (Egotistical, Boring, Lacking Logic, Critical, and Socially Irresponsible). Subsequently, the Negative Brand Personality factors are conceptualized to have a direct effect on the outcome variables (Negative Attitude, Detachment, Disloyalty and Dissatisfaction). In addition, a control variable was deliberated along with the anticipated influence the control variable Positive Brand Personality traits has on the newly developed Negative Brand Personality measure. The chapter concluded with a conceptual model framing the findings established, discussed and hypothesized in this chapter.

The following chapter presents the second study of this research - the Confirmatory Scale Development study. The chapter details the research design, operationalization of the model variables, and the data collection procedure used to generate the data to test the developed conceptual framework established from the Initial Scale Development study.

Chapter 5
Overview of the Methodology Employed In Study 2 - Confirmatory Scale Development

Introduction

The previous chapter analyzed and discussed the initial scale development study which guided the conceptual framework for this research. The objective of this chapter, the confirmatory study, is to empirically test the proposed framework outlined in Chapter 4. The chapter begins with the overall methodological consideration for this study which details the procedure and operationalization of the employed constructs. The chapter then discusses the processes utilized to generate the required data by discussing the research design and then the method of administration, which includes details of the brand choice to test the conceptual model. The chapter concludes by reporting the statistical properties of the scales identified for use in this research: details of the structural validity of each scale using Principle Component Analysis (PCA) to inform the measures at a later stage of analysis are provided.

5.1 Overall Methodological Consideration

5.1.1 Method of Data Collection

Given that a cross-sectional survey design has been chosen (as discussed in Chapter 3), it is important to consider the communication method in order to collect the data, whether it is by email questionnaire, personal interviews, telephone interviews, or web-based questionnaires and email surveys (Iacobucci and Churchill, 2010). There are other methods, such as eye tracking, which are not discussed due to the scope of this research design. The method of choice employed in this research design was paper-based and web-based questionnaires. Paper and web-based questionnaires appeared to be the appropriate method as questionnaires are less intrusive than telephone or face-to-face surveys: unlike other research methods, respondents are not interrupted by the research instrument and are free to complete the questionnaire in their own time and at their convenience.

Essentially, the respondents have the freedom to express their point of view and have time to think about their answers. Further, the turnaround time for both paper-based and online questionnaires is often quick, and they are less expensive and more convenient to administer (Iacobucci and Churchill, 2010). The use of personal emails to approach potential participants was considered to be less appropriate due to the administration method being less anonymous than web and paper-based questionnaires: emails can be traced back to the sender, which is an important consideration as the consent form assures participant anonymity. Therefore, a web-based and paper-based data collection method appeared to be more suitable for the purposes of this research. Generally, questionnaires provide a level of anonymity that may lead to participants being more open, truthful and providing more honest answers. This is especially important when sensitive issues are involved. Other researchers in the field have adopted this method (e.g., Aaker, 1997; Guens, Weijters and Wulf, 2009; Grohmann, 2009 and Sung and Kim, 2010) and are often widely used in research studies (Dillman, 2007). With web-based questionnaires, there is a greater possibility of gaining access to a wider population of 18 - 30 year old adults as such consumers tend to have access to the Internet, especially with the heightened number of hand-held devices such as smart phones. Furthermore, as opposed to telephone interviews, web and paper-based questionnaires offer respondents the flexibility to complete the survey in a time and cost efficient way. Paper and web-based surveys also allow researchers to collect data on a large number of variables (Churchill, 1999). Furthermore, as the surveys are able to be completed at the respondent's convenience, there is more of a chance that respondents will complete the survey (Zikmund, 1991). Surveys also enable the collection of data from a wide range of respondents, which, in turn, can improve the general visibility of the survey findings (Iacobucci and Churchill, 2010). Surveys also have the advantage of enabling the researcher to collect a large number of variables simultaneously (Churchill, 1999).

However, no method is without its limitations: with web and paper-based questionnaires, there is the potential for a low response rate and for non-response bias to occur (Diamantopoulos and Schlegelmich, 1996). For this study, this was offset by incorporating various approaches recommended by Dillman (2007), who provided guidelines for assessing non-response bias (Armstrong and Overton, 1977). This will be discussed in more detail in the subsequent chapter. Other general limitations of paper and web-based surveys include slow collection methods along with the associated low response rates (Hair *et al.,* 2006).

Some of these limitations were offset through employment of pretesting methods. Pretesting was employed to identify any problems with the questionnaire format or wording prior to sending the questionnaires to the full sample, when such problems are out of the researcher's hands (Iacobucci and Churchill, 2010). This will be detailed in a later section. Firstly, however, the rationale for the chosen brand - Gucci will be presented, followed by an overview of the constructs pertaining to the conceptual framework, including sources and measures.

5.2 Study E: Non Bias Brand

5.2.1 Selection of Brand: Gucci

Before the questionnaire was devised to assess the conceptualization of this present research into Negative Brand Personality traits, a brand selection assessment was carried out to ensure the inductive brand personality scale was neither biased towards negativity or provoked negative traits through a relative cognitive comparative assessment of a brand. For example, comparing one brand relative to another brand could potentially evoke biasness toward Negative Brand Personality traits. Therefore, this research articulated a questionnaire design in order to examine the Negative Brand Personality scale, to reflect an *absolute* brand, to eliminate methods of bias (Podsakoff *et al.,* 2003), and to achieve the primary purpose of this research design (Hinkin, 1995).

The purpose of Study E research design was to assess the developed questionnaire on a single brand that is perceived by the sample population to have a large variance score on both positive and Negative Brand Personality traits. The measurements of positive traits were assessed using Aaker's (1997) established brand personality scale, while Negative Brand Personality traits were assessed using the traits from the interview transcripts that were cleaned, sorted and validated through the subsequent four sub studies of the initial scale development study (see Chapter 4 for the details of the four studies conducted).

In line with the focus of this research, six fashion retail brands were selected, namely, Gucci, Levi's, Marks and Spencer, Burberry, Primark and Bhs. The brands selected varied from upmarket to low-end market brands to capture the level of variation in consumers' expression through brand personality traits. The selection of the Levi's, Gucci, Primark and Bhs brands were based on consumer responses obtained from qualitative findings, either during or after the interview when the researcher probed for respondents' overall perceptions of fashion brands. The Marks and Spencer and Burberry brand selections were based on media reports that generated mixed brand perceptions that consumers spoke about during or after the interview process. Further, fashion brands reflect consumers' expressive function through their affective and hedonic decisions (Ratchford, 1987) and are consistent with the focus of this research. Chapter 3 provides a more detailed discussion for the rationale of fashion retail industry.

5.2.2 Respondents

A total of 123 respondents participated in this study; more specifically, 57% of the sample were male and 43% were female. Their ages were as follows: under 21 years old (43%), 22-24 years old (52%) and 25-27 years old (5%). All described their occupational status as students.

5.2.3 Procedure to Brand Selection

Participants were divided into six groups and were pre-assigned by the undergraduate office with approximately 20 students in each group. All participants were final year undergraduate students on a Marketing Management course. Permission was granted from the course director, while students' consent was obtained voluntarily through an informed written consent form. The written consent form introduced the survey and ensured data confidentiality and anonymity, which is in compliance with the Data Protection Act (1998) and Aston Business School ethical guidelines (Evans, 2004). The same questionnaire was administered to all six independent groups which focused on one of the six brands (Burberry, Gucci, Levis, Marks and Spencer, Primark and Bhs (see Appendix G for an example of the questionnaire). Each sampled group was given the questionnaire at a separate time to eliminate bias through counter interactions amongst other group members. Subsequently, none of the members within the six groups had prior contact with other group members so that data from one group did not influence the data from another. This is in line with the non-parametric assumptions, where each group sample is random with independent observations. That is, each respondent can be counted once and cannot appear in more than one group (Pallant, 2010).

Responses were analyzed using PASW SPSS 20 software, where the variances from the descriptive statistics were calculated for each brand. Once the variances were calculated for each respondent per brand, the subsequent scores were placed in a separate SPSS spread sheet. All variance scores were identified by a number to reflect the subsequent brand (e.g., '1' to represent Burberry, '2' to represent Gucci, and so forth). A one way ANOVA with a Benforonni post hoc test was conducted on all the variance scores to explore the impact of brand personality traits on different brand names.

5.2.4 Results of Selected Brand

The skewness and Kurtosis of the variables was assessed in order to screen for data normality (Nunnally, 1978; DeCarlo, 1997). Tabachnick and Fidell (2007) described the skewness through the variable means to be in the center of the distribution. Kurtosis, on the other hand, relates to the peakedness of the distribution, with variables that are non-normal kurtosis and that are too flat or peaked. Normal distribution is evident when the values of Kurtosis and skewness are zero. The descriptive statistics for the six brands are shown in Table 5.0. Table 5.0 below shows the variation of the mean variances across the six chosen brands (i.e., the variance score of the 41 traits for every respondent across the six chosen brands, and then calculating the mean score of the variances, standard deviation, skewness and kurtosis for each brand).

Table 5.0: Details of selected Brands, Mean of Variance, Skewness and Kurtosis.

Brand	Overall Variance Mean	Overall Standard Deviation	Skewness		Kurtosis	
			Statistic	Standard Error	Statistic	Standard Error
Burberry	2.655	0.673	0.564	0.354	-0.07	0.695
Gucci	2.743	0.753	0.434	0.354	1.158	0.695
Levis	2.293	0.593	0.280	0.354	-0.534	0.695
Marks and Spencer	2.157	0.511	-0.82	0.354	-0.751	0.695
Primark	2.180	0.612	0.594	0.354	0.151	0.695
Bhs	1.982	0.606	0.566	0.354	0.376	0.695

A post hoc Bonferroni test was performed. This test consists of comparing each mean of variance of each brand with all the other brands. Table 5.0 details the result of this comparison.

Table 5.1: Bonferroni test to assess multiple comparisons of variances across the six brands.

(I) Brand	(J) Brand	Mean Difference (I-J)	Std Error	Sig	95% Confidence Interval	
					Lower Bound	Upper Bound
Burberry	Gucci	-.08776	.13261	1.000	-.4806	.3051
	Levis	.36204	.13261	.101	-.0308	.7549
	Marks and Spencer	.49869*	.13261	.003	.1059	.8915
	Primark	.47538*	.13261	.006	.0826	.8682
	Bhs	.67376*	.13261	.000	.2809	1.0666
Gucci	Burberry	.08776	.13261	1.000	-.3051	.4806
	Levis	.44980*	.13261	.012	.0570	.8426
	Marks and Spencer	.58644*	.13261	.000	.1936	.9793
	Primark	.56313*	.13261	.000	.1703	.9559
	Bhs	.76151*	.13261	.000	.3687	1.1543
Levi's	Burberry	-.36204	.13261	.101	-.7549	.0308
	Gucci	-.44980*	.13261	.012	-.8426	-.0570
	Marks and Spencer	.13664	.13261	1.000	-.2562	.5295
	Primark	.11333	.13261	1.000	-.2795	.5061
	Bhs	.31171	.13261	.292	-.0811	.7045
Marks and Spencer	Burberry	-.49869*	.13261	.003	-.8915	-.1059
	Gucci	-.58644*	.13261	.000	-.9793	-.1936
	Levis	-.13664	.13261	1.000	-.5295	.2562
	Primark	-.02331	.13261	1.000	-.4161	.3695
	Bhs	.17507	.13261	1.000	-.2177	.5679
Primark	Burberry	-.47538*	.13261	.006	-.8682	-.0826
	Gucci	-.56313*	.13261	.000	-.9559	-.1703
	Levis	-.11333	.13261	1.000	-.5061	.2795
	Marks and Spencer	.02331	.13261	1.000	-.3695	.4161
	Bhs	.19838	.13261	1.000	-.1944	.5912
Bhs	Burberry	-.67376*	.13261	.000	-1.0666	-.2809
	Gucci	-.76151*	.13261	.000	-1.1543	-.3687
	Levis	-.31171	.13261	.292	-.7045	.0811
	Marks and Spencer	-.17507	.13261	1.000	-.5679	.2177
	Primark	-.19838	.13261	1.000	-.5912	.1944

*. The mean difference is significant at the 0.05 level.

Results from the Bonferroni test displayed in Table 5.1 detail the mean variances across the six brands. A positive value in the 'Difference' column means that the variance of the 'focal brand' is superior to the variance of the 'comparison brand'; the p-value indicates if this difference is significant.

As Table 5.0 shows, the average variance of Brand 2 (Gucci) is significantly superior to those of Brand 3, Brand 4, Brand 5 and Brand 6, and is not statistically different from the variance of Brand 1. To choose the two greatest variances (Brand 1 and 2), it was decided to select the brand that was the most significantly different from the third greatest variance (Brand 3). Therefore, Brand 2 (Gucci) was selected based on the overall variance mean and significance level.

5.3 Main Questionnaire: Study F

5.3.1 Constructs: Measures, Descriptions and Sources

Measurement is a fundamental activity of any science. Knowledge is acquired about people, objects, events and processes by observing them. Making sense of these observations frequently requires that researchers quantify them – that is, they measure the things in which they have a scientific interest (DeVellis, 2003). Lee and Ling (2008) argue that the root of measurement lies in social processes and that these processes and their measurements actually precede science. Whatever the initial motives are, each area of science develops its own set of measurement procedures. Typically, the measurement procedure used is questionnaires, and the variables of interest are part of a broader theoretical framework.

Therefore, when designing a questionnaire, it is important for the researcher to spend time composing, designing, checking and revising the questionnaire. Iacobucci and Churchill (2010) note that non-response bias needs to be minimized, both because of the loss of information and the data analysis difficulties. Non-response bias is connected to question content, question construction, method of administration and questionnaire length. Sensitive, irrelevant, or repetitive questions, as well as those that are poorly worded, difficult to understand, difficult to answer or have insufficient response categories can frustrate respondents and produce a non-response bias.

Subsequently, important issues to address when developing the questionnaire include the length of the survey questionnaire and the items in each construct, the interpretation of wording in the survey instrument, and the need to minimize respondent bias and enhance reliability (Iacobucci and Churchill, 2010). Firstly, however individual constructs will be discussed alongside source of constructs and measure type.

5.3.2 Individual Constructs

Once the variables pertaining to the conceptual framework are identified, it is important to define individual constructs (Hair *et al.,* 2006) to ensure a sound measurement of the developed theory, as poor construct conceptualization can have serious consequences for the validity of research (Edwards and Bagozzi, 2000; MacKenzie, 2003). According to Hinkin (1995), each construct under investigation needs to be operationalized through the selection of scale items and scale type (Hinkin, 1995). In this research, each construct can be measured using multi-item scales drawn from previous literature and qualitative inquiry with regards to the Negative Brand Personality traits. Further, marketers are better served by multi-item measures than by single-item measures, since measurement error tends to decrease as item numbers increase (Churchill, 1979).

Another important consideration when planning research is to ensure that an adequate amount of indicators are used to measure each latent construct. There is no established ideal number of indicators; however, a minimum of three or four is recommended (Cohen *et al.,* 1990; Baumgartner and Homburg, 1996). As Robins *et al.,* (2001) have discussed, one should be skeptical about single-item measures due to the random error that is likely to accumulate. Therefore, multiple-item measures should be more reliable as they cancel out random error and thus provide a more reliable measurement.

It is worth noting that the scales for constructs pertaining to the antecedents and outcome varibales were adapted from established scales. For the purpose of developing the Negative Brand Personality scale, the steps outlined by Churchill (1979) were followed, and were supplemented by more recent guidelines detailed by DeVellis (2003). The aim was to develop a valid, parsimonious, yet relatively short measure of Negative Brand Personality that could be easily incorporated into a wider questionnaire which was clear and understandable and did not take too much of the respondents' time and energy. Following the recommendation by Churchill (1979) and DeVellis (2003), a multi-stage development process was used to optimize the integrity of the new instrument (as discussed in Chapter 4, which detailed the four sub studies from the initial scale development study). Table 5.2 below presents the central information for each variable/construct collected regarding the conceptual framework discussed earlier.

Table 5.2: Details of the variable/construct measure, number of items and the source.

Category	Construct	Description measure	Number of Items	Source
		Negative Brand Personality Variables		
	Egotistical	Consumer rating on a 1-6 Likert type scale	8	Initial Scale Development Study detailed in Chapter 3.
	Boring	Consumer rating on a 1-6 Likert type scale	4	Initial Scale Development Study detailed in Chapter 3.
	Lacking Logic	Consumer rating on a 1-6 Likert type scale	12	Initial Scale Development Study detailed in Chapter 3.
	Critical	Consumer rating on a 1-6 Likert type scale	3	Initial Scale Development Study detailed in Chapter 3.
	Social Irresponsible	Consumer rating on a 1-6 Likert type scale	7	Initial Scale Development Study detailed in Chapter 3.
		Antecedent Variables		
Corporate Social Responsibility	Immoral Brand Practice	Consumer rating on a 1-6 Likert type scale	3	Lichtenstein, Drumwright, and Braig (2004).
	Corporate Hypocrisy	Consumer rating on a 1-6 Likert type scale	3	Wagner, Lutz and Weitz (2009).
Price	Price Unfairness	Consumer rating on a 1-6 Likert type scale	3	Campbell (2007).
Brand Confusion	Overload	Consumer rating on a 1-6 Likert type scale	4	Wash, Hennig-Thurau, and Mitchell (2007).
	Similarity	Consumer rating on a 1-6 Likert type scale	3	Wash, Hennig-Thurau, and Mitchell (2007).
	Ambiguity	Consumer rating on a 1-6 Likert type scale	5	Wash, Hennig-Thurau, and Mitchell (2007).
Self-Concept	Self-Incongruence	Consumer rating on a 1-6 Likert type scale	6[21]	Sirgy *et al.,* (1997).
		Outcome Variable		
	Attitude	Consumer rating on a 1-6 Semantic Differential scale	3	Berger and Mitchell (1989)
	Attachment	Consumer rating on a 1-6 Likert type scale	4	Louis and Lombart (2010)
	Loyalty	Consumer rating on a 1-6 Likert type scale	5	Adapted from chaudhuri and Holbrook (2001)
	Satisfaction	Consumer rating on a 1-6 Likert type scale	4	Adapted from Day (1984).
		Control Variable		
	Positive Brand Personality	Consumer rating on a 1-6 Likert type scale	15	Aaker (1997).

5.3.3 Physical Questionnaire Design

The physical design of the questionnaire is an important step in questionnaire development (Lee and Lings, 2008), especially in terms of increasing the response rate and collecting good quality data (Iacobucci and Churchill, 2010). The following section will detail the questionnaire structure and the physical characteristics of the questionnaire.

[21] 3 items reflect the actual self-concept and the other 3 items are the reverse scores.

5.3.4 Questionnaire Design

As discussed earlier, data was collected through paper and web-based surveys. It is believed that a survey is an efficient data collection technique when the researcher knows what is required and how to measure the variables of interest (Sekaran, 2000). Therefore, the survey was carefully structured; it was also undisguised through briefing of the respondents about the purpose of the survey. Moreover, as many respondents as possible were encouraged to complete the survey (Churchill, 1999).

Dillman (2007) displayed general guidelines and recommendations for increasing response rate. The length and structure of the survey is important for increasing respondents' cooperation. In particular, it is argued that the length, type of questions, the order of items and their appearance were amongst the key indicators to increase response (Churchill, 1999; Lee and Lings, 2008; Iacobucci and Churchill, 2010). Further, it is suggested that shorter questionnaires are likely to increase respondents' response rate relative to longer questionnaires. Another important consideration is the order in which the questions are presented to respondents (Churchill, 1999; Dillman, 2007). It has been suggested that there should be some logical order to the questions (Iacubucci and Churchill, 2010). In accordance with this, demographic variables were placed at the end of the questionnaire whilst important variables were placed at the beginning of the questionnaire (Churchill, 1999; Dillman, 2007) in order to prevent respondents from feeling threatened by giving their personal details from the outset. The consistency and clarity apparent in the questions should also be reflected in the professional design of the questionnaire, including the physical layout and formatting.

The questionnaire length was addressed by using double sided printing as this has no negative effect on response rate (Jobber, 1989). The total questionnaire consisted of six A4 pages including the cover letter and thank you note at the end. The cover letter was written to convince the respondent to cooperate, and plays an important role in increasing response rates (Iacubucci and Churchill, 2010). Accordingly, the cover letter provided the respondent with a description of the research study, its purpose and how the data was to be used. DeVellis (1991) and Jobber and O'Reilly (1998) cover letters that appeal to the reader and give a detailed project description have been found to increase response rates; Appendix H details a copy of the final paper based questionnaire. As a result, a cover page was used to introduce respondents to the research topic and the focus of the research to motivate respondents to participate and complete the questionnaire pertaining to this study. Further, respondents were guaranteed anonymity and confidentiality in order to try to improve response rates (Iacubucci and Churchill, 2010) and encourage respondents to complete the questionnaire (Dillman, 2007).

Jobber and O'Reilly (1998) suggested that non-monetary incentives can increase response rates. A non-monetary incentive was given to respondents in the form of miniature chocolate bars to increase response rates. In terms of time, the completion of the questionnaire was estimated to take around 15-20 minutes, which is considered to be reasonable. Furthermore, respondents were assisted in the completion of the questionnaire through instructions detailed in the cover letter: an example of one question was given which was filled out by the researcher to guide respondents on how to fill out the questionnaire. The logical format of the questionnaire is detailed in the following section.

5.3.5 Flow of Questionnaire

The questionnaire was divided into six broad categories: Section 1 was labeled 'Brand personality traits', Section 2 'Personal Characteristics', Section 3 'Perceptions Of Brand Meaning', Section 4 'Individual Characteristics', Section 5 'Outcomes Variables', and Section 6 'Demographic Variables'. The final section details personal information.

Section 1 was labeled as 'Brand Personality Traits', and included the developed Negative Brand Personality traits and Aaker's (1997) brand personality traits. As the focus of the study stems from brand personality, it warrants the support in the choice of including Negative Brand Personality traits at the beginning of the questionnaire. The items were presented in a counterbalanced order, where a positive trait was presented from Aaker's (1997) scale and the two Negative Brand Personality traits obtained from the Initial scale development study. The purpose of this was to avoid response bias and to further encourage the respondent to read the content of the item before answering the question.

Section 2 was labeled 'Personal Characteristics' with measures detailing the Attitude construct. It seemed logical after asking respondents to rate the brand personality trait to ask about their own characteristics, such as their general attitude towards the brand.

Section 3 was labeled 'Perceptions of Brand Meanings' and detailed seven subsections. The seven subsections were the antecedent variables. Although it is recognized that the antecedent variables are relatively more important than personal characteristics, it was important to keep the respondent focused; so, after presenting respondents with a long list of brand personality traits using Likert scales, it was necessary to present respondents with relatively straightforward questions with a different form of Semantic response scale. Although the seven antecedent variables are the second most important construct, it was important to present important constructs in a counterbalanced form to increase respondents' attention span. As a result the first antecedent construct 'Immoral Brand Practice' was written with a more global approach to immoral brand practice, which made logical sense given the previous question focused on respondents global attitudes. This approach provided a subtle lead to a more focused attention on the Gucci brand for the remaining constructs. Furthermore, the content of the items required more thought and concentration relative to their global attitude. Additionally, in case respondents might not finish the full course of questions, the chances would be higher with regards to important constructs.

Section 4, labeled 'Individual Characteristics', was supported by one subsections: Brand Attachment. This variable was presented straight after the discrepant self-meaning section as it was expected that respondents would find it easier to justify their responses through individual characteristics.

Section 5, labeled 'Outcome Variables', detailed Brand Satisfaction and Brand Loyalty. The main reason for placing the dependent variable in this section was to allow respondents to reflect on their choice of responses and supports the choice to ask about their level of satisfaction and loyalty towards the end of the questionnaire as a means to justify their previous responses. It was also expected that it would be easier for respondents to complete after their evaluative perceptions of the brand. It is worth noting however, that respondents were asked on the outset before completing the questionnaire about the involvement with the brand Gucci (to have purchased the product in the past or are aware of the product purchase - whether it be from a close friend or family member) to ensure consumer's satisfaction level is captured.

The final section provided questions on demographic variables, such as age, gender and occupation (Churchill 1999), as these questions are more personal to the respondent. On the last page of the questionnaire, respondents were thanked for their time and contribution as an incentive for their participation. See Appendix H for a sample of the final questionnaire.

5.3.6 Presentation of the Questionnaire

The questionnaire was printed on A4 double sided paper which was folded into an A5 booklet (by printing two pages per piece of paper) to make the questionnaire appear more appealing. This method reduced the number of pages to four. The questionnaire was presented in a booklet format with a total of 5 pages including the cover (brief) letter, and the debrief letter at the end (Dillman, 2007). The presentation of the questionnaire in a booklet format was deemed appropriate for the potential sample to encourage respondents to complete the full questionnaire, as it looked rather a short questionnaire. The font size was not jeopardized through this format and was considered to be adequate for a person with average eye sight to complete the questionnaire with the subsequent scales.

The questionnaire was peer reviewed (Dillman, 2007) by one academic who is knowledgeable in instrument development and two senior PhD students in the field of marketing. Detailed comments were sought; in particular, comments were sought that suggested improvements regarding the layout and comprehensiveness of the questionnaire. As a result of such feedback, minor adjustments were made, such as the points on the semantic scales to ease the completion of the questionnaire. Further, minor grammatical corrections were made to some of the item wordings, especially with reverse items to ensure an improved fit to the study's context.

Eight respondents from the potential sample also participated in a Think Aloud Task (further details are provided in the subsequent chapter [Chapter 6] which details specific item changes). The central purpose of the Think Aloud Task was to receive further feedback on the data collection instrument by observing participants completing the questionnaire and gaining feedback as they progressed to complete the questionnaire. The aim was to assess and improve the clarity of each item pertaining to each construct and the sequence of questions (Dillman, 2007). Observing participants filling out the questionnaire provided an indication of approximately how long the questionnaire was taking for respondents to complete. The questionnaire length did not appear to be of concern.

5.3.7 Measure Type

The traditional paradigm of construct measurement has been that of reflective indicators, where a construct is viewed as causing variation in its items (hence, the items reflect the construct). That is, a single construct underlies a set of items aimed at measuring the construct (Gerbing and Anderson, 1988). Therefore, any change in the construct affects its measurement item and, vice versa, any change to the construct will bring about change to the measurement item. Diamantopoulos and Winklhofer (2001) emphasized that a multi-item measure should reflect the underlying construct. For example, the Egotistical factor of Negative Brand Personality should, to a great extent, only measure 'Egotistical' and no other latent variable. So, a change in the score of the individual items of the 'Egotistical' construct should cause a change in the true score of this construct other than systematic or random error. Subsequently, the systematic or random error should not have a significant impact on other latent variables to render a unidimensionality (Gerbing and Anderson, 1988), which is a necessary condition for validity (Churchill, 1979). Thereby, if a measure is not unidimensional it is considered to be invalid as it captures measures other than that intended by the construct (Gerbing and Anderson, 1988).

However, unidimesionality is not a prerequisite for a formative measure as the measures of variables need to correlate with each other. That is, a single latent construct underlies a set of observed scale items (Gerbing and Anderson, 1988). Therefore, the formative measure perspective forms an index (Diamantopoulos and Winklhofer, 2001; Jarvis, MacKenzie and Podsakoff, 2003). Unlike reflective measures, for a formative measure the indicators form the latent constructs (Diamantopoulos and Winklhofer, 2001; Jarvis, MacKenzie and Podsakoff, 2003) which do not have to be positively intercorrelated (Jarvis, MacKenzie and Podsakoff, 2003). Therefore, different indicators of formative measures are supposed to capture different and specific aspects of the latent construct. This suggests that redundant items should be avoided (Diamantopoulos and Winklhofer, 2001) as they can lead to problems with the measurement model by losing unique components of the latent construct, which can subsequently lose the meaning of the variable (Jarvis, Mackenzie and Podsakoff, 2003). This is unlike reflected measures in a specification model where items can be deleted during the item purification stage.

Further, it is worth noting that formative measurement models are still very much at the early stage of adoption (Diamantopoulos and Winklhofer, 2001), with no current evidence of their adoption in prior brand personality research. With this in mind, the current research followed convention in the measurement of all variables (i.e., it adopted a reflective model rather than a formative one). This is in keeping with the almost unanimous use of reflective models in previous brand personality literature (c. f., Aaker, 1997).

It is, however, acknowledged that incorrect specification of measurement models (i.e., a model viewed as reflective when it should be formative) can lead to incorrect parameter estimates being generated (Diamantopoulos and Winklhofer, 2001; Cadogan, Souchon and Proctor, 2008; Diamantopoulos, 2008), which could have serious implications for reported research findings (Jarvis, MacKenzie and Podsakoff, 2003; MacKenzie, Podsakoff and Jarvis, 2005).

Having discussed the measure type alongside other key attributes of the questionnaire such as the constructs, form of response, questionnaire design and flow of questions, it is important that careful consideration is given to the brand selected to reflect a high variance between both positive and Negative Brand Personality traits. Therefore, a separate study was conducted as a form of a manipulative check to ensure the brand was not biased towards either Positive or Negative Brand Personality traits, and to further account for the highest retained total variance. The rationale for and the details of this study are given below.

5.3.8 Form of Response

The constructs and variables were operationalized with a close ended format with different forms of response measures, which were selected for reasons discussed below. By definition, Likert scales are classified as interval scales that are used to ask respondents to indicate whether they agree or disagree with an item that relates to the construct, hence rating a series of mental beliefs or behavioral belief statements (Hair *et al.,* 2006). Interval scaling is considered to be one of the most widely used in research (Bagozzi and Heatherton, 1994) and is most suitable for testing the hypothesis (DeVellis, 1991). Within this scale, numbers are assigned to indicate the measurement of latent constructs in units of equal intervals (Zikmund, 2003).

The majority of the scales adopted a close ended format, which utilized a 6 point scale that was anchored by strongly agree (1) and strongly disagree (6). The main reason for this choice was that it does not permit vagueness or uncertainty (DeVellis, 2003). This, however, does mean that respondents are forced to make at least a weak commitment in the direction of one or the other extreme (forced choice between mildly agree or mildly disagree response). Given that this research was designed to prevent vagueness, it was felt by the researcher that respondents would select a neutral response as a means of avoiding choice. As brand personality is a form of self-expression (discussed in Chapter 2), it was deemed appropriate to force subjects to express a preference for information on Negative Brand Personality, antecedents and outcome variables for two reasons.

Firstly, a six-point scale provides a level of intensity where feelings can be expressed. It is also believed that more scale points are better for allowing respondents to answer questions with more specificity (Brady *et al.,* 2005) as well as allowing the responses to be easily managed and coded (DeVellis, 1991). Secondly, Likert scaling is widely used in instruments measuring opinions, beliefs, and attitudes (DeVellis, 2003). Hair *et al.,* (2006) recommend that Likert scales are the best designs when using self-administered surveys or online survey methods to collect data.

Therefore, a six-point Likert scale allows for the moderation of opinion to be expressed within different levels of response options. Additionally, a Likert-type scale allows for responses to be easily managed and coded and is appropriate for different statistical techniques (Iacobucci and Churchill, 2010). Further, through close ended Likert scales, respondents are likely to reduce the time to complete the questionnaire relative to open ended questions and be more willing to complete the questionnaire, thus improving the response rate.

One consideration with the item pool that the researcher considered is that Attitude were assessed by adopting semantic differential scales, which are rooted in Osgood and Tannenbaum's (1955) assessment of attitude that is bipolar, with extreme ends of the continuum indicating the opposite of the other (strong positive vs. strong negative). Respondents were asked to read the bipolar phrases that characterize the stimulus and indicate their choice through the points along the continuum (DeVellis, 2003), with the end position being very descriptive, the center being neutral, and the intermediate position being slightly descriptive. Semantic differential scales are popular in marketing and help respondents to express the intensity of their feelings towards the object (DeVellis, 2003; Iacobucci and Churchill, 2010).

5.4 Pretesting of the Main Questionnaire

It is commonly believed that an important step in developing a survey is the preliminary stage of testing the research framework. The pretesting stage was conducted through a pilot study, which follows Churchill (1979) and DeVellis' (2003) scale development procedure where an assessment of content and face validity is conducted before the main study is sent out to the target sample. Similarly, Teijlingen and Hudley (2001) suggested that a well-organized pilot questionnaire will improve the efficiency of the research and give an initial indication about potential problematic items or constructs or whether the suggested instruments are inappropriate or too complicated. The purpose of the preliminary phase of this research was to test the questions with the associated participants so that the researcher could observe, validate, and determine the effectiveness of the questionnaire and to ensure all items were understood as intended.

Fink (2003) pointed out that pilot testing should be carried out on a population that is similar to those that will participate in the survey. Therefore, pretesting was conducted through a pilot study on undergraduate Aston students who represented the sampled population. A total of 250 questionnaires were personally handed out by the researcher to undergraduate students, which yielded a total response rate of 56% (140 questionnaires were completed), with roughly an equal number of males and females (46% and 54% respectively).

It is worth noting that the only difference with the mode of administration between the pilot and the main survey was that the main survey adopted both a self-administrative and web-based survey method, while the pilot study only adopted a self-administrative survey method where questionnaires were personally handed to students by the researcher. It is acknowledged that minor differences may exist; however, the detail regarding the execution of the pilot study was exactly the same as the main study with regards to the cover letter, sequence of questions and debrief in writing. This is in accordance with Churchill (1999), who acknowledged that the administration method does not have much influence on the data provided the format is consistent.

The data obtained from the pilot study was examined for reliability, completeness of responses and construct validity with SPSS Version 20. The time taken for respondents to complete the questionnaire was approximately between 15 - 20 minutes. The analysis of the pilot study led to the following conclusion with regards to data administration of the main data collection. By taking into account the response rate of 56%, a decision was made by the researcher to conduct a web- based survey to increase the response rate by encouraging students to fill out the questionnaire at the most convenient time for them rather that expecting the students to fill out the questionnaire and return it on the same day. It was hoped that this would increase the response rate of completed questionnaires.

5.4.1 Web Based Survey

In order to obtain a sufficient number of respondents for this study, different administration methods were adopted. As mentioned earlier, a paper-based and a web-based method were used for the main survey to increase response rates. A web-based survey was considered appropriate as the main date collection method in addition to a paper-based method for reasons discussed in Section 5.1 (administration method section). Web-based surveys generally have a quick turnaround time and are considered to have a low monetary cost (Iacobucci and Churchill, 2010). It is acknowledged, however, that the response rate for web-based surveys is relatively low compared to paper based surveys (Hansen and Riggle, 2008). Therefore, a large sample size was considered and selected based on social forums such as Facebook and an undergraduate student mail list, where a generic email was sent out by the student guild to students with a brief on what the research study was about and instructing them how to fill out the questionnaire.

In order to keep the data generation procedure consistent across platforms, both paper and web, alongside careful attention to the written brief and debrief, great effort was dedicated to the web-based survey to ensure the format, sequence of questions and instructions were consistent with the paper-based version. More importantly, questions pertaining to each construct alongside the demographic variables were exactly the same as the pilot study to ensure consistency. The web-based survey seemed appealing in length, and navigation through the survey was straight forward in that respondents had to tick circles.

Consistent with paper-based surveys, a stratified convenient sample was obtained. Convenience samples are widely used and accepted in the social sciences (Lee and Ling, 2008). Therefore, a list of contacts was obtained from the Aston student union guild through the e-newsletter as well as social groups from Facebook to attract as many respondents as possible. A standard message was posted on both the Aston student union guild e-newsletter and Facebook that presented the initial invitation, which included a link to the web-based survey. The social groups on Facebook were generated by means of a snow ball effect, where friends of friends were kindly requested to post the survey to signed up groups; this was in line with the aims of the study (young adults that were familiar with fashion brands). To further ensure respondents were consistent with the target sample, an additional two questions were asked which focused on whether a respondent was familiar with any fashion retail brands and whether they had purchased a fashion brand within the last 6 months. This consideration ensured consistency throughout the data generation process and guided the selection of the sample frame. To improve response rate, follow up messages were posted every two weeks for 3 months on Facebook social groups, while the questionnaire was placed in the Aston student union guild e-newsletter every week for 3 months.

5.4.2 Non Response Bias

Non-response bias is defined as "a failure to obtain information from some elements of the population that were selected and designated for the sample" (Churchill, 1999: 580). That is, some of the respondents in the sample do not respond, which can have significant implications with respect to data representation among the chosen sample. However, Morgan and Hunt (1994) questioned data generalizability as a result of non-response error and concluded that non-response bias is not a major issue provided the research provides an initial test of a theoretical model. It was further argued that the sample needs to provide an appropriate context for testing the theory and that the sample of respondents provides a variance to be explained. As this research is based on a carefully selected sampling frame that provides an appropriate context for testing the model of Negative Brand Personality, the antecedents and outcome variables, non-response bias was not considered as paramount. Nevertheless, several approaches have been conducted to adjust for non-response bias (Churchill and Iacobucci, 2002). Armstrong and Overton (1977) stated the one of the most commonly applied strategies used to investigate non-response bias is by comparing early respondents with late respondents to asses if non-respondents differ systematically from respondents. This approach was applied by splitting the responses into two halves, early responses and late responses, and by subsequently comparing them through an independent samples t test on group means to assess systematic non responses (Armstrong and Overton, 1977), as it is assumed that late responses are more similar to non-respondents, which is used as a means of indication for non-response (Armstrong and Overton, 1977). However, the t statistic ($t > 0.05$) suggests that the non-response bias did not appear to cause a problem, which was in the present study.

5.4.3 Combining the Data Collected

As discussed previously, this research adopted a mixed mode of data collection through paper and web-based survey design with the central purpose of increasing coverage and response rates (Couper, 2011). However, it is acknowledged that mixed mode data collection is likely to encounter measurement error (Couper, 2011). That is, the responses may be systematically different in the paper-based survey when compared to the web-based survey; for example, were the mean scores systematically different (higher or lower) for certain questions on either of the data collection modes. This was investigated through the mean scores of the examined variables determining the Negative Brand Personality items, antecedent and outcome variables ($t > 0.05$), which suggests the mode of effect did not appear to cause a problem in the present study.

5.4.4 Treatment of Missing Data

Missing data is defined as a “statistical difficulty (i.e., a partially incomplete data matrix) resulting from the decision by one or more sampled individuals to not respond to a survey or a survey item” (Newman, 2009: 8). By not responding to items in the survey, incorrect conclusions, less efficient findings and, more importantly, the generalizability of research results can seriously affect the authentication of the analysis and results. That is, missing data can lead to major negative effects; firstly, they may have a negative impact on statistical power, and, secondly, missing data may result in a biased estimate (Davey and Salva, 2010). Therefore, missing data needs to be handled prior to data analysis.

Allison (2001) identified several reasons for why missing data is likely to arise; for example, some respondents may not answer the questions due to insufficient information, they may forget to answer the question or they may feel some questions are inapplicable. Similarly, Little and Rubin (1987) distinguished between three types of missing data patterns based on randomness. It is worth noting that data missing at random is missing completely at random (MCAR), while missing data in non-random patterns is recognized as consisting of two different varieties - Missing at Random (MAR) and Missing not at Random (MNAR). Figure 5.0 gives a brief description of the three types of missing data patterns.

Figure 5.0: Missing data patterns derived from Little and Rubin (1987).

Types of Missing Data	Description
Random	
Missing Completely at Random (MCAR) MCAR – R_{miss_Y} Is not related to X or Y X Y R_{miss_Y}	MCAR means that the missing values for a variable X are unrelated to both - observed as well as the values of X itself. That is, everything that an individual would want to know about the data set as a whole can be estimated from the missing data patterns, including patterns in which a dataset exists for all variables for complete cases.
Non Random	
Missing at Random (MAR) MAR – R_{miss_Y} Is related to X, but is not related to Y X Y R_{miss_Y}	MAR means that the probability of a missing value on some variable is independent of the respondent's true status on that variable. That is, respondents' missing observations differ by chance but can be predicted from other present data using various statistical tools.
Missing not at Random (MNAR) MNAR – R_{miss_Y} Is related to Y X Y R_{miss_Y}	MNAR shows a relationship between the variables with missing data and those for which the values are present. If missing data is MNAR, then valuable information is lost and a universal statistical method can alleviate the problem of missing data.

Based on the types of missing data, there are many different methods and strategies proposed for handling missing data, but only a few have been advocated in the extant literature: Expectation Maximization (EM) and Multiple Imputation (Allison, 2001). It is, however, acknowledged that there are other methods for how to handle missing data, but for the purpose of this research only EM will be discussed at length due to the widespread acceptance of this method (Schafer and Graham, 2002). Essentially, a two-step calculation is performed to calculate the missing data within a data set (Hair *et al.,* 2006). Step One is the 'Expectation step' and Step Two is the 'Maximization step' and these steps are used to estimate sample moments as means, variances, and covariances (Hair *et al.,* 2006). In Step One, the expected missing values are replaced with expected values that are conditional on other variables in the model (Dempster *et al.,* 1977). In Step Two, the maximum likelihood estimate of covariance matrices and means are obtained just as if there are no missing data using statistics calculated in Step One. The estimates (Means and covariances) are recycled through Step One and Step Two until the differences between subsequent covariance matrices falls below some specified convergence criterion (i.e., the difference in estimates between successive iterations is sufficiently small).

However, when accounting for missing data, Kline (2011) suggested that the percentage of missing variables should constitute 10% of the data, while Cohen and Cohen (1975) pointed out that 5% or even 10% missing data on a particular variable is not particularly large. The percentage of disguised missing data prior to further analysis resulted in a maximum percentage of 3% on a particular variable, which is not considered to be large (Cohen *et al.,* 2003). Table 5.3 details the missing data per variable.

Table 5.3: Details of Missing Data per variable.

		Missing Data				Missing Data	
Variable	**N**	**Count**	**Percent**	**Variable**	**N**	**Count**	**Percent**
Wholesome	309	4	1.3	Social Hypocrisy 1	313	0	.0
Spirited	310	3	1.0	Social Hypocrisy 2	313	0	.0
Barbaric	312	1	.3	Social Hypocrisy 3	313	0	.0
Selfish	306	7	2.2	Social Hypocrisy 4	313	0	.0
Down To Earth	313	0	.0	Social Hypocrisy 5	313	0	.0
Pompous	308	5	1.6	Social Hypocrisy 6	313	0	.0
Snobby	310	3	1.0	Price Unfairness1	308	5	1.6
Honest	311	2	.6	Price Unfairness2	311	2	.6
Flaunt	311	2	.6	Price Unfairness3	311	2	.6
Arrogant	307	6	1.9	Brand Confusion Overload1	309	4	1.3
Cheerful	312	1	.3	Brand Confusion Overload2	313	0	.0
Stubborn	313	0	.0	Brand Confusion Overload3	309	4	1.3
Pretentious	311	2	.6	Brand Confusion Overload4	311	2	.6
Daring	312	1	.3	Brand Confusion Similarity1	310	3	1.0
Rebellious	308	5	1.6	Brand Confusion Similarity2	312	1	.3
Brash	310	3	1.0	Brand Confusion Similarity3	310	3	1.0
Imaginative	311	2	.6	Brand Confusion Ambiguity1	310	3	1.0
Anti-Social	312	1	.3	Brand Confusion Ambiguity2	311	2	.6
Judgmental	311	2	.6	Brand Confusion Ambiguity3	308	5	1.6
Up To Date	311	2	.6	Brand Confusion Ambiguity4	310	3	1.0
Deceiving	313	0	.0	Brand Confusion Ambiguity5	312	1	.3
Superficial	311	2	.6	Self Incongruence1	310	3	1.0
Reliable	312	1	.3	Self Incongruence2	309	4	1.3
Vain	311	2	.6	Self Incongruence3	311	2	.6
Manipulative	313	0	.0	Self Incongruence4	311	2	.6
Intelligent	310	3	1.0	Self Incongruence5	312	1	.3
Immoral	311	2	.6	Self Incongruence6	309	4	1.3
Cheap	313	0	.0	Attitude1	313	0	.0
Successful	313	0	.0	Attitude2	313	0	.0
Predictable	312	1	.3	Attitude3	313	0	.0
Fake	311	2	.6	Brand Attachment1	309	4	1.3
Upper Class	313	0	.0	Brand Attachment2	312	1	.3
Monotonous	309	4	1.3	Brand Attachment3	311	2	.6
Charming	313	0	.0	Brand Attachment4	313	0	.0
Unethical	309	4	1.3	Brand Loyalty1	312	1	.3
Confused	313	0	.0	Brand Loyalty2	311	2	.6
Outdoorsy	309	4	1.3	Brand Loyalty3	312	1	.3
Naïve	313	0	.0	Brand Loyalty4	312	1	.3
Boring	313	0	.0	Brand Loyalty5	312	1	.3
Tough	313	0	.0	Customer Satisfaction1	310	3	1.0
Weird	313	0	.0	Customer Satisfaction1	309	4	1.3
Immoral Brand Practice1	313	0	.0	Customer Satisfaction1	309	4	1.3
Immoral Brand Practice2	313	0	.0	Customer Satisfaction1	309	4	1.3
Immoral Brand Practice3	313	0	.0				

From the data presented in Table 5.3 above, it is assumed that the data is MCAR which needs to be assessed before replacing the data point with ML logarithm. The Little's method to test MCAR was adopted using PASW SPSS 20 to examine if indeed the data was missing completely at random. Therefore, a χ^2 test was assessed where (H_0) states the data is truly missing at random. This should result in an insignificant (p>0.05) leading to an acceptance of (H_0).

The result for the χ^2 was insignificant χ^2 (9043.030) = p > 0.05), which supports H_0, suggesting that the data is truly MCAR. Therefore, EM estimates were used to substitute the missing data points.

5.4.5 Analyzing Multi-Item Reflective Measures

Principally, the aim of analyzing a multi-item reflective measure prior to any hypothesis testing is to examine the psychometric properties. Since all apart from Negative Brand Personality scales have been successfully utilized in prior research, the key focus is on varying a scale's properties of new measures. Therefore, the first step in the analysis is to examine each scale's internal consistency through a factor analysis.

A factor analysis is a statistical procedure that aims to explain the interrelationship among original variables (i.e., the observed variables that underlie each latent factor). Factor analysis utilizing Principle Component Analysis (PCA herein) with the Eigen value rule and the Direct Oblimin rotation method was used to assess convergent validity. PCA is concerned with establishing which component exists within the data and how a particular variable might contribute to that component (Field, 2009). Moreover, it attempts to maximize the dispersion of loadings within factors. As a result, the PCA loads a small number of variables highly on to each factor, resulting in more interpretable factors (Field, 2009). Therefore, the purpose is to explain as much variance in the sample as possible. The subsequent sections will detail the scale properties explored through a factor analysis after providing a brief discussion of the data screening method.

5.4.6 Data Screening

Pallant (2004) and Tabachnick and Fidell (2007) emphasized the importance of conducting data screening as an initial stage before data analysis to improve the results through better data prediction. Therefore, the pilot and main study were initially screened for missing data, normality and multicollinearity. Moreover, data screening was conducted using SPSS to ensure no violation of the analysis is met which may violate the suitability of the data analysis. Descriptive statistics in

PASW SPSS 20 were used to detect miscoded data, outliers or missing data. The distribution of a variable score or normality was examined through the mean, standard deviation and the number of observations to visually summarize the data and present the study findings in a comprehensible and manageable form. The two statistics that describe the distributional shape or normality of the data are skewness and kurtosis. Skewness relates to the clustering of data points at one end of the distribution, while the kurtosis reflects the extent to which the density of observation differs from the probability of the normal curve (DeCarlo, 1997). Further, univariate descriptive statistics were used as a means of initial data screening (Pallant, 2004) to check errors in the data set described. Most univariate descriptors of items did not reveal any deviation, which is important to account for before conducting exploratory factor analysis.

5.5 Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was conducted at this stage of the research; it is an "analytical technique to find a way to condense (summarize) the information contained in a number of original variables into a smaller set of new composite factors or variates (factors) with minimum loss of information" (Hair *et al.,* 2006: 107). PCA is one type of exploratory factor analysis which transforms the original set of data into a smaller set of uncorrelated variables that represent the original data set, which is referred to as R factor analysis. This is where individual variables are grouped and then viewed not for what they represent individually but for what they represent collectively in expressing a concept. Therefore, the factors generated could be indicators of separate constructs or different aspects of a single rather than a heterogeneous construct.

The purpose of EFA is to ensure that the items capture only one underlying construct by assessing the interrelatedness among variables. Indeed, Field (2003) and Spector (1992) suggested that EFA is a good technique for studying the underlying dimensions of the scale. Further, PCA considers the total variance derived from the factors that contain small proportions of unique variances, allowing for the full variances to be brought into the factor matrix.

As mentioned in section 5.3.1 most constructs identified were obtained from existing marketing literature apart from Negative Brand Personality. Therefore, when exploring the Negative Brand Personality construct, data reduction was the primary concern, focusing on the minimal number of factors needed to account for the maximum portion of the total variance represented in the original set of variables. Further, Negative Brand Personality traits were explored separately, to identify the fundamental latent constructs relative to the definition of Negative Brand Personality items. Chapter 4 discusses in more detail the generation of Negative Brand Personality traits.

It was important at this stage to decide within the context of this research whether to treat the constructs as uni-dimensional or multidimensional. As a result, an exploratory factor analysis was conducted on all single constructs to assess the measurement component. The findings show that all variables load on a single component apart from Corporate Social Responsibility and Negative Brand Personality traits. Corporate Social Responsibility loads onto two components as expected due to the construct measure which assesses two elements of Corporate Social Responsibility, namely, Corporate Hypocrisy and Immoral Brand Practice. Similarly, Brand Confusion loads on three components as expected due to the three factors that it accounts for: Similarity, Overload and Ambiguity. However, Negative Brand Personality, on the other hand, loads on two components which pose a challenge to the integrity of the construct. In light of this unexpected result (two factors instead of five), the content of the items is subject to further analysis, which will be discussed in the following chapter.

5.5.1 Kaiser-Meyer–Oklin (KMO) and Bartlett's Test

Factor analysis is deemed appropriate for this research since no substantial correlations were greater than 0.3. Another method that determined the appropriateness of factor analysis for the given data and sample size was Bartlett's test of sphericity, which is the statistical test for the presence of correlations among the variables in one such measure. It provides a statistical significance that the correlation matrix has significant correlations among at least one of the variables.

The KMO statistic determines the extent to which the variables are homogenous (Sharma, 1996). Values greater than 0.5 imply that the data is appropriate for factor analysis (Hair *et al.,* 2006).

5.5.2 Determination of the Number of Factors

There are several methods discussed in Hair *et al.,* (2006) and Pallant (2004) to determine the number of factors to extract. Amongst them are latent root and the scree test criterion. The latent root is the method which suggests that Eigen values greater than one are significant and are criteria for determining the number of factors to restrain provided the number of variables is between 20 and 30. The second method is the scree plot which plots the latent roots against the number of factors in their order of extraction, and the shape of the graph determines the cut-off point in the number of factors to extract. The scree plot was also used to determine the optimum number of factors that can be extracted before the amount of unique variance begins to dominate the common variance structure. This research used the scree, parallel analysis and Eigen values greater than one to determine the cut-off point and thus ensure a priori factor structure with regards to the number of factors.

From the parallel analysis, Eigen values and scree plot, the findings show that all constructs load on a single component, apart from Negative Brand Personality, as discussed earlier. Other variables from established scales follow a Priori Criterion, which suggests that one factor is extracted from each measured construct. Therefore, the researcher instructed the computer to stop the analysis at two or three components when items were obtained from established scales. For example Brand Confusion consists of three factors, Ambiguity, Similarity and Overload. The three factors were imputed in SPSS and were instructed by the researcher to extract three components.

5.5.3 Sample Ratio Relative to Construct Items

At the second stage of the analysis, the constructs were then paired together to identify potential problematic items at a later stage of the analysis. Another reason for treating the concepts separately instead of collectively is due to the sample size and the number of items per construct. Hair *et al.,* (2006) suggested that an acceptable sample size is five times as many observations as there are variables, hence a ratio of 5:1, which ensures a homogenous sample with respect to the underlying factor structures.

In order to conduct a factor analysis collectively with a total of 88 items, the sample size must be at least 440, which is much larger than the sample at hand. However, considering the pairs of constructs across the conceptual model (e.g., Immoral Brand Practice [3 items] paired with Price Unfairness [3 Items]) a sample size of 30 would be sufficient to fulfill the ratio of five observations per item (1:5). With a sample of 140, more than five observations are obtained for each item. Therefore, pairing the variables is the most appropriate approach for exploring the components given the sample size of 140 to meet the adequate number of observations per item (ratio of 1:5).

5.5.4 Factor Rotation Method

A rotational method was employed to achieve a more theoretically and meaningful factor solution. Further, Hair *et al.,* (2006) emphasized that an absolute value of 0.3 or 0.4 is the minimal acceptable value of a factor loading that is necessary for practical significance. Therefore, the researcher evaluated the rotated factor loadings for each variable in order to determine the variable role and contribution in determining the factor structure.

Assessing *single* constructs was performed to ensure the number of components is consistent with the literature; therefore, an orthogonal rotation procedure was conducted using the Varimax rotation method to obtain theoretically meaningful factors. This was important to perform, especially on the Negative Brand Personality items, to allow the items to flexibly load on the components (Diamantopoulos and Souchon, 1999). Further, the Varimax rotation approach maximizes the dispersion of loadings within the factor matrix by indicating clear positive or negative associations between variables and factors by giving a clear separation of factors (Kim and Muller, 1978) and a more interpretable cluster of factors (Tabachnick and Fidell, 2007). This method was necessary when assessing Negative Brand Personality traits as a separate construct and not pairing it with another variable as part of the initial stage, as no previous research pre-specified or identified how many factors the Negative Brand Personality construct should have. Other variables within the nomological framework were obtained from pre-existing scales; therefore, it was not necessary to constrain the axis at 90 degrees.

However, Varimax rotation was employed to cross check and assess any significant differences (changes in factor loadings) between the orthogonal rotation procedure through the Varimax rotation method, and the oblique rotation procedure through the Direct Oblimin method. No significant differences were found in item loading on each construct between the two methods of rotation. This suggests that the factors are truly uncorrelated. Therefore, the oblique factor rotation procedure through the Direct Oblimin method was conducted on all paired variables across the nomological framework.

Practical significance was assessed through preliminary examination of the pattern matrix obtained from the Direct Oblimin rotation method. Pattern matrix represents the unique contribution of each variable to the factor. Significant loading refers to items that load neatly on one component with no cross loading of items. Hair *et al.,* (2006) suggested that significant factor loadings are considered in the range of 0.30 – 0.40 to meet the minimal level for interpretation of structure. Given the sample size of the data, in this research all loadings considered to be significant are within the ranges of 0.9 – 0.4. Factor loadings below 0.4 within the exploratory phase are considered to be a potentially problematic item and would need further interpretation and analysis at the confirmatory stage of analysis. All variables were reviewed for the highest factor loadings.

Tabachnick and Fidell (2001) stated that insignificant pairings refer to variables that cross load on several factors with a moderate size loading of 0.3, illustrating a potentially problematic item. Therefore, cross loading items should be removed from the analysis to eliminate a priori factor structure that could be flawed. At this stage of analysis, the cross loading items are categorized as potentially problematic items, and will be reconsidered at the confirmatory phase as to whether the items should be made redundant given that the items does not pose a challenge to the theory.

Further, an assessment of communalities was made to assess if the variables that cross loaded also had a communality of less than 0.5, which is the amount of variance accounted for by the factor solution for each variable. Hair *et al.,* (2006) suggested that communalities with less than 0.5 do not have sufficient explanation and are therefore considered to be insignificant.

From the 120 pair wise comparisons made on the variables pertaining to the nomological framework (excluding Negative Brand Personality items), 79 pairs were practically significant with construct items loading neatly on a single factor, suggesting one underlying structure for the multiple items within a single construct. A further discussion on the factor loadings is provided later on in this chapter.

5.5.5 Clean Factor Loading

Before conducting a factor analysis, it is essential to perform a test of sampling sphericity. The Kaiser-Meyer-Oklin (KMO) statistic was used to determine sampling adequacy (Sharma, 1996).

The KMO statistic ranges from (0-1) and determines the extent to which the variables are homogenous (Sharma, 1996). It is generally considered that-values above 0.5 imply that data is appropriate for a factor analysis (Hair *et al.,* 2006), while values between 0.5 - 0.7 are mediocre, values above 0.7 - 0.8 are good, and values above 0.9 are considered to be superb (Field, 2009). A preliminary stage of data analysis was conducted where each construct was paired with another construct to form pairwise comparisons. All pairings of variables were significant and were in the ranges of 0.5-0.9 depending on the pairing of variables. Further, the P values were <0.05, indicating that it was suitable to continue with the factor analysis (Hinton *et al.,* 2004). The results illustrated in Table 5.4 suggest that the KMO is good as it is above the minimum threshold of 0.5 with a value of 0.761. All results show that the calculated p value was <0.01, which indicates a relationship between the variables. It was, therefore, considered appropriate to pursue further with the factor analysis.

Table 5.4: KMO and Bartlett's Test obtained from PASW SPSS 20.0.

Type of test	Statistic
Kaiser-Meyer-Oklin Measure of Sampling Adequacy.	0.761
Approx. Chi-Square	426.192
Bartlett's Test of Sphericity DF	21
Sig.	.000

The Bartlett's test of sphericity is conducted for the purpose of confirming a relationship between the variables. If the results show that there is no relationship, then a factor analysis will prove to be irrelevant. As a rule of thumb, a p value needs be less that 0.05 ($P < 0.05$) in order to proceed with the factor analysis (Hinton *et al.,* 2004). The results in Table 5.3 suggest that the calculated p values are <0.001, which suggests that a relationship exists between the two constructs, Brand Confusion Similarity and Satisfaction; therefore, it is appropriate to perform a factor analysis. Essentially, KMO and the Bartlett's test of Sphericity are the preliminary checks before proceeding to perform a factor analysis.

5.5.6 Eigen Values

The Eigen value of a factor represents the amount of variation explained by a factor and an Eigen value of 1 represents a substantial amount of variation (Pallant, 2005; Field, 2009). Kaiser (1960) recommended retaining all factors with Eigen values of 1.0 or more for further investigation. Without specifying the number of factors to be extracted, the exploratory factor analysis yielded 2 components with Eigen values >1.0. Table 5.5 demonstrates the Eigen values extracted from the two constructs, Satisfaction and Brand Confusion Similarity. The results presented in Table 5.6 suggest that the two constructs do indeed have values above 1.

Table 5.5: Total variance explained for the two constructs, Brand Confusion Similarity and Satisfaction.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	3.296	47.079	47.079	3.296	47.079	47.079	3.029
2	1.699	24.269	71.349	1.699	24.269	71.349	2.357

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

The two extracted components accounted for a total of 42% variance in the data. Brand Confusion Similarity is measured on a three-item scale, while Consumer Satisfaction is measured on a four item scale. It can be seen that the results of the item analysis provide strong evidence that the scale pairing of these items are internally consistent and unidimensional.

5.5.7 Factor Loading

A widely used approach for interpreting factor analysis results is for the absolute value of the factor loading of an item to be at least 0.4 with no cross loadings (clean factor loading, hereafter) on other factors with values greater than 0.4 (Field, 2009). It is recommended to exclude factor loadings of less than 0.4 on the selected components (Field, 2009) as they do not provide sufficient explanation of the underlying factor. An example of a clean factor loading through a pattern matrix is illustrated below in Table 5.6.

Table 5.6: Clean Pattern matrix of the two constructs Brand Confusion Similarity and Satisfaction.

Item	Component	
	Satisfaction	Brand Confusion Similarity
CustomerSat1	.852	
CustomerSat3	.849	
CustomerSat2	.822	
CustomerSat4	.794	
BrandConfusionS1		.920
BrandConfusionS2		.917
BrandConfusionS3		.659

Although Table 5.7 represents a clean factor loading, not all pairwise comparisons were neatly loaded on two factors, which implies that there are potentially problematic items. A potentially problematic item is when a practical significant factor loads on two or more components, or when an item from the measurement construct does not load on its expected component. For example, Table

5.8, illustrates the pattern matrix of the constructs Corporate Hypocrisy and Brand Confusion Similarity, indicates that some items such as ‘Ethics SH1,’ ‘Ethics SH2’ and ‘Ethics SH3’ all loaded on the same component as Brand Confusion Similarity. Table 5.7 highlights these items in gray.

Table 5.7: Pattern matrix of the two constructs Brand Confusion Similarity and Corporate Hypocrisy indicating potentially problematic items.

Item	Component	
	Brand Confusion Similarity	Social Hypocrisy
EthicsSH2	.811	
EthicsSH1	.800	
BrandConfusionS3	.753	
EthicsSH3	.752	
BrandConfusionS2	.739	
BrandConfusionS1	.736	
EthicsSH5		.912
EthicsSH4		.887
EthicsSH6		.884

Although these results are a preliminary check, an indication is provided of the potentially problematic items which will need to be investigated further at a later stage of analysis to assess how the items behave with other variables pertaining to the nomological network; alongside the theoretical consideration when determining whether to retain or exclude the items from further analysis. Before proceeding on to the analysis chapter, it is worth mentioning Type 1 and Type 2 errors and the multicollinearity that is likely to be associated with them.

5.5.8 Type 1 and Type 2 Errors

A Type 1 error is the probability of rejecting the null hypothesis when it should be accepted (i.e., concluding that the two means are significantly different when, in fact, they are not). A Type 2 error, however, is the probability of accepting the null hypothesis when it should be rejected (i.e., concluding that the two means are not significantly different when, in fact, they are). However, SEM is more inclined to produce a Type 2 error; it is, therefore, important to try to eliminate the likelihood of making a Type 2 error by addressing issues of multicollinearity.

5.5.9 Multicollinearity

Mason and Perreault (1991) have documented the conditions under which multicollinearity may pose problems in regression and, subsequently, the hypothesis tested. Therefore, multicollinearity assesses whether there is a significant dependence of correlation between the independent variables (Pallant, 2010). If multicollinearity exists amongst the independent variables, it is likely that the statistical results will be unstable and, as a result, can hinder the relative importance of independent variables when explaining the dependent variables (Kleinbaum *et al.,* 1998). It is therefore recommended that the presence of multicollinearity should be investigated in the early stages before the confirmatory factor analysis is conducted. Indicators of multicollinearity are identified by reviewing the correlation matrix provided in SPSS to identify any high correlations among the independent variables when assessed with the dependent variables. Correlations that lie above the threshold value of 0.8 are considered to encounter multicollinearity (Malhorta, 1998). In this study, multicollinearity has been considered within the context of multiple regression analysis, which is consistent with Cohen and Cohen (1975) and Kleinbaum *et al.,* (1998). The standard diagnosis within the context of regression analysis includes the tolerance values and VIF proportions (Pallant, 2010). The tolerance is the indicator of how much of the variability of the specific independent variable is not explained by the other independent variable in the model, which is calculated using ($1-R^2$) for each variable. A tolerance value of less than 0.1 indicates that multiple correlations with other variables are high, suggesting the presence of multicollinearity among the independent variables. The Variance Inflation Factor (VIF) is the inverse of the tolerance value (1/ Tolerance value). A VIF value above 10 would suggest multicollinearity (Pallant, 2010).

This study undertook a pragmatic approach to assess for multicollinearity among the independent variables at the exploratory phase of the data analysis. The correlations among the independent variables (antecedent) with the dependent variable (Attitude, Attachment, Loyalty and Brand Satisfaction) were assessed. Table 5.8 illustrates the correlation matrix. On viewing the matrix, all variables are below the threshold value 0.8 and suggest no problem for multicollinearity. It is worth noting that each construct was averaged out before the correlation matrix was conducted.

Table 5.8: Pearson Correlation matrix based on the seven independent (antecedent) variables (Immoral Brand Practice, Social Hypocrisy, Price Unfairness, Brand Confusion Overload, Brand Confusion Similarity, Brand Confusion Ambiguity and Self-Incongruence) with the dependent variables Negative Attitude, Attachment, Loyalty and Brand Satisfaction.

Variable Name	Corporate Hypocrisy	Brand Confusion Similarity	Brand Confusion Overload	Brand Confusion Ambiguity	Price Unfairness	Self-Incongruence	Loyalty	Satisfaction	Attitude	Attachment	Immoral Brand Practice
Corporate Hypocrisy	1.00										
Brand Confusion Similarity	.501**	1.00									
Brand Confusion Overload	.451**	.525**	1.00								
Brand Confusion Ambiguity	.493**	.409**	.686**	1.00							
Price Unfairness	.399**	.475**	.391**	.431**	1.00						
Self-Incongruence	.591**	.401**	.449**	.542**	.441**	1.00					
Loyalty	.420**	.294**	.421**	.304**	.026	.374**	1.00				
Satisfaction	.461**	.305**	.476**	.356**	.023	.437**	.773**	1.00			
Attachment	.443**	.303**	.390**	.365**	.129	.317**	.738**	.731**	1.00		
Attitude	.147	.120	.267**	.176*	-.002	.196*	.538**	.512**	.492**	1.00	
Immoral Brand Practice	.334**	.384**	.282**	.152	.194*	.410**	.242**	.281**	.244**	.269**	1.00
** correlation is significant at 0.01 level (2 tailed) * correlation is significant at 0.05 level (2 tailed)											

To further assess the potential multicollinearity variables that may not be evident from the correlation matrix, the researcher conducted a 'collinearity diagnostic' on all independent variables as part of the multiple regression procedure between the independent and dependent variables. The multicollinearity at this stage of analysis illustrates no major concerns. Table 5.9 - 5.12 presents the findings of tolerance and VIF.

Table 5.9: Illustration of the collinearity diagnostic test with the variables/constructs pertaining to the nomological network [22] with the dependent variable Attitude.

Variable	Tolerance ($1-R^2$)	VIF (1/ Tolerance Value).
Corporate Hypocrisy	0.780	1.282
Brand Confusion Similarity	0.986	1.014
Brand Confusion Overload	0.929	1.076
Brand Confusion Ambiguity	0.961	1.041
Price Unfairness	1.000	1.000
Self-Incongruence	0.961	1.041
Satisfaction	0.738	1.355
Attachment	0.758	1.319
Loyalty	0.711	1.406
Immoral Brand Practice	0.928	1.078

Table 5.10: Illustration of the collinearity diagnostic test with the variables/constructs pertaining to the nomological network with the dependent variable Attachment.

Variable	Tolerance ($1-R^2$)	VIF (1/ Tolerance Value).
Corporate Hypocrisy	0.804	0.001
Brand Confusion Similarity	0.908	1.101
Brand Confusion Overload	0.848	1.179
Brand Confusion Ambiguity	0.867	1.153
Price Unfairness	0.983	1.017
Self-Incongruence	0.900	1.111
Satisfaction	0.466	2.146
Attitude	0.758	1.319
Loyalty	0.398	2.513
Immoral Brand Practice	0.940	1.063

Table 5.11: Illustration of the collinearity diagnostic test with the variables/constructs pertaining to the nomological network with the dependent variable Loyalty.

Variable	Tolerance ($1-R^2$)	VIF (1/ Tolerance Value).
Corporate Hypocrisy	0.824	1.214
Brand Confusion Similarity	0.914	1.094
Brand Confusion Overload	0.822	1.126
Brand Confusion Ambiguity	0.908	1.101
Price Unfairness	0.999	1.001
Self-Incongruence	0.860	1.163
Satisfaction	0.403	2.481
Attachment	0.398	2.513
Attitude	0.711	1.406
Immoral Brand Practice	0.942	1.062

[22] Note that the Negative Brand Personality traits are excluded as the PCA result illustrate 2 factors and therefore a subjective judgment has been taken to assess the 5 factors obtained from the Initial Scale Development study (detailed in Chapter 3) at the Confirmatory Factor Analysis stage.

Table 5.12: Illustration of the collinearity diagnostic test with the variables/constructs pertaining to the nomological network with the dependent variable Satisfaction.

Variable	Tolerance ($1-R^2$)	VIF (1/ Tolerance Value).
Corporate Hypocrisy	0.921	1.086
Brand Confusion Similarity	0.970	1.031
Brand Confusion Overload	0.779	1.284
Brand Confusion Ambiguity	0.873	1.145
Price Unfairness	0.999	1.001
Self-Incongruence	0.809	1.236
Loyalty	0.403	2.481
Brand Attachment	0.466	2.145
Attitude	0.738	1.355
Immoral Brand Practice	0.903	1.107

Conclusion

This chapter provided a detailed overview of the methodology employed in the confirmatory study. The confirmatory study employed both paper and web-based questionnaires that were designed and utilized for the measurement instrument of the confirmatory study. A separate study was presented detailing the chosen brand Gucci over other brands. Thereafter, a discussion was presented on the construction of the data collection instrument, including the design and measures employed to test the conceptual model. The chapter then went on to discuss the preliminary checks, such as data screening methods, non-response bias and mixed mode effects, which all showed to be of no major concern for the present study. Subsequently a discussion related to the sample set the scene for the confirmatory scale development study. Finally, the chapter closed with a description of the general study procedure that involved a pilot study using principle component analysis to inform the measures though a pairwise comparison. Overall, the results showed no major concerns with the data. The subsequent chapter will detail the findings from the main study through exploratory and confirmatory factor analysis.

Chapter 6
Analysis of the Psychometric Properties: Confirmatory Factor Analysis

Introduction

This chapter reports the statistical properties of the scales identified for use in this research, which are summarized in three main categories: 1) Negative Brand Personality; 2) antecedent variables and 3) outcome variables (outlined in Chapter 4). Details of the structural validity of these scales using PCA, measurement and Structural Equation Models (SEM herein) are discussed and presented on each of the category variables to refine and re-test the variables from their original formulation and to create a more precise measure of the factors pertaining to each variable within the three categories. The chapter concludes with a summary of the scales that will be reported in subsequent analysis in this thesis.

6.1 Overview of the Structure

The overall aim of this chapter is to empirically test the proposed framework outlined in Chapter 4. The proposed framework can be summarized into three main categories which form the basis of this chapter. Each subsection will explain the measures generic to each category; these are:

1) Negative Brand Personality traits and the degree to which an individual scores on negative traits when controlling for positive traits;
2) The antecedent variables to Negative Brand Personality traits;
3) The outcomes of Negative Brand Personality.

Variables pertaining to antecedent construct and the outcome variables were measured using a range of preexisting scales, while Negative Brand Personality is measured following the scale development literature (Churchill, 1979) detailed in chapter 3 and 4. This chapter will detail each category of the proposed framework through exploratory and confirmatory analysis, and will detail the procedure undertaken at each stage of the model.

6.2 Summary of Questionnaire Administration (Study F)

Based on the pilot study conducted at the exploratory phase of this research, and the refinements made to the questionnaire (detailed in subsequent sections), a new sample of 313 respondents participated in the second study – Confirmatory Factor Analysis. The questionnaire was administered using both paper and web-based formats, depending on participants' access to computers. Participants were invited to take part by either (a) clicking on the URL link to a secure online survey (for those that received a notification of the study), or by completing a paper-based version. Both types of survey were accompanied by a cover letter that outlined the aims and objectives of the study, confidentiality and anonymity, possible dissemination of the data results, and the approximate time the questionnaire was likely to take place. Participants were also informed that their responses should be completely voluntary and that they would be able to withdraw at any time should they wish to do so. Contact details of the researcher were also provided in case respondents had queries about the survey during the data collection. A copy of the contact details along with the cover letter is detailed in Appendix H. An incentive was provided to respondents in the form of miniature chocolate bars if questionnaires were returned complete. Participants who completed questionnaires online were given the opportunity to choose a miniature chocolate bar provided by the researcher.

6.3 Sample Characteristics

Primary data was collected primarily from a student population based at Aston University and the University of Birmingham. Targeting a student sample was done purposefully to maintain consistency with the level of involvement students have with brands as a means of self-expression (Escalas and Reed, 2004; Bettman, 2005) and, more specifically, fashion retail brands (Belk, 1988). The student population is assumed to be expressive and therefore likely to form brand relationships to express their identities (Fournier, 1998; Aaker, Fournier and Brasel, 2004; Escalas and Bettman, 2005). A more detailed discussion for the chosen sample size and context is provided in Chapter 3. A stratified convenient sample was selected by separating the sample into active shoppers and then trying to maintain an equal number of males and females. The sampling logic provides statistical power in examining the invariance effect between genders (Tashakori and Teddlie, 2003).

Out of the 800 questionnaires distributed, 250 usable (paper based) and 63 (online) questionnaires were returned, yielding a response rate of approximately 39%. Overall, the sample consisted of 51% male and 49% female. The age groups ranged between 18-22 (57%), 23-27 (35%), 28-32 (5%) and 32+ (3%). The respondents described their occupations as follows: Student (93%), Self-employed (2%), Retired (1%), Unemployed (1%), and Other (3%). The results reflect that of the National Statistics for the UK where one fifth of adults in the UK reported in 2012 " were currently engaged in learning and about two fifths had taken part in some form of learning in the previous three years" (Office for National Statistics, 2012). The statistics reveal that 25% of economic inactivity population in the UK is by reason of being a student (Labor Market Statistics, 2013), suggesting that most of the young adult population is represented by a student sample, which is consistent to the survey sample of this research.

To test for possible bias between paper and online responses, a wave approach was adopted (Armstrong and Overton, 1977). The wave approach compares responses between the two groups, online and paper based. The two groups were also cross validated using a t-test; results were consistent in regard to the brand personality items, the antecedent constructs and outcome variables responses ($t > 0.05$). This consistency lends support to the external validity of the results (Armstrong and Overton, 1977).

6.4 Structural Validity

For each of the scales a Principle Component Analysis (PCA) was performed, followed by a CFA to validate the constructs. A Structural Equation Modeling (SEM) technique was used to test and estimate the direct effects among latent constructs through hypothesis testing (Byrne, 2001). According to Anderson and Gerbing (1998), SEM can be used as a measurement model which defines the relations between the observed and unobserved variable.That is, "The measurement model … represents the CFA by specifying the pattern by which each measure loads on its respective factor" (Byrne, 2001:12), whereas the structural model defines the relations among the unobserved variables through a series of regression coefficients, variances and covariance's of the independent variables (Byrne, 2001:12). Therefore, SEM specifies and simultaneously estimates relationships among multiple observed and latent variables, allowing alternative models to be compared to a theoretically derived model in determining the fit of the data to the model (Byrne, 2001). With adequate fit indices, it is argued that the model is plausible among the tested variables, and, if inadequate, then the significance of structural paths is rejected.

Essentially, the advantage of the SEM model is that it comprises both a measurement model and a structural model (Anderson and Gerbing, 1988): the measurement model depicts the links between the latent variables and their observed measures (CFA), and the structural model depicts the links among the latent variables themselves (Byrne, 2001). For these desirable characteristics, the SEM method was adopted where the analysis was done using AMOS 20. Further, a follow-up assessment through Seemingly Unrelated Regression (SUR herein) was conducted through Stata software to compare the bias in the coefficients and standard errors of the correctly specified structural equation model. A SUR model (Zellner, 1962) is a generalization of multivariate regression using a vectorized parameter model, to account for correlated error terms by estimating the two or more equations jointly to gain a more efficient estimate. The conceptual model of this research, detailed in Chapter 4, takes the pattern of a path analytic model and presents multiple dependent variables. That is, the five Negative Brand Personality factors first behave as dependent variables for the antecedent constructs, and outcome variables behave as the dependent variable for the five factors of Negative Brand Personality. Essentially, the exogenous variable (antecedent constructs) has an indirect effect on outcome variables through the five Negative Brand Personality factors. SUR, however, accounts for the correlated error terms among the dependent variables as well as accounts for variables with "simultaneous" correlation among the errors by permitting a non-zero covariance between the error terms. Other methods such as OLS solutions and structural equation models ignore any correlation among the errors unless specified. By adopting the SUR regression on the conceptual model, more efficiency will be gained through the estimation of combining information from different equations. Secondly, it acts as a validation check, as some equations used in AMOS impose restrictions on parameter estimate equations.

6.5 Procedure

The constructs are split into three theoretically similar groups to assess the properties of scales for unidimensionality, discriminant validity, and reliability. This is in accordance with Baker and Sinkula (1999), who suggest splitting the relevant constructs into theoretically related variables to avoid violating the recommended minimal sample size to parameter estimate ratios. Therefore, examination of the three core measurement instruments are reported in this chapter; the variables are: Negative Brand Personality factors, the antecedents to Negative Brand Personality factors (Brand Confusion, Immoral Brand Practices, Price Unfairness, Self Incongruence and Social Hypocrisy) and outcome variables - Satisfaction, Attitude, Brand Attachment and Loyalty (endogenous variables).

Despite these scales being established (apart from Negative Brand Personality measure) and widely used in brand management literature, much of their application is based on the desired functional values of a brand rather than emotional values and meanings experienced by consumers. For this reason, it was important that the structural validity of the scales used in this study was considered and that the relevance in the context of brand personality was explored.

The new measure for Negative Brand Personality traits was also explored for structural validity. The items that formed the Negative Brand Personality measure were explored by following the procedure outlined in the scale development literature (Churchill 1979; DeVellis, 2003). For each scale, data was initially screened for the appropriateness of the analysis. Subsequently, Principle Component Analysis (PCA) was performed to investigate the underlying dimensions of the scales (details of the PCA can be found in chapter 5). Following this, Confirmatory Factor Analysis (CFA) was performed to assess the composites of the specific variables and goodness of fit of either the theorized solutions, or where the PCA has indicated that the theoretical structure is not robust enough to assess the comparative goodness of fit of the theoretical and statistically derived scales. The items were then cross checked through reliability and validity measures to determine prime problematic items. Further it is worth noting that the factor analysis conducted is a common practice in scale development (Hinken, 1995; Churchill 1979; DeVellis, 2003).

6.6 Examination of the Psychometric Properties of Three Core Measurement Instruments

Devellis (2003) and Churchill (1979) emphasized the importance of validating scales inferring the manner in which the scale was constructed. It is acknowledged that most studies in the extant literature of scale development use correlation analysis, regression analysis, or structural equation modeling to demonstrate the construct validity of the scale. Similarly, this chapter focuses on correlational analysis and CFA to demonstrate the following: face validity, convergent validity, discriminant validity and reliability of the Negative Brand Personality scale, the antecedents and outcome variables.

Face validity assesses the correspondence between the items and the concepts through pretesting and expert judges to ensure the selected items fully capture the construct, both practically and theoretically (Hair *et al.,* 2006). Convergent validity concerns the items specific to a construct sharing a high proportion of variance in common. The Average Variance Explained (AVE) is the measure used to estimate the relative amount of common variance among the item measures (Hair *et al.,* 2006).

The test of validity concerns the extent to which the scale measures what it claims to measure. According to researchers, a scale development should seek to establish content validity, criterion validity, nomological validity, construct validity, convergent validity and discriminant validity. Each of these will be discussed in turn.Content validity concerns the correspondence between the individual items pertaining to the concepts (Hair *et al.,* 2006). This often involves expert judges or multiple subpopulations (Nunnally and Bernstein, 1994).

Criterion validity concerns empirical testing through the assessment of the relationship between variables that are theoretically known to correlate between measures. Criterion validity is achieved by assessing the correlation matrix between the constructs that are expected to correlate. For example, higher performance ratings should also have higher satisfaction scores (Hair *et al.,* 2006). This is similar to nomological validity, which refers to the degree in which the theoretical relationships from prior research corresponds to the existing scale relationships.

Construct validity on the other hand concerns the observable latent concept that cannot be directly measured but can be observed through multiple items to capture an underlying theoretical attribute to encapsulate the essence of the concept. Carmines and Zeller (1979) argue that construct validity is a multifaceted process that comprises three steps. The first step concerns the theoretical relationship between the constructs in a measurement scale. That is, the constructs are theoretically correlated. The second stage concerns multiple empirical tests and examination of the measurement properties of the construct. Finally, the third stage concerns the interpretation of the empirical assessment in terms of how the construct clarifies or predicts the validity of the measure.

Further construct validity consists of two other forms of validity: convergent and discriminant validity (Bagozzi, Yi and Phillips 1991). Convergent validity assesses whether the items measuring a construct correlate together to form a single construct (Campbell and Fiske, 1959); that is, two or more measures from the same construct co vary highly. This can be assessed by estimating the trait variance through the square loadings for the traits (Bagozzi, Yi and Phillips 1991). Discriminant validity concerns the extent to which conceptually similar constructs are unique to each another. This is often indicated by a low correlation from other theoretically related measures (Bagozzi, Yi and Phillips 1991; Hair *et al.,* 2006). Therefore, individual items should represent one latent construct.

One way of assessing this is through the squared minimum correlation, which is a measure used to estimate the discriminant validity of each construct. Another method is the multi-trait multi- method matrix (Campbell and Fiske, 1959). This is where each construct is measured using multiple methods, and correlations between methods are compared to take into account measurement error. This can be accounted for through CFA.

To claim construct validity, both convergent and discriminant validity need to be assessed. Therefore this research assesses both convergent and discriminate validity by first evaluating the constructs through PCA then through the multi-trait method matrix and finally through CFA. Factor analysis of multi-item indicators are used to evaluate if the theorized items for a construct converge to claim convergent validity, while cross loading items on other factors that theoretically do not belong to a construct can be used to examine discriminant validity. CFA, on the other hand, is used to assess the overall degree of fit provided in each model application, by assessing how well the convergent and discriminant validity are achieved through a chi square difference (Δx^2) test, while taking into account measurement error.

Therefore, the emphasis is placed on the extent to which the correlations match the predicted pattern, in order to provide some evidence of how well the purported construct measures behave with regard to the established measures of other constructs. Each of the three core measurements will be discussed in turn, beginning with the Negative Brand Personality traits and then moving on to the antecedents and, finally, outcome variables.

6.7 Stage 1: Scale Purification for Negative Brand Personality

From the initial 52 Negative Brand Personality items obtained from the exploration phase of the research (‘Initial Scale Development Study), 34 items remained (see Chapter 4 for the details of the items). The findings from the ‘Initial Scale Development Study’ show that the 34 traits loaded on five factors (further details are provided in Chapter 4). Table 6.0 summarizes these items across the five factors as a result of the test two substantive validity task (SVT).

Table 6.0: Summary of the 34 traits alongside the dimensions obtained from the test two findings of the substantive validity task (Chapter 4 details the procedure).

Egotistical	Boring	Lacking Logic	Socially Irresponsible	Critical
Repulsive	Cheap	Barbaric	Deceiving	Intimidating
Pompous	Confused	Anti -social	Unethical	Aloof
Snobby	Boring	Flimsy	Immoral	Judgmental
Vain	Monotonous	Naïve	Predictable	
Pretentious		Weird	Manipulative	
Superficial		Unstable	Fake	
Arrogant		Coarse	Selfish	
Stubborn		Deviant		
		Flaunt		
		Rebellious		
		Brash		
		Mischievous		

N.B: Items highlighted in red are potentially problematic items from the think aloud task detailed below section 6.7.2

6.7.1 Pre Testing: Face Validity

Before administrating the full questionnaire, a pretesting method in the form of a 'think aloud' task (Bolton, 1993) was conducted on the revised Negative Brand Personality traits obtained from test two of the substantive validity task. Fink (2003) noted that pilot testing is most effective when respondents are similar to those that will participate in the main study. Further, Willis (2005:7) noted that a sample of 5 to 15 for pretesting is common. Therefore, 8 undergraduate students participated in the think aloud task. To help identify contributors to survey error, respondents were asked to be critical about anything that was misunderstood and/or was difficult to apply to brands.

The think aloud task followed Bolton's 1993 '*judgment'* coding scheme. The judgment coding scheme is a procedure in which the researcher observes respondents' verbalizations by capturing statements of uncertainty. The observations are captured by a category of verbal cues that indicate respondents' lack of confidence in their response (Bolton, 1993). Expressions such as 'maybe', 'I'm not sure', 'probably' and 'I don't understand what this means' are cues that indicate lack of confidence.

The aim of the think aloud task was to ascertain that the measurement of Negative Brand Personality traits is represented by the true values of each factor with minimal random variability (Fowler, 1995). Thus ensuring items accurately reflect the construct in terms of both theoretical and practical consideration and to minimize response error (Hair *et al.,* 2010). With respondents thinking aloud as they completed the questionnaire on Negative Brand Personality traits, the researcher was able to detect any misunderstanding or inconsistent interpretations of the items from that of what the researcher intended, thus providing the researcher with an insight on what respondents were thinking when they were answering the questions, and to ensure content saturation.

6.7.2 Findings from the Think Aloud Task

A closer inspection of the items shows that respondents found 8 items to be ambiguous. Ambiguous in this context is explained by respondents as items which cannot be related to brands or the meaning of the item is not clear. A total of eight items (highlighted in red) in Table 6.0 are categorized as ambiguous and therefore are considered to lack appropriateness for the research. By removing the eight items, the revised Negative Brand Personality traits were reduced from 34 to 26 across the five Negative Brand Personality factors. The retained Negative Brand Personality items across the five factors consisted of Egotistical (8 items), Boring (4 items), Lacking Logic (7 items), Socially Irresponsible (6 items), and Critical (1 item). The critical factor seems to only have one indicator which is considered to be impractical to capture the theoretical complexity of this construct (Schreiber *et al.,* 2006). Further, Hair *et al.,* (2006) suggest that a one item construct is likely to produce a Heywood case. Therefore, the item Judgmental warrants further attention at the later stages of the analysis to determine if the item collapsed on the Socially Irresponsible factor. This is because Socially Irresponsible is defined in this study as “a brand that is expressed to reflect the defiance of good faith practices”; it can therefore be argued that the item Judgmental contributes to the essence of this factor.

6.7.3 Examining the Psychometric Properties of the Negative Brand Personality Factors: Construct Validity

Having established the Negative Brand Personality items, it is important to consider the structural validity of the scales used in this study and to explore their relevance for fashion retail brands - more specifically, for the Gucci brand (the selection of the Gucci brand is discussed in Chapter 5). For each scale, initial data is screened for their appropriateness for analysis. Subsequently, PCA (Principal Component Analysis) is performed to investigate the underlying structure of the scales. The purpose of a PCA is to summarize the information available from a given set of variables and reduce it to a fewer number of components (Hair *et al.,* 2010). Following this, to assess the comparative goodness of fit of the theoretical and empirically derived scales, a CFA is performed to assess the validity and reliability of the scale alongside the goodness of fit of either the original theorized solution or where the PCA has indicated the theoretical structure is not robust; reliability and validity measures were undertaken to assess prime problematic items.

The data was examined using PCA to test the adequacy of the Negative Brand Personality Scale. Principle axis factoring with an oblique rotation (Direct Oblimin) was used to allow for correlations among factors (Fabrigar *et al.,* 1999). It was expected that the captured sub-scales of Negative Brand Personality would load on 5 factors, supporting the findings of the initial phase. For the purpose of exploration and item purification through traditional methods of PCA, a Bartlett's test of Sphericity and minimum Eigen value analysis was conducted. As discussed in the previous chapter, the Bartlett's test of Sphericity determines the appropriateness of factor analysis for the given sample size. The Kaiser-Meyer-Oklin (KMO) statistic determines the extent to which the variables are homogenous - values above 0.5 imply appropriate data for factor analysis (Hair *et al.,* 2006). The Kaiser-Meyer-Oklin measure verified the sampling adequacy for the analysis KMO = 0.89, which is considered to be superb (Field, 2009) as it is above the acceptable limit of 0.5. Bartlett's test of sphericity x^2 (325) = 2228.837, $P<0.001$, indicated that the correlations between items were sufficiently large for PCA. It is, therefore, considered appropriate to further pursue factor analysis.

Eigen values above one are retained to determine number of factors. This was conducted to see how many factors are extracted before specifying a set number of factors in advance of the analysis. Eigen values represent the amount of variation explained by a factor and an Eigen value of 1 represents a substantial amount of variation (Pallant, 2005; Field, 2009). Kaiser (1960) recommends retaining all factors with Eigen values of 1.0 or more for further investigation. The results in Table 6.1 (see below) suggest that 26 Negative Brand Personality trait items naturally load on four factors rather than the expected five factors, representing more of the Egotistical, Boring, Socially Irresponsible and Lacking Logic factors, whereas the item 'Judgment' from the critical factor loads on the Socially Irresponsible factor as expected. The cumulative percentage of the four extracted components together explains 62% of the variance. However, findings suggest a four factor solution is required as opposed to the initial five factor solution identified in the previous stage of this research.

Table 6.1: Total Variance Explained for the Negative Brand Personality measure (26 item scale).

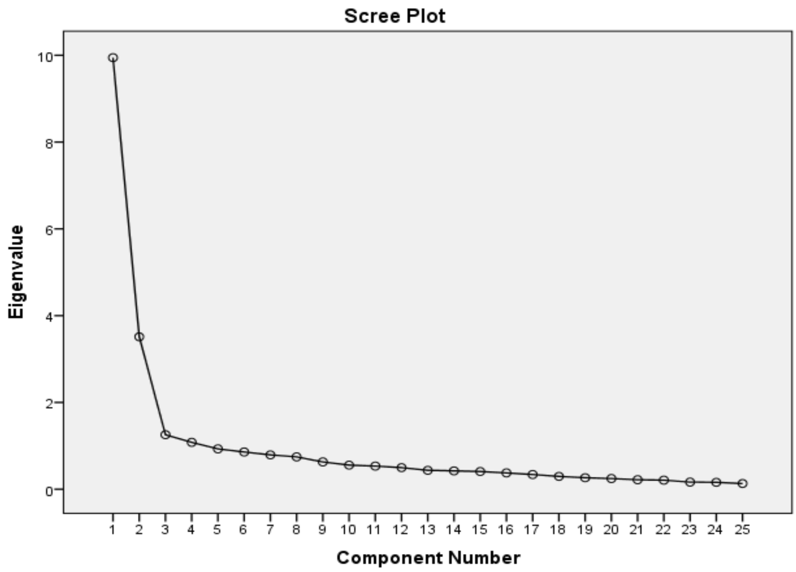
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	10.343	39.781	39.781	10.343	39.781	39.781	8.010
2	3.523	13.551	53.332	3.523	13.551	53.332	6.077
3	1.258	4.837	58.170	1.258	4.837	58.170	2.498
4	1.093	4.203	62.372	1.093	4.203	62.372	6.891

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Further, the scree plot (see Figure 6.0) displays the Eigen values of all factors produced in descending order of size, which can also be used to decide on the number of extracted factors.

Figure 6.0: Scree Plot from the Principle Component analysis – Negative Brand Personality measure (26 item scale).

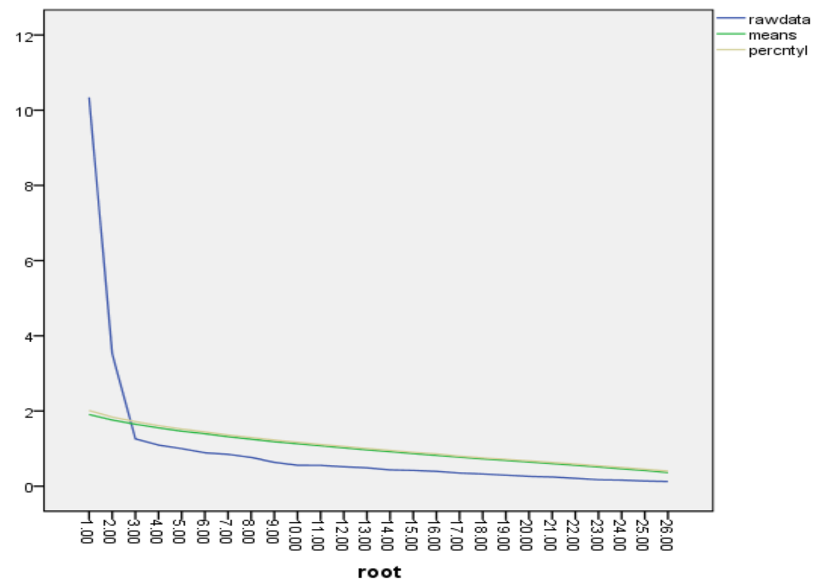


Horn (1965) proposed Parallel Analysis (PA), as a method based on the generation of random variables, to determine the number of factors to retain. Therefore, the scree plot was further assessed by adopting the Monte Carlo method, which compares the observed Eigenvalues extracted from the correlation matrix with those obtained from uncorrelated normal variables; three factors were considered to be significant (see Table 6.2 and associated figure 6.1). That is, the associated Eigen value (raw data) is higher than the mean of those obtained from the random uncorrelated data (percentile). Although a four factor solution was identified from the PCA and a three factor solution was identified from the PA, a four and a three factor solution will be assessed.

Table 6.2: A parallel analysis obtained from Monte Carlo's method on the Negative Brand Personality measure (26 item scale).

Root	Raw Data	Means	Percentile
1.000000	10.343108	1.906021	2.034456
2.000000	3.523306	1.761373	1.857657
3.000000	1.257700	1.648373	1.751583

Figure 6.1: Parallel analysis scree plot obtained from Monte Carlo's method on the Negative Brand Personality measure (26 item scale).



One further analysis was conducted before finalizing the factor solution to represent the structure of the variables to arrive at the best representation of the data. The scree plot representation indicates a four factor solution, while the scree plot from the PA indicates a three factor solution. Clearly, this poses a challenge to the initial formation of this construct and therefore to the integrity of the research. In the hope of shedding further light on the issue and keeping with the consistency of the initial exploration of the scale formation, the four factor solution was explored through the pattern matrix to arrive at a structure that best represents the data. Table 6.3 presents the results of the pattern matrix.

Table 6.3: Principle Component factor analysis of Negative Brand Personality data (26 item scale); Pattern Matrix, Oblique Rotation (four factors).

Four Factor Solution					
Traits	**Egotistical**	**Boring**	**Socially Irresponsible**	**Lacking Logic**	**Communalities**
Pompous	.858				.715
Snobby	.741				.683
Pretentious	.737				.642
Arrogant	.627				.624
Flaunt	.620				.490
Barbaric	.604			.440	.754
Vain	.591				.595
Brash	.465				.668
Superficial	.452				.612
Anti-Social		.445	.446		.608
Cheap		.780			.733
Fake		.443			.702
Manipulative			.848		.697
Monotonous			.700		.649
Deceiving			.625		.507
Judgmental			**.583**		**.572**
Unethical			.577		.682
Predictable			.575		.493
Selfish			.483		.634
Stubborn				.799	.591
Naïve				.762	.683
Confused				.704	.613
Boring				.643	.526
Weird				.591	.559
Immoral				.562	.614
Rebellious					.569
Eigen Values	**3.52**	**1.26**	**10.34**	**1.09**	**16.21**
% of variance	**13.55**	**4.84**	**39.78**	**4.20**	**62.37**

N.B: Items highlighted in and red are potentially problematic items due to unexpected item loadings, while items highlighted in gray are potentially problematic due to cross loading items.

In light of this unexpected result (four factors instead of five), the content of the items was examined further. The items appear to relate to multiple dimensions or relate to dimensions that are inconsistent with the findings obtained in the four studies from the 'Initial Scale Development Study'. Therefore, the content of the items was examined further to assess the dimension structure through the pattern matrix.

Results from the pattern matrix (four factor solution) displayed in Table 6.3 indicates that items *Anti-*Social and Barbaric cross load on two factors (as discussed in the previous chapter, the item warrants further investigation through CFA) (Hair *et al.,* 2010). It is important to consider whether the cross loadings of these items (Anti-Social and Barbaric) are likely to be problematic in subsequent analysis. Two things were considered: a) whether there was a gap of 0.20 between primary (i.e., designated factor) and cross loadings (non-designated factor) and b) whether the cross loading was significant or non-significant (Hair *et al.,* 2006). Both items, however, show to have crossed loaded with a less than 0.2 gap between the primary and designated factor. However, Anti-Social did not load on the designated factor Lacking Logic, but cross loaded between the Boring and Socially Irresponsible factors.

The items were studied to decide whether there is any (theoretical) reason to keep the items for future analysis (Tabachnick and Fidell, 2001). Since the Initial Scale Development study conducted prior to the PCA demonstrated the face and discriminant validity of these items, it was decided to leave the items at this stage and to further assess the reliability and validity (face, convergent and discriminant) of these items during the CFA. However, the item *Rebellious* does not load on either of the factors, suggesting an insignificant loading, and therefore eliminated from further analysis at this stage. The items Anti-Social, Barbaric and Rebellious are highlighted in table 6.3 with a gray shade.

The communalities for each of the items were also assessed, to identify insignificant items through the amount of variance accounted for by the factor solution for each variable. Hair *et al.,* (2006) suggested that communalities with less than 0.5 do not have sufficient explanation. Therefore, the item Predictable displayed in Table 4.0 has a communality of less than 0.5, which is considered to be insignificant. The item 'Predictable' warrants further investigation at a later stage of the analysis.

Furthermore, the content of the trait initially classified under Critical factor (Judgmental) appeared to load on the same factor as Socially Irresponsible[23]. Similarly, Brash and Flaunt unexpectedly loaded on the Egotistical factor. The unexpected item loadings (Brash and Flaunt) can be explained by re-examining the items. Brash and Flaunt exhibit underlying characteristics that are reflective of the Egotistical factor[24], although the Initial Scale Development study indicated that these items loaded on the Lacking Logic factor.

Similarly, Monotonous unexpectedly loaded on the Socially Irresponsible factor, which is inconsistent with the findings of the Initial Scale Development study; initially, Monotonous was characterized to load on the Boring factor[25]. The item Boring was initially classified under the Boring factor and unexpectedly loaded on the Lacking Logic factor[26]. As this item (Boring) does not seem to have a similar underlying theme to the Lacking Logic factor, it is likely that this item may be problematic and thus warrants further investigation in order to make a decision as to whether the item is retained or

[23] The Socially Irresponsible factor is defined as "a brand that is expressed to reflect the defiance of good faith practices".
[24] The Egotistical factor is defined as "a brand that is expressed to reflect the inflated importance of false pride".
[25] The Boring factor is defined as "a brand that is expressed to reflect repetitive and tedious practices".
[26] The Lacking Logic factor is defined as "a brand that is expressed to reflect irrational or disapproved social norms".

made redundant. Similarly, Immoral was initially classified under the Socially Irresponsible factor and unexpectedly loaded on the Lacking Logic factor. The unexpected item loadings, as shown in Table 6.3, are highlighted in red. The unexpected item loadings can be explained by the four factors loading as opposed to the five factor loading, causing items to collapse in unexpected factors. Nevertheless, the re-examination of the traits reveals similar underlying themes as those of the unexpected factor loading. Furthermore, it is likely that respondents scored differently when presented with positive and negative traits simultaneously, balancing respondents' interpretations with the brand personality trait classification, which is contrary to the initial exploratory stage (four sub studies from the initial Scale Development Study) where respondents were only presented with negative traits.

Similarly, a three factor solution was explored through the pattern matrix to arrive at a structure that best represents the data. Table 6.4 presents the results of the pattern matrix.

Table 6.4: Principle Component factor analysis of Negative Brand Personality data (26 item scale); pattern matrix, oblique rotation (three factors).

Three Factor Solution				
	Factor One	**Factor Two**	**Factor Three**	**Communalities**
Naive	.834			.650
Confused	.817			.600
Unethical	.792			.639
Immoral	.761			.612
Weird	.701			.550
Barbaric	.674			.568
Boring	.668			.486
Rebellious	.545			.569
Monotonous	.540			.562
Deceiving	.537			.436
Antisocial	.491		.490	.598
Stubborn	.422			.582
Snobby		.821		.675
Pretentious		.792		.633
Pompous		.786		.608
Vain		.755		.591
Arrogant		.734		.622
Flaunt		.672		.490
Superficial		.652		.599
Judgmental		.502		.526
Selfish		.497		.515
Brash	.418	.459		.639
Predictable		.439		.441
Manipulative		.418		.503
Cheap			.783	.726
Fake			.499	.701
Eigen Values	**10.34**	**3.52**	**1.26**	**15.12**
% of variance	**39.78**	**13.55**	**4.83**	**58.16**

In light of the three factor solution, the pattern matrix displayed in Table 6.4 indicates that items Anti-Social and Brash cross loaded on two factors. The gap between the two factors is examined to assess if it is less than 0.20 and if the loadings are significant (Hair *et al.,* 2006). With a gap less than

0.20, it is likely that these items could potentially be problematic and, therefore, dropped at this stage had the decision of a three factor solution been retained.

By examining the content of the three factors, it seems that items from all five factors initially identified from the Substantive Validity Task loaded on factors with no real common theme that underpins the factor loadings. By examining the content, it seems that the majority of items identified as part of the Lacking Logic factor merged with the Socially Irresponsible and Boring factor to formulate factor one (see Table 6.4), while the Egotistical factor is merged with the Socially Irresponsible and Boring factor to formulate factor two (see Table 6.4). Factor three comprises an item from the Boring factor (Cheap) and an item from Socially Irresponsible factor (fake). Although a three factor solution has been considered, the findings are contrary to the conceptual foundation (See Chapter 4 for a discussion of the Initial Scale Development Study and the associated four sub studies).

Hair *et al.,* (2006: 122) suggest that a subjective judgment should be made by the researcher as to the number of factors to retain in addition to the variance explained by the factor solution. Therefore, the decision was made by the researcher to retain the four factor solution as there is sufficient relationship to warrant the grouping of variables and the identification of the variables (Hair *et al.,* 2006: 122). Furthermore, a four factor solution explains 62% of the variation in the items, whereas the three factor solution explains 58% of the variation in items.

Nevertheless, items from a four factor solution generally provide acceptable factor loadings that range from (0.858 – 0.452) and are significantly practical (with communalities greater than 0.5), which represents the amount of variance accounted for by each factor (Hair *et al.,* 2010: 118). It was therefore decided to drop the three factor solution and to further examine the four factor solution through model fit indices.

6.7.4 Diagnostic Measures: Model Fit Indices

To provide support for the conceptualization of the Negative Brand Personality framework - four factors as opposed to the five factors - and whether a four factor solution from the substantive validity findings, or the PCA findings, provide a valid factor solution, a CFA was conducted on all 25 items[27] (original) and the 23 items (refined) scale using the AMOS 20 SEM program. Given that in CFA

[27] 25 items as opposed to 26 as the item Rebellious has been dropped at this stage.

multiple models may fit the same dataset, it is recommended to not only test a single postulated model, but also a number of plausible models (Thompson, 2000) which is tested through structural equation models.

Therefore, the hypothesized five factor model (representing the five sub dimensions of Negative Brand Personality) was tested against the four factor model solution from the PCA and the four factor solution from the substantive validity findings. Table 6.5 details the results from the Structural Equation model.

Table 6.5: Fit indices of the Confirmatory Factor Analysis – Competing values of Negative Brand Personality (25 items based on the PCA and the refined 23 items based on the substantive validity task).

Name of model	Description of factor solution from the retained 26 items	χ^2	DF	Δ Degrees of Freedom	χ^2/DF	NFI	CFI	TLI	PCFI	RMR	AIC	BIC	RMSEA
Model 1	PCA Four factor solution – (25 Items - Rebellious removed)	-	-	-	-	.594	.634	.592	.568	.155	1740.77	1950.56	.127
Model 2	PCA Four Factors (23 Items - Anti-Social, Rebellious and Brash removed)	-	-	-	-	.635	.675	.633	.598	.158	1391.14	1585.94	.123
Model 3	PCA Three factor solution (25 Items - Rebellious removed)	-	-	-	-	.515	.550	.504	.499	.171	2019.34	2217.90	.139
Model 4	PCA Three factor solution (23 Items - Brash and Anti-Social removed)	1666.85	227	-	7.34	..524	.557	.506	.499	.173	1764.85	1948.42	.143
Model 5	SVT Four Factor solution (25 items - Rebellious removed)	1119.58	269	42[28] χ^2 (42) = 66.206 P<0.01	4.16	.721	.771	.745	.691	.163	1231.58	1441.37	.101
Model 6	SVT Four Factor solution (23 items - Brash and Anti-Social removed)	904.32	224	45 χ^2 (45) =69.957 P<0.01	4.03	.748	.796	.769	.705	.159	1008.32	1203.12	.099
Model 7	SVT Four Factor solution (22 items - Boring[29] removed)	736.03	203	21 χ^2 (21) =38.932 P<0.01		.786	.832	.809	.732	.127	836.025	1023.34	.092

[28] Difference in degrees of freedom from the previous model. For example: Model 5 Df= (269); Model 4 Df= (227) Δ Degrees of Freedom = (269-227) 42
The χ^2 is the value obtained from the tables to assess significance level at the 0.01 %.

[29] Boring was removed as, when conducting the face validity task, half the respondents felt the need for the item, while the other half felt it was unnecessary to retain it. A subjective judgment by the researcher was undertaken to retain the item, and if need be to delete at a later stage of the analysis.

Several indices were used to explore model fit. Traditionally, the χ^2 significant test alongside the (χ^2/df) is reported as the fit indices for the CFA (Hu and Bentler, 1992:2). This is because the Chi-Square statistic is a statistical significance test which is sensitive to sample size. With large sample sizes, the Chi-Square statistic rejects the model (Byrne, 2001), whereas for small sample sizes the Chi-Square statistic lacks power. As a result, the Chi-Square statistic may not discriminate between good fitting models and poor fitting models (Kenny and McCoach, 2003). Therefore, researchers have sought alternative indices to assess model fit. One method is Wheaton *et al.,*'s (1977) relative/normed chi-square (χ^2/df). The acceptable ratio for this statistic ranges from 5.0 (Wheaton *et al.,* 1977) to 2.0 (Tabachnick and Fidell, 2007).

Table 6.5 details the model fit indices. The five factor model for the full 25 items scale did not yield an χ^2 as the covariance matrix was not positive definite. This suggests that there is a structural inconsistency, and hence a poor fit between the observed correlation and the theoretical correlation matrix (Fornell and Larcker, 1981). The five factor construct validity was violated and therefore excluded from a potential five factor solution to Negative Brand Personality. Further, Churchill (1979) pointed out that use of a single item per construct is unreliable. This provided valid evidence to suggest that the five factor structure is not a suitable measure for Negative Brand Personality. However, the four factor (24 items) scale from the substantive validity findings yielded χ^2 of 882.002 with 224 degrees of freedom yielding a (χ^2/df) ratio of above 2 (χ^2/df = 3.63), indicating a marginal fit.

Relative fit indices were also computed to provide a more robust evaluation of the model fit (Bentler and Chou, 1987). This included the normed fit index (NFI; Bentler and Bonnett, 1980), the Comparative fit index (CFI; Bentler, 1990) and the Tucker Lewis Index (TLI) for these indices; closer coefficients to unity indicate good fit, with acceptable levels of fit being above 0.9 (Marsh, Bella and McDoanld, 1988). However, the relative fit indices fell below the recommended values for the four factors when the item Judgmental from the Critical factor collapsed on the Socially Irresponsible factor.

Good fitting models have small root means square residual (RMS, values less that 0.08 are desired) (Hu and Bentler, 1999). Other measures used to help in model selection, as recommended by Rust, Lee and Valente (1995), are Akaike Information Criterion (AIC) and Bayesian Information Criterion (BIC). The BIC and AIC are information criteria that measure the statistical fit of a model by combining absolute fit with model parsimony. BIC penalizes the model by adding parameters to the model more strongly than the AIC. Therefore, the AIC and BIC index become meaningful when the AIC value of one model relative to the BIC value of another model are compared, with the lowest index being optimal. Table 6.5 displays the relative fit indices of AIC (1740.77 - 836.025) and BIC (1950.56 – 1023.34), indicating an improved model fit.

Another measure based on the non-central chi square distribution is the root mean square error of approximation (RMSEA). Diamantopoulos and Siguaw (2000: 85) argued that the RMSEA statistic is one of the most informative fit indices due to the sensitivity in the number of estimated parameters. A small RMSEA is preferred with values less than 0.08 to represent a good fit (MacCallum, Brown and Sugawara 1996). Based on the RMR and the RSEA fit indices, the four factor model (merging Critical and Socially Irresponsible) demonstrates a poor fit.

Having established a four factor structure[30], further analysis was undertaken to shed further light on the model fit indices. Reliability and validity measures were assessed on the revised four factor solution (based on the substantive validity findings) for Negative Brand Personality.

6.7.5 Reliability Measure – Cronbach's Alpha

Churchill (1979) pointed out that a desirable outcome for scale development is when scales produce a satisfactory alpha coefficient and the items load on their respective constructs. Therefore, a reliability measure in the form of Cronbach's alpha was initially undertaken to assess the internal consistency of Negative Brand Personality traits. Cronbach's alpha was calculated from SPSS and is calculated through the mean correlations between each pair of items and the number of items in the scale. The alpha score of 0.901 is above the threshold of 0.6 (Nunnally, 1978), indicating an appropriate figure of newly developed scales. Below, Table 6.6 displays item analysis for each of the items of the newly developed Negative Brand Personality scale.

[30] The refined structure from the substantive validity test.

Table 6.6: Item analysis: corrected item total correlation for the Negative Brand Personality construct measures for Egotistical, Boring, Socially Irresponsible and Lacking Logic (overall 22 item scale).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Type
Barbaric	62.21	210.00	.507	.525	.889	High Reliability
Selfish	61.89	202.77	.611	.562	.886	High Reliability
Pompous	61.78	200.48	.640	.610	.885	High Reliability
Snobby	61.99	201.25	.599	.555	.886	High Reliability
Flaunt	61.86	210.92	.311	.247	.895	High Reliability
Arrogant	62.08	203.97	.622	.554	.886	High Reliability
Stubborn	62.22	208.07	.577	.565	.888	High Reliability
Pretentious	61.90	198.86	.663	.641	.884	High Reliability
Judgmental	62.00	205.34	.486	.380	.890	High Reliability
Deceiving	61.93	199.90	.675	.679	.884	High Reliability
Superficial	61.93	204.42	.526	.410	.888	High Reliability
Vain	61.89	205.66	.478	.387	.890	High Reliability
Manipulative	61.95	200.41	.665	.731	.885	High Reliability
Immoral	60.57	210.27	.322	.268	.894	High Reliability
Cheap	59.33	217.07	.186	.539	.897	High Reliability
Predictable	61.21	207.44	.412	.271	.892	High Reliability
Fake	61.92	199.20	.639	.686	.885	High Reliability
Monotonous	59.46	210.69	.375	.553	.892	High Reliability
Unethical	62.00	206.70	.592	.564	.887	High Reliability
Confused	59.40	210.93	.395	.656	.892	High Reliability
Naive	62.17	210.33	.497	.549	.890	High Reliability
Weird	60.40	211.54	.299	.253	.895	High Reliability

Cronbach’s alpha was also calculated using SPSS on each of the four factors (Egotistical, Boring, Lacking Logic and Social Irresponsible) of the newly developed Negative Brand Personality scale. The sum for each of the four factors was first calculated before computing Cronbach’s alpha in SPSS. Below, Table 6.7 displays the Cronbach’s alpha on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Social Irresponsible).

Table 6.7: Factor analysis - corrected factor total correlation for the Negative Brand Personality construct measures for Egotistical, Boring, Socially Irresponsible and Lacking Logic.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Type
Egotistical	41.8019	83.416	.685	.562	.508	Moderate Reliability
Boring	34.8914	129.982	.297	.107	.743	High Reliability
Lacking Logic	49.3770	141.422	.523	.293	.704	High Reliability
Socially Irresponsible	35.2109	55.827	.753	.615	.467	Poor Reliability

Despite the high reliability scores for each item, the reliability score for the Egotistical and Socially Irresponsible factors of Negative Brand Personality falls short of the recommended threshold of 0.6, suggesting concern for these two factors. The poor reliability measure could potentially be explained by the trait 'Judgment' which initially was conceptualized under the Critical factor. Therefore the factor social Irresponsible warrants further investigation in subsequent analysis.

Despite the wide use of Cronbach's alpha as a measure of reliability, it has been subject to criticism in research (Cortina, 1993). A more robust measure has been adopted to assess the reliability of the constructs through Composite Reliability (CR) (Fornell and Larcker, 1981).

Composite Reliability (CR) is a measure used to indicate the convergent reliability of the construct (Hair *et al.,* 2010). The measure assesses the internal consistency of a measure - that is, how well the theoretical latent construct measures correlate with the observed measures of the same construct (Steenkamp and van Trijp, 1991). The calculation for Composite Reliability follows Fornell and Larcker's (1981) statistical equation, which is composed of linear combinations of weighted components. The formula for calculating reliability of the construct is as follows:

$$\text{CR} = \frac{\left(\sum_{i=1}^{p} \lambda yi\right)^{2}}{\left(\sum_{i=1}^{p} \lambda i\right)^{2} + \sum_{i=1}^{p} Var\,(\varepsilon_i)}$$

Formula 1.0: Calculated Composite Reliability Score.

Applying the formula, the CR equation is interpreted as follows:

{(sum of standardized loadings – denoted as $(\lambda)^2$} / {(sum of each standardized loadings) ^{2} + (sum of indicator measurement errors – denoted as ε_i)}

The reliability of an indicator is defined as the variance in that indicator that is not accounted for by measurement error. It is commonly represented by the squared standardized multiple correlation coefficient, which ranges from 0 to 1 (Bollen, 1989; Jöreskog and Sörbom, 1993). Construct reliability estimates of 0.7 or greater is considered desirable (Hair *et al.,* 2006). The measures of reliability for the four factor solution from the Substantive Validity Task are detailed below in Table 6.8.

Table 6.8: Details of the Composite Reliability measure of the four factor solution for the Negative Brand Personality measure (22 item scale).

Composite Reliability			
Socially Irresponsible	**Egotistical**	**Lacking Logic**	**Boring**
0.843	0.863	0.629	0.849

N.B: Values below the threshold are highlighted in red.

Calculations in Table 6.9 show that Composite Reliability for the Lacking Logic factor is less than 0.7, suggesting concern with the internal consistency of the Lacking Logic factor.

6.7.6 Convergent Validity

The Average Variance Extracted (AVE) is a summary of convergences extracted from a set of construct items (Hair *et al.,* 2010). The calculation takes into account the measurement error alongside the variance captured by the construct, reflecting the validity of the individual indicator as well as the construct (Fornell and Larcker, 1981). The AVE is a more conservative measure than the CR and was therefore calculated using Fornell and Larcker's (1981) statistical equation:

$$\text{AVE} = \frac{\sum_{i=1}^{p} \lambda_i{}^2}{\left(\sum_{i=1}^{p} \lambda i^2\right) + \sum_{i=1}^{p} Var\ (\varepsilon_i)}$$

Formula 2.0: Calculated Average Variance Explained Score.

The λ_i represents the standardized factor loading while *i* is the number of items. Therefore, the AVE is computed as the total of all squared standardized factor loadings (squared multiple correlations) divided by the number of items (Hair *et al.,* 2010: 709).

Applying the formula, the CR equation is interpreted as follows:

AVE = {(sum of standardized squared loading donated asλ)} / {(sum of standardized squared loading) + (sum of indicator measurement error denoted as ε)}.

The recommended threshold for adequate convergence is greater than 0.50 (Formal and Larcker, 1981). That is, the Average Variance extracted (AVE) by each construct, which is the variance explained by the construct, should have a greater shared variance to that construct than other constructs. This is to illustrate that the items per construct are specific to the construct and no other construct used in the analysis. If the constructs have more in common and are highly correlated, it would be difficult to discriminate between the constructs (Podsakoff and MacKenzie, 1994). This means the variance due to measurement error is greater than the variance due to the construct, which poses a challenge to the integrity of the construct. The convergent validity measures in the form of AVE for the four factors are detailed in Table 6.9.

Table 6.9: Details of the Average Variance Explained measure of the four factor solution for the Negative Brand Personality measure (22 item scale).

Average Variance Explained			
Socially Irresponsible	**Egotistical**	**Lacking Logic**	**Boring**
0.430	0.478	0.349	0.655

N.B: Values below the threshold are highlighted in red.

Table 6.9 shows that three of the four factors (Socially Irresponsible, Egotistical and Lacking Logic) fall below the recommended threshold, suggesting that more error remains in the items than the variance explained by the latent factor structure imposed on the measure.[31] To shed further light a discriminant validity test was conducted.

6.7.7 Discriminant Validity

Discriminant validity is the extent to which a construct is truly distinct from other constructs (Hair *et al.,* 2010). This was calculated by taking the covariance with the largest-value, and squaring it. While the AVE is a measure of the squared average correlation with any given factor, the Average Squared Correlation (ASC) is calculated through the squared correlation estimates between the four constructs. The variance extracted estimates should be greater than the squared correlation estimate (Hair *et al.,* 2010). The logic is based on the idea that a latent construct should explain more of the variance in its item measures that it shares with another construct (Fornell and Larker, 1981; Hair *et al.,* 2010). Table 6.10 details the AVE and the ASC measure of the four factor solution to Negative Brand Personality.

[31] It is worth noting that although the AVE estimates are low, the discriminant validity checks illustrate that the AVE is still higher than the squared minimum correlation. Thus, while your constructs demonstrate low AVE, they still discriminate from each other (for similar findings, see Codagon *et al.,* 2005).

Table 6.10: Details of the Discriminant Validity measure of the four factors of Negative Brand Personality measure (the correlations measure is below the diagonal and the squared correlations measure is above the diagonal).

Dimension	AVE	1	2	3	4
1. Socially Irresponsible	**.430**	**1.00**	0.494	0.478	0.071
2. Egotistical	**.478**	.703	**1.00**	0.582	0.038
3. Lacking Logic	**.349**	.692	.763	**1.00**	0.097
4. Boring	**.655**	.268	.195	.313	**1.00**

N.B: the diagonal values above 1 in Table 6.10 are the squared correlation indices.

Based on the AVE calculations (Table 6.10), three factors (Socially Irresponsible, Egotistical and Lacking Logic) show a poor discriminate validity, suggesting that the three factors do not correlate well within their parent factor.

Another method of assessing discriminate validity is when pairs of constructs correlations are fixed to one construct and then the constructs are freed to correlate as two separate constructs. That is, the correlation between the two hypothesized constructs is fixed to equal one construct. In essence, it is forcing two separate constructs to behave as one unified construct. The CFA model is run again freely to estimate the two hypothesized constructs. If the freely ran model should be at 3.84 or higher and lower than the Chi squared, it is argued that the two constructs are distinct. This is determined by the significance level of the χ^2 statistic.

The need to free and fix the parameter estimates is illustrated by Podsakoff *et al.,* (2003), who warned researchers of the substantial effect that common variance could have on perceived relationships between constructs. Although the effect varies in intensity and across disciplines, it is nonetheless considerable. The effect could either inflate or deflate the strength of the relationship, leading to either a type one or a type two error. Therefore, both random and systematic errors should be accounted for, the latter being more important. Cote and Buckley (1987) found that when there is perfect correlation between two constructs, common method variance tends to deflate it, whereas when they are completely uncorrelated, a positive relationship is observed. Therefore, fixing and freeing the constructs is one way of addressing this issue. Below, Table 6.11 displays the fixed and freed estimate.

Table 6.11: Details of the Discriminant Validity measure of the four factor solution for the Negative Brand Personality measure (22 item scale).

Constructs	Egotistical χ^2	Boring χ^2	Lacking Logic χ^2	Socially Irresponsible χ^2	Correlation
Egotistical	-				Fixed
	-				Free
Boring	517.853				Fixed
	127.079	-			Free
Lacking Logic	259.733	209.362	-		Fixed
	184.190	33.117	-		Free
Socially Irresponsible	651.308	492.527	356.593	-	Fixed
	392.127	118.328	251.017	-	Free

The results show that the two factor model, when freely correlated, fitted the data better than did a fixed one factor model, as demonstrated through the χ^2 statistic in Table 6.11. This provided evidence that the four constructs of Negative Brand Personality are discriminately valid from each other. Despite the different measures of discriminant validity, the comparison of the average variance extracted values from two other constructs and the square correlation estimates between the constructs provides a more rigorous test to measure discriminant validity (detailed in Table 6.11). Therefore, subsequent analysis will be based on the discriminant validity test presented in Table 6.11.

Table 6.12 summarizes the convergent and validity measures of the four factor solution pertaining to Negative Brand Personality.

Table 6.12: Details of the Overall Reliability and Validity Measure of the four factor solution for the Negative Brand Personality measure (22 item scale).

	Convergent Validity		Negative Brand Personality			
	CR	AVE	Socially Irresponsible	Egotistical	Lacking Logic	Boring
Socially Irresponsible	0.843	0.430	**0.656**			
Egotistical	0.863	0.478	0.708	**0.691**		
Lacking Logic	0.629	0.349	0.592	0.618	**0.591**	
Boring	0.849	0.655	0.283	0.192	0.213	**0.809**

N.B: The diagonal values in Table 6.12 are the square root of the AVE indices.
Values below the threshold are highlighted in red.

In light of the poor reliability and validity measure across the four factor solution, item loadings for each respective construct were examined to achieve a desirable outcome for measure development through a satisfactory alpha coefficient (Churchill, 1979:69). Churchill (1979: 68) states that "in practice … one does not use all of the items that could be used, but only a sample of them. To the extent that the sample of items correlates with the true score is good."

Therefore, the coefficient alpha is the minimum requirement to ensure the items correlate well with the true scores. The coefficient alpha is a measure of internal consistency of a scale. It is a direct function of both the number of items and the magnitude in which the items load on their respective constructs. Nunnally (1987) provides a threshold for an alpha to be at least 0.7 for a scale to demonstrate internal consistency. However, Bagozzi (1981) acknowledges that constructs are likely to suffer from construct contamination. As a result, the items are refined through measure purification. This is an iterative process where items were deleted if they did not contribute to the reliability of the scale or the hypothesized construct. That is, items that did not make conceptual sense, or did not have statistically significant higher correlations with the construct to which they were hypothesized to belong when compared to the remaining items within the same constructs total score (Ruekert and Churchill, 1984:229). Subsequently, factor analysis was further preformed to verify empirically the conceptual constructs in addition to recalculating the reliability measures. The iterative procedure is continued until the measures developed were valid for further analysis (Churchill, 1979).

6.7.8 Item Purification through Diagnostic Measures

In light of the poor calculations of convergent and discriminate validity, a closer inspection of the items was conducted. Although satisfactory results were obtained from the Cronbach's alpha test, more robust measures show reliability and validity concerns. Bagozzi (1981) indicates that it is rarely the case that items load on their respective constructs with satisfactory reliability measures, due to construct contamination. Therefore, item purification was conducted by assessing a) factor loadings, b) modification indices, c) standardized residuals, and d) by cross checking with the pairwise comparisons. This is where items are removed from further analysis and new reliability and validity estimates are calculated by examining diagnostic output through the four procedures mentioned alongside model fit indices. Before reporting the modification indices, it is worth reporting the confirmatory factor loading for each of the items pertaining to each factor. The confioramtory factor findings are detailed in Table 6.13.

Table 6.13: Details of the Confirmatory Factor loading of each item (22 items) for each of the four factor solutions of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Four Factor Solution				
Traits	**Egotistical**	**Boring**	**Lacking Logic**	**Socially Irresponsible**
Pompous	.75			
Snobby	.73			
Pretentious	.78			
Arrogant	.73			
Stubborn	.69			
Vain	.55			
Superficial	.57			
Cheap		.72		
Confused		.94		
Monotonous		.75		
Barbaric			.79	
Naïve			**.79**	
Weird			.20	
Flaunt			.32	
Deceiving				.84
Unethical				.51
manipulative				.87
Fake				.84
Immoral				.28
Selfish				.73
Judgmental				.50
Predictable				.37

N.B: Items highlighted in grey are potentially problematic items due to unexpected item loadings.

Practical significance was obtained by machining a preliminary examination of the factor matrix in terms of the factor loadings. A factor loading is the correlation of the variable and the factor, and the squared loading is the amount of the variables total variance accounted for by the factor, therefore, an item with 0.3 loading translates to 10% explanation while a 0.70 loading translates to 50% of the variance of the variable. Moreover, the larger the absolute size of the factor loading, the more important the loading is when interpreting the factor matrix. Given the sample size of 313, a factor loading of 0.35 is considered to be a practical significant loading (Hair *et al.,* 2010). Item loadings of less than 0.35 indicate that half of the variation in the item comes from the latent. Therefore, a factor loading of less than 0.7 indicates that a large amount of the variation in the item comes from error, indicating that the item is not necessarily acting as a good representation of the latent variable. Items that are less than 0.4 are highlighted in gray, which will be cross checked with b) the modification indices, c) the standardized residuals and d) by cross checking with the pairwise comparisons.

The modification index provides information about the error that is associated with each observed variable. As each observed variable is accounted for by a latent construct, a portion of the observed construct will be associated with measurement error as a certain portion of the variance from the observed variable is not accounted for by the latent construct. This is displayed through the extent to which the proposed model is appropriately reflected through the chi square statistic; this provides an indication of which observed variables have the most amount of measurement error, which consequently serves as a problematic item in the CFA.

Therefore, a misfit in a model is captured through the modification index: that is, the expected drop in the overall chi square statistic had the item been freely estimated to another item or construct. The statistic represents the predicted estimate change, either in a positive or negative direction to the fit of the model. This is reflected through error co-variances (Byrne, 2001). Therefore, the error covariance parameters were reviewed to assess which items theoretically can be considered, given that the expected size in parameter change value is larger than 3.84. A value of 3.84 or greater indicates that a statistically significant change in the chi-square would result if the coefficient were estimated (to be significant with a change of one degree of freedom, the change in the chi-square statistic must be equal to or greater than 3.84). The larger the modification indices, the greater the reduction in the chi-square value and the greater the model fit (Kline, 1998).

Given the statistical significant changes presented in the modification index, Hair *et al.,* (2006) suggest that several amendments to the hypothesized model should not only be determined by the modification indices. Although modification indices provide important diagnostic information about the potential cross loading of items that may potentially exist if specified, cross validation of the potential problematic items are also assessed through standardized residuals, and action is only taken when the items are theoretically and statistically justified.

Standardized residual value is another diagnostic measure that assesses individual differences between observed covariance terms and fitted covariance terms. Therefore, the standardized residual value identifies areas of strain that indicate the relationship between the observed and fitted covariance is not well accounted for by the model. Positive standardized residuals indicate that the model's parameters underestimate the relationship, whereas negative standardized residuals indicate the model's parameters overestimate the relationship. That said, the threshold for standardized residual values varies. Diamantopoulos and Siguaw (2000) suggested that standardized residuals greater than 1.96 (for $p < 0.05$) or 2.58 (for $p < 0.01$) may indicate potentially problematic items, while Hair *et al.,* (2006) suggest that no standardized residual should exceed 4.0. According to Hayduck (1987), standardized residuals should have an absolute value of less than 2.58. This is because the standardized residuals are estimates of the number of standard deviations away from zero compared to the potential error in the observed residuals. So, positive standardized residuals indicate that the model's parameters underestimate the relationship, whereas negative standardized residuals indicate the model's parameters overestimate the relationship. In this research, the standardized residuals were analyzed to ascertain the basis of misspecification in the measurement model and to assess overall fit of the structural model. Given the various diagnostic checks that may indicate a potentially problematic item, action is only taken when, theoretically and statistically, by cross validating factor loading, modification indices, standardized residual values and pair wise comparisons all indicate a strain on the model.

An iteration of item purification was conducted to assess model fit indices and goodness of fit indices. The first iteration of item purification consisted of reviewing items that loaded at less than (.30), given that modification indices were relatively high and standardized residuals values were higher than 0.4. Items Weird and Immoral were the first casualties to scale refinement as they indicated potentially problematic items. Weird loaded at (0.20) to its respective construct Lacking Logic, while Immoral loaded at 0.28 to its respective construct Socially Irresponsible. Other residual diagnostic tools, such as a modification index with a value of 31.055, indicated a high correlation between items Weird and Immoral, however, these items cannot be co-varied as they are from two different factors. Further assessment was undertaken to review the standardized residual values. The standardized residual values for Weird ranged from (.292) – (5.769). Note the high standardized residual value of (5.769) correlated on the item Immoral. Reviewing the item Immoral, the standardized residual values ranged from (-.233) – (3.279) (it is to be noted that the high standardized residual correlated on Monotonous). Therefore, items Immoral and Weird were deleted. Table 6.14 details the model fit indices. Although the model fit indices have improved, reliability and validity measures still remain problematic (see Table 6.15 – problematic values are highlighted in red).

The second iteration involved removing items loading less than 0.40 from their respective constructs. Flaunt loaded at 0.32 to its respective construct Lacking logic, with relatively high modification indices of 17.648. The modification indices suggest the item Flaunt co-varies with item Vain from the Egotistical factor. Further examination into the standardized residual values, ranging from (0.109) – (2.208), reveal that the item poses a slight constraint on the model. The item Predictable also has a factor loading of 0.37 to its respective construct Socially Irresponsible, with a slightly high modification index of 10.491. The modification indices suggest that the item Predictable co-varies relatively high on the Egotistical factor, which poses a constraint on the Socially Irresponsible factor, while the standardized residual value contributes to the model constraints, as values ranged from (-

0.660) – (1.107). Although model fit indices have slightly improved, reliability and validity measures of the Socially Irresponsible and Egotistical constructs remain below the standard threshold.

The third iteration involved removing items loading less than 0.50 from their respective constructs. Judgmental loaded at 0.47 to its respective construct Socially Irresponsible, with a modification index of 17.781 on the Boring construct, while the standardized residual value was (0.00). Although the standardized residual value did not pose a major constraint on the model, the pair wise comparisons displayed a higher frequency of potentially problematic items. Therefore, the item Judgmental was removed. Although model fit indices moderately improved the reliability and validity of the Egotistical factor, it still remains below the threshold.

A fourth iteration involved removing items loading less than 0.60 from their respective constructs, given that all diagnostic measures display a potential constraint on the model. Unethical loaded at 0.51 to its respective construct Socially Irresponsible, with a modification index of 49.375 on the Socially Irresponsible construct and a modification index of 47.790 on to the Lacking logic construct, posing a potential constraint to the model. Cross validating the modification index through the standardized residual also suggests a constraint on the model as values range from (-0.193) – (5.455). Similarly, the item Superficial loaded at 0.57 to its respective construct Egotistical, with a modification index of 20.831. Standardized residual values ranged from (-0.355) – (1.567); it is important to note that most standardized residual values for the superficial item were at the higher end of the spectrum. Similarly, the item Vain loaded at 0.55 to its respective construct Egotistical, with a modification index of (20.831) and a standardized residual value ranging from (0.131) – (2.861). Having established a preferred structure after the fourth iteration of item purification, no further analysis was undertaken on the Negative Brand Personality items. Table 6.14 and 6.15 illustrates the data after the fourth iteration of item purification; model fit indices were improved with satisfactory reliability and validity measures across the four constructs.

The eight redundant items were cross validated with the pairwise comparisons, where each construct from the framework is assessed with another, forcing a two factor solution, one being the *primary* construct and the other being the *compared* construct. For example: Negative Brand Personality (focal construct) was explored with Brand Confusion (compared construct), forcing a two factor solution. This procedure was repeated across all constructs. The eight redundant items were displayed with high frequency as potentially problematic items as a result of cross loading between the focal and compared factor. Appendix I details the output from AMOS.

Table 6.14: Fit indices of the Confirmatory Factor analysis after each iteration of item purification.

Model	Item Purification	χ^2	DF	Δ Degrees of Freedom	χ^2/DF	NFI	CFI	TLI	PCFI	RMR	AIC	BIC	RMSEA
Model 1	First iteration (Items removed: Weird and Immoral)	606.59	164		3.70	.813	.855	.832	.738	.115	698.594	870.920	.093
Model 2	Second Iteration (Items removed: Flaunt and Predictable)	504.44	129	$\chi^2_{(35)} = 57.342$ P<0.01	3.91	.836	.872	.848	.735	.103	588.441	745.782	.097
Model 3	Third Iteration (Items removed: Judgmental)	445.23	113	$\chi^2_{(16)} = 32.000$ P<0.01	3.94	.849	.882	.858	.733	.100	525.275	675.123	.097
Model 4	Fourth Iteration (Items removed: Unethical, Superficial and Vain)	234.564	84	$\chi^2_{(29)} = 49.588$ P<0.01	2.79	.906	.937	.921	.749	.082	306.564	441.427	.076

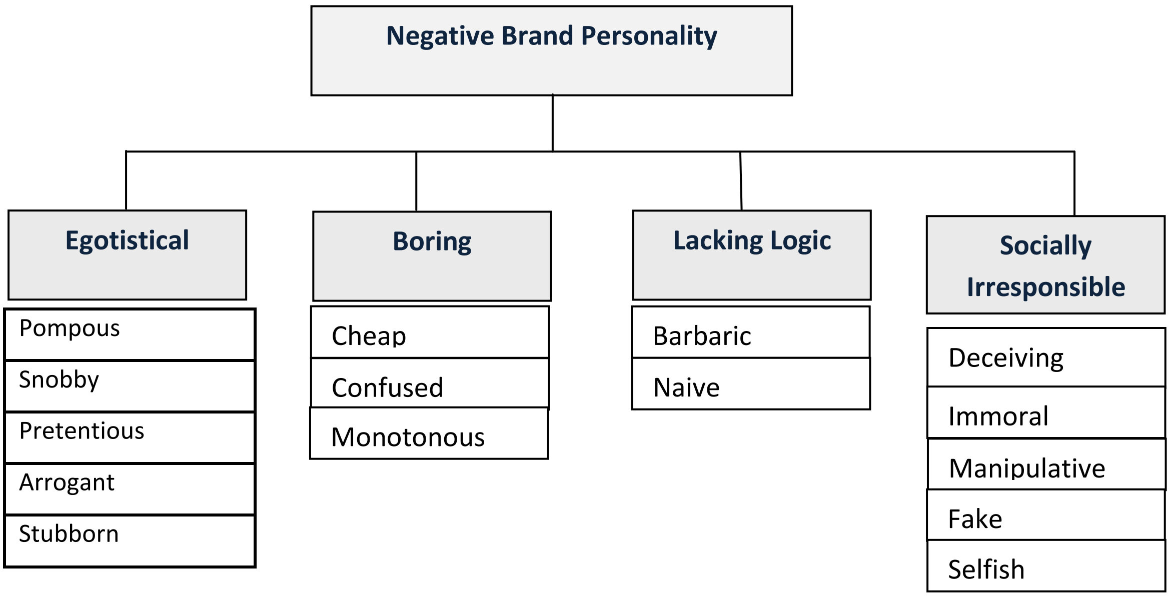
Table 6.15: Convergent and Discriminant Validity measures after each iteration of item purification.

	First Iteration (Model 1)		Second Iteration (Model 2)	
	CR	AVE	CR	AVE
Socially Irresponsible	0.857	0.480	0.857	0.480
Egotistical	0.863	0.478	0.863	0.478
Lacking Logic	0.693	0.458	0.784	0.644
Boring	0.849	0.655	0.849	0.655
	Third Iteration (Model 3)		**Fourth Iteration (Model 4)**	
	CR	AVE	CR	AVE
Socially Irresponsible	0.878	0.598	0.898	0.689
Egotistical	0.863	0.477	0.857	0.546
Lacking Logic	0.784	0.645	0.784	0.645
Boring	0.849	0.655	0.849	0.655

N.B: Values below the threshold are highlighted in red.

As a result of the reliability and validity measures from the 22 items identified from the initial CFA (Model 4, Table 6.15), 8 items were dropped, resulting in 36% redundant items. These are: Weird, Immoral, Flaunt, Predictable, Judgmental, Unethical, Superficial and Vain. Below, Figure 6.2 details the final set of items put forward for subsequent analysis in this thesis. It is worth noting that the retained items do not pose a risk to the face validity, as all items retained are consistent with the construct definition (details of the construct definition are provided in Chapter 4).

Figure 6.2: Final set of Negative Brand Personality traits put forward for subsequent analysis.



6.8 Stage 2: Examination of the Psychometric Properties of the Antecedent Constructs to Negative Brand Personality (Exogenous variables)

The antecedent constructs to Negative Brand Personality (see Chapter 4 for further details on the antecedents' variables) conceptually consist of four broad constructs based on consumers' perceptions derived from interviews; these are: Corporate Social Irresponsibility, Price Unfairness, Brand Confusion and Self-Incongruence. The psychometric properties of these items were assessed for suitable inclusion in the study.

6.8.1 Pretesting: Face Validity

The same series of analysis as reported above section 6.7 was applied to the data relating to the antecedent constructs of the Negative Brand Personality measure. A closer inspection from the pre-testing method in the form of a think aloud task resulted in minor changes in wording to the Immoral

Brand Practice items. However, the general feedback was positive. In response to the feedback, the researcher reworded these items to achieve consistent meanings and improve the clarity within the context of this research. Table 6.16 below details these reworded items.

Table 6.16: Details of the original and reworded scale items as a result of the think aloud task.

Original Scale Items for Immoral Brand Practice	Reworded Scale Items for Immoral Brand Practice
I believe that corporations should monitor their overseas manufacturing operations to make sure their business practices are fair to their workers.	I believe that corporations should monitor their overseas manufacturing operations to make sure their business practices are fair to child labor.
I believe that corporations have a responsibility to make sure that the working conditions in their overseas manufacturing plants are as good as the working conditions in their U.S. plants.	In their emerging economies, I believe that corporations have a responsibility to make sure that the working conditions in their manufacturing plants are as good as the working conditions in western economies.
I strongly believe that companies should treat workers in their foreign manufacturing plants as well as they treat workers in their U.S. manufacturing plants.	I strongly believe that companies should treat child labor in their foreign manufacturing plants as well as they treat workers in western manufacturing plants.

Again, data from the 313 respondents were explored on each of the antecedent constructs. Unlike the Negative Brand Personality construct, an investigation into the pair wise comparisons formed the initial exploration of these measures, since the scales were borrowed from existing literature (see Table 5.2, Chapter 5 for full details of the source for the scales). The results show KMO is above the recommended 0.5 level as the obtained value is 0.815 and the Bartlett's test of Sphericity revealed a significant result (x^2 = 2126.728, df = 351. P ≤ 0.001). The items naturally load on seven constructs, which is consistent with the established scales adapted for measuring these constructs (Wagner *et al.,* 2009).

However, an initial PCA exploration was conducted on the multi-dimensional construct Brand Confusion, which consists of three factors: Similarity, Overload and Ambiguity. The results suggest that the 12 item Brand Confusion measure, when explored through a PCA, naturally loads on three expected factors. The pairwise comparison of the PCA also suggests that Brand Confusion items (Overload, Ambiguity and Similarity) load on three factors when compared with another construct, that being the *primary* construct, Brand Confusion, and the other *compared* construct from the hypothesized conceptual framework. Therefore the multidimensional construct Brand Confusion will be investigated from a three factor solution in a subsequent analysis.

However, the most frequently cross loaded item was Brand Confusion S3. It is likely that Brand Confusion S3 could potentially be a problematic item during subsequent analysis. A closer inspection of the item Brand Confusion S3 from the respective Brand Confusion Similarity construct does not pose a challenge to the essence of the construct as the two other items (S1 and S2) capture the essence of brand Confusion Similarity construct. Therefore Brand Confusion Similarity S3 warrants further investigation during the CFA stage.

Other items from Brand Confusion that cross loaded between the *primary* and the *compared* construct (Overload O1, Overload O4; Ambiguity A1 and Ambiguity A5) were less frequent across the variables from the hypothesized conceptual framework (although it was decided by the researcher not to take any action at this stage, these items warrant further investigation at a later stage of analysis. First, though, the psychometric properties of the seven hypothesized antecedents constructs will be investigated.

6.8.2 Examining the Psychometric Properties of the Antecedent Constructs: Construct Validity

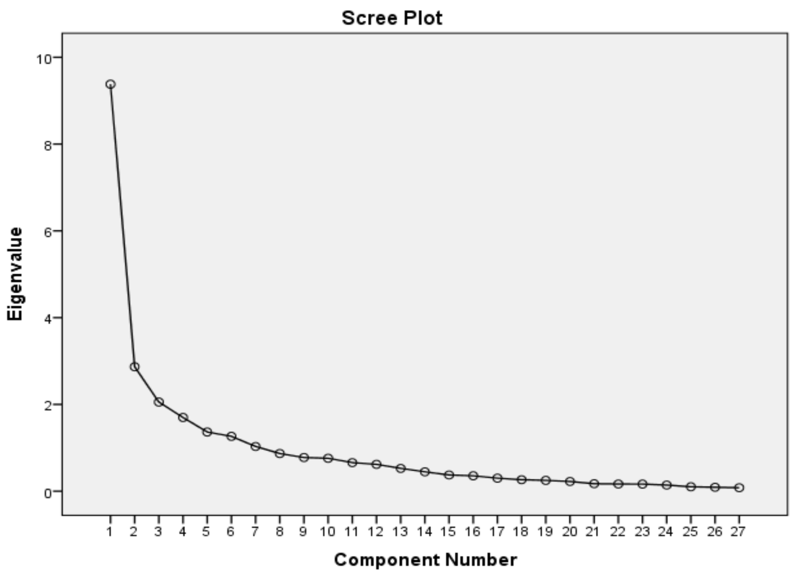
After establishing the expected structure of the antecedent constructs (seven factors), a PCA was performed to explore how the seven antecedent constructs behaved together through a factor solution. Results in Table 6.17 suggest the seven constructs (Social Hypocrisy, Immoral Brand Practice, Brand Confusion [Ambiguity, Similarity, and Overload], Price Unfairness and Social Identity) naturally load on seven factors. The cumulative percentage of the seven extracted components together explains 73% of the variance.

Table 6.17: Total Variance Explained for the antecedent constructs: Social Hypocrisy, Immoral Brand Practice, Brand Confusion (Ambiguity, Similarity, and Overload), Price Unfairness and Social Identity.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	9.380	34.742	34.742	9.380	34.742	34.742	6.255
2	2.868	10.621	45.362	2.868	10.621	45.362	3.435
3	2.055	7.611	52.973	2.055	7.611	52.973	5.625
4	1.698	6.290	59.263	1.698	6.290	59.263	4.739
5	1.364	5.053	64.317	1.364	5.053	64.317	1.519
6	1.264	4.683	69.000	1.264	4.683	69.000	4.149
7	1.031	3.820	72.820	1.031	3.820	72.820	4.035

Further, a scree plot representation (see Figure 6.3) suggests seven factors that underlie the data, which is consistent with the proposed antecedent measures.

Figure 6.3: Scree plot from the Exploratory Factor analysis – seven antecedent construct measures (Corporate Hypocrisy [6 Item scale], Immoral Brand Practice [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [12 Item Scale]}, Price Unfairness [3 item scale] and Self Incongruence [6 item scale]).

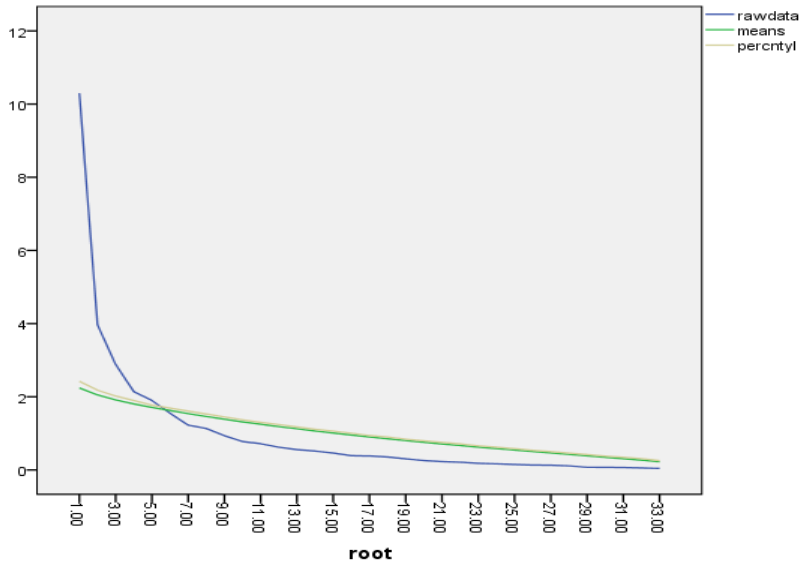


The scree plot was also assessed against the parallel analysis to determine whether the seven factor solution was the best factor solution given the measures for the seven antecedent constructs.

Table 6.18: A Parallel Analysis obtained from Monte Carlo's method on the seven antecedent construct measures (Corporate Hypocrisy [3 Item scale], Immoral Brand Practices [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [12 Item Scale]} Price Unfairness [3 item scale], and Self Incongruence [6 item scale]).

Root	Raw Data	Means	Percentile
1.000000	10.299051	2.240422	2.422832
2.000000	3.964878	2.050424	2.179899
3.000000	2.885407	1.914957	2.020826
4.000000	2.141044	1.805475	1.898929
5.000000	1.899930	1.708798	1.770746

Figure 6.4: Parallel Analysis scree plot obtained from Monte Carlo's method on the seven antecedent construct measures (Corporate Hypocrisy [3 Item scale], Immoral Brand Practices [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [12 Item Scale]}, Price Unfairness [3 item scale], and Self Incongruence [6 item scale]).



The scree plot representation indicates a seven factor solution, whereas the parallel analysis indicates a five factor solution (see Tables 6.17 and 6.18 along with the associated Figures 6.3 and 6.4 respectively). Clearly, this poses a challenge to the initial formation of this construct and, therefore, to the integrity of the research. In the hope of shedding further light on the issue and keeping with the consistency of the initial exploration of the scale formation, the seven factor solution and a five factor solution were explored through the pattern matrix to arrive at a structure that best represents the data. Table 6.19 displays the results of the pattern matrix for a seven factor solution.

Table 6.19: Principle Component factor analysis of a seven factor solution to the antecedent construct measures (Corporate Hypocrisy [3 Item scale], Immoral Brand Practices [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [12 Item Scale]}, Price Unfairness [3 item scale], and Self Incongruence [6 item scale]).

Item per Construct	Brand Confusion: Overload	Brand Confusion: Similarity	Brand Confusion: Ambiguity	Immoral Brand Practices	Corporate Hypocrisy	Price Un-fairness	Self Incongrue nce	Communalities
BC[32]Overload O3	.915							.827
BC Overload O2	.895							.869
BC Overload O4	.791							.739
BC Ambiguity A1	.662							.676
BC Overload O1	.662							.692
BC Similarity S2		.913						.884
BC Similarity S1		.780						.819
BC Similarity S3		.544						.732
BC Ambiguity A5			.772					.681
BC Ambiguity A4			.743					.631
BC Ambiguity A3			.571					.712
BC Ambiguity A2			.432					.684
IBP[33] BB3				.913				.856
IBP BB2				.854				.819
IBP BB1				.729				.666
CH[34]1					.740			.767
CH2					.719			.716
Self Incong[35] 6					.692			.666
CH3					.620			.653
Self Incong 1					.596			.642
Self Incong 5					.555			.665
Self Incong 4					.510			.628
PU[36] 2						.950		.870
PU 1						.892		.846
PU3						.840		.846
Self Incong 2							.625	.588
Self Incong 3							.545	.486
Eigen values	**9.380**	**1.031**	**1.264**	**2.868**	**2.055**	**1.698**	**1.364**	**19.66**
% of Variance	**34.742**	**3.820**	**4.683**	**10.621**	**7.611**	**6.290**	**5.053**	**72.82**

N.B: Items highlighted in grey are potentially problematic items due to unexpected item loadings.

Hair *et al.,* (2006) suggested a significant factor loading should be more than 0.4. By following Hair *et al.,*'s (2006) cut off point, the pattern matrix (see Table 6.19) indicates a clean factor structure with no insignificant loadings. However, there are some items that unexpectedly loaded on factors other than the expected factor solution. For example, Brand Confusion Ambiguity A1 is associated with the overall construct Brand Confusion Overload, as suggested through the factor loadings of the pattern matrix. Similarly, four of the Self Incongruence items (Self Incongruence 1, 4, 5 and 6) are associated with the same construct as Social Hypocrisy, as suggested through the factor loading. In light of the unexpected factor loadings within the pattern matrix, the content of the items were examined further to explore preliminary estimates of potentially problematic items in subsequent analysis. It

[32] BC: Brand Confusion
[33] IBP: Immoral Brand Practice
[34] CH: Corporate Hypocrisy
[35] Self Incon: Self Incongruence
[36] PU: Price Unfairness

was decided to first eliminate the item Brand Confusion Ambiguity A1 in an attempt to improve item loadings to subsequent factors. As the remaining items of Brand Confusion Ambiguity capture the essence of the construct within the context of this study.

Hair *et al.,* (2010) suggested that communalities less that 0.5 lacked sufficient explanation. The Self Incongruence item (Self Incongruence 3) did not meet the acceptable 0.5 level of explanation. By closely examining the content of Self-Incongruence 3, the item appears to be a reverse score of the actual self-identity which does not confound the essence of the construct and is therefore eliminated at this stage. The remaining self-incongruence items capture the essence of the construct. The unexpected item loadings displayed in Table 6.19 are highlighted in grey.

The remaining 25 items were reassessed to explore the factor solution following the same procedure. The results show KMO is above the recommended 0.5 level as the obtained value is 0.807 and the Bartlett's test of Sphericity revealed a significant result ($\chi^2 = 1969$, df = 300. $P \leq 0.001$). The results of the revised seven factor solution pattern matrix are displayed in Table 6.20.

Table 6.20: Principle Component factor analysis of a seven factor solution to the antecedent construct measures (Corporate Hypocrisy [3 Item scale], Immoral Brand Practices [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [11 Item Scale]}, Price Unfairness [3 item scale], and Self Incongruence [5 item scale]).

Item per Construct	Brand Confusion: Overload	Brand Confusion: Similarity	Brand Confusion: Ambiguity	Immoral Brand Practices	Corporate Hypocrisy	Price Un-fairness	Self incongru ence	Communalities
BC Overload O3	-.919							.833
BC Overload O2	-.914							.886
BC Overload O4	-.758							.715
BC Overload O1	-.725							.712
BC Similarity S2		.932						.880
BC Similarity S1		.786						.815
BC Similarity S3		.577						.713
BC Ambiguity A5			.748					.689
BC Ambiguity A4			.735					.647
BC Ambiguity A3			.575					.706
BC Ambiguity A2			.452					.686
IBP BB3				.903				.859
IBP BB2				.848				.828
IBP BB1				.710				.682
CH1					.801			.794
CH3					.725			.713
CH2					.701			.723
Self Incon 2					.456			.665
PU 2						.934		.845
PU 1						.875		.843
PU 3						.826		.863
Self Incon 4							.723	.649
Self Incon 6							.650	.717
Self Incon 1					.402		.405	.661
Self Incon 5								.629
Eigen values	**1.983**	**.999**	**1.350**	**2.372**	**8.799**	**1.695**	**1.195**	
% of Variance	**7.933**	**3.996**	**5.401**	**10.930**	**35.197**	**6.781**	**4.779**	

N.B: Items highlighted in grey are potentially problematic items due to unexpected item loadings.

Table 6.20 displays an improved seven factor solution to the antecedent construct. The item 'Self Incongruence 2' unexpectedly loaded on the Corporate Hypocrisy construct, suggesting a high association with the Corporate Hypocrisy construct, while the 'Self Incongruence 1' item cross loaded between the Corporate Hypocrisy factor and the Self Incongruence factor with a gap of less than 0.2. However, 'Self Incongruence 5' had an item loading of less than 0.4, suggesting an insignificant item loading. Therefore, 'Self Incongruence 1', 'Self Incongruence 2' and 'Self Incongruence 5' pose potentially problematic items and are, therefore closely inspected.

The unexpected item loadings are explained by examining the content of the items. For example, Self-Incongruence (1 and 2) are measures of respondents' actual-concept. For example, Self-incongruence 1: "Gucci advertisement contradicts with how I see my actual self"; and Self Incongruence 2 "Gucci brand does not reflect who I am". Although the construct self-incongruence initially captured both ideal and actual self-concept, items pertaining to the ideal self-concept posed a challenge to the self-incongruence concept. It was therefore decided by the researcher to ensure the self-Incongruence concept captured respondent's ideal self as opposed to both ideal and actual self. In view of the close inspection, these items cross loaded on the Corporate Hypocrisy construct. This could be explained by the items pertaining to these constructs. Both constructs reflect the dissonant state between media exposure of the ideal brand and the reality of consumer's perceptions and interpretations of their actual self or moral values. A subjective decision was made by the researcher to remove items 'self-incongruence 1' and 'self-incongruence 2'.

However, Self-Incongruence 5 captured the ideal self-concept "The kind of person who typically wears Gucci is not how I would like to see myself". Removing this item does not pose a challenge to the self-incongruence concept as the two remaining items ('self-incongruence 4' and 'self-incongruence 6') both capture the essence of the self-incongruence concept by means of reflecting on the ideal self-concept. Therefore a subjective decision was taken by the researcher delete items Self incongruence 1, 2 and 5 from subsequent analysis, leaving the Self-Incongruence construct to be accounted for by two items to reflect the incongruence of the ideal self-concept. The unexpected item loadings, as shown in Table 6.20, are highlighted in gray.

The items pertaining to the Brand Confusion Overload are negatively related to the factor. Hair *et al.,* (2006) suggested that if items yield negative factor loadings, the raw score of the item is subtracted rather than added in the computation. Furthermore, the high item communalities provide sufficient explanation of the Brand Confusion Overload construct. Therefore, a decision by the researcher has been made to retain these items as they are not considered problematic at this stage, but warrant further investigation at a later stage of the analysis. Nevertheless these items are theoretically and conceptually important to the study Negative Brand Personality.

The remaining 22 items were reassessed to explore the factor solution following the same procedure. Table 6.21 details the pattern matrix of the revised seven factor solution to the antecedent variables; that is: Corporate Hypocrisy (3 item scale), Immoral Brand Practices (3 item scale), Brand Confusion {Ambiguity, Similarity, and Overload (11 item scale)}, Price Unfairness (3 item scale), and Social Identity (2 item scale). The results show KMO is above the recommended 0.5 level as the obtained value is 0.785 and the Bartlett's test of Sphericity revealed a significant result (χ^2 = 1672, df = 231. P ≤ 0.001).

Table 6.21: Principle Component factor analysis of a seven factor solution to the antecedent construct measures (Corporate Hypocrisy [3 Item scale], Immoral Brand Practices [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [11 Item Scale]}, Price Unfairness [3 item scale], and Self Incongruence [2 item scale]).

Item per Construct	Brand Confusion: Overload	Brand Confusion: Similarity	Brand Confusion: Ambiguity	Immoral Brand Practices	Corporate Hypocrisy	Price Un-fairness	Social Identity	Communalities
BC Overload O3	.935							.822
BC Overload O2	.922							.900
BC Overload O4	.800							.739
BC Overload O1	.730							.712
BC Similarity S2		.921						.884
BC Similarity S1		.763						.810
BC Similarity S3		.564						.722
BC Ambiguity A5			.760					.705
BC Ambiguity A4			.754					.664
BC Ambiguity A3			.533					.698
BC Ambiguity A2			.432					.694
IBP BB3				.900				.852
IBP BB2				.836				.823
IBP BB1				.743				.727
CH1					.845			.843
CH3					.744			.717
CYH2					.735			.762
PU2						.945		.874
PU 1						.886		.860
PU 3						.834		.848
Self Incon 4							.767	.729
Self Incon 6							.614	.704
Eigen values	**7.644**	**1.335**	**0.992**	**2.635**	**1.514**	**1.837**	**1.132**	**17.089**
% of Variance	**34.746**	**6.069**	**4.509**	**11.976**	**6.884**	**8.350**	**5.147**	**77.681**

In light of the refined seven factor solution, the pattern matrix displayed in Table 6.21 indicates a suitable structure for the seven antecedent constructs. All factor loadings are acceptable (with factor loadings ranging from 0.4 – 0.9) and are significantly practical (with communalities greater than 0.5, thus representing a sufficient amount of variance accounted for by each factor (Hair *et al.,* 2010).

Similarly, a five factor solution was also explored, as suggested through the pattern matrix, to arrive at a structure that best represents the data. The results show KMO is above the recommended 0.5 level as the obtained value is 0.816 and the Bartlett's test of Sphericity revealed a significant result (χ^2 = 2127, df = 351. P ≤ 0.001). The results are presented in the pattern matrix in Table 6.22.

Table 6.22: Principle Component factor analysis of a five factor solution to the antecedent construct measures (Corporate Hypocrisy [3 Item scale], Immoral Brand Practices [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [12 Item Scale]}, Price Unfairness [3 item scale], and Self Incongruence [6 item scale]).

Item per Construct	Brand Confusion:	Immoral Brand Practices	Factor 3	Price Un-Fairness	Factor 5	Communalities
BC Overload O1	.766					.660
BC Overload O2	.845					.778
BC Overload O3	.883					.756
BC Overload O4	.786					.685
BC Similarity S1					-.620	.745
BC Similarity S2					-.560	.645
BC Similarity S3	.457					.555
BC Ambiguity A1	.701					.628
BC Ambiguity A2	.513					.594
BC Ambiguity A3	.423			.404		.644
BC Ambiguity A4	.447				.420	.510
BC Ambiguity A5	.415				.445	.546
IBP BB1		.794				.664
IBP BB2		.839				.764
IBP BB3		.877				.781
CH1			.810			.715
CH2			.812			.706
CH3			.669			.598
PU 1				.804		.684
PU 2				.976		.854
PU 3				.865		.811
Self Incongruence 1			.608			.580
Self Incongruence 2					.452	.471
Self Incongruence 3	.464					.298
Self Incongruence 4			.582			.623
Self Incongruence 5			.595			.660
Self Incongruence 6			.676			.408
Eigen values	**9.380**	**2.868**	**2.055**	**1.698**	**1.364**	**17.365**
% of Variance	**34.742**	**10.621**	**7.611**	**6.290**	**5.053**	**64.317**

N.B: Items highlighted in grey are potentially problematic items due to unexpected item loadings.

By examining the content of the five factors, it seems that there is no common theme underpinning the third and fifth factor. The majority of the Brand Confusion Similarity items (S1, S2) loaded on the fifth factor alongside Self Incongruence 2, whilst the third factor displays the majority of the Self Incongruence items alongside the Corporate Hypocrisy items. Therefore, the five factor solution showed no one real factor that captured the underlying theme of Self Incongruence or Brand Confusion Similarity. Further, the majority of the Brand Confusion Ambiguity items (A3- A5) (Social Identity, Self Incongruence 1 and Self Incongruence 3) cross loaded between the primary and designated factor, with gaps less than 0.20. Table 6.22 displays the cross loaded items in gray.

An initial exploration was conducted by deleting the cross loaded items to reassess the five factor solution. Table 6.23 details the pattern matrix of the refined five factor solution.

Table 6.23: Principle Component factor analysis of a five factor solution to the antecedent construct measures (Corporate Hypocrisy [3 Item scale], Immoral Brand Practices [3 item scale], Brand Confusion {Ambiguity, Similarity, and Overload [9 Item Scale]}, Price Unfairness [3 item scale], and Self Incongruence [4 item scale]).

Item per Construct	Brand Confusion	Immoral Brand Practices	Factor 3	Price Unfairness	Factor 5	Communalities
BC Overload O1	.736					.630
BC Overload O2	.905					.841
BC Overload O3	.933					.813
BC Overload O4	.863					.746
BC Similarity S1					-.643	.736
BC Similarity S2					-.617	.676
BC Similarity S3					-.495	.606
BC Ambiguity A1	.769					.680
BC Ambiguity A2	.568					.544
IBP BB1		.824				.676
IBP BB2		.881				.798
IBP BB3		.920				.822
CH1			-.808			.729
CH2			-.812			.721
CH3			-.724			.638
PU 1				.809		.725
PU 2				.991		.881
PU3				.868		.825
Self Incongruence 2					.522	.522
Self Incongruence 4			-.619			.633
Self Incongruence 5			-.654			.689
Self Incongruence 6			-.629			.395
Eigen values	**8.141**	**2.389**	**1.938**	**1.551**	**1.308**	**15.327**
% of Variance	**37.005**	**10.857**	**8.809**	**7.048**	**5.947**	**69.66**

Again, the results show no real common theme that underpinned the third factor. It seems that the majority of the items reflective of Self Incongruence loaded on the same factor as Corporate Hypocrisy to formulate the third factor, while the fifth factor was formulated from items reflective of Brand Confusion Similarity alongside Self Incongruence 2. As a result, a theoretical judgment was made by the researcher to retain the seven factor solution as there is sufficient relationship to warrant the grouping of variables and the identification of the factors. Further, the cumulative percentage of variance extracted from the revised five components together explains 70% of the variance, which is less than that of the revised seven factor solution explaining 74% of the variance. More impotently the seven factor solution makes theoretical sense to the study Negative Brand Personality.

6.8.3 Diagnostic Measures: Model Fit Indices

Data from 313 respondents was assessed to provide support for the seven factors as opposed to the five factor solution – CFA was conducted on the obtained seven factor solution using 27 items (original), the 25 items (refined) and the 22 items (further refined) scale using the AMOS 20 SEM program. Therefore, the seven factor model was tested against the five factor model solution from the PCA. Table 6.24 details the results from the CFA of the antecedent constructs: Social Hypocrisy, Immoral Brand Practices, Brand Confusion (Ambiguity, Similarity, and Overload), Price Unfairness, and Social Identity.

Given that the four factor solution provided a good factor structure to warrant the grouping of variables and the identification of the outcome factors. The four factor solution was assessed, through a CFA to support the theoretical structure of the outcome variables, using the AMOS 20 SEM program. Table 31.0 details the results from the CFA.

Table 6.24: Fit indices of the Confirmatory Factor analysis – Competing values of the seven antecedent constructs (Social Hypocrisy, Immoral Brand Practices, Brand Confusion {Ambiguity, Similarity, and Overload}, Price Unfairness, and Social Identity [Overall 27 items and a refined scale of 22 items]).

	Item Purification	χ^2	DF	Δ Degrees of Freedom	$\chi^{2/DF}$	NFI	CFI	TLI	PCFI	RMR	AIC	BIC	RMSEA
Model 1	Five factor (PCA All items)	1492.94	314		4.75	.661	.709	.675	.635	.159	1620.94	1860.70	.110
Model 2	Seven factor (PCA All items)	1218.77	303	χ^2 (11) =24.725 P<0.01	4.02	.723	.774	.738	.668	.148	1368.77	1649.74	.098
Model 3	Seven factor (PCA Confusion A1 and Self Incongruence 3 removed)	970.06	254	χ^2 (49) =74.919 P<0.01	3.82	.766	.814	.780	.689	.141	1112.06	1378.04	.095
Model 4	Seven factor (PCA Self Incongruence 1, Self Incongruence 2, Self Incongruence 3, Self Incongruence 5, and Confusion A1 removed)	688.87	188	χ^2 (66) =95.626 P<0.01	3.66	.794	.839	.802	.683	.124	818.87	1062.37	.092

Overall, Model 4, the refined seven factor solution, offers the best fit of the data amongst the alternative tests. In an attempt to shed further light on the consistency of the seven factor solution, reliability and validity tests were undertaken.

Having established a seven factor solution to the antecedent constructs with suitable measures, further analysis was undertaken to shed light on the model fit indices. Reliability and validity measures were assessed on the revised seven factor solution (a 22 item measure across the seven constructs).

6.8.4 Reliability – Cronbach’s Alpha

A reliability measure in the form of Cronbach’s alpha was undertaken to assess the internal consistency of the seven antecedent constructs: Immoral Brand Practices; Social Hypocrisy; Price Unfairness; Brand Confusion {Similarity, Overload, Ambiguity}; and Social Identity. Cronbach’s alpha was calculated from SPSS with an overall measure of 0.828, which is above the threshold of 0.6, indicating an appropriate internal consistency of the established scales. Below, Table 6.25 displays item analysis for each of the items pertaining to the antecedent constructs.

Table 6.25: Item analysis: corrected item total correlation for the antecedent construct measures (Immoral Brand Practices; Social Hypocrisy; Price Unfairness; Brand Confusion: {Similarity, Overload, Ambiguity}; and Self Incongruence [overall 22 item scale]).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Type
IBP BB1	53.9996	143.774	.167	.112	.826	High Reliability
IBPsBB2	52.6640	134.777	.359	.581	.819	High Reliability
IBP BB3	52.7211	135.768	.314	.562	.822	High Reliability
CH SH1	52.8216	139.195	.380	.610	.818	High Reliability
CH2	52.6463	137.325	.436	.607	.815	High Reliability
CH3	52.6257	135.704	.424	.524	.815	High Reliability
PU1	53.5046	132.162	.499	.726	.811	High Reliability
PU2	53.3736	131.916	.493	.851	.811	High Reliability
PU3	53.4183	130.807	.533	.861	.809	High Reliability
BC S1	53.6004	138.557	.364	.463	.818	High Reliability
BC S2	53.3864	135.327	.458	.536	.814	High Reliability
BC S3	53.1404	137.999	.408	.560	.816	High Reliability
BC O1	53.2714	137.711	.441	.568	.815	High Reliability
BC O2	53.6004	139.980	.334	.544	.819	High Reliability
BC O3	53.5813	138.598	.393	.569	.817	High Reliability
BC O4	53.0094	137.492	.372	.522	.818	High Reliability
BC A2	53.3608	136.947	.418	.524	.816	High Reliability
BC A3	53.2810	136.508	.438	.595	.815	High Reliability
BC A4	53.2458	136.286	.421	.551	.815	High Reliability
BBC A5	52.7059	140.701	.198	.242	.827	High Reliability
SocialIdentity4	52.7985	137.096	.325	.604	.820	High Reliability
SocialIdentity6	52.7985	138.766	.275	.583	.823	High Reliability

Cronbach's alpha was also calculated using SPSS on each of the seven antecedent factors (Immoral Brand Practice, Corporate Hypocrisy, Price Unfairness, Brand Confusion and Self-Incongruence). The calculation was performed by first calculating sum for each of the factors before computing Cronbach's alpha in SPSS. Below, Table 6.26 displays the Cronbach's alpha on the seven factors of Negative Brand Personality (Immoral Brand Practice, Corporate Hypocrisy, Price Unfairness, Brand Confusion: [Similarity, Overload and Ambiguity] and Self-Incongruence).

Table 6.26: Factor analysis - corrected factor total correlation for the antecedent construct measures (Immoral Brand Practices; Social Hypocrisy; Price Unfairness; Brand Confusion {Similarity, Overload, Ambiguity}; and Self Incongruence [overall 22 item scale]).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Type
Immoral Brand Practice	53.4545	241.242	.316	.186	.799	High Reliability
Corporate Hypocrisy	49.8939	215.210	.613	.446	.754	High Reliability
Price Unfairness	51.8485	191.641	.532	.321	.769	High Reliability
Brand Confusion Similarity	51.1894	212.384	.639	.463	.750	High Reliability
Brand Confusion Overload	47.9773	178.312	.636	.493	.745	High Reliability
Brand Confusion Ambiguity	47.2879	196.924	.574	.443	.757	High Reliability
Self-Incongruence	53.8939	241.561	.436	.273	.785	High Reliability

A more robust second measure to assess reliability measure has been adopted in the form of Composite Reliability (CR). Table 6.27 below details the Composite Reliability measure.

Table 6.27: Details of the Composite Reliability measure of the seven factor solution for the antecedent measure (22 item scale).

Composite Reliability						
Immoral Brand Practice	Corporate Hypocrisy	Price Unfairness	Confusion Similarity	Confusion Overload	Confusion Ambiguity	Self-Incongruence
0.673	0.849	0.944	0.710	0.660	0.752	0.852

N.B: Values below the threshold are highlighted in red.

The results from Table 6.27 shows that the constructs Immoral Brand Practices and Brand Confusion Overload lack Composite Reliability as the values fall below the threshold 0.7 (highlighted in red), suggesting concern with the internal consistency of these constructs. The items per construct will be investigated at a later stage of the analysis.

6.8.5 Convergent Validity

Following the same procedure detailed above, the convergent validity through the Average Variance Explained was calculated. Below, Table 6.28 displays the estimated Average Variance Explained for each of the seven antecedent constructs.

Table 6.28 Details of the Average Variance Explained measure of the seven factor solution for the antecedent measure (22 item scale).

Composite Reliability						
Immoral Brand Practice	Corporate Hypocrisy	Price Unfairness	Confusion Similarity	Confusion Overload	Confusion Ambiguity	Self-Incongruence
0.495	0.654	0.850	0.478	0.383	0.493	0.744

N.B: Values below the threshold are highlighted in red.

Table 6.28 shows that the convergent validity (AVE) for the constructs Brand Confusion Overload, Brand Confusion Similarity, Brand Confusion Ambiguity and Immoral Brand Practices falls below the recommended threshold of 0.5. The low AVE suggests that more error remains in the items than the variance explained by the latent factor structure imposed on the measure. In light of the poor calculations, further inspection of the convergent validity is to be undertaken at a later stage of the analysis. First, however, Discriminant Validity will be assessed.

6.8.6 Discriminant Validity

Following the same procedure, Discriminant Validity is estimated through the measures of AVE and the square correlation estimates for the seven antecedent constructs. Table 6.29 details the Discriminant Validity estimates as well as the AVE and ASC measure of the seven factor solution to the antecedent constructs.

Table 6.29: Details of the Discriminant Validity measure of the seven antecedent factors along with the correlations measures below the diagonal and squared correlations above the diagonal.

Dimension	AVE	1	2	3	4	5	6	7
1. Immoral Brand Practice	0.493	**1.00**	0.131	0.026	0.023	0.025	0.075	0.001
2. Corporate Hypocrisy	0.654	0.363	**1.00**	0.045	0.01	0.026	0.030	0.067
3. Price Unfairness	0.850	0.162	0.211	**1.00**	0.166	0.070	0.064	0.003
4. Brand Confusion Similarity	0.479	0.166	0.100	0.408	**1.00**	0.143	0.118	0.031
5.Brand Confusion Overload	0.383	0.159	0.162	0.264	0.378	**1.00**	0.005	0.04
6.Brand Confusion Ambiguity	0.493	0.273	0.172	0.253	0.344	0.227	**1.00**	0.063
7.Self-Incongruence	0.580	0.043	0.258	0.056	0.176	0.200	0.252	**1.00**

N.B: the diagonal values above 1 in Table 6.29 are the squared correlation indices.
Values below the threshold are highlighted in red.

The results in Table 6.29 indicate that the Discriminant Validity through the correlation matrix of the seven constructs (Price Unfairness, Social Hypocrisy, Confusion Overload, Confusion Similarity, Confusion Ambiguity, Self Incongruence and Immoral Brand Practices) poses no challenge to the psychometric properties of the antecedent variables.

A second measure of Discriminant Validity was assessed by a) freely pairing distinct constructs, and b) unifying the paired constructs (i.e., forcing two different but related constructs to load on one factor to help assess prophetic items).

Table 6.30: Details of the Discriminant Validity measure of the seven factor solution for the antecedent measure (22 item scale).

Constructs	Confusion Similarity	Confusion Ambiguity	Confusion Overload	Immoral Brand Practice	Corporate Hypocrisy	Price Unfairness	Self-Incongruence	Correlations
Confusion Similarity	-							
	-							
Confusion Ambiguity	244.944	-						Fixed
	70.882	-						Free
Confusion Overload	371.456	436.187	-					Fixed
	395.624	281.023	-					Free
Immoral Brand Practices	230.845	223.040	377.140	-				Fixed
	HIGH ERROR BB2	HIGH ERROR BB2	217.675	-				Free
Corporate Hypocrisy	207.404	405.101	376.407	213.781	-			Fixed
	13.723	20.646	165.945	17.461	-			Free
Price Unfairness	167.946	396.123	373.644	HIGH ERROR BB2	893.994	-		Fixed
	7.333	15.432	228.011	893.994	11.944	-		Free
Self-Incongruence	31.401	38.437	234.367	41.686	241.263	249.183	-	Fixed
	8.346	17.567	214.197	16.321	14.268	6.634	-	Free

The results in Table 6.30 display concern over the construct Immoral Brand Practices as the item BB2 displays high error when correlated with the construct Similarity, Ambiguity and Price Unfairness. Similarly, the construct Brand Confusion Overload poses a challenge to the integrity of the construct as the free chi squared is higher than the fixed chi square when correlated with Brand Confusion Similarity. This poses a challenge to the initial formation of the constructs and therefore to the integrity of this research. A closer inspection of the content of the item pertaining to BB2 will be conducted in subsequent analysis before action is taken on whether to drop or retain the item.

To summarize, the convergent and validity measures of the seven antecedent constructs, namely Price Unfairness, Social Hypocrisy, Confusion Overload, Confusion similarity, Confusion Ambiguity, Self Incongruence and Immoral Brand Practices) are detailed in Table 6.31.

Table 6.31: Details of the reliability and validity measures of the seven factor solution for the antecedent measures: Price Unfairness [3 item scale], Corporate Hypocrisy [3 item scale], Confusion Overload [4 item scale], Confusion Ambiguity [4 item scale], Confusion Similarity [3 item scale], Self Incongruence [2 item scale] and Immoral Brand Practices [3 item scale].

	Convergent Validity		Constructs						
	CR	**AVE**	**Immoral Brand Practices**	**Corporate Hypocrisy**	**Price Unfairness**	**Confusion Similarity**	**Confusion Overload**	**Confusion Ambiguity**	**Self-Incongruence**
Immoral Brand Practice	0.673	0.493	**0.702**						
Corporate Hypocrisy	0.849	0.654	0.363	**0.809**					
Price Unfairness	0.944	0.850	0.162	0.211	**0.922**				
Brand Confusion Similarity	0.710	0.479	0.166	0.100	0.408	**0.692**			
Brand Confusion Overload	0.660	0.383	0.159	0.162	0.264	0.378	**0.619**		
Brand Confusion Ambiguity	0.752	0.493	0.273	0.172	0.253	0.344	0.227	**0.702**	
Self-Incongruence	0.852	0.580	0.043	0.258	0.056	0.176	0.200	0.252	**0.762**

N.B: The diagonal values in Table 6.31 are the square root of the AVE indices.
Values below the threshold are highlighted in red.

6.8.7 Item Purification through Diagnostic Measures

In light of the poor calculations of convergent validity, a closer inspection of the items was conducted. Again, item purification was conducted by assessing the modification indices, standardized residuals, and the factor loading and by cross validating the problematic item with the pair wise comparison test conducted during the PCA. This is where items are removed from further analysis and new reliability and validity estimates are calculated alongside the model fit indices. Below, Table 6.32 details the confirmatory factor loadings, which will be cross referenced along with the other item purification analysis detailed below.

Table 6.32: Details of the Confirmatory Factor loading of each item (22 items) for the seven factor solution of the antecedent constructs (Immoral Brand Practices, Corporate Hypocrisy, Price Unfairness, Brand Confusion Similarity, Brand Confusion Overload and Brand Confusion Ambiguity).

Item per Construct	Immoral Brand Practices	Corporate Hypocrisy	Price Unfairness	Brand Confusion Similarity	Brand Confusion Overload	Brand Confusion Ambiguity	Self-Incongruence
IBP BB1	.05						
IBP BB2	.94						
IBP BB3	.76						
CH 1		.83					
CH3		.85					
CH2		.74					
PU 1			.86				
PU 2			.95				
PU 3			.95				
BC Similarity S2				.72			
BC Similarity S1				.89			
BC Similarity S3				.32			
BC Overload O1					.33		
BC Overload O2					.77		
BC Overload O3					.89		
BC Overload O4					.20		
BC Ambiguity A2						.77	
BC Ambiguity A3						.87	
BC Ambiguity A4						.79	
BC Ambiguity A5						.05	
Self-Incon 4							.78
Self-Incon 6							.75

The first iteration of item purification consisted of deleting items that loaded at less than (.30), given that modification indices and standardized residuals values were higher than 0.4. Items 'Brand Confusion Overload O4', 'Brand Confusion Ambiguity A5', and 'Immoral Brand Practices BB1' were the first casualties of the scale improvement. 'Brand Confusion Overload O4' loaded at 0.20 to its respective construct Brand Confusion Overload, with a modification index of 111.113 to Brand Confusion O1 and Standardized Residual Values ranging from (2.351) – (6.549). Brand Confusion Ambiguity A5 loaded at 0.05 to its respective construct, with a modification index of 81.500 to Brand

Confusion O1, and standardized residual values ranging from (0.219) – (0.912), while Immoral Brand Practices BB2 loaded at 0.05 to its respective construct, with a modification index of 25.473 to Brand Confusion A1 and a standardized residual value ranging from (-.287) to (5.310). Below, Table 6.33 details Composite Reliability (CR) and Average Variance Explained (AVE) while Table 6.34 details model fit indices. Although the model fit indices have improved, reliability and validity measures still remain problematic; these values are highlighted in red.

The second iteration involved removing items loading less than 0.40 from their respective constructs. Brand Confusion Similarity S3 loaded at 0.32 to its respective construct with a modification index of 95.489 on Brand Confusion O1 and Standardized Residual Values of 0.000. Similarly, Brand Confusion O1 loaded at 0.33 to its respective construct, with a modification index of 95.489 on Brand Confusion O1 and a Standardized Residual Value of (10.777). The dropped items were cross validated through the pairwise comparisons at the EFA stage. As a result of the dropped items, the model fit indices were improved with satisfactory reliability and validity measures across the seven constructs. Consequently, the remaining items per construct were put forward to the analyses that contributed to the studies in the preceding chapters of this thesis.

Table 6.33: Fit indices of the Confirmatory Factor analysis after each iteration of item purification.

	Model 1: First Iteration		**Model 2: Second Iteration**	
	CR	**AVE**	**CR**	**AVE**
Immoral Brand Practice	0.851	0.744	0.852	0.745
Corporate Hypocrisy	0.849	0.654	0.849	0.654
Price Unfairness	0.944	0.850	0.944	0.850
Brand Confusion Similarity	0.709	0.479	0.802	0.673
Brand Confusion Overload	0.721	0.498	0.821	0.697
Brand Confusion Ambiguity	0.851	0.657	0.851	0.657
Self-Incongruence	0.852	0.580	0.852	0.580

N.B: Values below the threshold are highlighted in red.

Table 6.34: Convergent and Discriminant Validity measures after each iteration of item purification.

Model	Item Purification	χ^2	DF	Δ Degrees of Freedom	χ^2/DF	NFI	CFI	TLI	PCFI	RMR	AIC	BIC	RMSEA
Model 1	First iteration (items removed: Brand Confusion Overload O4, Brand Confusion Ambiguity A5 and Immoral Brand Practices BB2)	348.28	131		2.66	.891	.928	.906	.711	.073	466.28	687.30	.073
Model 2	Second iteration (items removed: Brand Confusion Similarity S3 and Brand Confusion Overload O1)	133.47	98	χ^2 (33) =57.776 P<0.01	1.36	.954	.987	.982	.711	.041	243.468	449.51	0.03

As a result of the reliability and validity analyses, from the 22 items identified from the initial CFA seven factor solution, 23% of the items were made redundant. These are: Brand Confusion Overload O4, O1 Brand Confusion Ambiguity A5, Brand Confusion Similarity S3 and Immoral Brand Practices BB2.

The final measures used for subsequent analysis of this thesis are detailed in Table 6.35. From the initial 22 items, 13 items were made redundant, leaving 17 items put forward for subsequent analysis in this chapter.

Table 6.35: Final items for the antecedent constructs that were put forward for subsequent analysis.

Construct	Original Items per Construct	Coded Remaining Items
Brand Confusion (Ambiguity)	5 Items	BC A2
		BC A3
		BC A4
Brand Confusion (Similarity)	3 Items	BC S1
		BC S2
Brand Confusion (Overload)	4 Items	BC O2
		BC O3
Immoral Brand Practice	3 Items	IBP BB1
		IBP BB3
Corporate Hypocrisy	3 Items	CH1
		CH2
		CH3
Price Unfairness	3 Items	PU1
		PU2
		PU3
Self-Incongruence	6 Items	Social Incon 4
		Social Incon 6

6.9 Stage 3: Examination of the Psychometric Properties of the Outcome Variables

The psychometric properties of the outcome variables were assessed for suitable inclusion in the study through the same means of analytical techniques used to explore Negative Brand Personality factors and the antecedent variables. The analysis is based on the PCA, CFA and reliability and validity measures performed. The outcome variables are: Attitude, Brand Attachment, Brand Loyalty and Satisfaction.

The same series of analyses as reported above were applied to the data relating to the outcome variable measures. A closer inspection from the pre-testing method in the form of a think aloud task resulted in no changes to the wording of items. Therefore, an initial exploration of the factor structure was conducted through PCA using oblique rotation Direct Oblimin to assess the natural extraction of a factor before specifying a set factor structure.

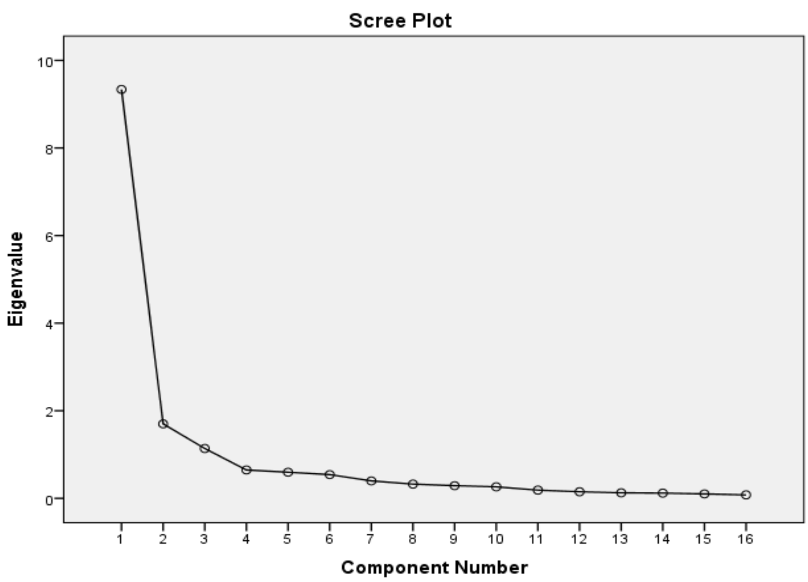
Table 6.36 details how the Eigen values of the factor structure of the outcome variables – Attitude, Attachment, Loyalty and Satisfaction - naturally load on four factors. The cumulative percentage of variance explained by the extracted components explains 82%. The KMO value is .925 and the Bartlett's test of Sphericity revealed a significant result (x^2 = 2031.507; df = 105. P ≤ 0.001).

Table 6.36: Total Variance Explained for outcome variables measures: Attitude (3 item scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (4 item scale).

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	8.889	59.258	59.258	8.889	59.258	59.258	7.110
2	1.692	11.281	79.539	1.692	11.281	79.539	4.806
3	1.133	7.555	78.094	1.133	7.555	78.094	3.642
4	.648	4.318	82.413	.648	4.318	82.413	6.490

The scree plot representation (see Figure 6.5) also indicates the expected four factor solution to the four outcome variables. The factor structure does not pose a challenge to the initial formation of the outcome measures.

Figure 6.5: Scree plot from the exploratory factor analysis – four outcome variables: Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (4 item scale).

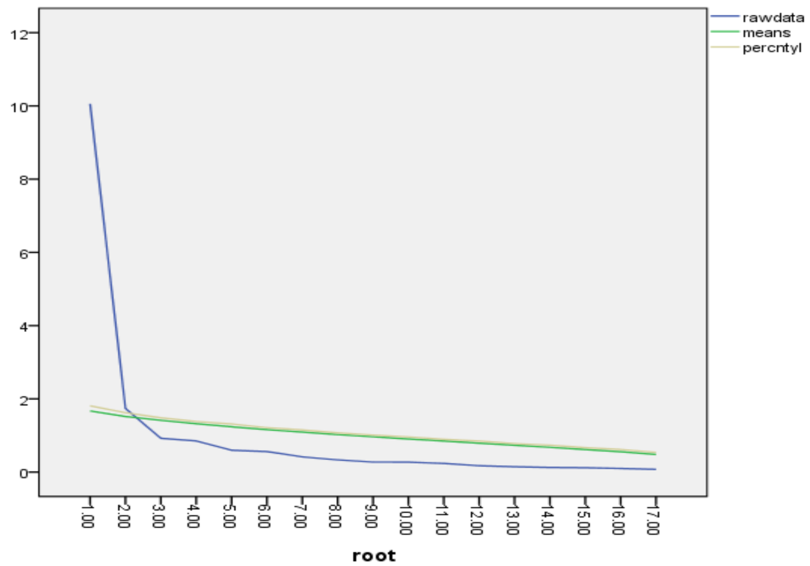


The scree plot was also assessed against a parallel analysis to determine the factor solution. The results from the parallel analysis display a two factor solution as opposed to the expected four factor solution, as illustrated in Table 6.37 and Figure 6.6.

Table 6.37: A Parallel analysis obtained from Monte Carlo's method on the outcome variables: Attitude (3 item Scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (4 item scale).

Root	Raw Data	Means	Percentile
1.000000	10.058356	1.669587	1.809131
2.000000	1.738469	1.518472	1.622570

Figure 6.6: Parallel analysis scree plot obtained from Monte Carlo's method on the outcome Variables: Attitude (3 item Scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (4 item scale).



The four factor solution was explored with the pattern matrix as opposed to the two factor solution displayed in the Parallel analysis, as it is consistent with theory and the original scale formation. Table 6.38 details the pattern matrix of the four outcomes variables on the expected four factor solution.

Table 6.38: Principle Component analysis of the two factor solution to the outcome variables: Attitude (3 item Scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (4 item scale).

Items	Attitude	Attachment	Loyalty	Satisfaction	Communalities
AttitPos1	.887				.865
AttitLik1	.899				.923
AttitFavo1	.963				.926
BrandAttach1		.794			.825
BrandAttach2		.778			.840
BrandAttach3		.748			.827
BrandAttach4		.893			.809
Brand Loyalty 1			-.485		.813
Brand Loyalty 2			-.555		.828
Brand Loyalty 3			-.753		.887
Brand Loyalty 4			-.904		.841
Brand Loyalty 5			-.495		.811
Satisfaction 1		.459			.657
Satisfaction 2				.901	.748
Satisfaction 3					.497
Satisfaction 4				.821	.726
Eigen values	**8.889**	**1.692**	**1.133**	**.648**	**12.342**
% of Variance	**59.258**	**11.281**	**7.555**	**4.318**	**82.412**

N.B: Items highlighted in grey are potentially problematic items due to unexpected item loadings.

The results in the pattern matrix displayed in Table 6.38 indicate that item 'Satisfaction 1' naturally loads on the Attachment factor, while 'Satisfaction 3' does not load on any of the factors. A close inspection of these items - 'Satisfaction 1' and 'Satisfaction 3' - reveals that they are in fact the reverse scores of the Satisfaction measure, which could explain the unexpected factor loadings. The unexpected item loading are likely to pose a challenge to the later stages of the analysis. This is because when examining the content of the item Satisfaction 1 - "If I was to make another decision, I would buy a different brand to Gucci" –can be seen to have a similar underlying characteristic as Brand Attachment, by reflecting on the cognitive process which often stimulates brand detachment. Therefore, a subjective decision by the researcher was made to remove this item, as it was considered to be problematic at this stage of the analysis due to construct contamination. 'Satisfaction 1' was cross validated with the preliminary pairwise comparisons, which also indicate a high frequency of cross-loading items or loading on non-designated factors, which further reinforces potentially problematic items.

However, item 'Satisfaction 3' did not load on any of the designated factors from the pattern matrix, indicating an insignificant item loading of less than 0.4. According to Hair *et al.,* (2006), factor loading on a pattern matrix represents a unique contribution of each construct to a factor. This suggests that items which do not load on a factor have no unique contribution from the construct, making it difficult to determine the true relationships between factors. Therefore, a subjective decision by the researcher was made to drop 'Satisfaction 3' as the item does not pose a risk to the essence of the Satisfaction construct.

The remaining 14 items were reassessed to explore the factor solution following the same procedure. Table 6.39 details the pattern matrix of the revised four factor solution to the outcome variables, that is: Attitude (3 item scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (2 item scale). The results show that KMO is above the recommended 0.5 level as the obtained value is 0.927 and the Bartlett's test of Sphericity revealed a significant result (x^2 = 2005.383, df = 91. P ≤ 0.001). The results of the revised four factor solution pattern matrix are displayed in Table 6. 39.

Table 6.39: Principle Component analysis of the revised four factor solution to the outcome variables: Attitude (3 item Scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (2 item scale).

Items	Attitude	Attachment	Loyalty	Satisfaction	Communalities
AttitPos1	.959				.859
AttitLik1	.897				.927
AttitFavo1	.885				.932
BrandAttach1		-.857			.849
BrandAttach2		-.827			.877
BrandAttach3		-.799			.832
BrandAttach4		-.697			.827
Brand Loyalty 1			.768		.821
Brand Loyalty 2			.758		.840
Brand Loyalty 3			.572		.904
Brand Loyalty 4			.509		.780
Brand Loyalty 5			.470		.818
Satisfaction 2				.964	.710
Satisfaction 4				.696	.851
Eigen Values	**1.705**	**.680**	**8.842**	**.598**	**11.825**
% of Variance	**12.176**	**4.860**	**63.158**	**4.268**	**84.462**

Results from the pattern matrix displayed in Table 6.39 indicate a good factor solution to the outcome variables. Therefore, the four factor solution was retained as there is sufficient theoretical relationship to warrant the grouping of variables and the identification of the factors.

6.9.1 Diagnostic Measures: Model Fit Indices

A CFA was conducted the four factor solution and is displayed in Table 6.40.

Table 6.40: Fit indices of the Confirmatory Factor analysis – outcome variables: Attitude (3 item scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (2 item scale).

Model	Item Purification	χ^2	DF	Δ Degrees of Freedom	χ^2/DF	NFI	CFI	TLI	PCFI	RMR	AIC	BIC	RMSEA
Model 1	Four factor solution	819.986	71	-	11.55	.671	.688	.600	.537	.355	887.986	1015.357	.184

No competing models were tested with the outcome variables as items all loaded in their designated constructs. Therefore a four factor solution provides a marginal fit model. In an attempt to shed further light on the consistency of the four factor solution, reliability and validity tests were undertaken.

6.9.2 Reliability and Validity Measures of the Scale Items

Having established the four factor solution to the outcome variables with marginal fit [Attitude (3 items), Brand Attachment (4 items), Brand Loyalty (5 items) and Satisfaction (2 items)], reliability and validity analysis was undertaken to shed further light on the model fit indices.

6.9.3 Reliability – Cronbach's Alpha

The reliability test in the form of Cronbach's alpha suggests that a high reliability measure of 0.851 indicates appropriate internal consistency of the established scale structure. Table 6.41 below displays item analysis of the outcome variables – Attitude, Attachment, Loyalty and Satisfaction.

Table 6.41: Item analysis: Corrected item total correlation for the outcome variables: Attitude (3 item Scale), Brand Attachment (4 item scale), Brand Loyalty (5 item scale) and Satisfaction (2 item scale).

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Type
AttitPos1	50.8643	244.233	.591	.708	.951	High Reliability
AttitLik1	50.4571	238.336	.659	.860	.949	High Reliability
AttitFavo1	50.5214	242.697	.603	.861	.950	High Reliability
BrandAttach1	50.1071	237.233	.786	.807	.946	High Reliability
BrandAttach2	50.0714	234.398	.814	.820	.945	High Reliability
BrandAttach3	50.4143	232.345	.837	.779	.945	High Reliability
BrandAttach4	50.1000	237.155	.756	.729	.947	High Reliability
Brand Loyalty 1	50.1714	233.970	.864	.791	.944	High Reliability
Brand Loyalty 2	50.5500	231.818	.851	.833	.944	High Reliability
Brand Loyalty 3	50.1214	233.143	.818	.830	.945	High Reliability
Brand Loyalty 4	50.2143	233.824	.739	.709	.947	High Reliability
Brand Loyalty 5	50.4071	232.790	.854	.798	.944	High Reliability
Satisfaction 2	50.9929	247.906	.558	.416	.951	High Reliability
Satisfaction 4	50.5357	243.402	.655	.521	.949	High Reliability

Although each item pertaining to each of the outcome factors has a high reliability score, as illustrated in Table 6.41, Cronbach's alpha was also calculated using SPSS on each of the four outcome factors (Attitude, Attachment, Loyalty and Satisfaction) by first calculating the sum of each construct before computing the alpha. Table 6.42 details the Cronbach's alpha score for each of the moderating constructs, which poses no challenge to the integrity of each construct.

Table 6.42: Factor analysis - factor total correlation for the outcome variables: Attitude, Brand Attachment, Brand Loyalty and Satisfaction.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted	Type
Attitude	11.5125	13.284	.546	.484	.829	High Reliability
Attachment	11.1911	11.468	.829	.304	.884	High Reliability
Loyalty	11.0714	12.014	.777	.755	.762	High Reliability
Satisfaction	11.7339	13.377	.675	.710	.786	High Reliability

Another test of reliability is the Composite Reliability measure to further assess the reliability of each of the constructs: Attitude, Attachment, Loyalty and Satisfaction. Table 6.43 details the Composite Reliability measure of the four outcome variables.

Table 6.43: Details of the Composite Reliability measure of the four factor solution for the outcome measure (14 item scale).

Composite Reliability			
Attitude	**Attachment**	**Loyalty**	**Satisfaction**
0.877	0.875	0.527	0.703

N.B: Values below the threshold are highlighted in red.

Despite the high reliability measure through Cronbach's alpha, the Composite Reliability displayed in Table 6.43 shows concern with the construct Loyalty, as it falls below the threshold 0.7, suggesting concern with the internal consistency of this construct's items. Close attention will be paid to the construct Loyalty during subsequent analysis with regards to the action taken.

6.9.4 Convergent Validity

Below, Table 6.44 displays the estimated Average Variance Explained for each of the four outcome constructs.

Table 6.44: Details of the Average Variance Explained measure of the outcome variables: Attitude, Brand Attachment, Brand Loyalty and Satisfaction (14 item scale).

Average Variance Explained			
Attitude	**Attachment**	**Loyalty**	**Satisfaction**
0.706	0.636	0.305	0.542

N.B: Values below the threshold are highlighted in red.

Table 6.43 displays concern for the latent construct Loyalty as it falls below the recommended threshold of 0.5. The low AVE suggests that more error remains in the items than the variance explained by the latent factor structure imposed on the measure. The construct Loyalty will be assessed at a later stage to assess which items are potentially problematic to the construct.

6.9.5 Discriminant Validity

Following the same procedure, Discriminant Validity is estimated through the measures AVE and measures of paired constructs. Table 6.45 details the AVE measure of the four factor solution to the outcome variables.

Table 6.45: Details of the Discriminant Validity measure of the four outcome factors along with the correlations measures below the diagonal and squared correlations above the diagonal.

Dimension	AVE	1	2	3	4
1. Attitude	0.706	**1.00**	0.242	0.023	0.034
2. Attachment	0.636	0.492	**1.00**	0.009	0.025
3. Loyalty	0.305	0.151	0.095	**1.00**	0.199
4. Satisfaction	0.542	0.184	0.157	0.446	**1.00**

N.B: The diagonal values above 1 in Table 6.45 are the squared correlation indices.
Values below the threshold are highlighted in red.

Discriminant Validity, as displayed in Table 6.44, poses no challenge to the psychometric properties of the outcome variables. A second measure of discriminant validity was assessed by a) freely pairing distinct constructs and b) unifying the paired constructs (i.e., forcing two different but related constructs to load on one factor in order to help assess prophetic items). Table 6.46 displays the construct measures that are a) freely paired and b) fixed to one factor.

Table 6.46: Statistical measures of paired constructs that are freely correlated onto two constructs and fixed to correlate onto one latent construct.

Constructs	Attitude	Attachment	Loyalty	Satisfaction	Correlations
Attitude	-				Fixed
	-				Free
Attachment	398.365	-			Fixed
	36.685	-			Free
Loyalty	754.969	583.127	-		Fixed
	302.874	307.883	-		Free
Satisfaction	92.876	92.876	493.690	-	Fixed
	3.958	3.958	401.435	-	Free

The results in Table 6.45 indicate that the discriminant validity of the four constructs (Attitude, Attachment, Loyalty and Satisfaction) pose no challenge to the psychometric properties of the outcome variables.

To summarize, Table 6.47 details a summary of the convergent and discriminant validity measures of the four outcome variables. Constructs highlighted in red display the measures that fall below the standard threshold.

Table 6.47: Details of the reliability and validity measure of the four factor solution for the outcome variables.

	Convergent validity		Construct			
Construct	**CR**	**AVE**	**Attitude**	**Attachment**	**Loyalty**	**Satisfaction**
Attitude	0.877	0.706	**0.840**			
Attachment	0.875	0.636	0.492	**0.797**		
Loyalty	0.527	0.305	0.151	0.095	**0.552**	
Satisfaction	0.703	0.542	0.184	0.157	0.446	**0.736**

N.B: The diagonal values in Table 6.47 are the square root of the AVE indices.
Values below the threshold are highlighted in red.

6.9.6 Item Purification through Diagnostic Measures

In light of the poor calculations of Composite Reliability and the Average Variance Explained measure for the Loyalty construct, a closer inspection was conducted by assessing the modification indices, standardized residual values, and factor loading by cross checking the problematic items on the pair wise comparisons before dropping the problematic items, given that all other items capture the essence of the construct. As a result, further analysis was conducted and new reliability estimates were calculated by examining the standardized residuals and item loadings for each respective construct, alongside the model fit indices. Before the item purification is conducted, the confirmatory factor loading of each item of the four outcome variables are reported, which will be used as a cross reference check before dropping items given that the essence of the construct is captured. The results are displayed in Table 6.48.

Table 6.48: Details the Confirmatory Factor loading of the outcome variables: Attitude, Attachment, Loyalty and Satisfaction.

Item	Attitude	Attachment	Loyalty	Satisfaction
Attitude (Lik) 1	.90			
Attitude (Fav) 2	.88			
Attitude (Pos) 3	.70			
Attachment 1		.76		
Attachment 2		.83		
Attachment 3		.76		
Attachment 4		.84		
Loyalty 1			.93	
Loyalty 2			.80	
Loyalty 3			.05	
Loyalty 4			.08	
Loyalty 5			.11	
Satisfaction 1				.73
Satisfaction 2				.74

The first iteration of item purification consisted of first reviewing the modification indices to assess which items highly co varied with another item.

The first iteration consisted of reviewing the modification indices. It was noticed that item BrandLoyalty 4 and Brand Loyalty 5 highly co-varied with Loyalty 3 and Loyalty 4 at 13.632 and 13.764 respectively. The standardized residual value ranged from (0.022 – 5.886). The confirmatory factor loadings for these items were relatively low at 0.08 and 0.11 respectively. As indicated through the modification index, Brand Loyalty 4 and Brand Loyalty 5 pose a potential constraint on the model fit indices. As a result, a closer examination of the content of these items was conducted. Table 6.49 details these items.

Table 6.49: Details of the two items pertaining to the Brand Loyalty construct.

Item code	Details of the item
Brand Loyalty 4	I will not buy other brands if Gucci is available at the store.
Brand Loyalty 5	I will recommend the Gucci brand to others.

Brand Loyalty 4 focuses more on cognitive loyalty, which refers to the existence of the belief that one brand is preferred over the other. Brand Loyalty 5 reflects affective loyalty, which is a favorable attitude or liking based on satisfied usage. Therefore, a subjective decision was made by the researcher to remove the items Brand Loyalty 4 and Brand Loyalty 5 as the items do not contribute to the essence of the Brand Loyalty construct; that is the conative aspect of loyalty. It is essential for the Brand Loyalty construct to capture the conative aspect of loyalty, which is a development of behavioral intentions characterized by a deeper level of commitment, and which is represented through Brand Loyalty 1 and Brand Loyalty 2. Before a decision was made on deleting items Brand Loyalty 4 and Brand Loyalty 5, a final check was performed with the pairwise comparisons to assess the frequency of the potentially problematic items through pairwise comparisons. By deleting Brand Loyalty 4 and Brand Loyalty 5, the modification indices improved alongside the reliability and validity of the Loyalty construct. The results are displayed in Table 6.50 for the reliability and validity measures and Table 6.51 details the model fit indices.

The second iteration of item purification consisted of reviewing the modification indices as the Loyalty construct still remained below the threshold of 0.7. By reexamining the construct through the modification indices, it was noticed the Brand Loyalty 3 relatively highly co-varied with Brand Attachment 4 at 6.173, while a factor loading of 0.05 suggested that this item is constraining the model. Again, the content of the item was reviewed before the item was deleted.

However, the standardized residual value for the item Brand Attachment 3 is at (1.026), while the factor loading is 0.76. Item Brand Loyalty 3 captures affective loyalty, which is the development of attitudinal intention reflecting the liking of the brand based on satisfied usage. The researcher therefore made a subjective decision to delete this item as the liking of the brand through satisfied usage is captured by the Satisfaction construct. Therefore, the remaining items of Loyalty captured the essence of the construct. The dropped items were cross validated through the pairwise comparisons at the EFA stage. As a result of the dropped items, the model fit indices were improved with satisfactory reliability and validity measures across the four constructs. Consequently, the remaining items per construct were put forward to the analyses that contributed to the studies in the preceding chapters of this thesis.

Table 6.50: Fit indices of the Confirmatory Factor analysis after each iteration of item purification.

	Model 1: First Iteration		Model 2: Second Iteration	
	CR	AVE	CR	AVE
Attitude	0.877	0.706	0.877	0.706
Attachment	0.875	0.636	0.875	0.656
Loyalty	0.677	0.503	0.859	0.754
Satisfaction	0.703	0.542	0.703	0.542

N.B: Values below the threshold are highlighted in red.

Table 6.51: Convergent and Discriminant Validity measures after each iteration of item purification.

Model	Item Purification	χ^2	DF	Δ Degrees of Freedom	χ^2/DF	NFI	CFI	TLI	PCFI	RMR	AIC	BIC	RMSEA
Model 1	Removed items Loyalty 4 and 5	131.826	48	-	2.746	.925	.950	.932	.691	.159	191.826	304.212	.075
Model 2	Removed item Loyalty 3	64.263	38	10	1.690	.962	.984	.977	.680	.065	120.263	225.157	.047

The final measures used for subsequent analysis of this thesis are detailed in Table 6.52. From the initial 16 items, 5 items were made redundant, leaving 11 items put forward for subsequent analysis in this chapter.

Table 6.52: Final items for the outcome variables that were put forward for subsequent analysis.

Construct	Original Items per Construct	Coded remaining Items
Attitude	3 Items	Attitude (Lik) 1
		Attitude (Fav) 2
		Attitude (Pos) 3
Attachment	4 Items	Attachment 1
		Attachment 2
		Attachment 3
		Attachment 4
Loyalty	5 items	Loyalty 1
		Loyalty 2
Satisfaction	4 Items	Satisfaction 1
		Satisfaction 2

To summarize, Table 6.53 displays the correlations analysis of all the constructs detailed in this chapter.

Table 6.53: Discriminant Validity measure of all the constructs (Negative Brand Personality, Antecedent and Outcome Variables) along with the correlations measures below the diagonal and squared correlations above the diagonal.

	CR	AVE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1. Price Unfairness	0.944	0.850	1.000	0.097	0.013	0.046	0.108	0.310	0.003	0.147	0.125	0.065	0.159	0.072	0.026	0.045	0.004
2. Attitude	0.877	0.706	0.312	1.000	0.021	0.033	0.243	0.415	0.003	0.217	0.312	0.133	0.092	0.106	0.062	0.042	0.071
3. Loyalty	0.859	0.754	0.114	0.145	1.000	0.195	0.007	0.003	0.016	0.000	0.003	0.003	0.000	-0.000	0.000	0.030	0.000
4. Satisfaction	0.703	0.542	0.215	0.183	0.442	1.000	0.028	0.052	0.007	0.021	0.012	0.208	0.297	0.014	0.011	0.064	0.055
5. Attachment	0.875	0.656	0.328	0.493	0.085	0.167	1.000	0.481	0.067	0.64	0.552	0.208	0.297	0.194	0.088	0.093	0.055
6. Egotistical	0.859	0.546	0.557	0.644	0.051	0.227	0.694	1.000	0.032	0.464	0.345	0.197	0.303	0.230	0.052	0.140	0.052
7. Boring	0.849	0.655	0.053	0.051	-0.127	-0.085	0.259	0.179	1.000	0.292	0.038	0.020	0.031	0.085	0.003	0.004	0.012
8. Socially Irresponsible	0.898	0.689	0.384	0.466	0.019	0.144	0.800	0.681	0.256	1.000	0.292	0.213	0.342	0.221	0.092	0.085	0.046
9. Lacking Logic	0.784	0.654	0.353	0.559	0.052	0.108	0.743	0.587	0.195	0.540	1.000	0.158	0.165	0.217	0.066	0.077	0.108
10. Confusion Ambiguity	0.851	0.657	0.255	0.365	0.056	0.166	0.456	0.444	0.140	0.462	0.398	1.000	0.123	0.052	0.073	0.030	0.077
11. Similarity	0.802	0.673	0.399	0.303	0.001	-0.036	0.545	0.550	0.176	0.585	0.406	0.351	1.000	0.118	0.026	0.009	0.033
12. Overload	0.821	0.697	0.268	0.325	-0.022	0.118	0.441	0.480	0.291	0.471	0.466	0.227	0.344	1.000	0.025	0.023	0.027
13. Immoral Brand Practice	0.852	0.745	0.161	0.248	0.183	0.105	0.297	0.229	0.057	0.304	0.256	0.271	0.161	0.159	1.00	0.132	0.002
14. Corporate Hypocrisy	0.849	0.654	0.212	0.205	0.173	0.253	0.305	0.374	0.061	0.291	0.278	0.173	0.097	0.150	0.363	1.00	0.052
15. Incongruence	0.852	0.586	0.062	0.266	-0.010	0.114	0.235	0.229	0.104	0.215	0.329	0.279	0.181	0.165	0.049	0.228	1.00

N.B: Values above the 1.0 in Table 6.53 are the squared correlations.

Conclusion

This chapter explored the psychometric properties, reliability and validity of the three main categories of the conceptual framework: Negative Brand Personality traits, antecedents and outcome variables. Investigation of the psychometric properties was conducted through diagnostic tests of the reliability and validity of these constructs in order to diagnose and then, accordingly, refine them from their original formation to create a more precise measure reflective of the constructs pertaining to each quadrant. The structural validity of these tests was assessed through the PCA and CFA, and refinements were made based on how items behaved on their designated factor through the optimal model fit indices. Negative Brand Personality factors were refined from the hypothesized five factor solution to a four factor solution. The seven antecedent constructs measures were reduced from a total of 27 items to a total of 17 items, while the four outcome variable measures were reduced from a total of 16 items to a total of 11 items. Each construct was subject to the factor analysis technique, which was used to explore the newly developed Negative Brand Personality scale, and the established scales of the antecedent constructs and outcome variables. The following chapter therefore tests the hypothesis alongside the nomological structure of the variables in this study.

Chapter 7
Results of the Hypothesis Testing and Analysis

Introduction

This chapter aims to further explore and validate the newly developed scale of Negative Brand Personality and to explore how Negative Brand Personality behaves in a nomological network. Therefore, following on from the previous chapter, where structural and initial constructs and validation of Negative Brand Personality were established, this chapter aims to establish the constructs by measuring through coefficient paths the antecedent and outcomes of the newly developed Negative Brand Personality Scale. The hypothesized conceptual model is then tested with SEM (Structural Equation Model). This includes the four factors of Negative Brand Personality, the antecedent constructs and the outcome variable, by exploring the analytical stages and providing statistical evidence for the acceptance or rejection of the hypothesis.

7.1. Structural Equation Model (Study G)

As discussed in the previous chapter a Structural Equation model (SEM) is a multivariate procedure that combines aspects of factor analysis and multiple regression to simultaneously examine a series of interrelated dependent relationships among the observed variables and latent constructs as well as between several latent constructs (Hair *et al.,* 2006). In doing so, the structures of the interrelationships are expressed in a series of multiple regression equations that depict all the relationships among the constructs that are involved with the analysis. According to Hair *et al.,* (2006: 711), the three fundamental characteristics of SEM are:

- Examine multiple and interrelated dependence relationships;
- Represent unobserved concepts in the estimated relationships and correct measurement error in the estimation process;
- Define the model to explain the entire set of relationships.

The objective of this research is to first determine Negative Brand Personality factors. The next objective is to measure the antecedent (independent-endogenous) variables for Negative Brand Personality factors, which at first behave as a dependent variable to the antecedent constructs and then as an independent variable when used to predict Attitude, Brand Attachment, Brand Loyalty and Satisfaction. Thus, the dependent variables (Negative Brand Personality factors – exogenous variables) become the independent variables in subsequent relationships, thus exhausting the benefits of the structural model through the interdependent nature of the structural paths. Therefore, to give complete justice to the hypothesis set out in Chapter 4, the SEM approach was incorporated to perform the subsequent detailed analysis in this chapter. It is worth noting that chapter 6 details the reason for why a structural model was chosen for the subsequent analysis.

7.2 Why Structural Equation Models

According to Tomarken and Waller (2005), SEM allows for the estimation of relationships among constructs that are corrected for biases attributable to random error and construct irrelevant variance by specifying latent constructs and their manifest items or indicators. The SEM approach therefore allows for the theoretical estimation of all relationships conducted simultaneously, accounting for potential measurement error as opposed to testing the model in a piecemeal fashion (James, Mulaik and Brett, 2006). That is, it represents the interrelationships of variables between the latent constructs, whereas the standard error represents the expected dispersion of the coefficients estimated from repeated samples of the same size. In doing so, empirical relationships between all observed variables (empirical covariance matrix) are compared to the relationships implied by the structure of the theoretical model (model-implied covariance matrix). Also, when several variables come into consideration, none may provide an optimal operationalization on its own, whereas SEM allows for several indicator variables per construct to be estimated simultaneously, leading to more valid conclusions at the construct level.

Despite the given advantages of the SEM method, there are limitations to the SEM approach. The condition for model identification is necessary, but not sufficient. That is, despite a satisfying global condition, certain parts of the model may not be identified, especially when empirical relationships between variables are weak. Possible remedies include reformulating the model; however, a strong theoretical justification would need to support the interpretation of the parameter estimates given the reformulated model (MacCallum, 2003).

Furthermore, given the sample data, alternative models may fit the data equally well. Structural equation modeling is often employed as a statistical means to test causal hypotheses. Such models can be thought to yield the same predicted correlations or covariance's as other models, but the paths of the model parameters are configured differently (Kline, 1998). As a result, decision problems can occur in cases when there are two or more alternative models which make fundamentally different assumptions about the variables' implied causal relationships, but still lead to the exact same model fit. Essentially, a theoretical explanation would support the chosen model to ensure other theoretical explanations are not overlooked (MacCallum, 2003). Therefore, theoretical justification would need to support the chosen model to eliminate the risk of basing decisions solely on statistical criteria.

7.3 Model Specification

In order for a model to be specified, it must first be based on theory to define the relationships that explains why the constructs are related. This is set in the form of a hypothesis which is detailed in Chapter 4. As stated before, the SEM consists of two models: firstly, the measurement model (which represents how measured variables represent the constructs) and, secondly, the structural model (which is how the constructs are associated with each other).

Mackenzie, Podsakoff and Podsakoff (2011) emphasized the importance of formally specifying a measurement model that captures the expected relationships between the indicators and the focal construct they are intended to represent. The theoretical basis for these constructs is discussed in Chapter 4, while the SEM examines the empirical characteristics of the variables. This chapter focuses on the latter aspect, the structural Equation Model. The SEM is primarily concerned with first identifying the model before generating unique estimates for each parameter (Kline, 1998). Each of the unique estimates is calculated when it is theoretically plausible. That is, the item or indicator is a property of the model and not the data (Hair *et al.,* 2006; Kline 1998; Mackenzie, Podsakoff and Podsakoff, 2011). Each indicator involves an error term in order for a complete measurement model to be estimated. If, however, the model is not specified from either the latent constructs or the items, the model is said to encounter identification problems. Although there are solutions to identification problems (Ping, 1995; Hair *et al.,* 2006: 792), the coefficients must all be identified in order for the model to be specified. If a coefficient was not identified, then the integrity of the model is flawed (Hayduk, 1987). One way identified by Mackenzie, Podsakoff and Podsakoff (2011) to assess model specification is to fix a path between the latent construct and one of its indicators at some nonzero value.

It is likely that a model can be under identified, just identified or over identified (Diamantopoulos and Siguaw, 2000; Hair *et al.,* 2006). An under identified model is one that does not have enough parameters or has too many parameters, such that it cannot arrive at a unique solution for parameter estimates (Byrne, 1998). An under identified model is recognized by negative degrees of freedom and cannot be estimated unless some of the parameters are constrained so that there are more parameters to be estimated with less unique values in the covariance matrix (Bentler and Chou, 1987; Diamantopoulos and Siguaw, 2000; Hair *et al.,* 2006). According to Bentler and Chou (1987), a construct with less than three items increases the chance of an under identified model.

A just identified model is one that has enough degrees of freedom to estimate free parameters (Hair *et al.,* 2006). Put differently, the model has an equal number of estimated parameters, which essentially means the model has zero degrees. With zero degrees a model can never be rejected (Byrne, 1998) and thus cannot be generalized.

Finally, an over identified model is one that has more unique covariance's than there are parameters to be estimated. This results in positive degrees of freedom with corresponding good fit indices as the number of measured items strengthens the fit indices (Hair *et al.,* 2006). An over estimated model allows a model to scientifically be assessed as the model can equally be rejected as it can be accepted (Byrne, 1998). Therefore, the aim of the SEM model is to estimate an over identified model, rather than an under identified model (Hair *et al.,* 2006). Similarly, Hayduck (1987) acknowledged the importance of estimating the right model as opposed to estimating the wrong model. Therefore, moving a model closer to being identified reduces the potential unknown variables accounted for by the model.

In order to establish an identified model, Anderson and Gerbing (1988) recognized a two-step rule: estimating and then re-specifying the measurement model prior to the estimation of the structural model. As detailed in the previous chapter, the latent constructs and the associated indicators were estimated and re-specified accordingly through various iteration processes. By conducting the re-specification of latent constructs alongside the items, a more consistent assessment of the theoretical meaning to the constructs is facilitated. This thus ensures that the observed items only measure the intended latent construct (Anderson and Gerbing, 1998) by ensuring that the unidimensional measures (i.e., the observed constructs) are not related to other unintended latent constructs. The validity of the structural model is analyzed through fit indices and the significance of the hypothesized structural paths, hence assessing the structural relationship parameters (Byrne, 1998; Hair *et al.,* 2006). Another check recommended by Mackenzie, Podsakoff and Podsakoff (2011) was also performed; this was to assess model specification by fixing a path between the latent construct and one of its indicators at nonzero value. This is because Byrne, Shavelson and Muthen (1989) and Mackenzie, Podsakoff and Podsakoff (2011) suggest that full metric invariance (across all items) is not absolutely necessary for further tests of invariance and substantive analyses to be meaningful, provided that *at least one item per latent factor* (other than the one fixed at unity to define the scale of each latent factor) is metrically invariant. Accordingly, the overall measurement model presented in Chapter 4 Figure 4.0 was found to be sufficiently invariant across gender as determined by a chi-square difference test, and was assessed following Gaskin (2012) and Gaskin's statistical tools package.

7.4 The Validity of the Structural Model

The validity of the structural model is assessed through fit indices (as discussed in the previous chapter) and structural paths (Byrne, 1998; Hair *et al.,* 2006). Sharma (1996) acknowledged the importance of examining the variance explained by each latent construct. When assessing the structural path coefficient, Diamantopoulos and Siguaw (2000) stated that each path should be examined on: a) the unstandardized parameter estimate (which is determined by the standard error and the Critical Ratio; b) standard error; c) t-value - an error variance term; and d) squared multiple correlation which indicates variance explained. The t-value determines the statistical significance of the structural coefficient (i.e., accommodating two latent constructs in a given path). So, the t-value is obtained by dividing the value of the parameter by its standard error for each path (Jöreskog and Sörbom, 1996). By calculating the t statistic, an indication as to whether the estimates occurred by chance is identified (Hair *et al.,* 2006). As a result, there are various corresponding critical t-values at both one tailed and two tailed tests before concluding the significance of the structural path coefficient (Sharma, 1996; Hair *et al.,* 2006). For a two tailed test, a critical value of 1.64 is considered significant at the 10% significant level, 1.96 at the 5% level and 2.58 at the 1%, while a one tailed hypothesis with critical values of 1.28 at the 10% level, 1.645 at the 5% level and 2.326 at the 1% level are considered to be significant. Given that the hypotheses detailed in Chapter 4 are all one tailed, the one tailed hypothesis critical values will be assessed to determine the significance of the structural path coefficient. It is possible, however, that an insignificant coefficient may be the result of a lack of power due to the sample size (Hayduk, 1987).

The standard error is the expected distribution of an estimated regression coefficient (Hair *et al.,* 2006). Each endogenous variable from the structural path will have an error term. Essentially, the error term is an estimate of how much the regression coefficient will vary between samples of the same size taken from the same population, thus providing an indication of a reliable prediction. A smaller standard error would imply more reliable prediction and, therefore, a smaller confidence interval. Although no data is accompanied by an error term, a significant path is estimated through the t-value. This is where the coefficient is divided by the standard error. In Amos this is demonstrated through the critical ratio that is equivalent to the t-statistic (essentially the coefficient of the estimate is divided by the standard error). Therefore, a non-significant critical ratio would indicate that there is too much error associated with the measurement, thus decreasing the reliability of the conclusions derived from the analysis. It is worth noting that although the endogenous variables are correlated in this research, the error terms are uncorrelated. This is consistent with Anderson and Gerbing's (1988) recommendation that correlated measurement errors increase the likelihood of non unidimensionality. That is, the theoretical meaning is likely to be confounded through the correlated measurement residuals, resulting in a restricted potential interpretation of the model through unexplained error terms (Anderson and Gerbing, 1988).

The Squared Multiple Correlation (SMC), on the other hand, is the extent to which a measured variables variance is explained by the latent factor (Hair *et al.,* 2006). Essentially, SMC represents how well an item measures each construct. This is reported in the output of the structural model for each endogenous variable. That is, the variance in a dependent variable is explained by an independent variable in the structural model (Schumacker and Lomax, 2004). Put differently, the dependent construct can provide sufficient explanation for the independent construct. Although there are no specific rules in interpreting these estimates, because the SMC is a function of the loading estimates, a high value is desirable to explain the variance of variables through the latent factors. However, a low SMC provides an indication of an inadequate measure which could impede the overall model. A potential solution would be to drop the construct from subsequent analysis (Hair *et al.,* 2006).

7.4.1 Model Fit indices in Structural Equation Models

Once the model has been identified, it is important that the validity of the structural model is tested alongside the hypothesized theoretical relationships. In the previous chapter, it was identified that the constructs and items of the measurement model were validated. This section will detail the procedure performed to test the structural relationship. The estimated parameters for the structural relationships will be detailed before the direct empirical evidence relating to the hypothesized relationships depicted in the model is discussed.

The process in establishing the structural model validity follows the same Goodness of Fit indices detailed in the previous chapter. Although in the measurement model all constructs are correlated with one another (see details in the previous chapter), the structural model, the relationships between some constructs are assumed to be zero. Therefore, the χ^2 model fit for the measurement model will be less than the structural model (Hair *et al.,* 2006). Consequently, the interpretation of the structural model centers on the structural coefficients that are grounded on theoretical relationships. According to Schumacker and Lomax, (2004) a model can be re-specified, provided theory permits, if the fit indices are below the acceptable threshold. By re-specifying the structural model, the model is modified by either adding (freeing) or removing (fixing) parameter estimates. Freeing additional paths in the path model increases the accuracy of the model by reducing the chi square statistic.

When modifying a structural model, the following estimates would need to be reassessed to ensure the model is theoretically and statistically significant: the structural parameter, residual matrix, modification indices, and the SMC values (Bentler and Chou, 1993). When estimating the significance of the paths within the structural model, the strength of the parameters is assessed through Standardized coefficients. The Standardized coefficients have equal variance and range from zero to one in value. It is worth noting that the strength of the relationships is produced in either Standardized or un-Standardized coefficients (Bryne, 1998). The Standardized coefficients reflect the variances and covariance of variables included in the model as well as the error terms. As a result, the Standardized coefficients are sample specific. Standardized coefficients near zero are considered to have a weak relationship on the latent constructs, whereas values closer to one indicate a stronger relationship. The unstandardized coefficients remain stable despite the differences in the variances and covariance of variables in different contexts or sample size. However, the Standardized coefficients will be used to assess the strength of the hypothesized relationship across variables within the model, as the data is context and sample specific. Subsequently, the structural parameters will be assessed to first identify and then if needed, re-specify the model accordingly. One of the evaluative criteria for the model specification is the assessment of the t-values of each structural parameter (Diamantopoulos and Siguaw, 2000). On that basis, each parameter will be assessed on the amount of explanatory power it has on the model. Freeing the non-significant parameters will influence the estimation of the remaining parameters and potentially improve model fit indices (Diamantopoulos and Siguaw, 2000), given that the theory permits doing so. Essentially, this would improve model parsimony. If, however, the parameter is important to the theory, then the parameter should be retained (Joreskog and Sorbom, 1996).

AMOS runs structural models based on the Maximum Likelihood method, which follows a procedure to obtain the maximum probability of observed measurements. So, a change to one part of a structural model can affect other potentially unrelated parts of the model (Blalock, 1982).

Other indices to be reassessed are the SMC, as discussed earlier, which identify poorly measured constructs. Further, the expected parameter change statistics will also be assessed to identify the level and direction of each fixed parameter, if it was to be freed (Hair *et al.,* 2006; Schumacker and Lomax, 2004), in an attempt to improve model fit. It must be noted that any modification to a model should be re-specified based on theoretical grounds rather than just statistical grounds (Hair *et al.,* 2006; Bentler and Chou, 1993). If a change to a model makes little or no theoretical sense, it should not be made solely in the interests of improving model fit (Hayduk, 1987; Mulaik *et al.,* 1989).

Following the guidelines discussed, the structural model will be detailed in the following sections where details of the hypothesized Standardized structural relationship parameters are discussed alongside the amount of variance explained in each of the endogenous constructs, Critical Ratios (t test), Squared Multiple Correlation modification indices, and expected parameter change.

7.5 Model Identification through Item Parceling

7.5.1 Parameter Estimates and Sample Size

Bagozzi and Heatherton (1994) and Bagozzi and Edwards (1998) reported in their studies that parceling was preferred to disaggregated analyses in most cases because the measurement error is reduced with parceled sets of items. Furthermore, Little *et al.,* (2002) recommends the use of item parceling when: a) estimating a large number of items that is likely to result in spurious correlations; b) a subset of items from a large item pool is likely to share specific sources of variance that may not be of primary interest; and c) solutions from item-level data are less likely to yield stable solutions than solutions from parcels of items. Often, however, researchers parcel items to increase the stability of the parameter estimates or improve the variable to sample size ratio.

When operationalizing SEM, it is recommended that a sample case to a parameter estimate should follow the ratio mark of 5:1 to provide meaningful estimates. With the current study of 313 cases, 16 variables measured (includes positive brand personality factors) using 57 observed items loading on their respective constructs, and 105 covariance's and 27 regression weights associated with the model, resulting in a total of 189 parameters to be estimated in order to test the hypothesis. With 189 parameters to be estimated, an ideal sample size would be 945 to meet the 1:5 ratios in order to establish a more meaningful estimate.

However, the current sample size is 313, which falls below the standard threshold ratio. One method of overcoming this problem is item parceling (Brandalos, 2002), which is averaging the summed score of items per construct, also known as 'summed average scaling'. This, however, implies that each construct would need to consist of at least two items, given that that there is more than one item per construct (Little *et al.,* 2002). By averaging the summed scores of the items per construct, the error variance would have to be estimated before the structural model is run. Each construct would, therefore, be represented by only one observed items. To illustrate: the construct 'Egotistical' consists of five items. Each of the items will consist of one error variance. The parameters to be estimated for this one construct would total to ten. After parceling the five items, the construct 'Egotistical' would be reflected by one item and one error variance. In total, 84 parameters would be estimated once all variables have been parceled. Essentially, a sample size of 420 would be considered as desirable following the recommended ratio 5:1. Given that the sample size is only 313 items, parceling provides an improved sample size to run the structural model, which is slightly below the desired sample size. However, this is not cause for concern given that other researchers reported sample sizes that also show to be slightly lower than the recommended 1:5 ratio to achieve a more meaningful estimate. For example, d'Astous and Levesque (2003) reported a sample size of 26 for brand personality dimension assessment. Similarly, Sung and Tinkham (2005) reported 80 items with a sample size of 320 (US) and 337 (Korea), and Aaker (1997) reported 114 items with a sample size of 631 for dimension assessments. Given the varied reported sample sizes per parameter estimated, this research will adapt the parceled item procedure across all constructs hypothesized in the conceptual model.

7.5.2 Item Parceling

The initial step was to average all the items pertaining to each construct. This was conducted in SPSS by mean centering single items per construct - that is, adding the average sum scores per item for a construct and then dividing the score by the number of items (Ping, 1995; Joreskog and Yang, 1996). With single indicators per construct, it is difficult for the AMOS to calculate the error variance given the mean centering approach per item and, subsequently, run the path analysis. However, the fundamental benefit of performing latent variable path analysis is the ability to incorporate measurement error calculations. Cadogan *et al.,* (2005) provide a solution to the calculation of the error variance which will have to be calculated prior to the model estimation. That is, the error variance is set to the following formula - see formula 3.0.

$$([1-\rho] * \sigma^2$$

Formula 3.0: Calculated Error Variance Score.

ρ denotes the construct reliability, and σ^2 is the sample standard deviation of each construct. For each parceled construct, the error variance is calculated through an excel spread sheet to estimate the loadings, alongside the set error variances of the linear terms in the conceptual model. To illustrate for the construct 'Egotistical', this consists of five dimensions. It is first calculated by averaging the scores for each of the five items. First, the summed average scores were obtained from computing a new variable in SPSS to find the average per item and then the mean of the averaged scores from the 313 responses. A summary of the averaged scoring for the five items are detailed in Table 7.0.

Table 7.0: Mean centering approach to each item pertaining to the latent construct Egotistical.

Latent Construct: Egotistical					
	Pompous	Snobby	Pretentious	Arrogant	Stubborn
Summed Average of individual indicators	2.60	2.39	2.49	2.30	2.12

Following this procedure, a CFA was conducted on all Negative Brand Personality factors in order to calculate the new composite reliability score for each of the Negative Brand Personality factors following the same procedure detailed in the previous chapter. Following this, the error variance was set following the set procedure detailed in below:

First, the standard deviation was obtained from the descriptive table of the mean average scores per latent construct. As the model cannot run with only one observed variable, the composite reliability for each latent construct was obtained from the measurement model, detailed in the previous chapter. By applying the formula $(1-0.857)*.957^2 = 0.1310$, the error variance for the Egotistical construct is 0.131 and is, therefore, manually set at this level. The error variances are detailed below for each of the latent constructs hypothesized as the main effect in the conceptual model.

Table 7.1: Details the measure scores of all the constructs pertaining to the conceptual model: Four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Social Irresponsible); Antecedent constructs (Brand Confusion: Ambiguity, Similarity, Overload), Immoral Brand Practice, Corporate Hypocrisy, Price Unfairness, Self-Incongruence); Outcome Variables (Attitude, Attachment, Loyalty and Satisfaction) and the Control Variable (Positive Brand Personality).

Latent Construct	Composite Reliability	σ^2	Error Variance
Egotistical	0.857	0.957	0.1310
Boring	0.849	0.778	0.1174
Lacking Logic	0.784	0.683	0.1476
Socially Irresponsible	0.898	1.200	0.1224
Ambiguity	0.851	0.981	0.1461
Similarity	0.802	1.047	0.2073
Overload	0.821	0.882	0.1579
Immoral Brand Practices	0.852	1.897	0.2789
Corporate Hypocrisy	0.849	0.894	0.1350
Price Unfairness	0.944	1.618	0.0906
Self-Incongruence	0.852	1.431	0.2118
Attitude	0.877	1.157	0.1647
Attachment	0.875	0.107	0.1425
Loyalty	0.859	1.018	0.1463
Satisfaction	0.703	1.193	0.3520
Positive Traits [37]	0.756	0.431	0.1051

[37] Aaker's (1997) Five personality factors that have been item parceled

7.6 Overall Structural Model

The measurement variables discussed in the previous section detail the items parceled (mean centering scores) that are used in testing the hypothesis. Further detailed of the hypothesis are discussed in Chapter 4 Section 4.8. Therefore, a full model was specified and tested. Of note, the paths presented in the structural model are indicative of the relationships tested, and have been presented at the construct level to provide more clarity to the model. Further, the relationships presented at the construct level are indicative of those tested at the parceled item level.

In order to ensure parsimony, the absolute and incremental fit indices were used to evaluate the model to provide a more dynamic perspective (Byrne, 1998). The previous chapter details the interpretation behind the fit indices, and therefore an overview of the data is presented below in Table 7.2, while Figure 7.0 illustrates the hypothesized conceptual model.

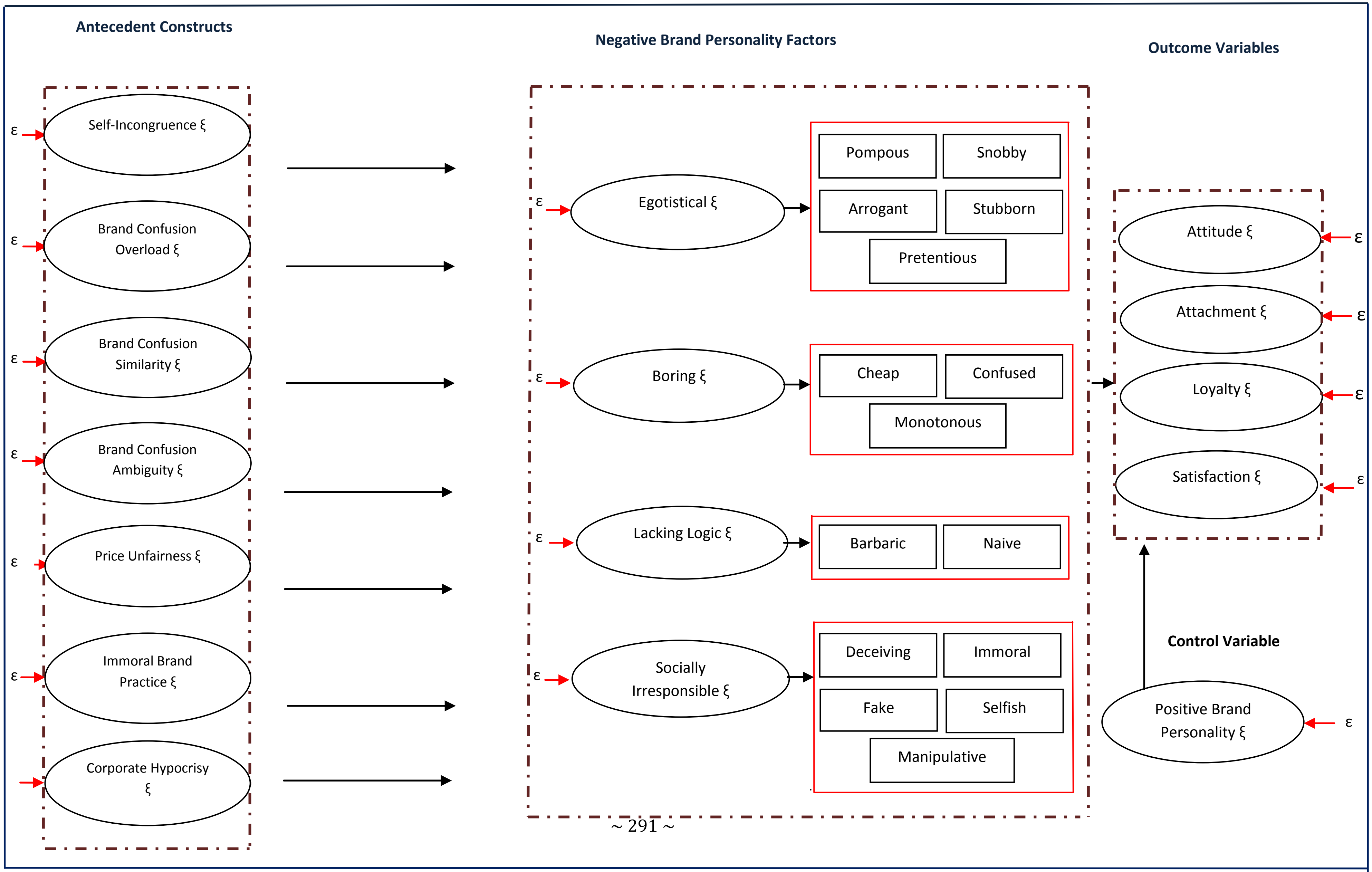
Table 7.2: Details of the overall fit indices for the conceptualized Structural Equation Model.

Model	χ^2	DF	$\chi^{2/DF}$	NFI	CFI	TLI	PCFI	RMR	RMSEA	Significant at the 0.001 level
Structural Equation Model	188.948	52	3.634	.870	.897	.763	.389	.041	.092	<0.01

Given the complexity of the model, the fit indices are considered to be a good fit model. The model was assessed against the modification indices to assess the estimated parameter change, thus providing an indication of any overly concerning paths through the error variances (Diamantopoulos and Siguaw, 2000). Essentially, the modification indices were considered in relation to the estimated parameter changes to a) assess the overall model fit, and b) assess if the suggested path makes theoretical sense.

By reviewing the modification indices with consideration of the theoretical conceptualization, no parameter estimate was considered to be of concern. Therefore, the data provides a good fit for the conceptualized framework. The mean centering conceptualized framework modeled in SEM is presented below in Figure 7.0.

Figure 7.0: Displays the mean centering SEM conceptual model.



The following sections detail the results with respect to the hypothesis tested. Testing a theory involves the assessment of significant path analysis through a) the strength of the estimate, and b) the direction in which the parameter is estimated. Given the discussion earlier about parameter estimates and the associated error of variance, it is likely that SEM is associated with a type two error, which is, failing to detect a significant effect (Hu and Bentler 1999; Diamantopoulos and Siguaw, 2000).

7.7 Testing the SEM Model

This section presents the results of analyses that explore the link between the antecedent variables of the Negative Brand Personality and the outcome variables in view of the research aim, which is to identify what the Negative Brand Personality traits are, and establish the extent to which the external factors determine Negative Brand Personality factors, and, consequently, determine the extent to which Negative Brand Personality factors influence Attitude, Attachment, Loyalty and Satisfaction. Tests were conducted which detailed the direct effect of the antecedent variables (Self Incongruence, Brand Confusion Overload, Brand Confusion Similarity, Brand Confusion Ambiguity, Price Unfairness, Immoral brand Practices and Social Hypocrisy) on each of the four brand personality factors. Then, the four factors of Negative Brand Personality were tested to assess the direct influence each of the four factors have on Attitude, Attachment, Loyalty and Satisfaction. The hypothesis was tested using regression paths, which involves the estimation of path coefficients between the variables of interest (Byrne, 2001).

7.5.1 Hypothesis Relating to the Antecedent Variables of Negative Brand Personality

7.5.1.1 Hypothesis 1: Self Incongruence

H1: Self-Incongruence is positively related to the Egotistical, Boring Lacking Logic and Social Irresponsible factors of Negative Brand Personality.

Table 7.3 below displays a summary of the multivariate regression analysis on Self Incongruence and the impact it has on the four factors of Negative Brand Personality.

Table 7.3: Summary findings of the Multivariate Regression Analysis on the antecedent construct of Self Incongruence and the effect it has on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Hypothesis H1	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H1.a	Self-Incongruence	Egotistical	0.037	0.867	ns[38]	x
H1.b	Self-Incongruence	Boring	0.006	.123	ns	x
H1.c	Self-Incongruence	Lacking Logic	0.132	3.222	<0.05	✓
H1.d	Self-Incongruence	Socially Irresponsible	0.015	0.310	ns	x

7.5.1.2 Hypothesis 2: Brand Confusion Overload

H2: Brand Confusion Overload is positively related to the Egotistical, Boring Lacking Logic and Social Irresponsible factors of Negative Brand Personality.

Table 7.4 below displays a summary of the multivariate regression analysis on Brand Confusion Overload and the impact it has on the four factors of Negative Brand Personality.

Table 7.4: Summary findings of the Multivariate Regression Analysis on the antecedent construct Brand Confusion Overload and the effect it has on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Hypothesis H2	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H2.a	Brand Confusion Overload	Egotistical	.249	4.407	<0.01	✓
H2.b	Brand Confusion Overload	Boring	.234	3.486	<0.01	✓
H2.c	Brand Confusion Overload	Lacking Logic	.254	4.602	<0.01	✓
H2.d	Brand Confusion Overload	Socially Irresponsible	.319	4.801	<0.01	✓

7.5.1.3 Hypothesis 3: Brand Confusion Similarity

Table 7.5 below displays a summary of the multivariate regression analysis on Brand Confusion Similarity and the impact it has on the four factors of Negative Brand Personality.

H3: Brand Confusion Similarity is positively related to the: Egotistical, Boring Lacking Logic and Social Irresponsible factors of Negative Brand Personality.

[38] Non Significant

Table 7.5: Summary findings of the Multivariate Regression Analysis on the antecedent construct Brand Confusion Similarity and the effect it has on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Hypothesis H3	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H3.a	Brand Confusion Similarity	Egotistical	.282	4.881	<0.01	✓
H3.b	Brand Confusion Similarity	Boring	.161	2.384	<0.05	✓
H3.c	Brand Confusion Similarity	Lacking Logic	.114	2.033	<0.05	✓
H3.d	Brand Confusion Similarity	Socially Irresponsible	.431	6.322	<0.05	✓

7.5.1.4 Hypothesis 4: Brand Confusion Ambiguity

H4. Brand Confusion Ambiguity is positively related to the Egotistical, Boring Lacking Logic and Social Irresponsible factors of Negative Brand Personality.

Table 7.6 below displays a summary of the Multivariate Regression Analysis on Brand Confusion Ambiguity and the impact it has on the four factors of Negative Brand Personality.

Table 7.6: Summary findings of the Multivariate Regression Analysis on the antecedent construct Brand Confusion Ambiguity and the effect it has on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Hypothesis H4	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H4. a	Brand Confusion Ambiguity	Egotistical	0.159	2.945	<0.05	✓
H4. b	Brand Confusion Ambiguity	Boring	0.026	0.399	ns	x
H4. c	Brand Confusion Ambiguity	Lacking Logic	0.158	2.998	<0.05	✓
H4. d	Brand Confusion Ambiguity	Socially Irresponsible	0.272	4.286	<0.01	✓

7.5.1.5 Hypothesis 5: Price Unfairness

H5: Price Unfairness is positively related to the Egotistical, Boring Lacking Logic and Social Irresponsible factors of Negative Brand Personality.

Table 7.7 below displays a summary of the multivariate regression analysis on Price Unfairness and the impact it has on the four factors of Negative Brand Personality.

Table 7.7: Summary findings of the Multivariate Regression Analysis on the antecedent construct Price Unfairness and the effect it has on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Hypothesis H5	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H5.a	Price Unfairness	Egotistical	0.209	5.567	<0.01	✓
H5.b	Price Unfairness	Boring	-0.028	-0.629	NS	x
H5.c	Price Unfairness	Lacking Logic	0.122	3.069	<0.05	✓
H5.d	Price Unfairness	Socially Irresponsible	0.65	1.469	ns	x

7.5.1.6 Hypothesis 6: Immoral Brand Practice

H6: Immoral Brand Practice is positively related to the Egotistical, Boring Lacking Logic and Social Irresponsible factors of Negative Brand Personality.

Table 7.8 below displays a summary of the multivariate regression analysis on Immoral Brand Practice and the impact it has on the four factors of Negative Brand Personality.

Table 7.8: Summary findings of the Multivariate Regression Analysis on the antecedent construct Immoral Brand Practice and the effect it has on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Hypothesis H6	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H6.a	Immoral Brand Practice	Egotistical	-.004	-0.117	ns	x
H6.b	Immoral Brand Practice	Boring	-0.040	-0.910	ns	x
H6.c	Immoral Brand Practice	Lacking Logic	0.051	1.404	ns	x
H6.d	Immoral Brand Practice	Socially Irresponsible	0.063	1.430	ns	x

7.5.1.7 Hypothesis 7: Corporate Hypocrisy

Table 7.9 below displays a summary of the multivariate regression analysis on Brand Confusion Ambiguity and the impact it has on the four factors of Negative Brand Personality.

H7: Corporate Hypocrisy is positively related to the Egotistical, Boring Lacking Logic and Social Irresponsible factors of Negative Brand Personality.

Table 7.9 Summary findings of the Multivariate Regression Analysis on the antecedent construct Corporate Hypocrisy and the effect it has on the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible).

Hypothesis H7	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H7.a	Corporate Hypocrisy	Egotistical	0.216	3.864	<0.01	✓
H7. b	Social Hypocrisy	Boring	0.057	0.856	ns	x
H7. c	Social Hypocrisy	Lacking Logic	0.054	0.999	ns	x
H7.d	Social Hypocrisy	Socially Irresponsible	0.169	2.575	<0.05	✓

7.5.2 Hypothesis Relating to the Outcome Variables of Negative Brand Personality

7.5.2.1 Hypothesis 8: Attitude

H8. Egotistical, Boring, Lacking Logic and Social Irresponsible factor of Negative Brand Personality are negatively related to positive Attitude.

Table 7.10 below displays a summary of the multivariate regression analysis on four factors of Negative Brand Personality and the impact it has on Attitude.

Table 7.10: Summary findings of the Multivariate Regression Analysis on the antecedent construct of the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) and the effect they have on Attitude.

Hypothesis H8	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H8.a	Egotistical	Attitude	.598	6.469	<0.01	✓
H8.b	Boring	Attitude	.193	-2.618	<0.05	✓
H8.c	Lacking Logic	Attitude	.432	4.137	<0.01	✓
H8.d	Socially Irresponsible	Attitude	.063	.864	ns	x

7.5.2.2 Hypothesis 9: Attachment

H9. Egotistical, Boring, Lacking Logic and Social Irresponsible factor of Negative Brand Personality are negatively related to Attachment.

Table 7.11 below displays a summary of the multivariate regression analysis on four factors of Negative Brand Personality and the impact it has on Attachment.

Table 7.11: Summary findings of the Multivariate Regression Analysis on the antecedent construct of the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) and the effect they have on Attachment.

Hypothesis H8	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H19a	Egotistical	Attachment	-.130	-2.492	<0.05	✓
H9.b	Boring	Attachment	-0.01	-0.035	ns	x
H9.c	Lacking Logic	Attachment	-.890	-14.281	<0.01	✓
H9.d	Socially Irresponsible	Attachment	.554	12.934	<0.01	✓

7.5.2.3 Hypothesis 10: Loyalty

H10. Egotistical, Boring, Lacking Logic and Social Irresponsible factor of Negative Brand Personality are negatively related to Loyalty.

Table 7.12 below displays a summary of the multivariate regression analysis on four factors of Negative Brand Personality and the impact it has on Loyalty.

Table 7.12: Summary findings of the Multivariate Regression Analysis on the antecedent construct of the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) and the effect they have on Loyalty.

Hypothesis H8	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H10.a	Egotistical	Loyalty	.380	3.978	<0.01	✓
H10.b	Boring	Loyalty	-.161	-2.092	<0.05	✓
H10.c	Lacking Logic	Loyalty	.058	.535	ns	x
H10.d	Socially Irresponsible	Loyalty	.090	1.183	ns	x

7.5.2.4 Hypothesis 11: Satisfaction

H11. Egotistical, Boring, Lacking Logic and Social Irresponsible factor of Negative Brand Personality are negatively related to Consumer Loyalty.

Table 7.13 below displays a summary of the multivariate regression analysis on four factors of Negative Brand Personality and the impact it has on satisfaction.

Table 7.13: Summary findings of the Multivariate Regression Analysis on the antecedent construct of the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) and the effect they have on Satisfaction.

Hypothesis H8	Relationship		Coefficient	t-value	Sig level	Supported Hypothesis
	From	To				
H11.a	Egotistical	Satisfaction	-0.386	-3.817	<0.01	✓
H11.b	Boring	Satisfaction	-0.13	-0.153	ns	x
H11.c	Lacking Logic	Satisfaction	-.180	-1.530	ns	x
H11.d	Socially Irresponsible	Satisfaction	0.158	1.926	ns	x

Overall results presented above suggest that the Boring factor of the Negative Brand Personality does not present a significant direct effect on five of the seven antecedent constructs. Moreover, Brand Confusion Similarity and Brand Confusion Overload and Ambiguity generally have a significant and direct effect on all four factors of negative personality. More specifically, Brand Confusion Similarity and Brand Confusion Ambiguity appear to be important constructs on all four factors of Negative Brand Personality, which presents an important consideration for brand managers when displaying information about their brands. While the outcome variables Attitude and Attachment have a stronger direct impact than satisfaction on the Negative Brand Personality factors. A more detailed discussion will be presented in the following chapter.

7.6 Squared Multiple Correlation (SMC)

Given that the focus of this research is on the Negative Brand Personality factors, it is important to assess the predictive validity of the construct Negative Brand Personality. Therefore, the Negative Brand Personality factors are assessed through the SMC to determine how much of the Negative Brand Personality factors are explained by the Positive Brand Personality factors. That is, the variance in a dependent variable is explained by an independent variable in the structural model (Diamantopoulos and Siguaw, 2000; Schumacker and Lomax, 2004). It is, therefore, desirable to obtain a large Squared Multiple correlation (R^2) for each endogenous variable; although Mackenzie *et al.,* (2011) state that a preferred (R^2) should be greater than 0.5 to reflect the majority of shared variance within the indicators for each construct.

Table 7.12 below displays the (R^2) of the four factors of Negative Brand Personality before and after Positive Brand Personality (Aaker's brand personality factors) is controlled for. The (R^2) were then cross validated with seemingly unrelated regression (SUR) analysis which is also detailed in Table 7.14

Table 7.14: Summary of the Squared Multiple Correlations for the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) obtained from SEM and cross validated with SUR Squared Multiple Correlations.

Negative Brand Personality factors	R^2 values before controlling for the Positive Brand Personality [39]	R^2 values after controlling for the Positive Brand Personality	Δ in R^2	SUR R^2 values before controlling for the Positive Brand Personality	SUR R^2 values after controlling for the Positive Brand Personality	Δ in R^2
Egotistical	0.619	0.622	0.03	0.4664	0.7073	0.241
Boring	0.139	0.258	0.12	0.0958	0.3077	0.212
Lacking Logic	0.482	0.498	0.02	0.3294	0.4880	0.159
Socially Irresponsible	0.578	0.582	0.004	0.4383	0.7217	0.283

In structural equation modeling, the (R^2) values are equivalent to the (R^2) values in conventional regression analysis, and identify the amount of variance in the dependent (or endogenous) variables accounted for by the independent (or exogenous) variables. Therefore, the (R^2) value of the Egotistical factor (Endogenous variable) of 0.622 (0.7073 from SUR) suggests that the positive factors provide a very good explanation for the Egotistical factor of Negative Brand Personality, while the (R^2) of the Lacking Logic and Socially Irresponsible factors, with values of 0.498 and 0.582 (0.4880 and 0.7122 from SUM) respectively, suggest that Positive Brand Personality factors provide a good explanation for the Lacking Logic and the Socially Irresponsible factors of Negative Brand Personality. However, the Boring dimension, which has an (R^2) value of 0.258 (0.3077 from SUM), shows a much improved (R^2), providing more weighted explanation from the Positive Brand Personality factors of the Boring factor relative to other factors of Negative Brand Personality. The overall value of (0.258) is considered as a reasonable explanation. However, these values are reflected on in conjunction with nomological validity and criterion-related validity, as discussed in the previous chapter. Based on the findings, it is therefore concluded that the values provide a good indication that the majority of the variance in the indicators is shared within each of the constructs the indicators are reflective of.

Previous research that reported the variance explained for the brand personality constructs from the Exploratory Factor Analysis (EFA) included Grohmann (2009), where the masculinity factor accounted for 41.6% and the femininity factor accounted for 29.5%. Aaker's (1997) full five dimensions of brand personality explained a total of 92% of the variance, with Sincerity explaining 27%, Excitement 25%, Competence 18%, Sophistication 12% and Ruggedness 9%. Geuens, Weijters and Wulf (2009) reported a total of 60% of the variance explained across the five dimensions, with Extraversion explaining 19%, Conscientiousness 17%, Emotional stability 11%, Agreeableness 8%, and Openness 5%; while Romero, de Monterrey, and Guadalajara (2012) reported from the seven factors identified:

[39] Aaker (1997) Five Brand Personality Factors.

Success (37%), Happiness/Vivacity (7%), Sophistication (5%), Sincerity (4%), Domesticity/Emotionality (3%), Ruggedness (3%), and Professionalism (2%). Table 7.15 displays a summary table of other researchers that reported the variance explained for each brand personality factor.

Table 7.15: Summary of researchers in Brand Personality that reported % of variance explained for each respective factor.

Author	Dimension	% of variance explained
Bosnjak, Bochmann, and Hufschmidt (2007),	Drive	18
	Consciousness	12
	Emotion	10
	Superficiality	8
D'Astous and Levesque (2003)	Enthusiasm	37
	Sophistication	12
	Unpleasantness	11
	Genuineness	6
	Solidity	4
Helgeson and Supphellen (2004)	**Ideal self-Congruity**	
	Modern	24
	Chick	10
	Actual self-Congruity	
	Modern	19
	Chick	49
Sung and Tinkham (2005)	Competence	37
	Trendiness	7
	Likeableness	5
	Western	4
	Sophistication	3
	Ruggedness	2
	Traditionalism	2
	Ascendancy	2
Venable *et al.,* (2005)	Integrity	70
	Ruggedness	42
	Sophisticated	46
	Nurturing	71

This research not only reported the variance explained from the Exploratory Factor Analysis, but also reported the R^2 statistics for both Negative and Positive[40] Brand personality factors from the structural model presented. The results demonstrate that the Lacking Logic factor explained 50% of the variance, Socially Irresponsible explained 58%, Boring explained 26% and Egotistical explained 62% of the variance, which compares quite well to previous work which presents a biased view of brand personality. These results were also cross validated with seemingly unrelated regression analysis (Zellner, 1962) which demonstrated consistent findings, thus providing evidence for a complete understanding of brand personality. Further a correlation matrix is detailed below in Table 7.16 to illustrate the Negative Brand Personality traits are distinct and not the absence of Positive Brand Personality traits.

[40] Aaker's (1997) brand personality scale.

Table 7.16: Details the Correlation Matrix of both Negative and Positive Brand Personality[41]

Construct	Lacking Logic	Egotistical	Boring	Social Irresponsible	Positive Brand Personality
Lacking Logic	**1.00**				
Egotistical	0.618	**1.00**			
Boring	0.228	0.251	**1.00**		
Social Irresponsible	0.577	0.694	0.298	**1.00**	
Positive Brand Personality	0.003	0.228	0.411	0.06	**1.00**

The results presented in this chapter will be discussed further in the following chapter.

Conclusion

This chapter explored and tested the newly developed Negative Brand Personality measure; by first testing the seven antecedent construct (independent variables) to the four factors of Negative Brand Personality (dependent variables). Then the four factors of Negative Brand Personality measure (independent variables) were tested against Attitude, Attachment, Brand Loyalty and Brand Satisfaction (Dependent Variables) using SEM to assess the full model structure through multiple regression analysis.

The results for Hypothesis 1 – Hypothesis 3 were derived from Brand Confusion literature where all three factors of Brand Confusion were utilized, these are: Similarity, Overload, and Ambiguity which, were demonstrated as independent measures. The dependent measures were derived from the newly developed four factors model of Negative Brand Personality. Generally the results support the hypothesis, apart from H3b where Brand Confusion Ambiguity did not have a direct influence on the Boring factor of the Negative Brand Personality measure. Hypothesis 4 was derived from Corporate Social Responsibility literature and was also demonstrated as an independent variable. The results support the hypothesis apart from Hypothesis 4b and Hypothesis 4c where no direct influence was found on the Boring factor (H4b) and Lacking Logic factor (H4c) of the Negative Brand Personality measure. Hypothesis 5 utilized Price Fairness literature and again was demonstrated as independent variable, the results support the hypothesis apart Hypothesis 5b and Hypothesis 5c where no direct influence was found on the Boring factor (H5b) and Lacking Logic factor (H5c) of the Negative Brand Personality measure. Immoral Brand Practice which is also demonstrated as independent variable and tested as Hypothesis 6 utilizes established measures from Corporate Social Responsibility. Against expectations the empirical tests show that none of hypotheses 6 were supported. Similarly Hypothesis 7, derived from self-identity literature to test self-incongruence did not support the

[41] All factors of Positive Brand Personality have been parcelled together to form one construct.

hypothesis, apart from H4c where self-incongruence had a direct influence on the Lacking Logic factor of Negative Brand Personality.

The newly developed four factors of Negative Brand Personality were also tested on the outcome variables: Attitude, Attachment, Loyalty and Satisfaction. These measures were obtained from existing literature and demonstrated as dependent variables. Whereas the four factors of Negative Brand Personality are demonstrated as independent measures for the second part of the conceptual model. There was support to H8 a-c suggesting that Egotistical, Boring and Lacking Logic factors directly influenced consumer's attitudes towards brands. Similarly a direct relationship from the outcome variables shows there was support to suggest that consumer's negative attitudes influenced the Egotistical, Boring and Lacking Logic factor of Negative Brand Personality. Similarly support was found for H9 a, c suggesting that consumers became detached from brands when a brand is rated as either Egotistical or Lacking Logic. Against expectations consumers felt attached to brands when rated as Socially Irresponsible. Against expectations the results show that when a brand is rated as Egotistical, consumers are still likely to be loyal to the brand, but disloyal when a brand is rated as Boring.

However, the results show no support to H11 b-c where satisfaction did not influence Boring, Lacking Logic or Socially Irresponsible factors of the newly developed Negative Brand Personality measure. However, there was support for the Egotistical factor of Negative Brand Personality suggesting that when a brand is rated as Egotistical by the consumer, they are likely to be dissatisfied with the brand. The dissatisfaction with the brand indirectly suggests that the consumers are likely to invest in a brand relationship but at a more toxic level.

Chapter 8
Discussion and Integration of Findings

Introduction

This chapter provides an overall discussion of the findings drawn from this thesis. A brief summary of the main objectives of this research, along with major findings from across the studies, is firstly reported. The discussion then moves on to discuss the knowledge contributions of this thesis. This includes both theoretical contributions to the literature of brand personality, as well as practical contributions that can be used for brand managers and marketers. Following this, focused discussion relating to each of the objectives is provided within the respective sections of this chapter. Further, significant hypotheses are presented and discussed in appropriate groups. These discussions should be kept in mind when interpreting the overall findings presented in this chapter. Finally, this chapter closes with a conclusion drawn from the thesis.

8.1 Research Objectives/Overview

The initial objective of this research study was to investigate Negative Brand Personality from a brand image perspective, hence consumers view point. Since the acknowledgement of brand personality (Aaker, 1997), subsequent research that followed (Aaker, 2000; Aaker, Bene-Martinez and Garolera, 2001; Grohmann, 2009; Guens, Weijters and Wulf, 2009; Sung and Kim, 2010) primarily focused on Positive Brand Personality factors. Although the brand personality framework is based on the Big Five human personality factors, it remains limited to a positively framed approach to the concept. To the researcher's knowledge, no research has empirically considered the construct of Negative Brand Personality, its antecedents and outcome variables. Given the lack of research on the importance of Negative Brand Personality, this research study was the first to inform this line of inquiry and sought to attain the following objectives:

- To investigate Negative Brand Personality factors;
- To establish the antecedent constructs of Negative Brand Personality;
- To establish the outcome variables of Negative Brand Personality.

Therefore, the objective of this thesis was threefold: firstly, to establish in what form Negative Brand Personality factors exist among consumers along with the corresponding traits; secondly, to establish the antecedent and outcome variables of Negative Brand Personality by determining from a broad aggregate level the factors that influence consumers to assign Negative Brand Personality; and thirdly, to understand the impact of the outcome variables by determining the impact of the identified factors on consumers (Attitude, Attachment, Loyalty and Satisfaction levels with the brand).

8.2 Overall Methodological Approach

In order to meet the three objectives, a mixed method approach was undertaken. A total of 52 consumers were interviewed and a total of 453 questionnaires completed by consumers, of which 140 were used for an initial exploration of the data findings. Two main studies were conducted (Initial Scale Development Study and Confirmatory Scale Development Study) which consisted of several sub studies in order to answer the research questions and build on the research findings. These two studies comprised the following:

Study 1: Initial Scale Development

Study A: Qualitative interviews;

Study B: Mini questionnaire;

Study C: Sorting task;

Study D: Substantive validity task;

Study 2: Confirmatory Scale Development

Study E: Selection of Brand Gucci;

Study F: Main Survey;

Study G: Structural Equation Modeling to assess the nomological network.

The qualitative methodology was employed to ensure a robust measure for the Negative Brand Personality scale was developed. By doing so, the four studies from the Initial Scale Development study addressed the importance of developing a better understanding of brand personality by introducing Negative Brand Personality factors to the literature. More precisely, four adjacent studies were conducted to first develop a measure for Negative Brand Personality traits and, secondly, identify their antecedents as well as outcome variables. The quantitative methodology employed used Structural Equation Modeling (SEM). By using SEM, constructs were modeled as latent variables to provide an overview of the pathway analysis of the antecedent variables of Negative Brand Personality factors and the outcomes variables. A hierarchal multiple regression design was applied to determine the amount of variance accounted for by each of the predictor variables. The use of a multiple regression design aided in the development of further knowledge by forming new hypotheses that could be used to inform further research.

To summarize, the key findings from the seven studies conducted for this research illustrated that there are four factors associated with Negative Brand Personality. These four factors are: Egotistical, Boring, Lacking Logic and Socially Irresponsible. Competitive testing of these factors indicates that these are valid in explaining variance in Negative Brand Personality. Furthermore, six of the seven antecedent constructs {Self-Incongruence, Brand Confusion (Overload, Similarity and Ambiguity), Price Unfairness and Social Hypocrisy} were found to be significant antecedent variables for Negative Brand Personality. These factors were found to positively contribute to the four factors of Negative Brand Personality. Immoral Brand Practice was found to be insignificant antecedent variable to Negative Brand Personality, as illustrated in Chapter 7. To fully answer the research question, four outcome variables of Negative Brand Personality were also assessed. These four outcome variables are: Attitude, Attachment, Loyalty and Satisfaction. Three of the four factors of Negative Brand Personality factors (Egotistical, Boring and Lacking Logic) were found to have a significant effect on consumers' overall negative attitude towards the brand. Similarly, brand attachment had a significant negative effect on the Egotistical and Lacking Logic factors of Negative Brand Personality. Against expectations, Brand Attachment was found to have a significant positive impact on the Socially Irresponsible factor of Negative Brand Personality. Similarly, Egotistical was found to have a positive impact on Brand Loyalty and a negative impact on the Boring factor of Negative Brand Personality. However, only one factor (Egotistical) from the four Negative Brand Personality factors was found to have a significant negative effect on Brand Satisfaction which suggests a toxic brand relationship that a consumer may have with the brand.

8.3 Implications for Theory

The objectives were achieved by exploring Negative Brand Personality from the perspective of human personality theory whilst contributing to the evolving process of moving the study from the arena of human personality to a more meaningful metaphor that captures consumers' cognitive interaction with the brand. Sweeney and Brandon's (2006) along with Huang, Mitchell and Eliot (2012) conceptual propositions provide the theoretical underpinning of these objectives, namely, acknowledging the importance of Negative Brand Personality factors through the acknowledgement of their five broad factors of human personality. However, this research extended the argument by exploring the cognitive mechanisms associated with the perception of social stimuli (mainly person-related) and with the perception of marketing stimuli (mainly object-related) to establish in what form Negative Brand Personality factors exist amongst consumers, and consistent with the brand image literature (Aaker, 1996; Kapferer, 2008; de Chernatony, 2010). This provided the platform to further explore the antecedent constructs to negative personality which captured the extent to which consumers are likely to assign Negative Brand Personality factors and the impact this had on the outcome variables: Attitude, Attachment Loyalty and Satisfaction.

The four sub studies of the Initial Scale Development Study captured consumers' cognitive interactions with the brand through the adaptation of the diverse factors of human personality, but within the branding context which, in previous research, has been argued to be irrelevant to brand personality (Geuens, Weijters and De Wulf, 2009; Aaker, 1997). The four factors of Negative Brand Personality were not only explored to identify relevant factors by contributing to the existing conceptualization of brand personality, but were also explored through antecedent constructs by examining the extent to which the antecedent constructs influenced each of the four factors of Negative Brand Personality.

Overall, the findings from the antecedent construct of Negative Brand Personality contribute to both brand personality and brand relationship literature by providing a more complete understanding of brand personality by capturing the multidimensionality of consumers' perceptions towards brands. Essentially, when consumers experience a cognitive strain, they tend to look at ways to alleviate their anxious thoughts. They do so by engaging in reasoning behavior: if convinced to sustain the relationship, they engage in cognitions relevant to argumentation; if unconvinced, they divorce themselves from the brand so as to experience no personal consequences. The antecedent constructs contribute to the Negative Brand Personality definition by acknowledging the importance of how consumers' perceive brands in relation to their schema, cognitive thoughts and the external influences.

From a wider theoretical perspective, there are apparent parallels between the negative factors identified and the conceptual understanding of how consumers personify a brand through the brand interaction. This research acknowledges the importance of understanding brand personality from a consumer's perspective, by providing consumers with a vehicle for self-expression (Azoulay and Kapferer, 2003) and so allowing them to assign the brand personality factors based on the information received. This is unlike other research propositions that suggest brand personality is created by how marketers and advertisers intend to project a brand (Levy, 1959; Plummer, 1984; Batra, Donald and Dipinder, 1993); thus adopting a brand identity perspective. It has already been recognized that there is a need to provide brand personality scales that represent the diverse factors of human personality, but within the branding context, to reflect the interaction consumers have with brands. In the past, researchers purified/refined brand personality items through attributes marketers were interested in when shaping and reinforcing brands' desirable features. However, it is unhealthy for a brand to permanently portray desirable characteristics - although desirable characteristics are useful for generating initial brand image, it can have adverse effects, especially when inconsistent brand information is exposed to the public.

The complexity researchers question is in what form Negative Brand Personality factors are expressed and how much control brand managers actually have, which opens the debate as to the direction of the relationship – that is, does the brand manager influence the brand or does the consumer influence the brand? To contemplate this question, it must be acknowledged that the brand manager and consumer are not separate entities. The consumer has the freedom to assign a meaning to the brand based on the information gathered or portrayed by the brand manager. However, the brand manager is unable to completely control consumers' cognitive processes accumulated from the brand. Therefore, consumers are liberated to evaluate the brand based on their cognitive processes.

Therefore, this research contributes to brand personality literature by providing a more complete understanding of brand personality by capturing the discrepant self-meaning consumers hold towards brands. The current brand personality framework does not provide the complete spectrum of consumers' cognitive evaluations to capture discriminant brand meanings expressed in a negative light. The current stream of argumentation suggests that Negative Brand Personality factors are not facilitated by consumers; however, this research shows that Negative Brand Personality within the context of branding does exist and is based on the brand meaning consumers attribute to brands. Further, the R^2 values on the outcome variables detailed in Table 8.0 provide empirical support for a complete understanding of brand personality as additional variance of the outcome variables are explained when both positive and negative brand personality factors are incorporated into the model.

Table 8.0: Squared Multiple Correlations of the Outcome constructs: Attitude, Attachment, Loyalty and Satisfaction.

R^2	Both Positive and Negative on the four dependent variables R^2	Negative factors on the four dependent variables R^2	Positive factors on the four dependent variables R^2
Attitude	.515	.494	.416
Attachment	.800	.702	.499
Loyalty	.254	.203	.330
Satisfaction	.136	.147	0.55

This research therefore contributes to the meaningful transfer between the incongruent perceptions consumers have about the brand and their self-perceptions expressed through Negative Brand Personality.

While it has already been recognized by prominent researchers (Sweeney and Brandon, 2006; Geuens, Weijters and Wulf, 2009; Huang, Mitchell and Eliot, 2012) that there is a need for a brand personality framework which represents the similarity of the five core factors of personality by acknowledging the importance of negative factors in brand personality, this thesis went a step further by identifying and investigating in what form Negative Brand Personality factors exist, as very little is known about Negative Brand Personality as a construct and no research to date to the researcher's knowledge has empirically investigated Negative Brand Personality factors. Through in-depth interviews, this study explored in what form Negative Brand Personality traits exist, then purified and refined the items explored through six subsequent studies (Study: B, C, D, E, and G) to arrive at the refined four factor solution.

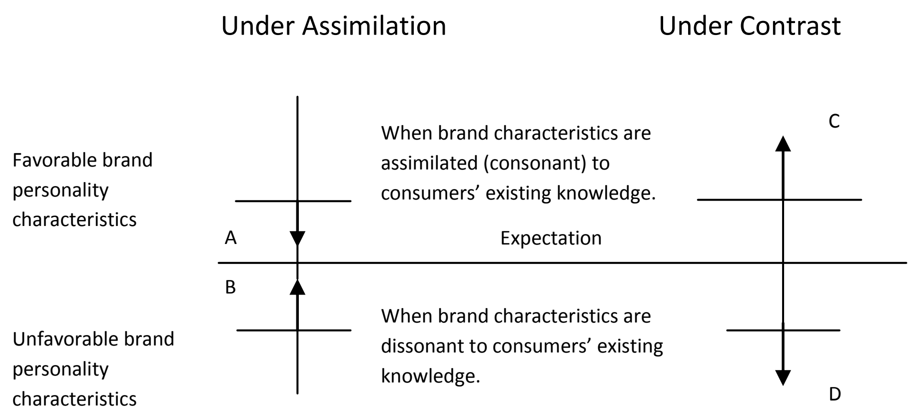
By developing and validating Negative Brand Personality measures, this research provides a valid and reliable scale to measure Negative Brand Personality. Key findings from this study provide strong support for the existence of Negative Brand Personality, which is consistent with the interpersonal domain of the *Big Five* human personality factors. Furthermore, by building on Aaker's (1997) current conceptualization of brand personality, the findings contribute to a more complete understanding of brand personality through acknowledgement of Negative Brand Personality. It is not enough to interpret negative traits as the absence of positive traits such as 'undependable' or 'unsuccessful' - they are, in fact, expressions that capture the importance of consumers' interpretations that are susceptible to being influenced by emotions of anxiety or frustration and are more aligned with the Neuroticism factor of human personality. Negative factors are a reflection of consumers' anxious and frustrated feelings. These findings are further reinforced through the statistical significance of Negative Brand Personality, which is illustrated through the R^2 values and the co-variances between the constructs (further details on the statistical data is provided in Chapter 7).

The findings further contribute to the brand relationship literature by capturing consumers' emotions of frustration and anxiety; these are emotions which can impact brand dissolution and consequently dissolve the brand-self relationship, an area that has been relatively under-researched. Aaker's brand personality framework provides additional explained variance for the Negative Brand Personality factors, suggesting that Negative Brand Personality factors are not the opposite of Positive Brand Personality factors. Therefore, the conceptual model provides marketers with guidance on how to communicate their brand(s) to consumers by acknowledging a more balanced view of the brand. By acknowledging and reducing Negative Brand Personality factors, cognitive clarity among consumers should increase, and could be a major source of competitive advantage.

The relationship between Negative Brand Personality and Positive Brand Personality is partially explained by drawing on cognitive dissonance theory (Festinger, 1985), which suggests that consumers cognitively group product information based on congruent or incongruent schematic association, serving as a basis for evaluating a brand. To further illustrate the importance of both Positive and Negative Brand Personality factors, Figure 8.0 visually depicts the variation of both Positive and Negative Brand Personality through assimilation and contrasting of cognitive expressions. The Assimilation and Contrast theory asserts that consumers have the potential for two opposing responses depending on the degree to which they perceive a brand - whether it is consistent with or different from their perceptual judgment. Increased perceived consumer similarities would result in Positive Brand Personality (assimilation), while perceived differences would result in Negative Brand Personality factors. Figure 8.0 illustrates the distinction between assimilation and contrast.

Figure 8.0: Illustration of the likelihood of the consumer's expressions under Assimilation and Contrast conditions and the impact it has on the dissonant state.

Source obtained from Oliver (1997) and applied to a brand personality context.



In the Under Assimilation side of the diagram, the perceived brand personality, whether it is more or less consistent with the consumer's existing belief, is shown by the A and B arrows on the expectation level. In the Under Contrast side of the diagram, the opposite effect occurs. The favorable results are demonstrated through arrow C, whereas the dissonant state (the inconsistent cognition) towards the brand personality is viewed less favorably, which is demonstrated through arrow D. Although this illustrates two extreme cases, consumers generally ascribe brands with a mixture of positive and negative factors and, as a result, increase the desirability of a brand through the reflection of a more balanced evaluative approach to brand personality.

The seven antecedent constructs drew upon the initial study (in-depth interview) and were expanded through a range of literature to operationalize the constructs, namely Brand Confusion (Similarity, Overload and Ambiguity) (Walsh, Hennig-Thurau and Mitchell, 2007); Corporate Hypocrisy (Wagner, Lutz and Weitz, 2009), Price Unfairness (Campbell, 2007), Immoral Brand Practices (Lichenstein, Drumwright and Braig, 2004) and Self-Incongruence (Sirgy, *et al.,* 1997) as discussed in Chapter 4. These seven antecedent constructs captured the broad aggregate level of consumers' cognitive mechanisms associated with their perceptions of social stimuli, and were argued to influence the newly developed four factors of Negative Brand Personality (further details are provided in Chapter 4). The newly developed measure of Negative Brand Personality was assessed in relation to consumers' cognitive interaction with a brand and the extent to which consumers' meta-cognitive awareness of the brand influenced consumer's perceptions of the brand personality. The outcome variables, Attitude, Attachment, Loyalty and Satisfaction, drew from both qualitative interview data and literature which captured the outcome variables of consumers' discrepant evaluations of a brand that capture Negative Brand Personality factors.

By and large, the findings provided empirical evidence for the construct Brand Confusion (Similarity, Overload and Ambiguity) as an important antecedent to the newly developed Negative Brand Personality scale. Price Unfairness and Corporate Hypocrisy were partly supported with two of the four factors of Negative Brand Personality (Egotistical and Lacking Logic), while Self-Incongruence was only supported with the Lacking Logic factor. The reasoning behind such a relationship could be traced to the theory of brand image incongruence – where consumers tend to withdraw from brands with personalities incongruent with their self-image (Sirgy *et al.,* 1997). In other words, to express discrepant self-meaning, individuals withdraw from brands with personalities that are perceived to correspond to feelings of tension, anxiety or frustration. Brand image incongruence (de Chernatony, 2010) therefore acts as a catalyst in fostering the incongruence between the implicit perceptions that consumers formulate through cues in order to locate their discrepant self-meaning and the brand personality, thereby contributing to the establishment of a significant effect on the dissonant state between corporate brand communication and consumers' interpretations. The Self-Incongruence construct mainly captured the inconsistency between consumers' perceptions of the brand and their perceptions of their self-identity, which reflects the cognitive processes and evaluation of a brand based on logical reasoning. As a result, Self-Incongruence was the only significant antecedent construct to the Lacking Logic factor of Negative Brand Personality.

Contrarily, the characteristics of the construct measures Price Unfairness and Corporate Hypocrisy, which captured internal cognitive cues that locate brands with incongruent tangible information, were significant antecedents to the Egotistical and Lacking Logic factors of Negative Brand Personality. The psychological reaction to what is perceived as unfair, stimulated anger is congruent with that of characterization theory (Osgood, Suci and Tannenbaum, 1957). Consumers that find prices of brands unjustifiable according to their cognitive schema will be more willing to express their discrepant self-meaning through the Egotistical and Lacking Logic factors of Negative Brand Personality in order to reflect the irrational cognitive reasoning of the brand. The outcome variables Attitude, Attachment, Loyalty and Satisfaction captured consumers' attitudes that are likely to predict behaviors and were found to be significant for the four factors of Negative Brand Personality. For example, negative attitude had a significant impact on the Egotistical, Boring and Lacking Logic factors of Negative Brand Personality. Brand Attachment was found to be significant on the Egotistical, Lacking Logic and Socially Irresponsible factors of Negative Brand Personality. Brand Loyalty was found to be significant on the Socially Irresponsible and Lacking Logic factors of Negative

Brand Personality; while Brand Satisfaction was only significant for the Egotistical factor of Negative Brand Personality. Overall, the findings are consistent with those of Belk (1988) and Biel (1993), where consumers express and implicitly communicate brand associations through the schematic representations between their internal cognitive perceptions of themselves and the brand. Further discussion of each factor affecting Negative Brand Personality is presented later in this chapter.

8.4 Managerial Implications

The findings in this research have several implications for marketing management. Exploring Negative Brand Personality from a consumer's perspective has various implications for informing brand personality measurement. Negative Brand Personality measurement is the practice of collating information that reflects a range of emotions associated with tension, anxiety or frustration by using the scales developed. This is an important contribution to marketing, as this research treats Negative Brand Personality at the factorial level. The majority of the previous studies have treated brand personality as a unidimensional construct. However, there are important reasons for focusing on brand personality at the factorial level. Kleine, Kleine and Kernan (1993) argued that consumption phenomena in general should be studied at the factorial level, and, according to Aaker (1997: 348):

> "*isolating the distinct dimensions versus treating brand personality as a unidimensional construct, the different types of brand personalities can be distinguished, and the multiple ways in which the brand personality construct influences consumer preference may be understood better".*

Therefore, studying brand personality allows practitioners to understand how consumers form their perceptions of brand personality factors and how different sources contribute to the proneness of various factors of Negative Brand Personality.

Marketers may thus benefit in designing marketing interventions that help improve brand perceptions by improving the brand relationship with the consumer. The underlying message is that Negative Brand Personality affects consumers' relationships with the brand as a result of the cognitive strain experienced from brand exposure. It is therefore better for brand managers to acknowledge and address consumer discrepant self-meanings of the brand, rather than wait until consumers divorce themselves from the brand. By providing a measurement scale that reflects consumers' true emotions of brand personality will provide a more meaningful resolution to brand managers' activities to remove any hostility, intimidation or dark emotions reflected in a brand, as it is likely to impact on their behavioral intentions or, at a minimum, attack the brand by portraying negative emotions towards the brand. Moreover, this research has revealed that a Negative Brand Personality scale could serve as a diagnostic tool that will allow marketers to determine how likely it is that their consumers will dissociate themselves from their own or their competitor brands. Put differently, if brands are not successful in the market or sales are low in a given market, the Negative Brand Personality measurement scale can be used to assess consumers' relationships with the brand and consider the causes of brand dissociations, and whether any of their marketing activities exacerbate consumers' tension, anxiety or frustration towards the brand. If, for example, a brand is found to be Egotistical, then the marketers would know consumers are prone to Confusion, Price Unfairness and Corporate Hypocrisy, suggesting that traditional marketing methods will not work and that they must find other ways of making the communication clearer and less perceived as Egotistical through brand claims. Reducing the discrepant self-meaning can help reduce the occurrence of Negative Brand Personality and conversely can increase consumers' decision making quality. One way of doing so is for marketers to choose to promote self-help strategies, such as shopping with a friend who could help clarify the cognitive strains consumers are likely to encounter from brand exposure.

The findings shed light on the importance of marketers to do more than just listen: they actually need to engage in brand conversations. The traditional notion of a "target customer" in the brand-communication paradigm must be enriched to take account of the fact that the consumer now has a voice and want to be heard. Therefore, when consumers assign a Negative Brand Personality, essentially the consumer is reflecting on the termination of the brand relationship, which impacts on brand dissolution and, consequently, dissolves the brand-self relationship - an area that has been relatively under-researched.

The gained insight into the predictors of Negative Brand Personality should assist brand managers in investing their time and resources to ensure effective brand communication that is not overly optimistic or overly pessimistic but has the right balance of both, thus providing a realistic account of brands as the findings of this research provide empirical support to the direct link between firms' behaviors, presented as the antecedent constructs, and consumers' interpretations towards brands reflected through the expressive nature of Negative Brand Personality. This should be of particular interest to new and established brands which may not have anticipated unforeseen circumstances that could have a long lasting and damaging effect on the brand relationship. Thus, this research provides a starting block for such brands to develop and enhance their brands, which ultimately benefits the effectiveness of brand communication and consumer expressions through their interpretations.

Another salient finding of this research is that consumers are very sensitive to brands' marketing strategies and performance. It is very easy for consumers to disassociate themselves from the brand and, at the same time, it is very difficult to rebuild the brand relationship. Therefore, brand managers have to pay special attention to how they control both their position and that of the brand from the consumer's perspective. This emphasizes the importance of the conceptualization and the measurement of different causes of Negative Brand Personality and the impact that organizational influences have on different outcomes for marketers. The conceptual model therefore provides marketers with guidance on how to communicate their brand(s) to consumers by acknowledging a more balanced, and promoting a more stable, view of the brand. It is unhealthy for a brand to permanently portray desirable characteristics: although desirable characteristics are useful for generating initial brand image, it can have adverse effects, especially through the different mediums of brand exposure when brand information is revealed and is inconsistent with the brand image portrayed. Starbucks is a recent example of this, where information about their unfair tax affairs outraged consumers, reinforcing a cognitive strain on consumer intuitive processes, especially when trying to assimilate desirable characteristics of a brand with the current affairs of the brand. A healthy brand must portray stability, by acknowledging that the negative factors as well as the positive factors facilitate a more complete approach in consumer expressions. This will expedite a healthy brand recovery when exposed to bad media that may impede consumers' intuitive processes. Therefore, a balanced approach to the brand personality will provide the platform for transparency and allow new initiatives to take root by reestablishing the brand's image while still acknowledging the flaws of a brand. By acknowledging and reducing Negative Brand Personality factors, cognitive clarity among consumers should increase, which could be a major source of competitive advantage.

8.5 Objective One: To Investigate Negative Brand Personality

After conducting a review of the current research into brand personality (as discussed in Chapter 2), a common theme was established. The current consensus in brand personality research focuses on the complimentary characteristics brand managers or marketers are interested in when shaping and reinforcing brands' desirable characteristics. That is, providing measures of brand personality that are more congruent with brand managers' perceptions of brand personality; which potentially explains the variation in results as brand managers' desirable characteristics are at times incongruent with the messages brand managers communicate about their brand, and how consumers interpret the meaning of the brand by ascribing brand personality traits. The need for a Negative Brand

Personality scale investigated from a consumer perspective was identified in order to fully capture consumers' cognitive interaction with a brand, as no other scale exists that captures consumers' negative expressions towards brands. Many researchers have extended the Positive Brand Personality factors, with a few acknowledging the importance of providing a scale that captures all five factors of human personality (Sweeney and Brandon, 2006) - that is, identifying negative factors as well as positive factors in brand personality research. Other researchers have acknowledged the importance of capturing consumers' cognitive capacity when assigning a meaning that is in contrast to, or conflicts with, consumers' interpretations of the brand projected through brand personality (Caprara, Barbaranelli and Guido, 2001; Azoulay and Kapferer, 2003).

This thesis, therefore, provided a new measure of Negative Brand Personality, and defined as:

> *A set of characteristics ascribed to a brand by the consumer to reflect emotions that stimulate tension, anxiety or incongruity.*

It also captured four factors of Negative Brand Personality: Egotistical, Boring, Lacking Logic and Socially Irresponsible. Based on the theoretical deductions and the incorporation of recent conceptual trends in brand personality, these four factors capture the key characteristics that define Negative Brand Personality. Following the presentation of the theoretical model, a validation study was conducted to explore the structure and properties of a Negative Brand Personality scale. The analysis was based on a sample of 313 consumers. In terms of the psychometric soundness of the scale, initial reliability results were encouraging, with an average coefficient alpha and composite reliability for the 15 item scale exceeding 0.7. Each item was measured on a 1 to 6 Likert scale.

The findings illustrate that each consumer has an individual Negative Brand Personality proneness threshold which, when exceeded, leads to a decrease in the consumer's ability to comprehend the conflicting or incongruent stimuli; as a consequence, this increases the uncertainty in consumers' cognitive processes, which intensifies the negative conations assigned to the brand. The implicit assumption regarding brand interaction and proneness to Negative Brand Personality is that Negative Brand Personality traits are in consumers' conscious minds and rely on visual and cognitive cues to locate the uncertain or conflicting brand. Therefore, the four factors result from the interaction between the consumer's predisposition to information processing styles and the marketer's use of environmental stimuli in specific situations.

Studies A-D, as discussed in Chapter 4, established the initial support for the predictive validity of the Negative Brand Personality scale. A brief summary is detailed below.

Study A presented evidence for the existence of Negative Brand Personality traits through in-depth interviews. The findings provide a diversified and meaningful representation of brand personality through the assessment of negative traits. The Negative Brand Personality traits that manifested in respondents' expressions reflect their tense or anxious emotions towards brands.

Study B cleaned ambiguous traits from Study 1; that is, traits perceived positive and equally negative by consumers were eliminated, to ensure all traits remained are not confounded with positive perceptions and only reflect negative perceptions.

Study C purified and refined the Negative Brand Personality traits and established five factors of Negative Brand Personality, namely Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical. This was achieved through both a free and a fixed sorting task.

Study D validated the five factors of Negative Brand Personality by reflecting the traits of the five factors.

Despite having established five factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic, Socially Irresponsible and Critical), the combination of the four studies in the Initial Scale Development study (detailed in Chapter 4) provides evidence that the five factors are equally important. Factor analysis (detailed in Chapter 6 – Confirmatory Factor Analysis) collapsed the traits into four factors, namely: Egotistical, Boring, Lacking Logic and Socially Irresponsible. In view of the four factors, refinements were made to reduce the five factors to four factors.

To conclude, the four factors of Negative Brand Personality were explored through the development of a new and extended theoretical construct which was operationalized into a short, valid and reliable scale of 0.7 AVE. Further, the four Negative Brand Personality factors were found to be significantly different from Positive Brand Personality factors, thus contributing to the existing knowledge of brand personality, both on theoretical and statistical grounds. The findings relating to each of these factors will be discussed in turn.

8.5.1 Egotistical

The Egotistical factor is defined by the researcher as: *A brand that is expressed to reflect the inflated importance of false pride.*

The Egotistical factor of Negative Brand Personality captures the conflict associated with brand exposure expressed through traits. The traits associated with the Egotistical factor display the conflict associated with consumers' social judgment by activating one's cognitive ego involvement with the brand. Consumers expressed their strong desire to eliminate proximity with the brand, where feelings of distress and frustration are expressed in traits such as, to name but a few, Snobby, Stubborn and Arrogant.

The traits pertaining to the Egotistical factor summarize the intrinsic drawbacks from consumer internal cognitive evaluation created by a psychological state of distress. Therefore, the Egotistical factor is associated with the intense state of cognitive evaluation based on brand exposure, which is perceived as part of being a parcel of contextual cues that activate consumers' keenness to discriminate a brand. The contextual cues are explained through the antecedent constructs, which will be detailed in subsequent sections.

8.5.2 Boring

The Boring factor is defined by the researcher as: *A brand that is expressed to reflect repetitive and tedious practices.*

The Boring factor of Negative Brand Personality captures consumers' moderate cognitive disassociations with the brand, which is determined through the accessibility of brand information. The ease in accessibility to the physical and apparent brand attributes, such as price, is essentially the source that underpins the Boring factor. Therefore, the Boring factor captures consumers' sensory experience which activates consumers' perceptions inferred through their cognitive evaluations.

From a broader perspective, the factor provides consumers the means to express their reduced involvement, exhibiting minimal interest with the brand as a result of the incongruent appeal. The reduced involvement is stimulated through the natural unseemly fit between the consumer and the brand. Therefore, the sense of inappropriateness about the brand relationship activates consumers' mild disconnection with the brand to reflect brand encumbrance. As a result, the incongruent appeal is expressed through feelings of anxiousness and frustration as a means to render the incongruent knowledge of inconsistent information.

8.5.3 Lacking Logic

The Lacking Logic factor is defined by the researcher as: *A brand that is expressed to reflect irrational or disapproved social norms.*

The Lacking Logic factor of Negative Brand Personality captures consumers' intense cognitive rationale guided by common logic salient to the brand. Therefore, the Lacking Logic factor is stimulated by cues that activate consumers' accumulated brand knowledge that is inconsistent based on direct and indirect experiences with the brand. The rationale for this factor lies in consumers' perception and the reliability of their perception in inferring cognitive brand evaluations. Therefore, this factor relies more on cognitive cues to locate brands when presented with incongruent information, which impedes consumer's rational understanding. Increased source derogation and counterarguments lead to tentative beliefs and emotions which translate to tension, anxiety and frustration as a result of the dissonant state between common logic and perceived logic of the brand. The dissonant association with the brand enhances the self-irrelevance of the brand because consumers rarely derogate from their perceived common logic, whether it is based on consumers' own sensory experiences with the brand or emotions associated with intense states of arousal. Therefore, the illogical brand irrelevance enhances consumers' psychological distress, such as frustration, when trying to accommodate or assimilate conflicting information on the same brand from different sources; as a result, traits such as Naive and Barbaric are ascribed to the brand.

8.5.4 Socially Irresponsible

The Socially Irresponsible factor is defined by the researcher as: *A brand that is expressed to reflect the defiance of good faith practices.*

The Socially Irresponsible factor of Negative Brand Personality reflects the conflict or dissonant state of consumers' strongly held values expressed in traits to reflect their existential meaning through their perceptions inferred onto the brand. This factor therefore captures the focused attention on brand practices that disrupts consumers' cognitive processes. The cognitive evaluation reflected through incongruent and false product claims increases cognitive unclarity. Unclarity is often experienced by consumers when they feel uncomfortable about incongruent information or misled by information. Therefore, incongruent knowledge accumulated from environmental factors, and cognitive evaluations specific to the consumer's moral beliefs that are contrary to the normative prescriptions, activate the Socially Irresponsible factor of Negative Brand Personality, and so traits such as Deceiving, Immoral and Manipulative are assigned to the brand.

8.5.5 Summary of the Four Factors to Negative Brand Personality

To summarize, Negative Brand Personality is not a consistent commitment in which a consumer permanently describes a brand in a negative light. It is a means of describing a brand with a more evaluative perceptual judgment which captures the essence of the dissonant (cognitive conflict) state as a result of consumers' tacit brand interaction. Consequently, the four factors of Negative Brand Personality capture the essence of consumers' relative dissociation with a brand and are partitioned into four components: affective, cognitive, behavioral and expressive functions. Together, the four components capture the psychological state of discomfort or tension that results from constrained cognitive resources such as information anxiety. This is consistent with Wurman (1990), who argued that consumers are prone to information anxiety when they are unable to find or interpret the data. The findings of this thesis therefore provide strong support for consumers' natural, conscious proneness to Negative Brand Personality traits. Overall, the Negative Brand Personality factors reflect consumers' limited cognitive abilities that are not infinitely expandable, and that once the amount of incongruent stimuli passes a certain threshold, it increases the propensity for Negative Brand Personality traits. One reason to explain this is through brand proliferation, which implicitly is bounded by consumers' rational thinking in relation to the volume and diversity of information generated by a large number of brands.

Despite all four factors being statistically significant predictors of Negative Brand Personality, the Boring Factor has had the most variance explained through Positive Brand Personality factors[42]. This is in contrast to the Egotistical factor, which has the strongest effect on Negative Brand Personality and is least explained through Positive Brand Personality factors. It could be assumed that the findings are due to the minimalistic, rival nature of competing brand product attributes. Essentially evaluations of brand personality factors are benchmarked against competitive brands that continuously advertise their brands by emphasizing certain attributes of the brand; brands that fall in

[42] Note: Positive Brand Personality refers to Aaker's Five Factors of Brand Personality.

the Boring factor, however, are presented as discrete brands with no personalized or creative communication, making the brand less influential among consumers.

Nonetheless, the Egotistical and Lacking Logic factors are more associated with the schematic association with the brand, encouraging consumers to pause and reflect on their social environment and personal characteristics reflected by the brand. The increased exposure of brands encourages consumers to reflect on their cognitive structures, which represent their accumulated interpersonal interaction with the brand, which is more prone to discrepant self-meaning.

The Socially Irresponsible factor reflects brand practices. Therefore, the focus is more on the brands' moral behavior. Information on brand practices is often made public from sources beyond brand managers' control and is therefore perceived by consumers as a reliable source. This will often result in conflicting messages, causing a cognitive strain on consumer intuitive processes.

8.6 Objective Two: To Establish the Antecedent Variables of Negative Brand Personality

After establishing the four factors of Negative Brand Personality, the second objective was to examine the antecedent and outcome variables of Negative Brand Personality. In doing so, the objective was to expand on various different literatures by simultaneously examining and subsequently operationalizing the antecedent constructs, namely, Self-Incongruence, Brand Confusion (Overload, Similarity and Ambiguity), Price Unfairness, Immoral Brand Practices and Corporate Hypocrisy. Significantly, the findings of the seven antecedent constructs capture the multidimensionality of consumers' perceptions of Negative Brand Personality. Study 1 explored the antecedent variables on Negative Brand Personality traits to fulfill objective one as discussed in section 8.5. To this end, Study 2 was designed to incorporate the antecedent variables operationalized from various supporting literature (Chapter 5 details the discussion for the supporting literature). Within Study 2 sub study F and G (the main survey and Structural Equation Model) detailed the validity and reliability of the findings from various methodologies adopted to test the conceptual model detailed in Chapter 4. Each antecedent variable along with the hypothesis will be discussed in turn.

Hypothesis One stated that Self-Incongruence is positively related to all four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic). The findings are somewhat consistent with Study A, with Self-Incongruence significantly and directly related to the

Lacking Logic Factor of Negative Brand Personality. The findings could be attributed to the non-matching advertising appeal conflicting with consumers' brand schema, causing a cognitive strain on consumers' intuitive processes when trying to assimilate the information with their self-concept. The reflection is more focused on the logical rationale to the competitive nature of consumers' evaluation of their perceived self-concept expressed through the Lacking Logic factor of Negative Brand Personality.

However, no direct effect was found on the Egotistical, Boring and Socially Irresponsible factors of Negative Brand Personality. This could be attributed to the nature of the Boring and Socially Irresponsible factors that encourage consumers to regulate their cognitive processes to the sensory brand product attribute (Boring) or the brand's behavior (Socially Irresponsible); which does not reflect the internal inconsistency to maintain the self-concept. Put differently, the Boring and Socially Irresponsible factors do not facilitate the privately, self-focused evaluations.

Further, the findings suggest that consumers do not associate Self-Incongruence with the discrepant cognitive ego involvement (the Egotistical factor of Negative Brand Personality). This could be attributed to the inconsistent motives that foster consumers' subjective self-knowledge of the overt aspects of their self-identity. This suggests that self-activation and brand activation co-occur, and therefore consumers can identify with the brand when the brand is more positively prominent. Further, people with low self-esteem rarely attempt to bolster their feelings of worth because their actual–ideal self-discrepancy tends to be high (Higgins, 1987). As a consequence, they are more likely to engage in self-enhancement strategies by associating themselves with competitive brands to experience positive emotions and publicize their self-image. Another explanation for the insignificant findings is that consumers divorce themselves from the brand, which dissolves the spiritual relationship (Sussan, Hall and Meaber, 2012). Brand divorce is imitated unilaterally whereas brand relationships rely on bilateral commitment (Dwyer, 1987). As a result, the consumer unilaterally terminates the relationship with the brand by engaging in brand avoidance.

Hypothesis Two states that Brand Confusion Overload is positively related to all four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible, and Lacking Logic). This, in turn, contributes to Negative Brand Personality by acknowledging the importance of understanding brand personality from a consumer's perspective in order to provide a vehicle for self-expression when the information supply, due to its volume, can no longer be processed. Hypothesis Two was accepted across all four factors of Negative Brand Personality. The findings are consistent with Study A and the supporting literature, which suggest that consumers begin to exhibit symptoms of anxiety and frustration due to limited processing capacity, and the excessive product offerings from a choice of different brands (Hafstrom *et al.,* 1992; Mitchell and Papavassiliou, 1999; Sproles and Kendall, 1990). Although the findings are attributed to the nature of an absolute brand, there is the effect of a rivalrous nature from brand managers that over advertise their brand. As a result, consumers evaluate the brands against competitive brands that behave more creatively, and may be more influential than those that continuously overload consumers with brand information. The findings implicitly illustrate that over exposure to the stimuli activates consumers' anxious and frustrated feelings towards the brand and, therefore, encourages consumers to assign Negative Brand Personality factors.

Hypothesis Three states that Brand Confusion Similarity is positively related to all four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic). This, in turn, contributes to the likelihood that consumers assign Negative Brand Personality factors as a result of being faced with a large number of similar advertisements and interpersonal communications from many different sources; which cause consumers to experience episodes of tension, anxiety and frustration towards brands. Hypothesis Three was accepted across all four factors of Negative Brand Personality. The finding is consistent with Study A, which also demonstrated that similar brand advertisements or brand products encouraged consumers to dissociate themselves from the brand, causing a cognitive strain on consumer intuitive processes. This finding is attributed to the nature of an absolute brand, thus illustrating (at a less competitively driven benchmark brand) that consumers consciously evaluate a brand based on their own cognitive processes by recalling the accumulated information from advertisements and their subjective knowledge. Brands perceived as similar to other brands encourage consumers to assign Negative Brand Personality traits across all four factors. In the context of highly accessible competitive brands, consumers are more prone to unconsciously searching for similar symbolic or functional brand attributes. As a result, consumers are constantly increasing their knowledge base by searching for similar brand attributes which activates visual cues to increase the expressive function of brand evaluation.

Hypothesis Four states that Brand Confusion Ambiguity is positively related to all four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic). This contributed to Negative Brand Personality by acknowledging consumers' tolerance for processing unclear or misleading product information, especially when trying to assimilate vast amounts of product information before the next batch of advertisements appears (Keller, 1991; Walsh and Mitchell, 2005). As a result, the consumer experiences cognitive unclarity which causes problems to the understanding on the consumer's part. As a result the consumer will feel uncomfortable with ambiguous, doubtful and incongruent information. Hypothesis Four was supported by three of the four factors of Negative Brand Personality (Egotistical, Lacking Logic and Socially Irresponsible). No support was provided for the Boring Factor of Negative Brand Personality. The result could be attributed to the nature of the Boring factor, which captures the sensory experience of inappropriateness and is mildly associated with tension, anxiety and frustration relative to other factors (Egotistical, Socially Irresponsible and Lacking Logic). A possible explanation for this is that consumers who are mildly irritated with brands generally feel less involved and therefore less likely to come across ambiguous or misleading information. It may be perceived as less information dense due to the mild involvement with the brand (Mitchell and Papavassiliou, 1999) and as a result increase the reluctance in committing to the expressive function of the Boring factor in Negative Brand Personality. Naturally the Boring factor captures the mild cognitive involvement which essentially does not activate consumer's cognitive processes and therefore is not prone to conflicting information.

Confused consumers, therefore describe episodes of confusion through Negative Brand Personality factors as a way to express and relief the cognitive strain, since overload, similarity and ambiguous information exceed consumers' processing capability (Herbig and Kramer, 1994).

Hypothesis Five stated that Price Unfairness is positively related to all four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic). Price Unfairness contributed to Negative Brand Personality. This is because Price Unfairness acknowledges consumers' discrepant self-meaning through the psychological reaction of unfair price. Price Unfairness is significantly and directly related to the Egotistical and Lacking Logic factor of Negative Brand Personality. Typically, these factors are associated with the accumulated knowledge regarding the pricing strategies associated with the brand, and whether consumers can assimilate the pricing strategies with rational reasoning. However, the insignificant findings could be attributed to the mild involvement with the brand or incongruent knowledge accumulated from environmental factors specific to the consumer's moral beliefs that disrupts consumers' cognitive processes, which do not facilitate the casual explanation to the psychological reaction of price unfairness.

Hypothesis Six stated that Immoral Brand Practice is positively related to all four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic). Study A demonstrated the importance of Immoral Brand Practice and contributed to Negative Brand Personality by acknowledging the importance of brand involvement with corporate wrongdoing through exploitation of child labor. The findings were inconsistent with Study A - Immoral Brand Practice did not have a direct relation to Negative Brand Personality factors – therefore, Hypothesis Six was rejected. A possible explanation could be attributed to the cognitive link between brands' wrongdoings and consumers' moral values in relation to a high profile brand such as Gucci. It is likely that consumers are unaware or experience little transparency in corporate wrongdoing with reference to immoral brand practices through the exploitation of child labor. The inconsistency in the results is similar to Arora and Stoner's (2009) findings that revealed a lack of convergence between the qualitative and quantitative findings. The qualitative study found that Immoral Brand Practice was a salient factor in consumers' susceptibility to expressing a brand through Negative Brand Personality factors. The qualitative assessment revealed that Immoral Brand Practice was more prominent with brands that have public exposure with front line media reports; whereas the Gucci brand little if any publicly exposure to immoral brand practices. Therefore Gucci is not associated with immoral practices such as exploitation of child labor, suggesting that the accumulated subjective knowledge plays integral part in determining the negative expressive function of Negative Brand Personality Factors. Nevertheless, the qualitative and quantitative assessments provided a broader and more complete image of the antecedent construct to Negative Brand Personality. This key knowledge about the brand may drive the patronage decisions not captured through the rating methodology.

Hypothesis Seven stated that Corporate Hypocrisy is positively related to all four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic). In turn, this contributed to Negative Brand Personality by acknowledging the increased levels of consumer sensitivity to the social issues, in particular the belief that a firm claims to be something that it is not. Hypothesis Seven was accepted on the Egotistical and Socially Irresponsible factor of Negative Brand Personality, but not on the Boring and Lacking Logic factors of Negative Brand Personality factors. The findings are somewhat inconsistent with Study A, which illustrated that Corporate Hypocrisy was an important antecedent variable across four factors of Negative Brand Personality. The findings are attributed to consumers' meta-knowledge, whether accurate or not, guide consumers' perceptions of corporate wrongdoing. Together, the Egotistical and Socially Irresponsible factors facilitate the unforgiving nature of the socially irresponsible behavior of a brand. The insignificant findings of the Boring and Lacking Logic factor could be attributed to the nature of these constructs. The Boring factor captures the sensory and visual experience of a brand as opposed to the acquired knowledge about the brand. As a result, the Boring factor is mildly associated with tension, anxiety and frustration, while the Lacking Logic factor is more attributed to the inconsistency of information, which strains consumers' rational understanding due to the associated brand conflict, which requires extensive cognitive work. It is therefore likely that consumers rely on short cut means of evaluation, that is, cognitions that help decide the attitudinal position to adopt, without engaging in extensive cognitive work, such as non-content features of a brand, as opposed to dealing with cognitions relevant to argumentation such as that of Corporate Hypocrisy.

Together, the seven antecedent constructs summarize the dissonant state between corporate brand communication and consumers' interpretations. Each of these antecedent constructs are dominated by implicit perceptions that consumers formulate through cues in order to locate their discrepant self-meaning (Lau and Phau, 2007).

8.7 Objective Three: To Establish the Outcome Variables of Negative Brand Personality

Attitude has been argued to elicit an evaluative response associated with beliefs (Fishbein, 1963), which concerns the relationship between the brand and the consumer (Fishbein and Raven, 1962). Therefore, hypothesis eight states that the four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic) are positively related to the overall negative attitude towards brands. As expected, the findings show that the Egotistical, Boring and Lacking Logic factors of Negative Brand Personality have a direct effect on negative attitude. The findings are in support of the view of Swann, Rentfrow and Guinn (2002) and other researchers (e.g., Supphellen and Gronhaug, 2003; Helegson and Supphellen, 2004; Freling and Forbes, 2005) that consumers are constantly in search of consistency or have the tendency to seek out brands that are in line with their initial beliefs. In line with this argument, the present study's findings further underscore the belief that a brand is contingent on consumer's attitudes.

However, not all results were entirely as expected. Against expectations, the Socially Irresponsible factor did not directly influence consumers' negative attitude. It is possible that the brand was once positively evaluated, but due to media reports that focus on illegitimate brand practices, the once held positive attitudes may have been disrupted. The natural cognitive disruption through the spiritual experience of inconsistent information intensifies consumer uncertainty by aggravating the cognitive strain on the previously held positive beliefs. As a result, the consumer is undecided on their attitudes due to the limited cognitive capacity in utilizing information that violates good faith practices. This is because the injection of new negative information to the previously held positive beliefs adds further complications to consumers' network of beliefs, thus constraining consumers' cognitive evaluations. As a result, the consumer reduces the psychosocial risk of brand evaluation through the adoption of an undecided attitude towards the brand. It is likely that the undecided attitude towards the brand is a mechanism adopted to downplay the repercussions of immoral brand practices in the hope that brand managers will address the immoral brand practices and thus facilitate the reshaping of consumers' neutral attitudes.

Hypothesis nine states that the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) are negatively related to Brand Attachment. Hypothesis nine was accepted on the Egotistical and Lacking Logic factors of Negative Brand Personality. The findings suggest that consumers feel an emotional detachment from brands as a result of the intrinsic drawbacks from their internal cognitive evaluations activated by their rich and accessible memory network. As a result, consumers do not feel they can reciprocate with the brand as the content cues are not cogent or compelling enough for them and their thoughts. Consequently, the consumer is more motivated to detach themselves from brands as they recognize the authentic, self-expression potential of consuming brands that are self-incongruent.

Contrary to expectations, the Socially Irresponsible factor of Negative Brand Personality was positively related to Brand Attachment. The results suggest that assigning a discrepant self-meaning does not mean the consumer wishes to totally reject the brand. Instead, the consumer displays some recognition of socially irresponsible brands through brand attachment. Park *et al.,* (2010) articulated brand attachments through both cognitions and emotions towards brands, suggesting that linkage is inherently emotional and involves potentially complex feelings about the brand, including sadness and anxiety, and brand-self separation to pride from brand-self display. According to Swann (1983), people are motivated to verify, validate, and sustain their existing self-concepts. It could be that brands that are socially irresponsible cause consumers to increase their blind faith in the market place. For example, many brands are often accused of violating good faith practices, but consumers still feel attached to the brand as other brand attributes may override brand practices that disrupt consumers' cognitive processes. In other words, many consumers may not morally accept socially irresponsible behavior from the brand but still appreciate the brand through extrinsic cues such as price. Thus, a consumer may morally struggle with a socially irresponsible brand but, none-the-less, feel that the brand does not threaten their sense of self and instead attached to the brand. These findings lend support to brand relationship literature, suggesting that consumers bond with brands through a rich and accessible network that involves cognitions and emotions between the brand and the consumer.

The Boring factor of Negative Brand Personality had no influence on Brand Attachment; a conceivable explanation is that consumers are aware of the need to fulfill social expectations, and worry about the negative public impression they make in the case of not meeting these expectations. This perceived risk of reputational damage, and the associated lack of fit to consumers' actual reality, can result in negative emotions towards the brand due to public impression that generates feelings of inappropriateness towards the brand relationship. As a result, the incongruent appeal is expressed through feelings of anxiousness and frustration, which ultimately results in no brand attachment. In other words, the implicit or explicit pledge of relational continuity has dissolved. That is, a breakdown of the interpersonal dimension of a dyadic communication between the consumer and the brand occurs as a result of a lack of brand evolution. Accordingly, the consumer feels less committed to the psychological investment of brand attachments. This line of argument lends support to Mikulincer (1998) and Collins' (1996) research findings, which suggest that negative memories about the brand are more prominent for individuals who are less attached. Consequently, the negative memories intensify consumers' detachment from the brand due to the lack of self-verification. As a result the consumer may be reluctant to accept the brand and consequently experience the absence of a brand relationship.

Hypothesis ten states that the four factors of Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) are negatively related to the conative component Brand Loyalty. The hypothesis was accepted on the Boring factor of Negative Brand Personality, suggesting that when consumers exhibit minimal interest towards the brand coupled with moderate cognitive dissociation (the Boring factor of Negative Brand Personality), the potential for brand commitment and intentions to repurchase will diminish.

Contrary to expectations, the Egotistical factor of Negative Brand Personality had a positive direct effect on Conative Brand Loyalty. To all intents and purposes, consumers are likely to hold an intentional commitment to repurchase the brand when the discrepant self-meaning is activated through the inflated importance of self-worth. A plausible explanation is that consumers are likely to search for counter intuitive arguments by engaging in extensive, cognitive evaluation through relevant cues as a means to justify their ego involvement with the brand. Essentially, the consumer is trying to improve the disrupted dyadic relationship developed from the inflated self-worth by clarifying and comprehending brand cues to manage the public self-image. So, despite the unfavorable attitudes held towards the brand as a result of the inflated importance of self-worth (the

Egotistical factor of Negative Brand Personality), the actual intention to purchase is not adversely affected, which signifies a hidden dissolution to a brand-consumer relationship.

Against expectations, the Lacking Logic and Socially Irresponsible factors of Negative Brand Personality are not associated with conative loyalty. A possible explanation could be the change in meaning that takes place when early information creates an impression that influences the interpretation of later information. This line of argument is consistent with the explanation that Fishbein and Ajzen (1975) provided for Anderson's (1965) discount effect. In this case, the inconsistent (second) piece of information given to consumers decreases the weight of the brand as the consumer discounts its strength and/or credibility due to the information already processed. Therefore, the spiritual experience from inconsistent or morally inconceivable information is not consumable, especially when consumers feel the brand has failed to reinforce or cultivate their commitment. As a result, consumers are likely to initiate brand separation by switching to attractive, alternative brands, which suggests that the relationship is in decline. Once the relationship is in decline, loyalty has eroded and will not compensate for consumer dissatisfaction. This line of argument is consistent with brand dissolution, where Perrin-Martinenq (2010) noted that dissolution is likely to happen as a result of attitudinal effects (emotions and cognition) and/or behavioral changes, which essentially reinforce the implicit negative attitude towards the brand. Therefore, negative attitudes inherent in the incompatibilities between a person and a brand are likely to hasten brand dissolution (the Lacking Logic and Socially Irresponsible factors of Negative Brand Personality).

The Satisfaction measure was operationalized by adapting items from Day (1984) but modified in accordance with the qualitative findings which explored consumers' consumption experience with the brand. Hypothesis eleven stated that the four factors of Negative Brand Personality (Egotistical, Boring, Socially Irresponsible and Lacking Logic) are negatively related to Satisfaction. However, the findings illustrate that only the Egotistical factor of Negative Brand Personality had a direct and significantly adverse effect on Satisfaction, while no direct effect was found on the Boring, Socially Irresponsible and Lacking Logic factor of Negative Brand Personality.

These findings could be attributed to the nature of the Egotistical factor, which captures the discrepant cognitive involvement with the brand. Consequently, consumers' consumption experience with the brand is inconsistent with their existing beliefs. This explains that a consumer who has consumed a brand that is perceived to represent an overly stated self-worth only intensifies their negative associations with the brand which strengthens their dissatisfaction. Therefore, a brand that is associated with a discrepant self-meaning only intensifies consumers' detachment from the brand, which is supported by the findings in hypothesis nine. This explains the rivalrous nature of the Egotistical factor, where evaluations of consumer ego involvement with the brand are benchmarked against brands that endorse overly stated self-worth, and, as a result, consumers detach themselves from the positive brand consumption experience.

However, none of the Boring, Lacking Logic and Socially Irresponsible factors of Negative Brand Personality were significantly related to Satisfaction, resulting in part of Hypothesis eleven being rejected. To develop a stable and satisfying relationship with a brand, satisfied consumers would need to experience cognitive relief from brand consumption. The findings suggest that the Boring, Lacking Logic and Socially Irresponsible factors reflect subjective assessment of the brand through self-assessment that is likely to discourage consumers from purchasing the brand; thus suspending their consumption in attempt to achieve instant cognitive relief. There are several possible explanations for this. First consistent with the findings of Brand Loyalty, consumers who view a brand as being inconsistent with their cognitive schema, cognitive rationale and understanding of brand practices, are more reluctant to express or admit to their consumption, as they are faced with discrepant expressions that impede their self-worth. This line of explanation is supported with the findings from Study A, where consumers expressed that they consumed brands that are associated with negative publicity but would not admit to others about the consumption. Therefore, it is speculated that this might be an 'embarrassment' effect by exposing their ignorance to others. Or, perhaps more likely, where consumers see brands that are negatively evaluated, gives them a valid reason not to consume the brand as it would be perceived as though they are endorsing a brand that adds further cognitive strain through the conflict of consumers self image and moral integrity.

Another explanation for the insignificant findings could be attributed to the subjective knowledge of the Gucci brand. While consumers are aware of the brand and express their evaluations of the brand through Negative Brand Personality, consumers may grow to avoid the brand by dissolving the brand relationship as a result of its disapproval of social norms and defiance of good faith practice.[43] As a result, the consumer will blame the company for brand choice deferral due to the difficult consumption decisions they face when a brand is characterized as Boring, Lacking Logic or Socially Irresponsible. This lends support to brand termination, where the consumer would divorce themselves from the brand (Sussan, Hall and Meamber, 2012) by not engaging in brand consumption. It is therefore speculated that consumers will switch to competing brands (Mazursky,

[43] It must be noted that the Gucci brand was carefully selected to ensure the brand selected was an absolute brand and not a reflective brand. Further information of the selection procedure is detailed in chapter 5 section 5.3

LaBabera and Aiello, 1987) as a result of both intrinsic and extrinsic reasons, which uncovers the negative symbolic meanings attached to the brand. By not consuming the brand, the consumer is enhancing their spiritual experience by consuming competing brands (Sussan, Hall and Meamber, 2012) as a means to wane the cognitive strain. It is therefore speculated that consumers would not consume a brand that impedes their cognitive clarity by challenging their spiritual experience with the brand.

8.8 Overall Contribution

The overall contribution of this work is the development of the new Negative Brand Personality measure, which is in line with previously published and comprehensively tested guidelines for scale development. To date, there has been neither conceptual nor empirical research which has thoroughly incorporated a factor reflective of Negative Brand Personality. Previous brand personality frameworks only offered a positively-framed approach to brand personality. The availability of a short and validated measure of Negative Brand Personality therefore has important implications for future research.

The Negative Brand Personality scale offers researchers a valid measure which can inform them about consumers' discrepant self-meaning on four factors: Egotistical, Boring, Lacking Logic and Socially Irresponsible. This short 15 item scale can be administered in combination with Aaker's Positive Brand Personality scale. Negative Brand Personality can also be controlled for in the researcher's analysis, in order to rule out any effect it might have in explaining the variance in the dependent variables. Incorporating a measure of Negative Brand Relationship could also help to further explain the relationships found in a data set by treating it as a moderator or a mediating variable in a larger theoretical model. For example, the relationship between advertising and brand divorce might be moderated by Negative Brand Personality. The ability of the Negative Brand Personality scale provides researchers with a new methodological choice with regards to identifying samples of brands for study, as well as accounting for characteristics of Negative Brand Personality in their analysis.

Through the Initial Scale Development study a conceptual framework was explored, and through the Confirmatory Scale Development study the conceptual framework was developed and tested (details of the conceptual framework can be found in Chapter Four). The development of the conceptual framework was achieved in three levels to account for the intensity of detail of Negative Brand

Personality, and was categorized as first order, second order and third order classification. The findings show that no major changes were found at the first order conceptualization, and very minor changes were found at the second order conceptualization (that is, instead of a five factor solution to Negative Brand Personality, the confirmatory study revealed a four factor solution to Negative Brand Personality). The change, however, did not pose a challenge to the integrity of the conceptual framework as the four factor solution captured consumers' intense, anxious and frustrated emotions towards brands. Another change that was found at the second order level was the Immoral Brand Practice construct. Contrary to the Initial Scale Development study, the Confirmatory Scale study showed that Immoral Brand Practice was not a statistically significant antecedent construct for Negative Brand Personality as no significant findings were found. Again, this did not pose a challenge to the integrity of the conceptual framework, as the exploratory findings revealed that this construct was important. As a result, future research needs to further explore the Immoral Brand Practice construct.

However, at the third order classification the items pertaining to each of the four factor solutions were found to be slightly different from those explored in the foundational study. The findings, however, do not pose a challenge to the conceptualization of Negative Brand Personality as the items still captured the essence of each of the four factors of Negative Brand Personality. Chapter Six provides a more detailed discussion on the items pertaining to the four factor solution to Negative Brand Personality. To summarize, the conceptual model which was explored and tested provided a valid measure for Negative Brand Personality in terms of the construct, its antecedents and outcomes variables.

8.9 Study Limitations and Directions for Future Research

While the study makes a number of unique contributions to existing research in brand personality, it is also important to acknowledge some of the limitations. Therefore, the following section addresses the limitations and provides directions for further research.

The majority of the sample represents students within a specific age group (approx. 19-35), which may limit the generalizability and restrict the range in variability in the key constructs of interest. However, it is also recognized that no study is completely generalizable (Mook, 1983). As previously discussed, the student population was specifically targeted to mirror consumer hedonic and symbolic attributes (Higgins, 1997, 2000; Zhou and Pham, 2004) as the attire of the age group below 19 is more dominated by parental preferences and the age group above 35 is more dominated by a uniform attire (that being formal dress code). Further, it is argued that this particular age group (19-35) tends to be more self-expressive in their attire than any other age group (Davis, 1992). It would, however, be interesting to consider the extent to which the findings of the thesis are applicable to another sampled population. Future research would benefit from exploring whether the same findings apply within a different age group sample, which taps into some contextual factors that may influence consumers' perception of brands as a key moderating variable.

Brand personality research has been criticized for using brand image but then confusing the brand personality construct with a brand identity perspective. Therefore, the brand identity perspective contributes to the body of knowledge in this area of research. Consequently, brand image formed the focus of this research. This observation was not unique to this study as many other researchers have argued that brand personality is a constituent of brand image (c.f. Aaker, 1997) but is often confused with brand identity at the item generation and purification stage. This provided a unique opportunity to explore brand personality from a consumer perspective.

It is recognized that the context of this research was only focused on the fashion and food industry and, more specifically, on the Gucci brand during the latter stages of the research. Gucci brand was carefully selected to ensure the brand was not biased to either Positive or Negative Brand Personality traits; hence, hence an absolute brand and not a reflective brand. While this ensured consistency and much in-depth understanding of this research, it also restricts cross product category inferences. Future research will be required in order to extend and assess the applicability of the conceptual framework to other industries. For example, future research could investigate the brand personality framework in both an industrial and service context and across different product categories such as banks and technology.

Aaker (1997) acknowledged the limitation of her research with the sample being solely US drawn. The predominance of American models of brand personality is a frequent criticism of brand personality research. Whilst this study takes the American model of brand personality and found a strong comparison in the UK context, in future it would be interesting to explore the generalizability of the findings within the Middle East context as more recent research has explored the European context.

However, Immoral Brand Practice was not supported on any of the four factors of Negative Brand Personality. This non-antecedent is presumed to result from operationalization of the construct which focused on the production of the brand product rather than a holistic view of the brand. In other words, the construct was operationalized through micro corporate wrongdoing by exploiting child labor. Such a measure was not detailed enough to view the Immoral Brand Practice as a subclass of a brand behavior and therefore failed to capture the linkage between Immoral Brand Practice and the four factors of Negative Brand Personality. Future studies are advised to adopt several quality factors in examining the relationship between production practices and Negative Brand Personality. Future research should also examine the potential moderating factors which could provide a further insightful to the Immoral Brand Practice construct, as the qualitative findings are contrary to the quantitative findings.

The focus of this research was to investigate the antecedent and outcome variables of Negative Brand Personality from a broad aggregate level. Whilst this research provided the initial starting point to the antecedent and outcome variables of Negative Brand Personality. Future research could benefit from investigating more subtle hypothesis specific antecedent variables, specific factors of Negative Brand Personality measure and specific outcome variables; to provide a focused in-depth understanding of Negative Brand Personality. This could be achieved through experimental designs where a controlled environment is likely to provide further insights into casual relationships.

It is recognized that although the sample size in each of the datasets was reasonable enough for the research, the size restricts the statistical power for hypothesis testing. Unfortunately, low participant recruitment is a common problem faced by most researchers. This problem is further inflated when the sample pool is restricted to students between the ages of 19-35. Accordingly, such limitation could be removed by sampling from more than one institute across different locations and across different age categories.

Also of interest will be the distinction between brand managers' perceptions of brand personality and consumers' perceptions of brand personality in order to thoroughly investigate the brand identity perspective of brand personality. The respective influences are likely to differ from the obtained results in the present study.

Despite these limitations, this study has advanced understanding of brand personality. The finding that the Negative Brand Personality framework is associated with discrepancies between brand communication and consumers' cognition provides strong support for the rationalization of a wide array of attitudinal outcomes such as the relationship with the brand which are likely to predict behaviors. This suggests that the cultivation of the four factors of Negative Brand Personality may improve a brand by drawing on a wide array of brand incongruences and behaviors in which the situation dictates. The situations could range from consumers (with consumption experience of the brand) to non-consumers of the brand, which is a topic that warrants future research. Meaningful questions may include: what individual qualities or contextual characteristics will facilitate the incongruities between the brand and the consumer and how does the behavioral repertoire vary in different life stages or different brand life cycles.

Finally, given the mixed method focus of this research (both qualitative and quantitative), experimental design might be conducted to examine and assess each of the four factors of Negative Brand Personality in a controlled environment to limit confounding variables and in an effort to provide brand managers with a more practical guidance of how to utilize such phenomenon.

In summary, this study offers some first insights into the discrepant self-meaning of brands through the new Negative Brand Personality measurement scale and the relative influences of specific antecedent variables to Negative Brand Personality on consumers' overall Attitude, Attachment, Loyalty and Satisfaction. In view of these contributions to the extant literature, the present chapter has discussed important theoretical and managerial implications resulting from this research. In particular, this research contributes to the advancement of marketing theory and marketing practice. Although support has been provided for Negative Brand Personality through the antecedent constructs, it is also clear that this study represents a first step towards a better understanding of Negative Brand Personality. Further research efforts should be undertaken to gain a more in-depth insight into how specific antecedent constructs and the relationship activities between the brand and consumer can be further enhanced. In light of this, future research has been proposed in this chapter.

Conclusion

This chapter presented the discussion of the test results of the structural model in the form of direct path relationships. Evidence shows that there are four factors of Negative Brand Personality, and these are discussed in relation to the antecedent and outcome variables. In particular, the discussion focused on the importance of the four factors of Negative Brand Personality and what influences consumers' decisions in ascribing a brand with negative factors, and the effect this has on consumption. The findings presented go some way towards indicating that when consumers view a brand in a negative light they are, in effect, divorcing themselves from the brand by dissolving the spirit the brand promotes. The most important results to take from this chapter is the support from cognitive dissonance theory and human personality research, which provides a sound basis for the existence of Negative Brand Personality and the influences on why consumers ascribe a brand with Negative Brand Personality factors. Furthermore, the discussion highlights the numerous direct relationships between constructs which enables a greater overall understanding of the full range of Negative Brand Personality influences from a consumer perspective. The chapter also discusses the impact on the outcome of consumers: Attitude, Attachment, Loyalty and Satisfaction levels with the brand. The chapter concludes with theoretical and practical contributions. In doing so, this chapter has also discussed the amount of variance the four factors of Negative Brand Personality explain for the complete understanding of brand personality.

Chapter 9
Conclusion

Despite the huge practitioner and academic research interest in the concept of Brand Personality, many questions still remain about the complete measure of Brand Personality. In answering these questions, this thesis adopted the brand image perspective to the study of brand personality and investigated brand personality from a consumer's perspective. Specifically, this thesis aimed to investigate the construct of Negative Brand Personality, which suggests that brands are not always evaluated through favorable attributes. Consumers are likely to experience cognitive dissonance when brands are incongruent or reflect the discrepant self-meanings.

Two broad studies – the Initial Scale Development Study and the Confirmatory Scale Development Study - were conducted to thoroughly measure Negative Brand Personality. The Initial Scale Development Study consisted of four sub studies. 'Study A: Interviews' addressed the initial research aim: to explore Negative Brand Personality and the antecedents and outcome variables. Although the antecedents and outcome variables were identified, the three remaining sub studies in the Initial Scale Development Study focused more on the Negative Brand Personality measure. By doing so, some traits identified from the syntactical analysis were characterized in a positive light by some respondents, while others characterized the same trait in a negative light. Therefore, 'Study B: Content Validity Survey' sought to confirm whether traits assigned were perceived in a positive or a negative light. After the initial purification of items from Study B, it was important to uncover the underlying structure of Negative Brand Personality traits. This was achieved through a free and fixed sorting task, classified as Study C. Following on from the fixed sorting task, a substantive validity task was conducted, which formulated Study D in order to complement Study C. Together, the four studies formulated the Initial Scale Development Study which served as the pretesting measures of Negative Brand Personality. The results indicated that there were four factors to Negative Brand Personality (Egotistical, Boring, Lacking Logic and Socially Irresponsible) which, together, captured consumers' emotions that stimulate tension, anxiety or incongruity.

Aims two and three - to establish the antecedents and outcome variables of Negative Brand Personality - were predominantly addressed in the second study, categorized as the Confirmatory Scale Development Study. Although the outcome and antecedent variables were initially explored from Study A, they were empirically tested in Study 2, which comprised three sub studies. Study E investigated an absolute brand that reflected a high level of variance between both Positive and Negative Brand Personality traits. This then facilitated the main Survey - Study F - that assessed Negative Brand Personality, the antecedents and outcome variables. Both Exploratory and Confirmatory factor analyses were then conducted to assess the convergent and discriminant validity of each construct within the nomological network. To further assess the relation of these constructs together in the nomological network, a Structural Equation Model was conducted which formed Study F.

Together, these two studies provided strong support for the existence of Negative Brand Personality, which is consistent with the interpersonal domain of the *Big Five* human personality dimension. Furthermore, by building on Aaker's (1997) current conceptualization of brand personality, the findings contribute to a more complete understanding of brand personality through acknowledgement of Negative Brand Personality. It is not enough to interpret negative traits as the absence of positive traits. Negative traits are a reflection of consumers' anxious and frustrated feelings.

No research to date has investigated the antecedent variables of Negative Brand Personality. This research filled this gap by acknowledging the contextual factors of the brand through the six antecedent constructs, namely Brand Confusion (Similarity, Ambiguity and Overload), Social Hypocrisy, Price Unfairness and Self-Incongruence, and directly contributed to the Negative Brand Personality factors. On the whole, Brand Confusion had the strongest effect, suggesting what intuitively makes sense, that clarity and consistency is fundamental to the maintaining of the brand-consumer relationship. Immoral Brand Practice was statistically the weakest of the antecedent constructs to have a direct relationship with the four factors of Negative Brand Personality. As previously discussed, this could have been attributed to the fact that a high profile brand, such as Gucci, does not engage in public exposure of any corporate wrong doing. Therefore, it is likely that public exposure of wrongdoing from the press activates Immoral Brand Practice an antecedent variable of Negative Brand Personality. Evidence of this is presented in the initial exploratory study.

The outcome variables sit closely to attitudinal constructs that have proven to predict behaviors such as choice and purchasing. By establishing convergent validity, this research has shown that within brand personality, Negative Brand Personality sits closer to discrepant self-meaning towards brands that capture consumers' emotions that stimulate tension, anxiety or incongruity. Out of the three outcome variables measured in this thesis, negative attitudes hold the strongest outcome variable to

Negative Brand Personality due to the congruence of the discrepant self-meaning captured in Negative Brand personality.

The findings were complimented with the Brand Detachment construct, which showed that consumers were more detached from brands that reflected Negative Brand Personality. Interestingly, however, the results show that a socially irresponsible brand does not adversely affect consumers' affection towards the brand, suggesting that a consumer may morally struggle with a socially irresponsible brand but, none-the-less, feel that the brand does not threaten their sense of self and feel rather attached to the brand. Similarly, the Egotistical factor of Negative Brand Personality had a positive effect on conative brand loyalty, suggesting that consumers have the intention to purchase the brand when the brand reflects the inflated importance of false pride.

Overall, this thesis has theoretically and empirically brought Negative Brand Personality closer to a complete understanding of brand personality. So far, the empirical evidence has only looked at brand personality from a manager's perspective by looking at desirable brand personality traits. By establishing different validities through the sub studies, this research tried to extend the literature on brand personality by classifying Negative Brand Personality within the nomological network. Together, these constructs capture the multidimensionality of consumers' perceptions expressed through Negative Brand Personality. The findings also present evidence for brand relationship, such that the way in which a brand is introduced to consumers and the activities carried out by the brand (such as advertisements) creates an anchor in consumers' memory that shapes all future perceptions consumers have of the brand (Braun, 1999; Ranayake, Broderick and Mitchell, 2010). If however the perceptions of the brand are discrepant, the consumer relations will dissolve, which can lead to brand divorce.

To the best of the researcher's knowledge, this research has been the first to examine Negative Brand Personality factors - the antecedent and outcome variables. By simultaneously accounting for the antecedent and outcome variables, this research looks at the joint effect of brand managers' communication methods and consumers' interpretations, and thus summarizes the dissonant state between corporate brand communication and consumers' interpretations, thus opening more avenues for further theoretical exploration.

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Appendix A

Appendix Table A: A summary of brand personality literature since the establishment of Aaker's (1997) brand personality measurement scale.

Author	Aim	Theory	Function Form	Brand Personality Measure	Methodology Design	Variables	Summary and Outcome
Aaker (1997)	Identify the dimensions of Brand Personality.	Human Personality	Expressive		Mixed Methods	Scale Development	- Five Brand Personality Dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. - Personality of the brand is directly associated by people such as the typical user of the brand; and indirectly through product related attributes, product category association, brand name, symbol or logo, advertising style, price, distribution channel, demographic variables such as gender and class.
Aaker (1999)	Consumer's attitude towards a brand's personality associations.	Self-Congruity Theory	Expressive and Cognitive	Aaker (1997)	Experimental Designs	**IV:** Brand preference Brand personality **DV:** Low/high self-monitors	- Schematic and accessible traits that have salient situational cues positively influence consumer's attitudes towards brands through brand personality associations. - Congruence between brand and self-concept influences consumer's attitude towards brand.
Aaker, Benet-Martinez and Garolera (2001)	Cross cultural influence on Personality Dimensions.	Cultural meanings in brands	Expressive and Cognitive	Aaker (1997)	Quantitative		- Japanese brand personality: Peacefulness replaces Ruggedness of Aaker's (1997) Brand personality measure. Spanish Brand Personality: Peacefulness and Passion replaces Ruggedness and Competence. - Overall conclusion Meaning are embedded in consumption symbols, such as commercial brands, to represent and institutionalize values and beliefs of different culture.
Caprara, Barbaranelli and Guido (2001)	Investigated different meanings conveyed by trait names when associated with specific traits.	Human Personality Big Five Model	Expressive	Aaker (1997) and the Big Five Human personality dimensions	Quantitative		- Five Brand personality dimensions identified: Extraversion (Energetic, Lively), Agreeableness (Authentic, Loyal) Conscientiousness (Conscientious, Scrupulous), Emotional Stability (level headed, stable), and Openness (Creative and Fanciful). - Findings show that descriptors of human personality convey different meanings when attributed to different brands. The authors suggest a need to explore what the different meanings are and what derives the meanings.

Kim, Han and Park (2001)	Investigated the effect of brand personality on brand asset management by using the concept of consumers' identification with a brand.	Social Identification Theory	Expression and Cognitive	Aaker (1997)	Quantitative	Antecedent variables: Self-expressive value and distinctiveness of brand personality. Outcome variables: Attractiveness of brand personality, Brand Identification, Positive Word-of-Mouth, and Brand Loyalty	- Positive relationship between the customer and the brand. The higher the self-expressive value of the brand personality and distinctiveness of brand personality, the more the consumer will evaluate the attractiveness of brand personality. - Brand Identification and attractiveness has a positive effect on Word of Mouth reports and indirect effect on brand loyalty.
Supphellen and Gronhaug (2003)	Assessed Aaker brand personality scale (Aaker 1997) in a Russian context. Identified similarities and differences between Western and Russian brand personality perceptions.	Review on Brand Personality	Expressive	Aaker (1997)	Scale development and Quantitative	**IV:** Brand Personality **DV:** Attitudes towards western brands **Moderator Variable:** Consumer Ethnocentrism	- Five factor solutions were identified for Russia brand personality: Sincerity, Excitement, Sophistication, Ruggedness and Successful and, Contemporary. - Brand personality of western brand has an impact on brand attitudes among Russian consumers. - The results demonstrate that the effect of Western brand personalities is heavily moderated by consumer ethnocentrism. - Low-ethnocentric consumers are influenced by foreign brand personalities.
Helgeson and Supphellen (2004)	Compared Self Congruity and Brand Personality.	Self-Congruity	Social Cognition	Aaker (1997)	Quantitative	Scale Development Swedish brand personality scale. **IV:** Self Congruity Brand Personality **DV**: Brand Attitude	- Brand Personality traits identified within Swedish culture were: Modern, Youthful, Cool, Hip, Stylish, Classic, Elegant, and Formal. - The findings show was that self-congruity and brand personality are empirically discriminant and have positive, independent effects on retail brand attitudes. - Social Desirable responses were found to negatively moderate the effect of "actual self-congruity" on brand attitude. - Respondents at higher levels of Social Desirable response, distort brand attitude and or actual Self congruity reporting to make the relationship between self-congruity and brand attitude more socially desirable.
Diamantopoulos, Smith and Grime (2005)	Investigated the impact of brand extensions on Brand Personality.	Categorization Theory	Expressive and Cognitive	Aaker (1997)	Experimental	**IV:** Brand Personality **DV:** Brand Extension by manipulating extension fit (good/poor fit)	- The fit has no adverse effect on the configuration of the core brand along Aaker's five personality dimensions. - However Brand personality can change as a result of the extension introduced, irrespective of the level of fit. - Overall findings show that brand personality traits are not stable across brand extensions. Each brand is evaluated separately irrespective of the extension from the parent brand.

Park, Choi and Kim (2005)	First identified e-brand personality dimensions relevant to Web sites. Secondly to explored the relationship between visual attributes of websites and e-brand personalities for online services.	Gestalt theory	Cognitive	Human Personality scales, Big Five Prototypes and Neo Model	Quantitative and Experimental	**IV**: Visual Attributes (Simplicity, Cohesion, density, Contrast Regularity and Balance) **DV**: Personality Traits	- Four e-brand personality dimensions were identified, namely, bold, analytical, friendly, and sophisticated. - Results indicated that Bold personality is related to the visual attributes of simplicity and cohesion. - The Analytical personality is associated with the attributes of contrast, density, and simplicity. - The friendly personality is related to contrast, cohesion, density, and regularity. - The sophisticated personality is associated with regularity and balance. - Further, manipulated websites achieved the desired effect with regards to the e- brand Personality apart from the sophisticated dimension.
Rajagopal (2005)	Explored the mechanism that builds Brand Personality through means of communication such as advertising and word of mouth.	Brand Equity Brand Personality	Social Cognition	Aaker (1997)	Experimental	**IV:** Human Personality Brand Identification **DV**: Brand Personality	- Overall advertising is a key component to brand personality. - The results show brands which are similar to respondents own personalities and represent closeness in terms of the psychographic and emotional attributes. This effect is stronger when brands present attributes that are close to the customers' own personalities. - Advertisement is perceived as positive when it reflects consumer's personality. - Positive advertisement affirms the intimacy attributes with the communication. - Brand Personality is largely influenced by Affective and Cognitive attributes of the advertising communication process.
Venable *et al.,* (2005)	Developed and refined a measure of brand personality for a non-profit context.	Social Exchange Theory	Expressive	Aaker (1997)	Qualitative and Quantitative	Scale Development	- Dimensions are specific to non-profit organizations. - Four dimensions are found: Integrity (Honest, Positive Influence, Committed to the Public Good, Reputable, and Reliable), Nurturance (Compassionate, Caring, Loving), Sophistication (Good Looking, Glamorous, Upper Class), Ruggedness (Tough, Masculine, Outdoor, Western).
Chang and Chieng (2006)	Focused on building consumer-brand relationship from a consumer experiential view (emotional experience: think, act and relate experience).	Brand Knowledge	Expressive and Cognitive	Aaker (1997)	Quantitative	**IV:** Brand Association Brand Personality **DV:** Experience, (shared and individual Consumer brand relationship **Mediator Variables:** Brand Attitude - Brand Image	- Addressed cultural impact on the consumer brand relationship. The findings show Brand image, brand association, brand personality and brand attitude are all independent of each other, whereas previously they were thought to be overlapping. - Individual experience represents a significant impact on brand association, brand personality and brand attitude. - Brand Personality significantly influenced brand attitude and brand image. - Brand Image is directly shaped by brand attitude, brand association and brand personality. Individual experience positively and significantly influences customer brand relationship. - Shared experiences positively and significantly influence consumer brand relationship.

Hosany, Ekinci and Uysal(2007)	Investigated the relationship between Destination Image and Destination Personality.	Brand Image	Expressive	Aaker (1997)	Quantitative	**IV** : Destination Image **DV:** Destination Personality	- Developed a destination personality scale. The destination personality factors were Sincerity (Sincere, intelligent, reliable, successful, wholesome, and down to earth), Excitement (Exciting, daring, Spirited, Original) and Conviviality (friendly. family orientated. - Destination image and destination personality are related concepts.
James, Lyman and Foreman (2006)	Identified and tested strategic elements that consumers evaluate brand alliances, by using brand personality measures to discuss consumer reactions to alliances.	Information Integration Theory	Expressive and Cognitive	Batra *et al.*,(1993)	Quantitative	**IV:** - Brand Personality Quality Alliance Product Likelihood of Purchase **DV**: Attitude towards the Alliance	- The stronger the fit between the functional and emotional (brand personality) and similarity between brand alliance partners, the more likely consumers will purchase the resultant product.
Okazaki (2006)	Identified the brand personality dimensions that American firms Intend to create in the mind of online consumers by using forms of online communications.	Branding and brand personality	Expressive	Aaker (1997)	Mixed methods: Qualitative and Quantitative	**IV:** Online Communication **DV:** Brand Personality	- The study did not only look at the expressive stimuli of a website it also looked at the functional stimuli. - The results showed two key dimensions of Aaker's scales that were observed on websites. They were sophistication and excitement. - However stakeholder information that is portrayed in a standardized format was negatively influenced by excitement.
Smith, Graetz and Westerbeek (2006)	Assessed brand personality characteristics of a membership based sport organization in Australia.	Branding and Brand Personality	Expressive	Aaker (1997)	Quantitative	Scale Development	- Replication of Aaker's (1997) brand personality framework and introduced innovation as sport specific dimension.
Sweeney and Brandon (2006)	Explored the potential for advancing and understanding brand personality through a circumplex model,	Human personality	Expressive	Aaker (1997)	Quantitative	**IV:** Human Personality (IPC) **DV:** Brand Personality	- Identified the interpersonal relationship between the consumer and the brand. - Brand can have darker personalities to them. - New brand personality definition is provided and defined as " as a set of human personality trait that correspond to the interpersonal domain of human personality and are relevant to describing the brand as a relationship partner" (P.645).
Beldona and Wysong (2007)	Explored how store brand personality plays a role in consumer perceptions towards store brands, and how those personalities vary when consumers experience the product.	Brand Labels Literature	Expressive	Aaker (1997)	Experimental	**IV:** National Brand Store brands Brand Experience **DV:** Brand Personality	- The results indicate that when a consumer is able to gain access of the brand through experience and knowledge, a positive high brand quality is associated with the brand. - Results show that national brands have stronger brand personality traits when compared to store brands; however, such differences. - Diminished when consumers were allowed to taste and experience the products.
Bosnjak Bochmann and Hufschmidt (2007)	Identified and operationalized indigenous German brand personality attribution from a person centric approach.	Brand Personality	Expressive	Aaker (1997)	Quantitative	Scale Development	- Four factors were identified: Drive (exciting, adventurous and boring), Consciousness (Competent, orderly and reliable), Emotion (loving, cordial, and sentimental) and superficiality (Selfish, arrogant and hypocritical). - Developed a Brand personality scale that is reflective of the German Culture.

Lau and Phau (2007)	Investigated brand personality through implications of congruency to information, motivation and prestige orientation with parent and extension brands. Also looked at the mediating role of brand image fit between brand personality fit and dilution of brand affect.	Elaboration Theory, Conceptual Coherence Theory and Goal derived Categorization Theory	Expressive and Cognitive	Aaker (1997)	Qualitative (Focus Group), Experimental	**IV:** Brand Personality **DV:** Brand Affect towards parent brand **Mediating Variable:** Brand Image Fit	- The focus is on the alignment of brand personality fit to brand extensions. - Brand personality fit is perceived to be similar even when the personality dimension was incongruent between parent and extension brands. - High level of motivation in processing information did not lead to stronger brand personality fit. - Brand personality strongly represents brand image.
Milas and Mlacic (2007)	Assessment of brand personality on Croatian brands.	Brand personality and Human Personality (AB5C)	Expressive	Aaker (1997) Brand Personality Scale and the AB5C Human Personality Measure	Quantitative	Scale Development	- Identified Five Dimensions were: Extraversion, Agreeableness, Consciousness Emotional Stability and Intellect. - Relates brand personality to human personality dimensions to Croatian brands.
Murphy, Moscardo and Benckendorff (2007)	Examined the value of the destination brand personality construct in distinguishing between two regional tourism destinations.	Self-congruity theory	Expressive	Aaker (1997)	Quantitative	Scale Development	- Tourists were able to articulate different destination brand personalities for each region in Great Barrier Reef: Whitsundays and Cairns. - Personality dimension's identified for the Whitsundays region: (Upper class, Honest, Exciting and Tough) and for the Cairns: (Sincere, Sophisticated and Outdoorsy).
Murphy, Benckendorff and Moscardo (2007)	Explored the links between four constructs (destination brand personality, self-congruity, intention to visit and satisfaction to visit) on destination branding and choice process tourists.	Self-congruity Theory and The theory of planned behavior	Expressive and Cognitive	Aaker (1997)	Quantitative	**IV:** Image Components Tourists needs Brand personality **DV:** Satisfaction Intention to visit **Mediator Variable**: Self Congruity	- The results indicate that where tourists can make an association between a destination and a destination brand personality, and where this association is consistent with their desired holiday experience, a high level of congruity will exist between the tourists' self-image and their perceptions of the destination. - Self-congruity was related to satisfaction with a visit to the destination but not t intention to travel to the destination.
Opoku, Abratt, Bendixen and Pitt (2007)	Analysis of website's brand communication.	Branding and brand personality	Expressive	Aaker (1997)	Qualitative (content analysis)		- Various restaurants capitalize on specific dimensions of brand personality. - Cafe Rouge is associated with Sophistication; Jollibbee strongly associated with competence. - Blenz strongly associated with excitement, Nandoes strongly associated with sincerity. - Old Spaghetti Factory was not strongly associated with any of the brand personality dimensions, the closest is sophistication. Provides an insight into the application of brand personality through website communication. It does not take into account consumer's perception of brand personality of the website content.
Chan-Olmsted and Cha (2007)	Investigated factors influencing Media News Brand Image.	Review on Brand Personality	Expressive	Aaker (1997)	Quantitative	**IV:** Brand Personality **DV:** Attitude Usage Loyalty	- Three brand personalities for the television network were identified, Competence, Dynamism and Timeliness. - Dimensions Competence and Dynamism influences brand image. - Dynamism supports the notion that consumers prefer brands that are reflective of their self-image. - Frequent use of television as a news source positively relates to the Competence dimension. - Competence dimension leads to better Brand Attitude, Usage and Loyalty.

Guthrie, Kim and Jung (2008)	Examined women's perceptions of brand personality in relation to women's facial image and cosmetic usage.	Body Image brand Personality	Expressive	Aaker (1997)	Quantitative	**IV**: Facial Image Cosmetic Usage **DV:** Attitude **Mediator**: Brand Personality	- The study found that consumer facial image influenced the total quantity of cosmetics used. - Facial image influences perceptions of competence in MAC brand, and Sincerity in the Clinque brand. - Higher quantity of users of cosmetics perceived MAC to be exciting and sophisticated. Whereas women who reported a more varied pattern of usage perceived Clinque brand to be exciting. - Findings also show that MAC was perceived Exciting, Competent and Sophisticated on the brand personality dimension. - Clinque was perceived to be Sincere, Competent and Sophisticated. - Cover Girl was perceived to be Competent.
Madrigal and Boush (2008)	Examined the extent to which consumers are willing to reward brands for their Social Responsible Behavior.	Brand Personality	Expressive	Aaker (1997)	Experimental	**IV:** Brand Personality Brand Attitude Product Knowledge **Moderator Variable:** Willingness to reward **DV**: Attitude towards clothing lines (before and after ad exposure)	- Social Responsibility is a reliable brand personality dimension which is distinct from Ruggedness and Excitement dimension. - Identified Social responsibility as a unique dimension to brand personality. - Consumers' willingness to reward a brand for its environmentally friendly behavior plays an important role in determining the extent to which social responsibility influences attitude towards the ad, product, and brand.
Romaniuk (2008)	Compared the methods of measuring brand personality.	Review of methodological approaches	Trait association: Expressive	Aaker (1997)			- By splitting the sample tests across three categories, the personality traits generated using the five-point scale in Aaker (1997) were compared to those generated by a quicker to administer, free choice association method commonly used by practitioners. - The results show both methods ranked brands similarly for each trait and obtained higher responses from brand users. - Overall the results indicate that free choice method is a more appropriate than the five-point scale if the objective was to understand the whole market, including competing brands and non-brand users.
Wang and Yang (2008)	Investigated the relationship between brand personality, County of Origin image and Purchase Intention.	Theory of Reasoned Action	Expressive and Cognitive	Aaker (1997)	Quantitative	**IV:** - Brand Personality - Country of Origin **DV**: Purchase Intention	- Country of origin image is a positive moderator between brand personality and purchase intention. - Brand personality and Country of Origin have a significant positive effect on purchase intention. - The focus of this research was on the positive effect of purchase intention. - The dimension Ruggedness is not closely related to brand personality to Chinese consumers mind when they engage in auto purchasing.
Magnini and Thelen (2008)	Investigated the influence of music on consumer's perceptions of brand personality, decor and service quality.	Review on Brand Personality	Social Cognition	Aaker (1997)	Experimental	**IV:** Brand Personality **DV**: Music (conditions with and without music played in the restaurant)	- Subjects that were in the music condition considered the restaurant to be more intelligent than those that did not have music in the restaurant.

Swaminathan, Stilley and Ahluwalia (2008)	Moderating role of consumer's attachment style and the impact it has on brand personality.	Attachment theory	Expressive and Cognitive	Aaker (1997)	Experimental	**IV**: Brand Personality **DV**: strength of interpersonal attachment through Purchase Likelihood Brand Choice **Mediator Variable**: Self-Concept	- When participants primed with low anxiety style were not influenced by the brand's personality in the formation of their brand attachments: their attachment level did not differ in the sincere versus the exciting ad conditions. In contrast, when participants were primed with a high anxiety attachment style became very sensitive to brand personality, demonstrating significant differences in response to the sincere versus exciting ads. - The results also indicate that high anxiety individuals are likely to focus on a brand's personality only when the product is consumed in a public situation, allowing them the opportunity to manage their impressions and convey their personality to others via their association with the brand. - Brand's personality dimension loses there importance and meaning for these consumers when the situation does not allow them to harness its perceived advantages.
Arora and Stoner (2009)	A mixed method to understand brand personality.	Review on Brand personality measures	Expressive	Aaker (1997)	Mixed Methods: Qualitative (free Association) and Quantitative	Qualitative grounded theory, quantitative measure of Aakers dimensions and included items from academic and trade literature to capture personality traits.	- Lack of convergence in personality dimensions. Various dimensions of the brand personality framework appear in either Qualitative or Quantitative studies. Competence, Sophistication and Ruggedness failed to appear in Qualitative studies. - Qualitative findings show personal impressions of brand usage, experience and feelings towards brands. - Illustrates the need to measure the qualitative attributes: personal impressions of brand usage, experience and feelings towards brands.
Bao and Sweeney (2009)	Addressed the role of brand personality in product evaluation, by comparing factor analytical and Circumplex Model.	Human personality measurement: the Big Five and the IPC model	Expressive	Aaker (1997) and the Big five (IPC model)	Quantitative		- Results show that factor analysis is a better approach to measure brand personality. But the Circumplex model is better for qualitative explanations as it encompasses a broad spectrum of traits.
Carlson, Donavan and Cumiskey (2009)	Investigate the relationship between Brand Personality of a sports team and related consumer outcomes of identification and retail spending.	Social Identity Theory	Social Cognition	Aaker (1997)	Quantitative	**IV**: Prestige - Distinctiveness **DV**: Brand Personality	- Consumers see sports team Quasi brands as having a unique personalities that may influence the level of cognitive identification. - Brand Personality Dimensions (Wholesomeness and Success) contribute to team Prestige (identification with the team). - Also brand Personality Trait (Imaginative and toughness) add to team distinctiveness) while toughness trait of brand personality had a direct influence on Distinctive. Brand Personality Trait Success negatively influenced team distinctiveness. - Overall identifies the importance of Cognition.

Fetscherin and Toncar (2010)	Assessed the similarities and differences between automobiles from two countries (China and USA) with respect to the county of origin of the brand (COB) and country of Manufacturing.	Country of Origin and brand personality	Expressive	Aaker (1997)	Experimental	**IV**: Country of Origin **DV**: Brand Personality	- Consumers brand personality perceptions varied according to the country of origin of the brand and the country of Manufacture. - Country of Manufacture influenced the perceived brand personality of the car more than the Country of the manufacture - Location of manufacturing influenced brand personality perceptions on Sincerity, Sophistication and Ruggedness. Chinese car made in the USA is perceived to be more sophisticated than the US car made in China. Chinese car made in china was perceived to have a stronger brand excitement than American car made in China. - The importance of brand product and country of Origin/ manufacturing in influencing consumer's perception on the brand personality.
Geuens, Weijters and De Wulf (2009)	Provided a new measure of brand personality.	Human personality Neo PI	Expressive	Aaker (1997) and the Neo PI Human Personality	Quantitative	Scale Development	- Five Dimensions: Responsibility, Activity, Aggressiveness, Simplicity and Emotionality. Further results show to be cross culturally validated in US and nine other European countries (France, Germany, Italy, Netherlands, Poland, Romania, Spain, Switzerland and Turkey. - Findings Neglect Negative Traits.
Grohmann (2009)	Investigated Gender dimensions of Brand Personality.	Self-Congruence	Social Cognition	Aaker (1997)	Scale Development and Experimental Design	**IV:** Brand Personality - Self Concept Congruence/ Incongruence. **DV** - Affective: Brand Trust Attitude: Purchase Intention Behavioral Loyalty -Word of Mouth	- Gender Dimensions for male Brand personality are: Adventurous, Aggressive, Brave, Daring, Dominant and Sturdy. - Female Brand Personality dimensions are: Expresses Tender Feelings, Fragile, Graceful, Sensitive, Sweet, and Tender. - Gender dimensions of brand personality influence affective, attitudinal, and behavioral consequences. Consumers respond positively when the brand personality is congruent with consumer's sex roles identity and enables consumers to express their self-concept.
lee (2009)	Examined the relationship between consumer personality and brand personality.	Self-Concept	Social Cognition	Aaker (1997) and NEO FFI	Quantitative	**IV:** Consumer Personality Brand Personality **DV**: Self Concept	- Findings show that consumer personality yielded four factors constructs namely: Work Hard, Positive, Skeptical, and Adventure. Brand personality yielded two factors namely: Upscale and Honest. Consumer personality has an impact on the consumer's selection of a brand that matches their own personality. - Consumers will choose a brand or a company whose brand personality is promoted to reflect the consumer's personality. - The results show a positive relationship between consumer personality and brand personality on purchase intentions.

Lin (2009)	Assessed the association between the perceived brand personality of interactive IT (Games) and user satisfaction.	Review on Brand personality	Expressive	Aaker *et al.,* (2001)	Quantitative	**IV:** Brand Personality Dimensions (Interactive, Successful, Imaginative and Cheerful) **DV**: Satisfaction Moderated by Engagement levels (High/Low)	- Imaginative personality is important in motivating game satisfaction. - Cheerfulness and successful personality shows that low engagement are more sensitive to joy and achievement due to game alienation and low gaming experience. - Low engagements are more motivated to play games that emphasis cheerfulness. - Applied hedonic brand personalities in a virtual world. - Further investigation can look into the low engagement players, some aspects of anxiety may be identified due to high game alienation and low gaming experience.
Parker (2009)	Compared Brand Personality and Brand User Imagery.	Congruity theory	Expressive	Aaker (1997)	Quantitative	**IV:** User Imagery Brand Personality congruity **DV**: Attitude	- User Imagery brand congruence (UIC) provided a better predictor of brand attitude across all brands. - Public Brands had a strong association between UIC and Brand Personality Congruity (BPC) than private brands. - Private Brand, BPC provided a better predictor of attitude models in 2 brands (Nabisco and Tropicana). - Overall the findings extend the study of brand personality in identifying Brand personality congruence alongside Brand User Imagery.
Purkayasha (2009)	Measured brand personality of 4 brands: Motorola, Raymond, Samsung and 7UP in the Indian context.	Brand Image	Expressive	Aaker (1997)	Quantitative	**IV:** Brand **DV**: Brand Personality Dimensions	- Each brand had separate brand personality dimension with separate variables. - Dimensions for '7 Up': Elite, Sincerity and Excitement. Dimensions for 'Samsung': Innovative and Elegant. - Brands should be treated separately whilst studying their brand personality.
Smith (2009)	Considered whether branding is an appropriate concept to be applied in politics.	Brand Image	Expressive	Aaker (1997)	Quantitative	Scale Development	- Personality dimensions that are important to Politics are (Honesty, Leadership, and Image). Also labor party supporters (both Partisan and less partisan) were not significantly different. Conservative partisans were different from the less loyal conservative supporters on all personality dimensions. - The Part Political Personality (PPP) scale provides positive traits. Most traits identified are included in Aaker's scales but under different dimensional names.
Sung, Kim and Jung (2009)	Investigated the determinant roles of Brand Personality in Korean consumer's and Brand Evaluations on: Brand Trust, Brand Affect and Brand Loyalty.	Brand Personality	Expressive	Aaker (1997)	Quantitative	**IV:** Brand Personality **DV:** - Brand Trust Brand Affect Brand Loyalty	- All Five brand personality dimensions affect brand Trust and Brand Affect. - Brand Personality Dimensions Sincere or Competent are most likely to influence the level of Brand Trust and Brand Affect. - Brand Personality dimension Excitement influenced Brand Affect more than Brand Trust. - Brand Personality Dimensions Sophistication and Ruggedness influences Brand Trust more than Brand Affect. - Assessed the application of brand personality on Brand Trust and Brand Affect.

Heere (2010)	Assessed consumers perceived brand associations of a brand.	Brand Image	Expressive	Aaker (1997)	Quantitative		- Identified a difference in the sporting brand personality dimensions between consumer's adjectives and the desired brand association made be brand managers. Important adjectives identified by consumers were: Competitive, Exciting, Professional, Dynamic, Passionate, Proud, Accessible, Warm, Cool and Attractive which were relevant to the Sports industry. - Provides an insight from both brand managers and consumers perspective of brand personality adjectives.
Batra, Lenk and Wedel (2010)	Developed a new methodological approach to estimate (a) brand and (b) category personality structures by separately measuring the image association (parent category) and brand extension of the product category into which it is being extended to.	Brand Extension (Fit and Atypical)	Expressive	Aaker (1997)	Quantitative	**IV** : -Brand Fit Atypical **DV**: Brand Personality	- The methodological approach adopted was MCMC (Markov chain Monte Carlo) algorithm) to measure brand extension fit and atypical. - The model separated category personality from the brand's own unique personality, and then it computed the contribution of the brands unique personality to its total brand personality imagery and the degree to which it is atypical of its original product category. - The Model quantified the extent to which the unique personality imagery fits the personality imagery of product categories for the purpose of extensions, licensing or co-branding. Illustrates the extension of brand personality measure on brand extension. - Also provides an illustration of which category a brand could potentially extend into a category or which potentially partner the brand could collaborate with.
Gertner (2010)	Investigated the similarities and differences in brand personality perceptions of countries when considered as tourism or study abroad destination.	Destination, and Brand Image	Expressive	Aaker (1997)	**Mixed Methods** : Qualitative and Quantitative	**IV:** Tourism destination Study abroad **DV**: Country Image Brand Personality	- No difference is found in country image when a country is considered as a tourism or a study abroad program destination. - No differences were found in perceptions to brand personality within the two groups under consideration: Tourism and study abroad program destination.
Ingenhoff and Fuhrer (2010)	Examined the current state of mission and vision statements on corporate web sites.	Corporate identity, Brand personality	Expressive	Aaker (1997)	Qualitative (Content analysis)	**IV:** Differentiation **DV:** Brand Personality Dimensions	- Analyzed differentiation strategies through the use of online brand personality attributes to find how the attributes are affectively used to build up a unique corporate identity. - Brand personality scales used to assess the degree of differentiation on corporate websites between different industries. - Excitement characteristic is mainly incorporated by pharmaceutical and chemical industries, consulting and insurance firms. - All industries used "Competence" in their mission and vision statement. - A few pharmaceutical and chemical industry included "Sophistication" and "Sincerity" element. - Ruggedness was not included by any of the firms. - Companies emphasis "Competence" and "Successfulness" personality characteristics as a form of differentiation.

Kaplan, Yurt, Guneri and Kurtulus (2010)	Applied Brand Personality Concept to Cities.	Brand Image	Expressive	Aaker (1997)	Quantitative	Scale Development	- Findings of the study reveal that different places have different brand personalities. - The findings introduces two new dimensions of brand personality for cities, these are: Malignancy (Unreliable, Arrogant, Self-Seeking), Conservatism (Religious and Uneducated). - Identification of negative Dimension (Malignancy) in a city context.
Kim, Beak and Martin (2010)	Explored the structure of News Media Brand Personality across multiple media outlets including television network, news, newspapers and news magazines and provide a brand personality framework reflective of the media industry.	Branding	Expressive	Aaker (1997)	Quantitative	Scale Development	- Dimensions of brand personality for news and media: Trustworthiness, Dynamism, Sincerity, Sophistication and Toughness. - Dimensions seem more of a replication of Aaker's brand personality Scale.
Kuenzel and Halliday (2010)	Investigated the influences of brand personality congruence and reputation on brand identification and loyal behaviour.	Social Identity Theory and Brand Identification	Expressive	Aaker (1997)	Quantitative	**IV:** Reputation Brand Personality **Mediator Variable**: Brand Identification **DV**: Brand Loyalty	The results suggest that when consumers perceive a brand as reputable, they report a higher level of brand identification and Brand loyalty.
Kyung, Kwon and Sung (2010)	Explored the relationship between spokes character's personality dimensions and source credibility dimensions.	Brand Image	Expressive	Aaker (1997)	Quantitative	**IV**: Spokes Character Personality based on Brand Personality **DV:** Source credibility	- There is a link between spokes character and source expertise (source credibility), which suggests that spokes character's personality effectively influences key consumer source credibility. - Spokes characters that are perceived to have Sincere, Competent, Sophisticated and Rugged personality characteristics tend to be viewed as an expert source or endorsers of the brand. Sincerity and Competence dimensions of spokes character personality are closely associated with source trustworthiness. - Excitement, Competence, Sophistication and Ruggedness contribute to Source Attractiveness.
Lee and Back (2010)	Investigated the relationship between brand personality, its antecedents and consequences in upper scale business hotel.	Brand personality	Expressive	Aaker (1997)	Quantitative	**IV:** Brand Personality **DV:** Brand Trust and Brand Affect	- Some brand personality dimensions relate more to brand trust while others relate more to brand affect. - Sincerity dimension of brand personality influenced more on Brand Trust than on Brand Affect. - Competence dimension did not have much influence on brand Trust or Brand Affect. - Results on separate product category showed that Competent Dimension influenced brand Affect more than Brand Trust on Apparel and Perfume categories. - Exciting and Sophisticated brand personality dimensions influenced Brand Affect more than Brand Trust. - Ruggedness influenced Brand Trust more than Brand Affect. - Results are very similar to sung, Kim and Jung (2009) - showing that brand personality can increase levels of Brand Trust and evoke Brand Emotions which in turn can build on Brand Loyalty. However, there is recognition to functional and cognitive related aspects, but no research has been carried out on this.

Lin (2010)	Explored the relationship of consumer personality trait, brand personality and brand identity.	Review on brand personality	Expressive	Aaker *et al.,* (2001)	Quantitative	**IV:** Human Personality - Brand Personality **DV**: Brand Loyalty	- Conscientiousness dimension of human personality does not correlate to "competence" dimension of brand personality. - Conscientiousness and Openness traits do not have a positive relationship with brand personality; possibly due to low levels of brand knowledge. - There was a positive relationship between Extraversion personality trait and Excitement brand personality. - Positive relationship between agreeableness personality traits and Excitement, Sincerity and Competence brand personality. - Peacefulness and Sophistication brand personality dimension has a significant positive influence on Affective loyalty. - Peacefulness, Sophistication and Competence brand personality has a significantly positive influence on action loyalty. Agreeableness' and 'Openness' personality traits have a significantly positive influence on 'affective' and 'action loyalty'. - Implicitly implies that consumer differences exist, therefore neuroticism dimension should be investigated.
Louis and Lombart (2010)	Provided a model that incorporates both direct and indirect effects of brand's perceived personality on three relational consequences: trust, attachment and commitment to the brand.	Branding	Expressive	Ambroise (2005)	Quantitative	**IV:** Brand Personality **DV**: Trust Commitment Attachment	- Conscientiousness, Original, Elegant and Friendly have a significant positive influence on the integrity dimension on trust. Creative and conscientiousness Dimensions of brand personality has a significant positive influence on Benevolence (dimension of brand trust). - Significant negative influence on the "Misleading" trait of the brand on Integrity and Credibility dimension of brand trust Brand personality trait Misleading and Original has a significant influence on Commitment (both affective and continuance). There are positive and significant relations on Friendly, Original and Elegant brand personality dimensions on attachment.
Maehle and Shneor (2010)	Assessed the relationship between brand and human personality by identifying brand preference among consumers with different personalities.	Human Personality	Expressive	Aaker (1997)	Quantitative	**IV:** -Human personality - Brand Personality **DV:** Brand Preference	- Human personality was measured using Ekelund's DI type of Parsimonious proxies. - Consumers prefer brands with personalities that match their own. - RED DI exhibit preference for Sincerity Dimension of Brand Personality. Blue DI type show clear dislike to the Excitement dimension and Sophistication dimension, possibly due to the over-riding of positive influence of Competence, Sincerity and Ruggedness dimension- suggesting that negative response exists through the Blue DI. - Overall consumers tend to express their identities through clothes they wear and furniture they own.

Maehle and Supphellen (2010)	How brand personalities are formed, by identifying potential sources of brand personality; and assessing the relevance for forming different brand personality dimensions.	Brand personality	Expressive	Aaker (1997)	Mixed methods Quantitative and Qualitative	**IV**: Source of Brand personality **DV:** Brand Personality	- Direct Sources (people associated with the brand) and indirect sources (marketing mix) to brand personality were identified. - Sincerity and Competence dimensions reflect more utilitarian attributes with categories that reflect price, company morale values, product attributes and consumers own experience. - Sophistication and Ruggedness dimensions which reflects symbolic sources (social identity attributes, such as reference groups. - Excitement is related to both utilitarian and social identity related categories. - Overall two broad categories were identified as sources of brand personality: (1) Utilitarian reasons, which include: value, trustworthiness, pleasure and ethical reasons. - (2) Social identity related reasons: reference group and identity establishment.
Sung and Kim (2010)	Investigated the relationship between brand personality dimensions Brand Trust and Brand Affect.	Brand Personality and Human Personality.	Expressive and Cognitive	Aaker (1997)	Quantitative	**IV:** Brand Personality **DV:** Brand Trust and Brand Affect	- Some brand personality dimensions relate more to brand trust while others relate more to brand affect. - Sincerity dimension of brand personality influenced more on Brand Trust than on Brand Affect. - Competence dimension did not have much influence on brand Trust or Brand Affect. - Results on separate product category showed that Competent Dimension influenced brand Affect more than Brand Trust on Apparel and Perfume categories. - Exciting and Sophisticated brand personality dimensions influenced Brand Affect more than Brand Trust. - Ruggedness influenced Brand Trust more than Brand Affect.
Freling, Cosno and Henard (2011)	Investigated consumer's perception of brands given personality and the impact it has on purchase intentions.	Brand Equity	Expressive	Aaker (1997)	Quantitative and Experimental	Scale Development for Brand Personality Appeal **IV:** Brand Personality Appeal **DV:** Purchase Intention	- Developed a measure for brand personality appeal. - Three dimensions of brand personality appeal were identified "Favorability of Brand personality appeal", "Originality of brand personality appeal" and "Clarity of Brand Personality appeal". - Purchase intentions are optimized when each of the three levels are high. When assessing the overall impact on favorability on purchase intentions, Originality perceptions are more meaningful to consumers than Clarity. - Also when originality is low, purchase intentions can be boosted by high perceptions of Favorability or Clarity.
Malar *et al.,*(2011)	Assessed whether the brand's Personality should match the consumer's actual self or the consumer's ideal self.	Self-Congruence	Expressive	Aaker (1997)	Quantitative	**IV:** Perceived Actual Self congruence Perceived ideal self-congruence **Moderator Variables:** Product Involvement Self esteem Public self-Consciousness **DV:** Emotional Brand Attachment	- Show implications of self-congruence for consumers' emotional brand attachment are complex and differ by consumers' product involvement consumers' individual difference variables, and the type of self-congruence (fit of the brand's personality with the Consumer's actual self-versus with the consumer's ideal self). - Actual self-congruence has the greatest impact on emotional brand attachment. - Product involvement, self-esteem, and public self-consciousness increase the positive impact of actual self-congruence but decrease the impact of ideal self-congruence on emotional brand attachment.

Murphy, Moscardo, Benckendorff and Pearce (2011)	Explored the phenomenon of Tourist Shopping Villages (TSVs) and the dimensions that contribute to satisfying visitor experiences.	Review on Tourist shopping experience	Expressive	Aaker (1997)	Quantitative	**IV:** Motivation for visiting Village Importance of shopping experience elements **DV** Satisfaction **Mediator Variable:** Village's perceived performance	- A conceptual framework was developed in an attempt to explain and understand visitor satisfaction with the tourist shopping village experience. - The results indicate the village performance on providing a unique local experience, value for money and regionally distinctive products, and opportunities for entertainment and bargain hunting were the key variables which most strongly predicted whether respondents were very satisfied or not. Surprisingly, the level of enthusiasm for leisure shopping did not have a strong influence on the visitor experience or satisfaction.
Sahin and Baloglu (2011)	Investigated brand personality and destination image by comparing perceived image and personality across different nationalities (tourists) visiting Istanbul.	Review on Brand Image	Expressive	Aaker (1997)	Mixed method: Quantitative and Qualitative	**IV**: Brand Personality **DV:** Destination Image	- Found differences in image perceptions of Istanbul in different cities amongst tourists. Personality Item Down to earth, was rated higher by visitors from UK and East Asia than Europeans. - For Personality Item "Western", visitors from East Asia rated higher than UK and Europe. - Further Istanbul scored high on the Vibrancy Factor; "Conviviality factor"; "Competence" and Modernity"; and on the "Sincerity factor". - Lowest rated dimension was "Cool and trendy Dimension".
Visentin, Colucci and Marzocchi (2011)	Explored and compared two perceptual representations of competing brands obtained through two measurement scales Aaker's (1997) brand personality scale, and an empirical scale based on individuals' relevant attributes.	Review on brand personality and Perceptual maps	Cognitive	Aaker (1997) and Focus groups	Quantitative (Procrustes analyses)	Two sets of attributes – one derived from the brand personality scale, the other reflecting attributes obtained through a focus group.	- Provide empirical evidence of how a bias can overwrite the ability of a measurement scale to actually measure its underlying construct. - Despite coming from different traditions, the two scales capture a common set of underlying cognitive dimensions that can be evoked when performing a comparison with the Procrustes analysis illustrated through the overlapping of the two perceptual maps.
Sung and Park (2011)	Developed a theoretical framework for cable network personality with a scale to measure the dimensions.	Review of Brand Personality and Big Five Human Personality	Expressive	Aaker (1997) Chan-Olmsted and Cha's (2007)	Quantitative	Scale Development	- Five dimensions specific to cables: Excitement, Warmness, Intelligence, Controversy, Ruggedness. - The measure is context specific with traits that reflect Aaker's (1997) Brand Personality Dimensions.

Wang, Yang and liu (2011)	Investigated product company brand congruity and self-image congruence on purchase intention.	Self-Congruity	Social Cognition	Aaker (1997)	Mixed Methods Qualitative and Quantitative	**IV:** Brand Personality Self Image Company Brand Personality **DV**: Purchase Intention	- Extension of Aaker's (1997) Seminal work by developing Company Brand Personality and Product Brand Personality dimensions and assessing the impact on purchase intention. - Company brand Personality dimensions are: Quality related facet, Performance related facet and Design related facets - Product Brand Personality Dimensions: Design related factor and Performance related factor. - Product brand personality is more significant in affecting purchase intentions. - Self-image congruence with company/product brand personality is positively associated with purchase intentions. - Company brand personality does not affect purchase intention. - The more important the product brand personality is to the consumer, and self-image congruity of both products with consumer's personality, the higher the purchase intention is.
Le *et al.,* (2012)	Investigated the predictive roles of extension naming strategies and categorical fit on the transfer of brand personality from a parent brand to its extension brand. Extension naming strategies include direct and indirect naming, while categorical fit is the similarity between an extended product and its parent brand's cognitive category. Further, the interaction effect and the relative effectiveness of various combinations of the two predictors when determining brand personality transfer are also explored.	Review of brand personality	Expressive	Aaker (1997)	Experimental	**IV:** Extension Naming Strategies and Categorical Fit **DV**: Transfer of Brand Personality	- The findings show that consumers perceive higher brand personality transfer when a direct naming strategy is applied or when the parent brand extends to a high perceived fit product. - There was an interaction effect between extension naming strategies and categorical fit. Specifically, consumers perceive the highest brand personality transfer when a direct naming strategy is applied for a high fit extended product. - The use of a direct naming strategy for an extended product with a low categorical fit still leads to a higher degree of parent brand personality than both the other cases in which an indirect naming strategy is applied for either high or low fit extended products irrespective of the degree of categorical fit, the transfer of brand personality is low when an indirect naming strategy is applied.

Maehle, Otnes and Supphellen (2011)	- Identified in Aaker's scale (sincerity, excitement, competence, sophistication and ruggedness), and what product or brand characteristics influence these perceptions. - In attempt to understand how consumers form their perceptions of the different dimensions of brand personality.	Review of brand personality	Cognitive	Aaker (1997)	Qualitative	**Research Questions:** (1) What brands or products do consumers perceive as of the specific dimensions of brand personality identified by Aaker (1997), and what common characteristics emerge across these brands for each personality dimension? (2) Which brands do consumers perceive as excluded from possessing a particular personality dimensions, and what Common characteristics emerge across these brands for each personality dimension?	- Specific brand personality dimensions typically are associated with particular product categories. - Food and beverages are associated with sincerity, whereas technical appliances are mostly associated with competence (or incompetence, when they fail to meet consumer expectations). - Some product categories are over-represented among brands that informants decidedly do not associate with a particular personality dimension. For example, many fast-food and cigarette brands are considered insincere because they are perceived as unhealthy. - Sincere brands share family-related associations and high morals. - Exciting brands offer consumers the opportunity to experience exciting feelings and are related to special or exciting occasions. - Competent brands are mostly associated with expertise and quality, sophisticated brands are usually of feminine nature, whereas rugged brands are of masculine nature. - Insincere brands are often involved in scandals, or are perceived as conduits for negative experiences. - Also low-quality and copycat brands are typically found to be incompetent. - The five brand personality dimensions are differentially related to brand benefits: Functional, Experiential and Symbolic and are argued to be brand personality trait. For example Sincerity is related to all three; Competence is related to functional; Excitement is related to Symbolic and Experiential; While Ruggedness and Sophistication are related to Symbolic attributes.
Alex and Joseph (2012)	Addressed the moderating role of hedonic versus utilitarian nature of the product on the relationship between self-congruence (both real and ideal) and emotional brand attachment.	Review of brand personality	Expressive and Cognitive	Aaker (1997)	Quantitative	**IV:** perceived real self-Congruence Perceived Ideal Self Congruence **Moderating Variables:** Hedonic Vs Utilitarian variables **DV:** Emotional Brand Attachment	- Brands with Real Self Congruence and Ideal Self Congruence are successful in creating Emotional Brand Attachment. - Findings indicate that the intensity of relationship between self-congruence (both Real and Ideal) and Emotional Brand Attachment (EBA) are not significantly different for brands with hedonic values and utilitarian values.
Avis (2012)	Introduced and explained the problem of category confusion, domain meaning shifts and the description selection problem.	Review of the five factor model of personality and brand personality factors.	Expressive	Aaker (1997)	Review		- The findings of category personality mirror those of brand personality presenting the question of whether a category can also be perceived as a quasi-humanlike. - In particular, humanlike brand theory appears to be a key support for BP theory, but the validity of this theory is questionable. - self-congruence research, use of the descriptors for brands and humans is unlikely to present problems, as the comparison is between human and human (albeit the brand is possibly quasi-humanlike). - Identifies the need for a theoretical explanation relevance/salience of the descriptors.

							- Also without humanlike brand theory, the conceptualization of BP becomes diffuse and unclear, and appears to be confusingly similar to concepts such as brand image, or uses descriptors restricted to human traits with no explanation for the salience of the traits.
Avis, Aitken and Ferguson (2012)	Explored mutually incompatible foundations that underpin brand personality and brand relationship theory. The first foundation is consumer's perception of brands as animate humanlike entities, and the other foundations are rooted in metaphor.	Review of brand personality, brand relationship and consumer metaphor	Expressive	Aaker (1997)	Review of research	-	- There is an absence of scholarly debate on the merits of each foundation; some authors combine the two foundations despite their fundamental incompatibility. - Discovered the ambiguity with the concept that a brand is a person' metaphor, whether Authors are discussing the actual perception of consumers, or whether they are discussing a metaphor. - Overall the review identifies an incompatible distinction between seeing a brand as a humanlike entity and understanding the brand relationship and brand personality concepts as metaphors/metaphoric.
Das, Datta and Guin (2012)	- Reviewed of the current conceptualization of brand personality, use of personality metaphor for brands, personality studies of brands in general. - Aim is to investigate what has been learnt from the past decade of research about brand personality scale development, and what important issues should future researchers address in this area.	Review on brand personality, use of metaphors. Application of brand personality on retail brands	Expressive and Cognitive		Review	-	- The review suggests that brand personality research should be explored from a holistic perspective. - Several studies suggested that brand personality is created by a variety of marketing variables like user imagery, advertising, and packaging (e.g., Batra *et al.,* 1993; Plummer, 1985). The extent to which these variables independently and interdependently influence brand personality is yet to be examined. - Future research studies should empirically investigate the impact of retail brand personality antecedents (like store atmosphere, store design and layout, sales persons and other customers in the store, service quality.
De Moya and Jain (2012)	Explored how popular tourist destinations, Mexico and Brazil, communicate their brand personality through Facebook, and which personality traits their Facebook "friends" associate with them.	Review on Tourism promotion	Expressive	Aaker (1997)	Qualitative	Correspondence analysis was employed to explore the level of agreement in the brand personality traits communicated by the destination promoters and Facebook "friends"	- Mexico and Brazil communicate distinctive brand personalities on each country's official Facebook page by emphasizing distinct brand personality traits. - Mexico's public relations efforts were more successful than Brazil's in transferring projected brand personality to its Facebook friends. - The brand personality trait, Excitement, followed by Sincerity, were the two most frequently associated traits with Mexico in both the promotional messages as well as the messages posted by its "friends." However, even though Sophistication, Sincerity, and Excitement were the most often used brand personality traits in Brazil's promotional messages, its "friends" did not communicate these traits in their messages.

Huang, Mitchell and Rosenaum-Elliott (2012)	Assessed whether the relationship between consumer and brand personalities is the same across all product categories. That is, do consumers consistently express that personality across most of their purchases in different product categories by choosing brands that reflect their Personalities.	Review on Brand personality	Expressive	Saucier (1994) Big Five mini-markers	Qualitative and Experimental	**IV:** Consumer Personality Brand Personality (also behave as dependent variables) **Moderating Product** Categories: Functional Vs Symbolic **DV**: Brand Personality (which also behaves as an independent variable)	- The results reveal that consumers reflect their personalities by the brands they use, but the relationship between brand choice and symbolic dimensions (i.e., Extraversion, Agreeableness, Neuroticism, and Openness to Experience) is much stronger than the relationship with functional dimensions (i.e., conscientiousness). - The pattern of this relationship remains consistent across symbolic and utilitarian products, which implies that consumers choose brands with similar personalities to theirs across various products. - Findings indicate that self-identity construction or reflection is built upon emotional dimensions of brand personality, rather than the functional aspect. - Overall Brand personality can be seen as a direct link between brands and consumers' projection of the "brand person".
Ivens and Valta (2012)	Assessed how homogeneous consumer brand personality perceptions are. That is if all customers perceive an identical brand personality or if different customers perceive the same brand's personality differently.	Review on Brand Personality and Typologies of brand personality	Expressive	Aaker (1997)	Quantitative	**IV:** Customer Perceptions of a Brand **DV**: Brand Preference Brand Satisfaction	- The findings suggest that consumers' perceptions fall into brand personality clusters. - Brand personality perceptions show distinct configurations of brand Sincerity, Excitement, Competence, and Sophistication. - The results of a variance analysis indicate an impact of brand personality on attitude towards the brand, Brand Preference, and Brand Satisfaction.
Lin and Huang (2012)	Explored brand personality dimensions and examined the effects of brand personality on repurchase intention.	Review of Brand Personality	Expressive	Aaker (2001)	Quantitative	**IV:** Brand Personality **DV:** Repurchase Intention	- The results indicated the existence of a five-factor model of brand personality for both Starbucks and 85 Degree. - Components of brand personality dimensions varied for the coffee chains and differed from those of Aaker *et al.,*'s (2001) brand personality dimensions. - For 85 Degrees, the dimensions were Excitement, Sophistication, Naivety, Mildness, and Resolution. Compared to the five dimensions from Aaker *et al.,*'s (2001) modified BPS, 85 Degrees illustrated two dimensions: Naivety and Mildness, relating to the Peacefulness dimension but lacked the Sincerity dimension for 85 Degrees. - Excitement, Sophistication, and Sincerity are Starbucks; while Excitement influenced repurchase intentions for 85 Degrees.
Park and John (2012)	Examined the advertising appeals that capitalize on the signaling opportunities that by using these brands can provide (signaling ad appeal) versus the self-improvement opportunities that using these brands can offer (self-improvement ad appeal).	Review on implicit self-theories	Expressive and Cognitive	Aaker (1997)	Experimental	**IV** Brand Personality Implicit Self-Theory (Entity Or Incremental). **DV:** Advertising Response	- The effectiveness of signaling ad appeal and self-improvement ad appeal depends on consumers implicit self-theories. - Signaling ad appeals are more effective for consumers who believe their personal qualities are fixed and cannot be developed through their own efforts (entity theorists). - Self-improvement ad appeals are more effective for consumers who believe their personal qualities are malleable and can be developed by incremental theorists. - The findings underscore the importance of implicit self-theories in understanding consumer response to brand personalities. - Further brand personalities can be appealing as an instrument for self-improvement, and that this aspect appeals to a different consumer segment (incremental theorists) than the one attracted by the signaling aspect of brands (entity theorists).

Romero (2012)	Investigated the dimensions of brand personality in Mexico. The dimensions were compared to study the differences between males and female.	Review of Brand Personality	Expressive	Aaker (1997)	Quantitative	Scale Development	- Seven factors were extracted from the brand personality scale: Success, Hipness/Vivacity, Sophistication, Sincerity, Domesticity/Emotionality, Ruggedness and Professionalism. - Women rated the brands higher for Success and Hipness/Vivacity, while the men rated the brands higher for Domesticity/Emotionality, Ruggedness and Professionalism.
Rojas-Méndez and Papadopoulos (2012)	Applied the personality metaphor to examine the U.S. brand personality in Argentina.	Review of Brand Personality	Expressive	Aaker (1997)	Quantitative	Scale Development	- Results indicate that the U.S. brand personality is a multidimensional construct comprised of four main dimensions (facets): Amicableness (cordiality and modesty), Resourcefulness (vibrant and erudite), Neuroticism (toughness and tyrannical), and spirited. - An overall view indicates that Argentines' perceptions of the U.S. brand personality encompass a bipolar personality type, where mainly the facet vibrancy battles with toughness personality traits.
Roy and Moorthi (2012)	Examined whether celebrity personality has an effect on Brand Personality.	Review on celebrity endorsement	Social Cognitive	Aaker (1997)	Quantitative	**IV**: Celebrity Personality **DV:** Brand Personality	- Brand Personality scale developed by Aaker was found to be reliable and valid both for the celebrity and the brand. - The study found support for the effect of celebrity personality on brand personality, which indicates a reverse flow of personality from the brand to the celebrity.
Wysong, Beldona, Munch and Susan Kleiser (2012)	Investigated whether or not consumers select brands (and the corresponding brand personality traits) based on two important situational variables: social visibility and situational involvement.	Review on brand personality.	Expressive and Cognitive	Aaker (1997)	Experimental (quantitative)	**IV:** Individual Variables (Enduring Involvement, Brand Loyalty, Brand Image and Category Familiarity). **DV**: Brand Personality **Moderating Variables:** Either high or low in social visibility and high or low in Situational Involvement	- Social visibility and involvement of a situation can influence the type of brand personality that consumers seek in that situation. - Three-way interaction between social visibility, situational involvement and a consumer's brand loyalty, within the category, was discovered. - A person may want to be viewed as tough and rugged around friends, sincere and caring at home with family, and sophisticated when out on a date. While each person may seek a different brand personality for the situations, the findings indicated that people preferred beers with more competence and ruggedness at home by themselves (private situation) rather than at a party at a friend's house (public situation). - Brand loyal consumers rated their brands higher in sincerity and sophistication than brand-switching consumers.
Malar *et al.*, (2012)	Examined the transformation of an intended brand personality (i.e., the way brand management would like consumers to perceive the brand's personality) into a realized brand personality (i.e., the consumer's actual perception of the brand's personality). Therefore the authors employ a dyadic design (i.e., surveying both managers and consumers), which allows us to measure the success of brand personality implementation.	Categorization theory	Expressive and Cognitive	Aaker (1997)	Qualitative (interviews) Quantitative	**IV:** Similarity of brand Personality Profile, Competitive Differentiation of a Brand, Credibility of Brand Communication, Consumers Product Involvement, Prior Brand Attitude **Mediator Variables:** Fit between the Intended and the Realized Brand Personality and Brand Loyalty	- Identifies that that consumers may not necessarily perceive the brand personality as intended (P728). - The following antecedents as having an important influence on fit: singularity of the brand's personality profile, competitive differentiation of the brand, credibility of brand related communication activities, product involvement and prior brand attitude. - Intended brand personality and realized brand personality has positive performance implications (Increased brand loyalty and finally increased market share of the brand).

						DV: Market Share	
Mathur, Jain and Maheswaran (2012)	Investigated consumers' implicit theories about the fixedness/malleability of personality guide brand personality updating in a brand extension context.	Review on Brand personality and Brand Extension	Cognitive	Aaker (1997)	Experimental	**IV:** Brand Extension (Conditions: entity and incremental theorists) **DV** Brand Evaluations	- Malleability of personality modified their parent brand personality impressions in response to extension information, whereas entity theorists' personality impressions remained unchanged. - A mediation analysis showed that Effort mediated the relationship between Extension Fit and brand personality updating for incremental, but not entity theorists. - For incremental theorists, brand personality is enhanced (vs. diluted) when extension fit is poor (vs. good) and only when brand personality is salient. - Overall evaluations of the parent brand and extension vary only with extension fit.
Tsiotsou (2012)	Developed a measure of sport team personality that incorporates the relevant dimensions/traits consumers attribute to their sport teams.	Review of brand personality	Expressive	Aaker (1997)	Quantitative	Scale Development	- The analyses of the data resulted in a sport team personality scale consisting of five dimensions: competitiveness, prestige, morality, authenticity and credibility.
Kim and Lehto (2013)	In attempt to understand the relationship between the perceived and projected destination brand personalities.	Review of brad personality and destination personality		Aaker (1997)	Content analysis of Korean tourism website and Quantitative		- Content analysis of the official tourism website revealed that South Korea communicates strong destination brand personality traits along the dimensions of excitement, sincerity, and to some extent, competence. - Identified seven destination personality dimensions of Excitement, Competence, Sincerity, Sophistication, Ruggedness, Uniqueness, and family orientation based on a quantitative analysis of U.S. consumers' perceptions. - Competence and family orientation appeared to be the more dominant personality traits that the U.S. consumers associated with South Korea. - Overall, the findings of this study suggest that despite South Korea's extensive branding efforts, its projected brand personality traits have not been fully embraced by potential travelers from the United States.
Stinnett Hardy and Waters (2013)	Developed brand personality to nonprofit organizations by using an intercept survey of 240 adults in the Southeastern United States to determine what the anthropomorphized version of nonprofit organizations would be.	Review of brand personality and anthropology	Expressive	Aaker (1997)	Quantitative	**IV:** Individual's Human Qualities **DV**: Human Qualities that are assigned to Nonprofit Organizations.	- Develops brand personality to nonprofit organizations by using an intercept survey of 240 adults in the Southeastern United States to determine what the anthropomorphized version of nonprofit organizations. - Survey participants saw unique individuals when imagining the anthropomorphized version of these nonprofit organizations. - Participants saw similarities between themselves and their own perceptions of what the organizations' human identity would be, they were much more likely to be involved with that nonprofit in terms of volunteering and donating.
Lee (2013)	Presented a multidisciplinary (versus	Trait factor theory	Cognitive		Qualitative	Grounded Theory	- Builds a multidisciplinary conceptual framework of market-

	psychology-centered) theoretical basis of BP research, and (2) developed a prototype of multi component structure of Brand Personality.		and Expressive				oriented Brand Personality to capture the diverse facets of brand meaning: the components are: psychological component which represents Personality traits and Socio Cultural component which represents, socio economic variability (Hobby, Consumption pattern), life scene variability (Economic Status, Education level) and physical variability (Age, Gender). - The four components are communicated through consumer's consumption Experience.
Valette-Florence and De Barnier (2013)	Distinguished between macro and micro approaches of brand personality.	Review of Brand Personality also the Macro and Micro Approaches to brand personality	Expressive	Ambroise (2006)	Quantitative	Scale Development	- Print media brand personality scale which is developed from a Micro level and demonstrate third order constructs: 1) Respectability: Wisdom, Conventionality; 2) Disingenuous: Disingenuous; 3) Conviviality: Natural, Agreeableness; 4) Assertiveness: Assertiveness, 5) Charm: Seduction, Elegance. - Ambroise's scale reveals that some order 1 or 2 dimensions of the specific print media brands scale are similar to those of Ambroise, namely "Disingenuousness", "Agreeableness" and "Seduction". - "Assertiveness", "Conventionality", "Natural" and "Wisdom" are more specific, corroborating the validity of the micro approach for the creation of a new personality scale suited to print media brands.
IV= Independent Variable **DV**: Dependent Variable							

Appendix B (i)
Consent Form

Dear participant

As part of my PhD in Brand Personality, I am undergoing an experiment to assess the underlying brand attributes and personal consequences and values that serve to structure the cognitive network in consumer's minds. The aim of this study is to investigate the brand personality framework and how it relates to the retail industry, hence to assess whether the framework is comprehensive within the retail industry.

This experiment would be conducted through an in-depth interview. A stimulus in a form of a retail brand would be presented where you will be asked to think of each brand as it if were a person. Hence assign human characteristics associated with each brand, questioning will stem from the responses you provide to establish the reasoning behind your responses.

All information given would be kept confidential and anonymous. All data collected would be for the purpose of this study you have every right to terminate you participation at any time should you feel uncomfortable to proceed any further. However it would be useful to obtain as much responses as possible. Should you decide to participate in this study please sign below to assert your consent? Once the experiment is conducted you will be debriefed orally and in writing.

Should you have any questions please do not hesitate to contact me on my email address below. Should you need further information and advice about any of the issues discussed due to the sensitivity of the topic please use the Aston student guild counselors on the first floor.

<u>Participant's statement</u>

I have read and understood the consent form above, and discussed all uncertainties with the interviewer. I agree to participate in this study and fully aware that I can withdraw my data at any given time.

Participant's signature ____________________________ Data ____________________

Researcher's signature ____________________________ Date ____________________

If you wish to contact me directly my email address is left here below

Hajiih@aston.ac.uk

Appendix B (ii)
Interview transcript Respondent Number 17

KEY: **I = Interviewer**
R = Respondent

Bbbbb. **Adjectives**

Broad Abstract Reasoning

Deep Cognitive Emotions

………… **Other Cues**

………… **Making Comparisons**

I: Most of the following questions are about a variety of brands, products or services and I'd like you to think of each brand as if it was a person. Now this may sound very unusual, but think of a set of human characteristics associated with each brand. So for example, you might think that human characteristics associated with Pepto Bismal are kind, warm, caring, soothing, gentle, trustworthy and dependable and for Dr Pepper you might think it's non-conforming, fun, interesting, exciting and off-beat. So I'm interested in finding out which personality traits or human characteristics come to mind with these particular brands. So the first brand I've got here is Top Shop. So what kind of characteristics are associated with Levis?

R: Oh, Levis is my future husbrand. I see it as a man and… I don't know how expensive they are, but I think I've been once in London, 5 years ago, in a shop and I remember that everything was too expensive for me and I stopped going there because it's too painful.

I wouldn't see it more than a man in his 40s unless it's a very fit person that has a very active life and, you know, has a night life and a social life and in a way behaves like 30 or 20 year-old person because when you're 40 I usually associate it with spending your time with your children and less with being necessarily funky and clubbing.

I: Okay. Okay, that's absolutely fine. How about Bhs?

R: ah Bhs I bought a swimming… no a bikini for the beach from Bhs and I associate it with… No, I associate Bhs with older woman because I'm not… I don't see myself going inside Bhs any time soon because the colors are not nice – they're very pastel, very light, which I don't like; and I can see when I see this label I see the shop and sometimes when you pass by a shop you see inside some very big sized clothes for old, over-weight woman, so I don't see myself going inside that shop unless it's raining and I'm very cold and I just need a place to warm up.

Based on the respondents experience with the brand, a psychological distance has occurred between the consumer and the brand. This was based on brand product attributes such the color that are used which does not reflect the consumer's personality. Hence brand incongruence. Also the brand product in the form of sizes triggered cues to the target market. Together these attributes created a psychological distance with the brand. Hence it doesn't meet respondent's characteristics.

I: Oh, okay! So you're saying that you wouldn't like to associate with Bhs because it's not really… it doesn't [meet all your characteristics].

R: Yeah. This, looking Bhs, I see somebody not necessarily old – because we're all getting old – but some are really boring and dull … If you want to pass on the street completely unnoticed, not because you are modest but just you don't care about yourself whatsoever, you would buy clothes Bhs I remember… I've seen some scarves you wear in the beach; also there are some big hats, Jennifer Lopez style. So I've seen nice things, but in general I haven't seen anything. If I had now some money I wouldn't go there.

Even though celebrities do not endorse the brand, the brand is associated with a celebrity in order to personify a brand. But the consumer dissociates themselves away from the brand due to the image that accents through the store and color scheme that is used. Demonstrates no purchase intentions.

Brand logo sends a vibe to the consumer that the brand is not exciting enough for the consumer to associate with it. This could be as a result of incongruence between the brand and the respondent's self-concept.

Negativity is portrayed in the sense of being careless with self-image. The consumer identifies the importance of self-awareness and how individuals should respect the ones self through clothing.

I: Okay. That's absolutely fine. How about H & M?

R: This is… I see a woman in her 30s, very successful and fun and out-going which doesn't care about big labels and expensive clothes even if she might be successful and powerful and she would have lots of money. And I love H&M and I have some clothes. I think some of them were bought from a charity shop, but they have this label in some of the clothes. So I have quite a few in my wardrobe. So it's nice. I'll go when I go to the [*shopping center name*]. I go inside because I love them. Even if there are things I would never wear like tights with glitter and crazy, crazy things… I like them, but I wouldn't wear them.

Shows that the consumer is heavily involved with the brand and is likely not to be affected by market errors; due to a strong reciprocal relationship that must have grown over time. This signifies strong brand loyalty.

The respondent feels a close connection as a result of brand product that caters for all. Because the brand has something for everyone from a respondent's perspective the consumer has created a level of respect for the brand.

I: Would you buy them though?

The respondent shows satisfaction with the garment and feels quite connected to the brand as a result of the satisfaction of the product. It seems that the consumers own personality traits are rubbed on to the brand, rather than the brand personality.

R: I love most of the stuff there. I have a black dress. So there are things for everybody and I love even the things which I wouldn't buy because I'm not… Like they don't represent me because I'm older. I wouldn't wear some crazy, crazy things they have, but I love all of them, so I would appreciate if somebody's wearing on the street something from that H&M, even if it's not my style. Do you understand? So I love everything about H&M. The stuff I would wear – something more elegant and sophisticated than stuff for a teenager which is really, really, really…

The Respondent feels the brand respects their internal moral values which led to a strong congruence between the brand personality and the individual's personality. As a result strong positive brand attitude has been formulated that allows the consumer to respect everything about the brand. The respondent feels the brand personality is a true representation of the individual's expression of their self-concept. Thus respecting the self-concept.

I: Okay, that's fine. And if it was a person would you say they're your friend?

R: Yeah, I love H&M. Yes.

I: So they're quite your friend.

R: Yes.

I: That's fine. How about Zara?

R: Zara? That's the place where I want to shop when I'm going to get a lot of money because the clothes are nice and my guess is that they are good quality. I have a skirt from Zara. I bought it in Paris. I don't know if I have anything else. No, but I love that shop, but I think it's a bit expensive for me.

Clearly demonstrates that financial constraints do not impact or reflect the association the consumer has with the brand. There consumer has intentions to formulate a relationship with the brand once they can afford it, there is no sign that if the consumer cannot afford to buy from the brand they will distant themselves away from the brand. The association is based on the style of clothing which is what the consumer sees as a reflection of their own personality and a means of self-expression.

I: Okay. Why do you love this shop, regardless of price?

R: Because it's very… It's unique. You won't find… Because usually when you go to a shop, most of the things are very similar to what you will see in the next shop through advertisements and the actual products too. But Zara is quite unique and some of them are very, very feminine and very special. You won't find… If you go on to the street, you won't find many woman wearing things from Zara because they have that something, that something very, very special.

Reflecting individualists and the brand allows consumers to feel and express this through the clothes consumers choose to wear. Thus reflecting the importance of brand product that helps consumers assign the brand personality.

I: Okay. Does that mean a lot to you, that you have to be unique in what you wear?

R: Yes, hmmm.

I: Okay, if Zara was a person, like how would you describe this person? Like would you say they're like friendly and…?

R: Like an elegant and successful woman in her 30s, middle 30s.

I: Okay. And is that mainly…? When you come out with characteristics about Zara, is it mainly because of the clothes that they do or is there something else that plays an important role in terms of to create this…?

R: No because I know what they have inside. I don't go a lot into Zara now, but I know what they have because I can remember. So when I think about their clothes I think about somebody sophisticated and powerful and very confident.

The initial contact the consumer had with the brand created a lasting impression about the brand personality. This reflects the primacy and regency effect. The respondents has created an image about the brand that signifies brand loyalty.

I: Okay. That's absolutely fine. And how about Gap?

R: Gap is like… It's a very funky woman. It's not very sophisticated. I have some clothes from Gap. They are very good. I still have a jumper, wool. It's red, red, China red like my lipstick. I still… I bought it 6 years ago and I was wearing that and my friend wore it and my sister had it for months or years and it's still in great condition. Even if sometimes it has some problems, my mum or myself we are repairing the jumper. So the quality is good. I have quite a few items from Gap. So if I would describe a person, Gap as a person, I would say that it can be a teenager but can be also a person… I always think about woman when I think about fashion. It would not be a teenager but possibly a woman or a woman in her 30s, 40s. It doesn't really matter because you can find boring stuff that has no shape and no character to the clothes and you can find something really nice and really colorful.

I: Okay.

Brand association is often reflected by consumer if they have consumed the brand product and they are satisfied with consumption, as a result of durability.

R: But somebody that would shop from Gap usually… not just in one occasion. Somebody which loves Gap would be somebody down to earth, like a person that likes going sight-seeing; very artistic person, not a sophisticated person like Zara… a Zara woman.

I: Okay.

R: A Zara woman would never go in Gap and a Gap person probably would never go in Zara because Gap I associate with a hippie person and flower power. Not flower power in sex and drugs, but people that don't care about money. They think that they should enjoy life [and that].

The respondent recognizes that they have respect for both of these brands. However, the respondent now seems to show some interesting findings suggesting that these two brands would not get along as a result of financial constraints.

I: Okay. Would you say that in terms of like their sociability aspect…? Like you said it's got long durability, the Gap. Would you say that Gap would be one of your close friends if it was a person?

R: Mmm, it's a reliable friend. It's not…

I: A reliable friend. Okay.

R: Yeah, I can go there if I need a T-shirt of a certain color or a pair of jeans, which I don't. Reliable friend yes if I need something cheap, but not my best friend. My best friend would be Zara or H&M. You see I have heard things in the news about child labor and I think all these brands do use child labor to some degree because you can produce and sell cheap. But bigger price tags may means less exploitation. I also read a lot about brands so I know more than the average person on the street

I: ok what about Primark?

R: Primark is like a girlfriend, best friend. You want to keep it in your closet because you can always rely on Primark, but Primark has an aura of… You know, if you go there, the people there are a bit chavs and, you know, they are pushing pushchairs and they have many babies and there are many over-weight. I don't want to be judgmental, but if you go to Zara and if you go to Primark, the quality of people – even if we don't have to judge people accordingly on their success in life, but… I have clothes from Primark. I recently bought a £13 grey dress. You can find nice things there. The quality is not amazing, but considering that you can buy a jumper that's £3, £4, how much do you ask really? Yeah, so Primark you love it, but it's like your lover. You love it, but you don't tell your friends that you love it because … It's such a chaos in that shop and everything is upside-down and its very impersonal

The respondent feels a close connection to the brand and refers to its reliability. However, even though the respondent feels the close involvement and connection with the brand, they feel a slight distant from the brand as a result of the service offered which is reflected in the ambiance of the store. The appearance of other consumers that consume the brand is important to the respondent as they are aware that it would have a reflective effect. This is beyond the brand product attributes and more symbolic attributes.

The importance of brand service as respondents makes association with other respondents that consume the product. If that is congruent to how the respondent perceive them self in terms of appearance, the respondent is likely to make a positive association with the brand. The respondent will also feel more willing to communicate the brand to others and feel a sense of satisfaction to be associated with the brand. But if this is incongruent to the respondent's belief of themselves then negative brand associations is likely to arise.

Illustrating the importance of keeping the brand quiet, not overtly portraying to others that you like the brand and that you associate with the brand due to the negative image it may have on the consumer. This relates to social group pressure.

I: Okay.

R: And people are savages inside. [*Chuckling*].

I: Would you associate yourself with Primark? Would you think "Yeah, Primark is a friend"?

Social Irresponsible- Exploitation of child labour.

R: Yeah. Yeah, in my days well… We all have different personalities inside, so one day you are a sophisticated lady and another day you're just very ordinary.

Conveying that brand personalities are not stable and durable aspect. Brand personalities are more influenced by consumer's mood and what the external environment dictates to the consumer at the given time

I: Okay, How would Jeff Banks?

R: I have… All I can say when I look at Jeff Banks is that it represents clothes for very rich people. I think they have shirts for men, but I don't know I'm not 100% certain. I'm not that familiar with Jeff Banks.

The importance of brand name and logo of the brand to allow consumers to personify brands and make assumptions about the brand.

I: Okay, that's fine. Why do you feel like it's for a man?

R: This is just my feeling – that it's a man in his 40s, very successful that would be very careful in what he's wearing when he has his business meetings to make an impression or to fit with the other colleagues who have expensive clothes.

The brand reflects conformists, but at the same time the consumer illustrates the importance self-expression in the form of clothes to portray the individual's personality and authority that they have with in a particular context.

I: Okay. Would you say that this person's a genuine person or not a genuine person?

R: Maybe he's a nice… I see that as a man. Maybe he's a nice person, but he's just going with the flow. So people around him are buying things they don't need and they have an extravagant life, he would just feel out of boredom or something that he needs to fit and he would embrace the same behavior.

The respondent illustrates conformists' in negative light as they feel it's important to portray your individuality through expressions and what you wear. But it seems the consumer has a negative perception to conformists as a result of the additional disposable income.

I: Okay. How about

I: Okay. Okay, how about George?

R: I think this with George… I don't shop from George, but I do know from [Cheltenham] again that have clothes, uniforms for children, but I wouldn't know more than that, no.

The importance of brand product attributes when respondents are not familiar with the brand. This could be as a result of advertisement or brand communication.

I: How would you describe the brand just from the way it's written and the way it seems?

R: I don't know. It's not something I'm familiar with. It didn't catch my attention whatsoever, you know, which is very bad because being neutral is worse than being bad because if it's bad like Primark, at least it catches your attention, but George is just boring.

The consumer acknowledges the brand as being negative in their opinion.

I: Okay.

R: I don't know anything about this.

I: Do you think it's important that someone shows their individuality and not…? Do you feel it's important that it's important to stand out from the crowd to show that "I am unique in my way"? Is it important to show your individuality? Do you feel that's important to you?

R: Yes, that's important to me because sometimes make-up or hair or clothes or some accessories can lift up your spirit.

The importance of the consumers mood and how materials in the form of makeup or accessories can change consumers mood altogether in a more positive light. So clothes are seen as an important attribute to self-expression.

I: Alright, okay.

R: Because you can feel better. I'm not saying about dressing so people can stare at you on the street, but it's for you because if you're getting older… One day you won't be thin and you won't… you won't look the way you look now, so what's the point to ignore completely that you have so many possibilities, especially if you have a big wardrobe? What's the point to change the same T-shirt and pair of jeans if you can make it fun because you can have fun with changing your clothes when adapting it to your make-up and stuff.

The importance of clothes to accent the respondent's mood and express their self-esteem.

I: Okay, that's fine.

R: Which is not necessarily a sign of being superficial. It's just part of you.

The awareness of the one's self and the self-concept.

I: Okay. So you feel it's important to show your personality and your characteristics.

R: Yeah. It doesn't mean that you love yourself so much or that you are vain. It's just part of you because you don't have to be perfect and not to care about what's on the outside and what's on the inside counts. And it counts together. If you don't respect yourself, you don't take care of yourself.

The awareness of the one's self and the self-concept.

I: Okay. And how about Oasis?

R: Oasis? Oh, I think one of my jumpers is Oasis. Yeah, the one I have… the first one, because I have many.

I: You have layers on.

R: Yeah. This is like a reliable cousin meaning that it's not extremely famous or popular or known for me, but you know that when there are some sales and when you have some money, you can go there and you can find something you might like. Yeah, my sister got some jeans many years… 6 years ago now. I think she binned them because she bins clothes sometimes because she thinks they're too old. I was looking desperately because they were on sale. They were £10 and they were so good quality and so nice. I'm still thinking about them now as we speak.

Making personal associations with brands that have been consumed by the consumer.

I: did you feel quite Attached to them ?

R: Yeah. I loved those because they made me look different. Those jeans made me look like I'm size 8 and the jeans were size 8, but some jeans make you look size 12 even if you are size 10. I think I'm size 10, but I was wearing size 8 because they were a bit stretchy and they were… But they didn't look stretchy, which was good, and the color was nice. They were amazing for £10 actually and I'm sorry she binned them.

The positive association to the brand as a result of the consumed brand product. Satisfaction was obtained due to the durability of the brand product and how the consumer felt when they wear wearing the garment.

I: So do you feel like because they do clothes that specifically cater for your needs – like to make you look thinner or to hide some of the curves or to hide some of the extra things that probably…

R: I'm not crazy about getting thin. I'm just… For me most important… I exercise because it makes my head… It doesn't make me… If I don't exercise I'm moody, so the reason I exercise is not because I want to be thin because that's not the point, but what I wanted to emphasize with the jeans that made me look thin – they had that ability to make you feel good.

Even though the respondent feels the need to cover a certain part of the body, the brand is still perceived in positive light, hence the consumer can still relate to the brand. The constraint the consumer has plays no part in associating with the brand as the brand is seen to cater for the respondents needs in different ways. Hence by having other garments the consumer can wear.

I: Oh, I see what you mean.

R: You know, they were fun even if they were just some cheap, cheap jeans. They were… It's not the point that I was looking thinner. They were just a joy to have and to look at.

I: Okay. So do you feel Oasis does that across the board, like across all its clothes, or do you feel like it's probably more in jeans or more in certain garments than generally all the clothes?

R: I remember I've seen some tops with… I don't know the name. There are some round things which you sew on clothes.

I: Oh, sequins or buttons or…?

R: No, not buttons. Something like it's a bit shiny. You know, there are many things.

I: Oh, I see what you mean, yeah.

R: So yeah, I remember seeing many tops which looked interesting, but were not for me because I have the feeling my arms are fat, so I cover my arms. Yeah, but I think you can find pretty much anything you want / anything I want.

I: How about Gucci?

R: I see that Gucci and Dolce and Gabana products would be bought only by chavs or very rich people which are snobs and they think that by putting Gucci and Dolce and Gabana they show that they have a high level of living and stuff. I wouldn't wear Gucci if you paid me. I wouldn't buy it in a million years.

Due to the culture differences and how the brand product is perceived by the consumer, in terms of who consumes the product; a strong negative association has resulted from the brand due to the incongruence of consumers beliefs and how they want to portray themselves. This indicates the consumers that are associated with a particular brand (by consuming the brand) will impact on consumer's attitude and perceptions.

I: If you were …

R: Never in a thousand years.

I: Why is that?

R: I think I've seen… Yes, the thing is, for example their glasses here and has diamonds and stuff. It's absolutely disgusting. I wouldn't wear it. If my eyes are burning on the beach I wouldn't wear those. Crazy glasses. I suppose I would say the same for really cheap brands too. But I would never say I shop at cheap places. Because rich people steal from the public and those brands that sell really cheap exploit child labor.

Strong negative brand Image. The consumer is not willing to purchase or have any connection with brands what so ever due to the incongruence of respondent's expression of themselves and what the brand is expressing about itself.

I: Why's that?

R: It's just I feel repulsion when I just…

I: What causes that repulsion. What is it that makes you think "Oh, hang on, this is Gucci. Move away from it" ?

R: Because only chavs and uneducated, illiterate people who manage to do dirty businesses and illegal businesses would wear Gucci. Or the other category would be politicians that stole out of public money. But I associate it with snobs and with people of bad quality. I don't associate it with anything good. I'm not saying that in Italy models and nice people are not using this label, but for me it's a big no-no.

The association and background knowledge of the consumer is what caused the consumer to have a strong negative brand attitude. The qualities of individuals that consume these brands are qualities the consumer would not want to associate with or even be tagged with.

I: Okay, I see. And how about Burton?

R: a teenage boy

I: why do you say a teenage boy?

R: because you see all teenage boys wearing similar clothes and they are all from Burtons. They all look the same, they want to be the cool person but they are not. They mainly have shirts and t shirts, funky shirts, you know what teenage men like to wear. I know the store is really dark inside and they do have some suits as well. So I would say a bit of an attention seeker. Yeah definitely attention seeker.

I: That's fine. And how Top shop

The importance of brand product and the ambiance of the store when consumers personify brands.

R: Affordable.

I: Sorry?

R: Affordable. Because I used to buy. Well to be frank 6 years ago I used to buy clothes from Top shop. I dong buy from Top shop now because I have too many clothes but I do remember when I use to buy clothes from Top Shop they were nice and affordable.

Reflecting brand loyalty

I: Okay. If it was a person would you say it's a male or a female?

R: Female... a teenager.

I: A teenager.

Brand services

R: Yeah because the clothes I bought were very funky for a teenager. They were not for proper ladies. So it's like for teenagers who are still discovering themselves and want people to notice them.. Males of course. So I would say she's funky and out-going, having fun because the shop where I used to buy this was in [Cheltenham] and it was on the high street, so I see… When I think about Top Shop I think about… I see the high street with many, many, many, many, many people. Every teenage woman would carry at least a top shop bag. It's always busy inside too. So I would say she's very very sociable. She likes to have so much attention, she like down to earth, exciting to be with.

Reflecting reliability, the brand is reliable when its needed.

I: Okay. How would you relate to Top Shop as a person? Would you say that…? If Top Shop was a person, would you say they're your friend or..?

R: Yeah, it's a friend, but I don't need this friend at the moment, I could do without her she too expensive to be with. You would need to have a lot of money to keep up with her and I don't have that kind of money at the moment.

I: Okay.

The location of a brand is important in terms of where the brand is physically located. Thus referring to the accessibility of the brand.

R: plus I don't live near it now.

I: That's fine. Just to conclude, is there any [contradictory] views that you hold about any of these brands?

R: Say again?

I: Do you have any contradicting views about any of these brands?

R: For example?

I: For example, like you might see a brand as though you might think it's a really good brand and you have a good connotation towards the brand, but later on you find out something about the brand and you feel like "Oh, hang on, I don't want to be associated with this because I've found something about that particular brand and it doesn't really follow my beliefs or follow my sort of concepts"?

R: Are you referring to these labels or in general?

I: In general. These labels or generally anything, like anything that comes to mind.

R: No. The only problem I have with the big labels is that I don't want to look like a chav so if I see a T-shirt that has Dior… especially Dior because Dior has big letters. Usually J'adore Dior it's the whole chest will have letters like this. If it's a small, small logo like Polo or something, I would be alright because that's cute and that means if you have a Polo or Ralph Lauren shirt it would mean … I used to be an au pair and the lady I was working for at some point she got rid of some of her shirts and she was rich and the gentleman the same. So I wouldn't feel like I'm a snob if I wear some expensive shirts because it means that that day I wanted to look professional. So I have some. I can have some expensive suits, business / office suits when I go to an interview or something. So I don't necessarily associate expensive things with being a snob, or the label, but… Oh, I've forgotten what I was going to say. So yeah, that's the thing I have.

The respondent does not want to associate with any big labels that have big logos that are easily accessible to the naked eye. The respondent has this perception that if the logo is big and is written clearly on the garment it represents chavs which the consumer has a strong negative attitude towards. However a big label that has a small discrete logo is perceived in positive light.

I: You don't like brands that scream at your face, that tell you "Look, I'm here! This is the brand!"

R: Yes saying "Yes, I'm wearing an expensive thing!"

I: Do you like something that's quite subtle or hidden?

R: Yes. Because so many… The jeans always have a little, little logo. So if somebody knows that label… I remember 15 years ago I received some Roy Rogers jeans, which were absolutely amazing – oh! – And somebody I didn't looked at me and said "Are those Roy Rogers jeans?" You know, you don't have to put a big label to show it to everybody. No. Somebody who loves jeans… somebody who loves jeans would spot from a mile…

I: ok

R: "This is Tommy jeans," "These are…" I don't know, the big jeans labels. So you don't have to put it big so it can be seen from an aero plane because that says… that screams like Shrek, "Pick me!" You know, "Just look at me! I'm wearing something expensive!"

I: Okay. That's absolutely fine. Is there anything else you'd like to add or say ?

R: umm no I don't think so.

I: Okay. That's absolutely fine. Thank you ever so much for your participation.

R: Okay, no problem. [*End of interview recording*].

Appendix B (iii)
Debrief letter

Dear Participant,

I would like to take this opportunity to thank you for participating in this study, it is very much appreciated.

I assure you again that all information presented and discussed in this interview is kept anonymous and confidential, and would only be used for the purpose of this research. If however, you have any queries about anything discussed or which to terminate your participation then please do not hesitate to contact me on hajiih@aston.ac.uk.

Kind regards,
Iftakar (Academic Researcher)

Signed: ______________________________

Appendix B (iv)
Interview Question Guide

Most of the following questions are about a variety of brands, products or services and I'd like you to think of each brand as if it was a person. Now this may sound very unusual, but think of a set of human characteristics associated with each brand. So for example, you might think that human characteristics associated with Pepto Bismal are kind, warm, caring, soothing, gentle, trustworthy and dependable and for Dr Pepper you might think its non-conforming, fun, interesting, exciting and off-beat. So I'm interested in finding out which personality traits or human characteristics come to mind with these particular brands. So the first brand I've got here is Top Shop. So what kind of characteristics are associated with Brand X?

- If Brand X was a human how would you describe it?
- Would it be male/ female?
- How would you socially categorize Brand X?
- Would you perceive those characteristics in positive or negative light?
- On a friendship level how well or deep do you feel you can relate to Brand X? For example, at what level would you befriend the brand if you were to befriend the brand?
- Who would be dating Brand X ?
- How would you characterize Brand X's social group?
- Do those characteristics fit your perception of yourself?
- Do you hold any contradicting views towards the Brand X?

NOTE: All questions involve follow up probing questions based on the responses given. Also it worth noting that not all questions were asked in this particular order with exact wording, the follow up questions and order of questioning was tailored towards consumer responses.

Appendix C
Negative Brand Personality Traits

Appendix C: list of Negative Brand Personality traits obtained from the interview transcripts.

Superior	Domineering	Annoying	Cheap	Loud	Predictable
Isolated	Stupid	Unethical	Cheat	Liar	Dependable
Old-fashioned	Boring	Chavy	Traditional	Absurd	Obscene
Olden days	Aloof	Envious	Basic	Uneducated,	Illogical
Dark	Vulnerable	Distant	Rebellious	Jealous	Weird
Pretension	Arrogant	Tweed	Fake	Horrible	Lonely
Poor	Moody	Sad	Phony	Artificial	Strange
Un-welcoming	Unfriendly	Outrageous	Plain	Judgmental	dismissive
Deceiving	Stubborn	Vain	Inconvenient	tyrant	Un-eased
Authoritative	Flaunting	Fickle	Messy	Confused	Self-conscientious
Untrustworthy	Resilient	Unacceptable	Irresponsible	Inappropriate	Smelly
Greedy	Useless	Obese	Flamboyant	Pompous	Childish
Monotonous	Egotistical	Slums,	Gritty	Untidy	Tacky
Lazy	Barbarian	Remote	Delusional	Manipulative	Flimsy
Brash	Uniform	Nostalgia	Coarse	Naive	Inferior
Cold	Unstable	Vanity	Junk	Tight	Deviant
Lagging in time	Ruthless	Bland	Extravagance	Mischievous	Dull
Superficial	Eccentric	Contradicting	Bad	Not Giving	Unhealthy
Anti-Social	Angry				

Appendix D (i)
Qualitative Data Analysis from the Interview Transcript for Respondent 17

Adjectives	**Broad Abstract Reasoning**	**Deep Cognitive Emotions**	**Other Cues**	**Making Comparisons**
Affordable	"Because I used to buy. Well to be frank 6 years ago I used to buy clothes from Top shop. I dong buy from Top shop now because I have too many clothes but I do remember when I use to buy clothes from Top Shop they were nice and affordable." Reflecting brand loyalty	"I associate Bhs with older woman because I'm not… I don't see myself going inside Bhs any time soon because the colors are not nice – they're very pastel, very light, which I don't like; and I can see when I see this label I see the shop and sometimes when you pass by a shop you see inside some very big sized clothes for old, over-weight woman, so I don't see myself going inside that shop unless it's raining and I'm very cold and I just need a place to warm up." Based on the respondent's experience with the brand, a psychological distance has occurred between the respondent and the brand. This was based on brand product attributes such the color that are used which does not reflect the respondent's personality. Hence brand incongruence. Also the brand product in the form of sizes triggered cues to the respondent to whom the brand is aimed at. Together these attributes created a psychological distance with the brand. Hence it doesn't meet respondent's characteristics.	"Expensive"	"A Zara woman would never go in Gap and a Gap person probably would never go in Zara because Gap I associate with a hippie person and flower power. Not flower power in sex and drugs, but people that don't care about money. They think that they should enjoy life [and that]." The respondent identifies that they have respect for both of these brands. However, the respondent now seems to show some interesting findings suggesting that these two brands would not get along as a result of financial constraints.
Funky	"Because the clothes I bought were very funky for teenagers"	"This, looking Bhs, I see somebody not necessarily old – because we're all getting old – but some are	"The Quality is good."	

		really boring and dull … If you want to pass on the street completely unnoticed, not because you are modest but just you don't care about yourself whatsoever, you would buy clothes Bhs I remember… I've seen some scarves you wear in the beach, also there are some big hats, Jennifer Lopez style. So I've seen nice things, but in general I haven't seen anything. If I had now some money I wouldn't go there." Brand logo sends a vibe to the respondent that the brand is not exciting enough for the respondent to associate with it. This could be as a result of incongruence between the brand and the respondent's self-concept. Negativity is portrayed in the sense of being careless with self-image. The respondent identifies the importance of self-awareness and how individuals should respect the ones self through clothing.		
Outgoing	"When I think about Top Shop I think about… I see the high street with many, many, many, many, many people. Every teenage woman would carry at least a top shop bag. It's always busy inside too. So I would say she's very very sociable. She likes to have so much attention" Refers to brand services and location of the brand store.	" I remember… I've seen some scarves you wear in the beach; also there are some big hats, Jennifer Lopez style. So I've seen nice things, but in general I haven't seen anything. If I had now some money I wouldn't go there." Even though celebrities do not endorse the brand, the brand is associated with a celebrity in order to personify a brand. But the respondent dissociates themselves away from the brand due to the image that accents through the store and color scheme that is used. Demonstrates no purchase intentions.	"The quality is not amazing, but considering that you can buy a jumper that's £3, £4, how much do you ask really"	
Fun	"Yeah, it's a friend, but I don't need this friend at the moment, I could do without her she too expensive to be with. You would need to have a lot of money to keep up with her and I don't have that kind of money at the	"Like they don't represent me because I'm older...so I would appreciate if somebody's wearing on the street something from H&M even if it's not my style...So I love everything about H&M . The stuff I would wear – something more elegant and sophisticated than stuff for a	"They were £10 and they were so good quality and so nice"	

	moment." Reflecting reliability, the brand is reliable when it's needed.	teenager." The respondent feels the brand respects the respondent's internal values which led to a strong congruence between the brand personality and the individual's personality. As a result strong positive brand attitude has been formulated that allows the respondent to respect everything about the brand. The respondent feels the brand personality is a true representation of the individual's expression of their self-concept. Thus respecting the self-concept.		
Boring	"I don't live near it now" The location of a brand is important in terms of where the brand is physically located. Thus referring to the accessibility of the brand.	" Because usually when you go to a shop, most of the things are very similar to what you will see in the next shop through advertisements and the actual products too. But Zara is quite unique and some of them are very, very feminine and very special." Reflecting individualists and the brand allows respondents to feel and express this through the clothes respondents choose to wear. Thus reflecting the importance of brand product that helps respondents assign the brand personality.	"I think it's a very dark place with suits and shirts for men and they have [strappy]…. There are also funky shirts." The importance of brand product and the ambiance of the store when respondents personify brands.	
successful	"And I love H&M and I have some clothes. I think some of them were bought from a charity shop, but they have this label in some of the clothes. So I have quite a few in my wardrobe...I'll go inside because I love them. Even if there are things I would never wear like tights with glitter and crazy, crazy things… I like them, but I wouldn't wear them." The respondent shows satisfaction with the garment and feels quite connected to the brand as a result of the satisfaction of the product. It seems that the respondents own personality	"Reliable friend yes if I need something cheap, but not my best friend. My best friend would be Zara or H&M."	"Everything was too expensive for me and I stopped going there because it's too painful."	

	traits are rubbed on to the brand, rather than the brand personality.			
outgoing	"...and I love H&M and I have some clothes. I think some of them were bought from a charity shop, but they have this label in some of the clothes. So I have quite a few in my wardrobe. So it's nice. I go when I go to the [*shopping center name*]. I go inside because I love them. Even if there are things I would never wear like tights with glitter and crazy, crazy things… I like them, but I wouldn't wear them." Shows that the respondent is heavily involved with the brand and is likely not to be affected by market errors; due to a strong reciprocal relationship that must have grown over time. This signifies strong brand loyalty.	"You want to keep it in your closet because you can always rely on Primark, but Primark has an aura of… You know, if you go there, the people there are a bit chavs and, you know, they are pushing pushchairs and they have many babies and there are many over-weight." The respondent feels a close connection to the brand and refers to its reliability. However, even though the respondent feels the close involvement and connection with the brand, they feel a slight distant from the brand as a result of the service offered which is reflected in the ambiance of the store. The appearance of other respondents that consume the brand is important to the respondent as they are aware that it would reflect on them. This is beyond the brand product attributes.		
doesn't care about big labels	"There are things for everybody and I love even the things which I wouldn't buy." The respondent feels a close connection as a result of brand product that caters for all. Because the brand has something for everyone from a respondent's perspective the respondent has created a level of respect for the brand.	"Primark you love it, but it's like your lover. You love it, but you don't tell your friends that you love it because … It's such a chaos in that shop and everything is upside-down and it's very impersonal.." Illustrating the importance of keeping the brand quiet, not overtly portraying to others that you like the brand and that you associate with the brand due to the negative image it may have on the respondent. This relate to social group pressure.		
Powerful	"That's the place where I want to shop when I'm going to get a lot of money because the clothes are nice and my guess is that they are good quality...I love that shop, but I think it's a bit expensive for me."	"We all have different personalities inside, so one day you are a sophisticated lady and another day you're just very ordinary." Conveying that brand personalities are not stable and durable aspect. Brand personalities are more influenced by respondent's mood and what the		

	Clearly demonstrates that financial constraints do not impact or reflect the association the respondent has with the brand. There respondent has intentions to formulate a relationship with the brand once they can afford it, there is no sign that if the respondent cannot afford to buy from the brand they will distant themselves away from the brand. The association is based on the style of clothing which is what the respondent sees as a reflection of their own personality and a means of self-expression.	external environment dictates to the respondent at the given time		
Elegant	"I know what they have inside. I don't go a lot into Zara now, but I know what they have because I can remember. So when I think about their clothes I think about somebody sophisticated and powerful and very confident." The initial contact the respondent had with the brand created a lasting impression about the brand personality. This reflects the primacy and regency effect. The respondent has created an image about the brand that signifies brand loyalty.	"Sometimes make-up or hair or clothes or some accessories can lift up your spirit.... Because you can feel better." The importance of the respondents mood and how materials in the form of makeup or accessories can change respondents mood altogether in a more positive light. So clothes are seen as an important attribute to self-expression.		
Unique	"Have some clothes from Gap. They are very good. I still have a jumper, wool. It's red, red, China red like my lipstick. I still… I bought it 6 years ago and I was wearing that and my friend wore it and my sister had it for months or years and it's still in great condition. Even if sometimes it has some problems, my mum or myself we are repairing the jumper. So the quality is good." Brand association is often reflected by respondent if they have consumed the brand product and they are satisfied	" You see I have heard things in the news about child labor and I think all these brands do use child labor to some degree because you can produce and sell cheap. But bigger price tags may means less exploitation... I also read a lot about brands so I know more than the average person on the street." Exploitation of child labor – social irresponsibility		

	with consumption, as a result of durability.			
Sophisticated	"All I can say when I look at Jeff Banks is that it represents clothes for very rich people." The importance of brand name and logo of the brand to allow respondents personify brands and make assumptions about the brand.	"It's just part of you because you don't have to be perfect and not to care about what's on the outside and what's on the inside counts. And it counts together. If you don't respect yourself, you don't take care of yourself." The awareness of the one's self and the self-concept.		
Powerful	"...Very successful, that would be very careful in what he's wearing when he has his business meetings to make an impression or to fit with the other colleagues who have expensive clothes." The brand reflects conformists, but at the same time the respondent illustrates the importance self-expression in the form of clothes to portray the individual's personality and authority that they have with in a particular context.	"This is like a reliable cousin." Making personal associations with brands that have been consumed by the respondent.		
Confident	"...but he's just going with the flow...people around him are buying things they don't need and they have an extravagant life, ...that he needs to fit and he would embrace the same behavior." The respondent illustrates conformists' in negative light as, they feel it's important to portray your individuality through expressions and what you wear. But it seems the respondent has a negative perception to conformists as a result of the additional disposable income.	"I loved those because they made me look different. Those jeans made me look like I'm size 8 and the jeans were size 8, but some jeans make you look size 12 even if you are size 10. I think I'm size 10, but I was wearing size 8 because they were a bit stretchy and they were... But they didn't look stretchy, which was good, and the color was nice. They were amazing for £10 actually and I'm sorry she binned them." Brand Attachment. Satisfaction was obtained due to the durability of the brand product and how the respondent felt when they wear wearing the garment.		
Funky	"I don't want to be judgmental, but if	" I see that Gucci and Dolce and Gabana products		

	you go to Zara and if you go to Primark, the quality of people – even if we don't have to judge people accordingly on their success in life." The importance of brand service as respondents make association with other respondents that consume the product. If that is congruent to how the respondent perceive them self in terms of appearance, the respondent is likely to make a positive association with the brand. The respondent will also feel more willing to communicate the brand to others and feel a sense of satisfaction to be associated with the brand. But if this is incongruent to the respondent's belief of themselves then negative brand associations is likely to arise.	would be bought only by chavs or very rich people which are snobs and they think that by putting Gucci and Dolce and Gabana they show that they have a high level of living and stuff. I wouldn't wear Gucci if you paid me. I wouldn't buy it in a million years." Due to the culture differences and how the brand product is perceived by the respondent, in terms of who consumes the product; a strong negative association has resulted from the brand due to the incongruence of respondents beliefs and how they want to portray themselves. This indicates the respondents that are associated with a particular brand (by consuming the brand) will impact on respondent's attitude and perceptions.		
boring	"But I remember in [Cheltenham] again that they had clothes, uniforms for children." The importance of brand product when respondents are not familiar with the brand. This could be as a result of advertisement or brand communication.	"For example their glasses here and has diamonds and stuff. It's absolutely disgusting. I wouldn't wear it. If my eyes are burning on the beach I wouldn't wear those. " Strong negative brand Image. The respondent is not willing to purchase or have any connection with brands what so ever due to the incongruence of respondent's expression of themselves and what the brand is expressing about itself.		
no character	"...Which is very bad because being neutral is worse than being bad because if it's bad like Primark, at least it catches your attention, but George is just boring." The respondent acknowledges the brand as being negative in their opinion.	"Because only chavs and uneducated, illiterate people who manage to do dirty businesses and illegal businesses would wear Gucci. Or the other category would be politicians that stole out of public money.... for me it's a big no-no" The association and background knowledge of the respondent is what caused the respondent to have a strong negative brand attitude. The qualities of individuals that consume these brands are qualities the respondent would not want to associate with or even be tagged with.		

No shape	"...What's the point to change the same T-shirt and pair of jeans if you can make it fun because you can have fun with changing your clothes when adapting it to your make-up and stuff." The importance of clothes to accent the respondent's mood and express their self-esteem.	"...I suppose I would say the same for really cheap brands too. But I would never say I shop at cheap places. Because rich people steal from the public and those brands that sell really cheap exploit child labor." Exploitation of Child Labor		
Colorful	"Tops which looked interesting, but were not for me because I have the feeling my arms are fat, so I cover my arms. Yeah, but I think you can find pretty much anything you want / anything I want." Even though the respondent feels the need to cover a certain part of the body, the brand is still perceived in positive light, hence the respondent can still relate to the brand. The constraint the respondent has plays no part in associating with the brand as the brand is seen to cater for the respondents' needs in different ways. Hence by having other garments the respondent can wear.	"The only problem I have with the big labels is that I don't want to look like a chav so if I see a T-shirt that has Dior… especially Dior because Dior has big letters. Usually J'adore Dior it's the whole chest will have letters like this. If it's a small, small logo like Polo or something, I would be alright because that's cute and that means if you have a Polo or Ralph Lauren shirt it would mean... So I wouldn't feel like I'm a snob if I wear some expensive shirts because it means that that day I wanted to look professional. So I have some. I can have some expensive suits, business / office suits when I go to an interview or something. So I don't necessarily associate expensive things with being a snob..." The respondent does not want to associate with any big labels that have big logos that are easily accessible to the naked eye. The respondent has this perception that if the logo is big and is written clearly on the garment it represents chavs which the respondent has a strong negative attitude towards. However a big label that has a small discrete logo is looked at from a positive light from a respondent's perspective.		
down to earth				
like a person that likes going sight-seeing				
very artistic				
Reliable				

successful				
Nice				
Best friend				
Savage				
Joy				
Interesting				
Repulsion				
Snobs				
People of bad quality				
Painful				
Exciting				

Appendix D (ii)
Second Stage of Data Analysis To Summarize The Data Into Emerging Constructs

Broad Abstract Reasoning		Deep Cognitive Emotions		Other Cues
Surface Level	Deep Cognitive Level	Surface Level	Deep Cognitive level	
Refers to brand services, the physical location and brand name/logo of the brand which impacts on the respondents thought process in defining the brand personality. Thus accessibility of the brand. "When I think about Top Shop I think about… I see the high street with many, many, many, many, many people." "I don't live near it now "All I can say when I look at Jeff Banks is that it represents clothes for very rich people" The importance of brand service as respondents make association with other respondents that consume the product. If that is congruent to how the respondent perceive them self in terms of appearance, the respondent is likely to make a positive association with the brand. The respondent will also feel	The respondent shows satisfaction with the garment and feels quite connected to the brand as a result of the satisfaction of the product. It seems that the respondents own personality traits are rubbed on to the brand, rather than the brand personality. Thus Reflecting brand loyalty. Furthermore brand loyalty is as demonstrated by the respondent is formulated as a result of the initial contact the respondent had with the brand. Thus creating lasting impressions about the brand personality. Hence reflecting the primacy and regency effect. The respondent has created an image about the brand that signifies brand loyalty. "I love H&M and I have some clothes. I think some of them were bought from a charity shop, but they have this label in some of the clothes. So I have quite a few in my wardrobe…I'll go inside because I love them. Even if there are things I would never wear like tights	Brand logo sends a vibe to the respondent that the brand is not exciting enough for the respondent to associate with it. This could be as a result of incongruence between the brand and the respondent's self-concept. Negativity is portrayed in the sense of being careless with self-image. The respondent identifies the importance of self-awareness and how individuals should respect the ones self through clothing. "This, looking Bhs, I see somebody not necessarily old – because we're all getting old – but some are really boring and dull … If you want to pass on the street completely unnoticed, not because you are modest but just you don't care about yourself whatsoever."	Based on the respondents experience with the brand, a psychological distance has occurred between the respondent and the brand. This was based on brand product attributes such the color that are used which does not reflect the respondents personality. Hence brand incongruence. Also the brand product in the form of sizes triggered cues to the respondent to whom the brand is aimed at. Together these attributes created a psychological distance with the brand. Hence it doesn't meet respondent's characteristics. "I associate Bhs with older woman because I'm not… I don't see myself going inside Bhs any time soon because the colors are not nice – they're very pastel, very light, which I don't like; and I can see when I see this label I see the shop and sometimes when you pass by a shop you see inside some very big sized clothes for old, over-weight woman, so I don't see myself going inside that shop unless it's raining and	The importance of price and Quality. "The quality is not amazing, but considering that you can buy a jumper that's £3, £4, how much do you ask really" "They were £10 and they were so good quality and so nice" "Everything was too expensive for me and I stopped going there because it's too painful"

more willing to communicate the brand to others and feel a sense of satisfaction to be associated with the brand. But if this is incongruent to the respondent's belief of themselves then negative brand associations is likely to arise. "I don't want to be judgmental, but if you go to Zara and if you go to Primark, the quality of people – even if we don't have to judge people accordingly on their success in life."	with glitter and crazy, crazy things… I like them, but I wouldn't wear them." Shows that the respondent is heavily involved with the brand and is likely not to be affected by market errors; due to a strong reciprocal relationship that must have grown over time. This signifies strong brand loyalty. "I go inside because I love them... there are things I would never wear like tights with glitter and crazy, crazy things… I like them, but I wouldn't wear them"		I'm very cold and I just need a place to warm up." Even though celebrities do not endorse the brand, the brand is associated with a celebrity in order to personify a brand. But the respondent dissociates themselves away from the brand due to the image that accents through the store and color scheme that is used. Demonstrates no purchase intentions. "I remember… I've seen some scarves you wear in the beach, also there are some big hats, Jennifer Lopez style. So I've seen nice things, but in general I haven't seen anything. If I had now some money I wouldn't go there.." The respondent feels a close connection to the brand and refers to its reliability. However, even though the respondent feels the close involvement and connection with the brand, they feel a slight distant from the brand as a result of the service offered which is reflected in the ambiance of the store. The appearance of other respondents that consume the brand is important to the respondent as they are aware that it would reflect on them. This is beyond the brand product attributes. "You want to keep it in your closet because you can always rely on Primark, but Primark has an aura of… You know, if you go there, the people there are a bit chavs and, you know, they are pushing pushchairs and they have many babies and there are many over-weight".	

The respondent feels a close connection as a result of brand product that caters for all. Because the brand has something for everyone from a respondent's perspective the respondent has created a level of respect for the brand. "There are things for everybody and I love even the things which I wouldn't buy"	Clearly demonstrates that financial constraints do not impact or reflect the association the respondent has with the brand. There respondent has intentions to formulate a relationship with the brand once they can afford it. There is no sign that if the respondent cannot afford to buy from the brand they will distant themselves away from the brand. The association is based on the style of clothing which is what the respondent sees as a reflection of their own personality and a means of self-expression. "That's the place where I want to shop when I'm going to get a lot of money because the clothes are nice and my guess is that they are good quality...I love that shop, but I think it's a bit expensive for me". The brand reflects conformists, but at the same time the respondent illustrates the importance self-expression in the form of clothes to portray the individual's personality and authority that they have within a particular context. "Very successful, that would be very careful in what he's wearing when he has his business meetings to make an impression or to fit with the other colleagues who have expensive clothes..."	Reflecting individualists, the brand allows respondents to feel and express this through the clothes respondents choose to wear. Thus reflecting the importance of brand product that helps respondents assign the brand personality. "Because usually when you go to a shop, most of the things are very similar to what you will see in the next shop through advertisements and the actual products too. But Zara is quite unique and some of them are very, very feminine and very special" Positive association with the brand as a result of the consumed brand product. Satisfaction was obtained due to the durability of the brand product and how the respondent felt when they wear wearing the garment. "I loved those because they made me look different. Those jeans made me look like I'm size 8 and the jeans were size 8, but some jeans make you look size 12 even if you are size 10.... They had that ability to make you feel good."	The respondent feels the brand respects the respondent's internal values which led to a strong congruence between the brand personality and the individual's personality. As a result strong positive brand attitude has been formulated that allows the respondent to respect everything about the brand. The respondent feels the brand personality is a true representation of the individual's expression of their self-concept. Thus respecting the self-concept. "Like they don't represent me because I'm older...so I would appreciate if somebody's wearing on the street something from H&M even if it's not my style...So I love everything about H&M. The stuff I would wear – something more elegant and sophisticated than stuff for a teenager..." The awareness of the one's self and the self-concept. "It's just part of you because you don't have to be perfect and not to care about what's on the outside and what's on the inside counts. And it counts together. If you don't respect yourself, you don't take care of yourself."	The importance of brand product and the ambiance of the store when respondents personify brands. "I think it's a very dark place with suits and shirts for men and they have [strappy]…. There are also funky shirts"
Brand Product: Brand association is often reflected by respondent if they have consumed the brand product and	The respondent illustrates conformists' in negative light as; they feel it's important to portray your individuality	Illustrating the importance of keeping the brand quiet, not overtly portraying to others that you like the brand and	Due to the culture differences and how the brand product is perceived by the respondent, in terms of who consumes	

they are satisfied with consumption, as a result of durability. “Have some clothes from Gap. They are very good. I still have a jumper, wool. It’s red, red, China red like my lipstick. I still… I bought it 6 years ago and I was wearing that and my friend wore it and my sister had it for months or years and it’s still in great condition. Even if sometimes it has some problems, my mum or myself we are repairing the jumper. So the quality is good. Even though the respondent feels the need to cover a certain part of the body, the brand is still perceived in positive light, hence the respondent can still relate to the brand. The constraint the respondent has plays no part in associating with the brand as the brand is seen to cater for the respondents’ needs in different ways. Hence by having other garments the respondent can wear. “Tops which looked interesting, but were not for me because I have the feeling my arms are fat, so I cover my arms. Yeah, but I think you can find pretty much anything you want / anything I want...”	through expressions and what you wear. But it seems the respondent has a negative perception to conformists as a result of the additional disposable income. “but he’s just going with the flow...people around him are buying things they don’t need and they have an extravagant life, ...that he needs to fit and he would embrace the same behavior...”	that you associate with the brand due to the negative image it may have on the respondent. This relate to social group pressure. “Primark you love it, but it’s like your lover. You love it, but you don’t tell your friends that you love it because … It’s such a chaos in that shop and everything is upside-down and it’s very impersonal,” “ You see I have heard things in the news about child labor and I think all these brands do use child labor to some degree because you can produce and sell cheap. But bigger price tags may means less exploitation” “I suppose I would say the same for really cheap brands too. But I would never say I shop at cheap places. Because rich people steal from the public and those brands that sell really cheap exploit child labor.. I also read a lot about brands so I know more than the average person on the street.” Exploitation of child labor – social irresponsibility	the product; a strong negative association has resulted from the brand due to the incongruence of respondents beliefs and how they want to portray themselves. This indicates the respondents that are associated with a particular brand (by consuming the brand) will impact on respondent’s attitude and perceptions. “I see that Gucci and Dolce and Gabana products would be bought only by chavs or very rich people which are snobs and they think that by putting Gucci and Dolce and Gabana they show that they have a high level of living and stuff. I wouldn’t wear Gucci if you paid me. I wouldn’t buy it in a million years.” Strong negative brand Image. The respondent is not willing to purchase or have any connection with brands what so ever due to the incongruence of respondent’s expression of themselves and what the brand is expressing about itself. “For example their glasses here and has diamonds and stuff. It’s absolutely disgusting. I wouldn’t wear it. If my eyes are burning on the beach I wouldn’t wear those...” The association and background knowledge of the respondent is what caused the respondent to have a strong negative brand attitude. The qualities of individuals that consume these brands are qualities the respondent would not want to associate with or even be tagged with.	

			"Because only chavs and uneducated, illiterate people who manage to do dirty businesses and illegal businesses would wear Gucci. Or the other category would be politicians that stole out of public money.... for me it's a big no-no" The respondent does not want to associate with any big labels that have big logos that are easily accessible to the naked eye. The respondent has this perception that if the logo is big and is written clearly on the garment it represents chavs which the respondent has a strong negative attitude towards. However a big label that has a small discrete logo is looked at from a positive light from a respondent's perspective. "The only problem I have with the big labels is that I don't want to look like a chav so if I see a T-shirt that has Dior… especially Dior because Dior has big letters. Usually J'adore Dior it's the whole chest will have letters like this. If it's a small, small logo like Polo or something, I would be alright because that's cute and that means if you have a Polo or Ralph Lauren shirt it would mean... So I wouldn't feel like I'm a snob if I wear some expensive shirts because it means that that day I wanted to look professional. So I have some. I can have some expensive suits, business / office suits when I go to an interview or something. So I don't necessarily associate expensive things with being a snob, or the label..."	
Brand Communication: The importance of brand product when respondents are not familiar with the brand. This	The importance of clothes to accent the respondent's mood and express their self-esteem.	Conveying that brand personalities are not stable and durable aspect. Brand personalities are more influenced by		

could be as a result of advertisement or brand communication. “But I remember in [Cheltenham] again that they had clothes, uniforms for children.”	“What’s the point to change the same T-shirt and pair of jeans if you can make it fun because you can have fun with changing your clothes when adapting it to your make-up and stuff”	respondent’s mood and what the external environment dictates to the respondent at the given time. “We all have different personalities inside, so one day you are a sophisticated lady and another day you’re just very ordinary”. The importance of the respondents mood and how materials in the form of makeup or accessories can change respondents mood altogether in a more positive light. So clothes are seen as an important attribute to self-expression. “Sometimes make-up or hair or clothes or some accessories can lift up your spirit.... Because you can feel better...”		

Appendix E
Study 2 Questionnaire

Dear Participant,

Thank you for agreeing to participate in this research. The purpose of this survey is to identify which brand personality traits consumers view in a positive light and which traits are viewed in a negative light.

I would like you to think of a brand as if it were a person, thus describing it with human characteristics. For example, you might think that the human characteristics associated with *Mother Care* are warm, caring, soothing, gentle, and loving. You may think that *Dr Pepper*, on the other hand, is non-conforming, fun, interesting, exciting and offbeat. I'm interested in finding out which of the following personality traits or human characteristics you would classify as positive and which ones you would classify as negative.

All information given will be kept confidential, and data collected will only be for the purpose of this study. You have every right to terminate your participation at any time should you feel uncomfortable to proceed any further. However, it would be useful to obtain as many responses as possible.

Please put an 'X' in one box. The trait either resembles a positive brand emotion or a negative brand emotion. There is no right or wrong answer. For example:

Trait	**Reflects Positive Brand Emotion**	**Reflects Negative Brand Emotion**
Exciting	X	

On the next page is the list of Traits (Words) that I would like you to tick to assess if the trait is either positive or negative

Trait	Reflects Positive Brand Emotion	Reflects Negative Brand Emotion
Flamboyant		
Barbarian		
Selfish		
Pompous		
Snobby		
Flaunt		
Arrogant		
Aloof		
Stubborn		
Repulsive		
Pretentious		
Rebellious		
Brash		
Deviant		
Antisocial		
Eccentric		
Intimidating		
Judgmental		
Tyrant		
Deceiving		
Fickle		
Absurd		
Inferior		
Vain		
Manipulative		
Traditional		
Immoral		
Mischievous		
Cheap		
Predictable		
Unstable		
Lonely		
Fake		
Superficial		
Coarse		
Nostalgic		
Monotonous		
Unethical		
Confused		
Flimsy		

Naive		
Boring		
Weird		
Angry		
Vanity		

Age	
Gender	
Occupation	

Thank you for taking the time in filling out this survey.

Appendix F
Substantive Validity Measure

Aston University

Dear Participant,

Thank you for agreeing to participate in this research. The purpose of this survey is to identify from the group a list of Traits (Words) and place them into the dimensions that you think they are most closely associated with. This involves a word allocation task. You will be provided with a list of Traits (Words) and asked to indicate a dimension that you think the Trait (Word) is most closely associated with. To indicate your choices, you will place an X in the row corresponding to the respective Trait (Word).

The TRAIT: I would like you to think of a brand as if it were a person, thus describing it with human characteristics. For example, you might think that the human characteristics associated with *Mother Care* are warm, caring, soothing, gentle, and loving. You may think that *Dr Pepper*, on the other hand, is non-conforming, fun, interesting, exciting and offbeat. I'm interested in finding out which of the following personality traits or human characteristics you would classify under each of the following dimensions.

All information given will be kept confidential, and data collected will only be for the purpose of this study. You have every right to terminate your participation at any time should you not wish to proceed any further. However, it would be useful to obtain as many responses as possible.

Please indicate with an 'X' the dimension to which you think the Trait (Word) is most closely associated. You can assign Traits (Words) to one of the following dimensions: Irrational; Selfish; Operating outside established code of conduct; Boring; Self-centered; or Unclassified, if you believe the Trait (Word) does not match any of the dimensions. There are no right or wrong answers. I am interested in your opinions. **For Example**:

TRAIT	**Lacking Logic** (The trait or word expressed to reflect irrational or disapproved social norms).	**Critical** (The trait or word expressed to reflect the adverse or disapproved judgment).	**Socially Irresponsible** (The trait or word expressed to reflect the defiance of good faith practices).	**Boring** (The trait or word expressed to reflect repetitive and tedious practices).	**Egotistical** (The trait or word expressed to reflect the inflated importance of false pride).	**Does not fit in either of the Dimensions**
Sad				X		
Distressing		X				
Show off					X	
Inexperienced			X			

Aston University

Definitions of the 5 Dimensions

Lacking Logic

The trait or word expressed to reflect irrational or disapproved social norms.

Critical

The trait or word expressed to reflect the adverse or disapproved judgment.

Socially Irresponsible

The trait or word expressed to reflect the defiance of good faith practices.

Boring

The trait or word expressed to reflect repetitive and tedious practices.

Egotistical

The trait or word expressed to reflect the inflated importance of false pride.

On the next page is the list of Traits (Words) that I would like you to assign to the dimensions.

TRAIT	**Lacking Logic** (The trait or word expressed to reflect irrational or disapproved social norms).	**Critical** (The trait or word expressed to reflect the adverse or disapproved judgment).	**Socially Irresponsible** (The trait or word expressed to reflect the defiance of good faith practices).	**Boring** (The trait or word expressed to reflect repetitive and tedious practices).	**Egotistical** (The trait or word expressed to reflect the inflated importance of false pride).	**Does not fit in either of the Dimensions**
Intimidating						
Barbaric						
Selfish						
Pompous						
Snobby						
Vanity						
Flaunt						
Aloof						
Stubborn						
Repulsive						
Pretentious						
Rebellious						
Brash						
Deviant						
Judgmental						
Deceiving						
Confused						
Flimsy						
Naïve						
Weird						
Unstable						
Lonely						
Absurd						
Superficial						
Vain						
Manipulative						
Mischievous						
Cheap						
Predictable						
Fake						
Eccentric						
Coarse						
Monotonous						
Unethical						
Anti-Social						
Immoral						
Boring						
Arrogant						

Appendix G
Questionnaire for the Chosen Brand

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Dear Participant,

Thank you for participating in this study. The purpose of this survey is to identify which human characteristics best describe a brand Bhs.

I would like you to think of the brand Bhs as if it was a person. You will be provided with a list of human characteristics and asked to indicate to what level you agree with the human characteristic.

Please indicate with an 'X' the degree in which you think the human characteristic best describes the brand Bhs. Where (1) is strongly disagree and (7) is strongly agree. There is no right or wrong answer.

For example

	Strongly Disagree	→					**Strongly Agree**
Brand Personality Characteristic	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Intimidating			x				

On the next page is a list of Traits (Words) that I would like you to assign to the dimensions.

	Strongly Disagree	→				Strongly Agree
Brand Personality Characteristic	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Wholesome							
Barbaric							
Selfish							
Down to earth							
Pompous							
Snobby							
Honest							
Flaunt							
Arrogant							
Cheerful							
Stubborn							
Pretentious							
Daring							
Rebellious							
Brash							
Spirited							
Imaginative							
Anti-Social							
Judgmental							
Up To Date							
Deceiving							
Superficial							
Reliable							
Vain							
Manipulative							
Intelligent							
Immoral							

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Cheap							
Successful							
Predicable							
Fake							
Upper Class							
Monotonous							
Charming							
Unethical							
Confused							
Outdoorsy							
Naïve							
Boring							
Tough							
Weird							

Appendix H
Questionnaire

Negative Brand Personality

Main Questionnaire

Doctorial Researcher: Iftakar Haji

Aston University

Aston Business School: Marketing Group
Aston University
Birmingham
B4 7 ET

Aston University

Dear Respondent,

Thank you for participating in my research. I must remind you before commencing any further with the questionnaire, it is important that you are aware of the brand Gucci whether it is from a personal purchase or a through a family member or friend having purchased the product.

Please take the time to read the following information carefully and decide whether or not you wish to take part. Your agreement to take part in this project is appreciated.

Before we start I would like to emphasize that:

- Your participation is entirely voluntary;
- You are free to refuse to answer any question;
- You are free to withdraw at any time.

This survey consists of several parts, with questions pertaining to different areas such as brand personality, price perception, brand ethics, perception of brand communication, perceptions of self-identity and purchase intention.

This survey requires you to take your time to read the instructions carefully, and respond by rating each item on the spectrum provided. To indicate your choices, you will place an X in the row corresponding to the respective level of agreement.

I assure you again that all information is kept anonymous and confidential, and would only be used for the purpose of this research. If however, you have any queries about anything discussed or wish to terminate your participation then please do not hesitate to contact the researcher on hajiih@aston.ac.uk.

The survey should take around 15 minutes to complete. Thank you once again for your assistance and participation.

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To what degree can you describe Gucci with the following traits?

Q	Brand Personality Trait	Extremely Descriptive	Moderately Descriptive	Mildly Descriptive	Undecided	Not very Descriptive	Not at all Descriptive
1	Wholesome						
2	Barbaric						
3	Selfish						
4	Down to earth						
5	Pompous						
6	Snobby						
7	Honest						
8	Flaunt						
9	Arrogant						
10	Cheerful						
11	Stubborn						
12	Pretentious						
13	Daring						
14	Rebellious						
15	Brash						
16	Spirited						
17	Imaginative						
18	Anti-Social						
19	Judgmental						
20	Up To Date						
21	Deceiving						
22	Superficial						
23	Reliable						
24	Vain						
25	Manipulative						
26	Intelligent						
27	Immoral						
28	Cheap						
29	Successful						

30	Predicable						
31	Fake						
32	Upper Class						
33	Monotonous						
34	Charming						
35	Unethical						
36	Confused						
37	Outdoorsy						
38	Naïve						
39	Boring						
40	Tough						
41	Weird						

Personal Characteristics

Below are five pairs of descriptions. Circle **one** point on each scale to indicate how much you think each description sound like you. For example:

- If a pair of descriptions describes you equally well, then mark the center of the scale.

Description 1 Description 2

- If you are slightly more like description 1 than description 2, the mark the scale slightly closer to description 1.

Description 1 Description 2

- If description 2 is exactly right and description 1 is not like you at all, then mark the scale right next to description 2.

Description 1 Description 2

Attitude

Please Circle **one** point on each scale to indicate your global evaluation of Gucci

42 Positive Negative

43 Like Dislike

44 Favourable Unfavourable

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Perceptions of Brand Meaning

Immoral Brand Practice

	Immoral Brand Practice	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
45	I believe that corporations should monitor their overseas manufacturing operations to make sure their business practices are fair to child labor.	☐	☐	☐	☐	☐	☐
46	In their emerging economies, I believe that corporations have a responsibility to make sure that the working conditions in their manufacturing plants are as good as the working conditions in western economies.	☐	☐	☐	☐	☐	☐
47	I strongly believe that companies should treat child labor in their foreign manufacturing plants as well as they treat workers in western manufacturing plants.	☐	☐	☐	☐	☐	☐

Corporate Hypocrisy

	Corporate Hypocrisy	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
48	Gucci acts hypocritically.	☐	☐	☐	☐	☐	☐
49	What Gucci says and does are two different things.	☐	☐	☐	☐	☐	☐
50	Gucci pretends to be something that it is not.	☐	☐	☐	☐	☐	☐
51	Gucci does exactly what it says.	☐	☐	☐	☐	☐	☐
52	Gucci keeps its promises.	☐	☐	☐	☐	☐	☐
53	Gucci puts it words into action.	☐	☐	☐	☐	☐	☐

Perceived Price Unfairness

	Perceived Price Unfairness	Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
54	The price I pay for Gucci is unfair.	☐	☐	☐	☐	☐	☐
55	The price I pay for Gucci is unacceptable.	☐	☐	☐	☐	☐	☐
56	I feel the price I pay for Gucci is unreasonable.	☐	☐	☐	☐	☐	☐

Brand Confusion

Similarity Confusion

		Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
57	Due to the great similarity of many products it is often difficult to detect when Gucci has a new products.						
58	Some brands look so similar that it is uncertain whether they are made by the same manufacturer or not.						
59	Sometimes I want to buy a Gucci product seen in an advertisement, but cannot identify it clearly between scores of similar products.						

Overload Confusion

		Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
60	I do not always know exactly which products meet my needs best.						
61	There are so many brands to choose from that I sometime feel confused.						
62	Due to the host of Gucci brands it is sometimes difficult to decide where to shop.						
63	Most brands are very similar and are therefore hard to distinguish a Gucci.						

Ambiguity Confusion

		Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
64	Gucci products often have so many features that a comparison of different brands is barely possible.						
65	The information I get from advertising often are so vague that it is hard to know what Gucci product can actually deliver.						
66	When buying a Gucci product I rarely feel sufficiently informed.						
67	When purchasing Gucci products, I feel uncertain as to the product features that are particularly important for me.						
68	When purchasing Gucci products, I need the help of sales personnel to understand differences between brands.						

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Self-Incongruence

		Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
69	Gucci advertisement contradicts with how I see my actual self.						
70	Gucci brand does not reflect who I am.						
71	Gucci is consistent to how I see myself.						
72	Gucci advertisement is generally inconsistent to how I would like to see my self.						
73	The kind of person who typically wears Gucci is not how I would like to see my self.						
74	Gucci does not reflect how I would like to see myself.						

Individual Characteristics

Brand Attachment

		Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
75	I have a lot of affection towards Gucci brand.						
76	I am attached to the Gucci brand.						
77	I am attracted to the Gucci brand.						
78	Thinking about the Gucci brand brings me joy and pleasure.						

Outcome Variables

Satisfaction

		Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
79	I am satisfied with Gucci brand and its performance.						
80	If I could do it again, I would buy a brand different from Gucci.						
81	My choice to buy Gucci has been a wise one.						
82	I am not happy with what I did with Gucci.						

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Brand Loyalty

		Strongly Agree	Agree	Somewhat Agree	Somewhat Disagree	Disagree	Strongly Disagree
83	In future I will be loyal to Gucci.						
84	I will buy from Gucci again.						
85	Gucci brand will be my first choice in future.						
86	I will not buy other brands if Gucci is available at the store.						
87	I will recommend Gucci brand to others.						

Personal Information

		Male	Female
88	Gender		

Age	
Occupation:	
Student	
Self Employed	
Retired	
Unemployed	
House wife	
Other	

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Dear Participant,

Thank you for taking the time in filling out this survey. I would like to remind you that all information given will be kept confidential, and data collected will only be for the purpose of this study. You have every right to terminate your participation at any time should you feel uncomfortable to proceed any further. However, it would be useful to obtain as many responses as possible. For any further queries please do not hesitate to contact the researcher on: hajiih@aston.ac.uk.

Researcher signed:______________________________

Printed name: Iftakar Haji

Appendix I:
AMOS Output

Estimates (Group number 1 - Default model)

Scalar Estimates (Group number 1 - Default model)

Maximum Likelihood Estimates

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Pretentious	<---	Egotistical	1.310	.103	12.759	***	
Arrogant	<---	Egotistical	1.000				
Snobby	<---	Egotistical	1.187	.101	11.723	***	
Pompous	<---	Egotistical	1.210	.099	12.229	***	
Cheap	<---	Boring	.972	.076	12.774	***	
Confused	<---	Boring	1.174	.086	13.682	***	
Monotonous	<---	Boring	1.000				
Fake	<---	Socially Irresponsible	1.098	.060	18.325	***	
Manipulative	<---	Socially Irresponsible	1.056	.054	19.462	***	
Deceiving	<---	Socially Irresponsible	1.000				
Naive	<---	Lacking Logic	1.000				
Barbaric	<---	Lacking Logic	.943	.095	9.874	***	
Selfish	<---	Socially Irresponsible	.840	.058	14.485	***	
Stubborn	<---	Egotistical	.860	.075	11.454	***	
Immoral	<---	Socially Irresponsible	.355	.077	4.592	***	

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Pretentious	<---	Egotistical	.794
Arrogant	<---	Egotistical	.710
Snobby	<---	Egotistical	.724
Pompous	<---	Egotistical	.757
Cheap	<---	Boring	.723
Confused	<---	Boring	.936
Monotonous	<---	Boring	.753
Fake	<---	Socially Irresponsible	.854
Manipulative	<---	Socially Irresponsible	.891
Deceiving	<---	Socially Irresponsible	.838
Naive	<---	Lacking Logic	.828
Barbaric	<---	Lacking Logic	.777
Selfish	<---	Socially Irresponsible	.727
Stubborn	<---	Egotistical	.706
Immoral	<---	Socially Irresponsible	.266

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
Egotistical	<-->	Socially Irresponsible	.565	.072	7.819	***	
Egotistical	<-->	Boring	.126	.048	2.651	.008	
Boring	<-->	Socially Irresponsible	.239	.062	3.844	***	
Egotistical	<-->	Lacking Logic	.366	.055	6.702	***	
Socially Irresponsible	<-->	Lacking Logic	.446	.066	6.802	***	
Boring	<-->	Lacking Logic	.140	.050	2.817	.005	

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Egotistical	.632	.092	6.854	***	
Boring	.808	.111	7.250	***	
Socially Irresponsible	1.081	.121	8.907	***	
Lacking Logic	.636	.090	7.083	***	
e3	.634	.067	9.412	***	
e4	.621	.058	10.668	***	
e7	.811	.077	10.522	***	
e8	.688	.068	10.073	***	
e9	.696	.069	10.096	***	
e10	.158	.060	2.639	.008	
e11	.618	.065	9.450	***	
e13	.485	.052	9.246	***	
e14	.312	.040	7.872	***	
e15	.457	.047	9.659	***	
e30	.291	.060	4.826	***	
e31	.370	.058	6.420	***	
e36	.682	.061	11.186	***	
e39	.470	.044	10.714	***	
e40	1.783	.144	12.403	***	

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e40	<-->	Boring	6.976	.184
e39	<-->	Socially Irresponsible	4.049	-.069
e36	<-->	Socially Irresponsible	5.293	-.093
e13	<-->	e14	4.061	.057
e11	<-->	Egotistical	5.179	.071
e11	<-->	e40	6.480	.162
e10	<-->	Lacking Logic	4.498	.064
e10	<-->	e30	4.100	.056
e10	<-->	e13	4.677	-.067
e9	<-->	e30	8.280	-.101
e9	<-->	e15	6.395	-.095
e9	<-->	e13	4.231	.081
e8	<-->	Lacking Logic	17.896	.166
e8	<-->	e30	6.941	.096
e8	<-->	e15	7.821	.109
e8	<-->	e14	9.488	-.107
e8	<-->	e13	5.415	-.095
e7	<-->	e39	12.906	-.143
e4	<-->	Lacking Logic	7.218	-.098
e4	<-->	e40	9.106	.193
e4	<-->	e15	4.683	-.078
e4	<-->	e7	18.369	.196
e3	<-->	Socially Irresponsible	9.472	.129
e3	<-->	e40	6.079	-.168
e3	<-->	e39	21.165	.168
e3	<-->	e7	6.577	-.124
e3	<-->	e4	6.890	-.110

Regression Weights: (Group number 1 - Default model)

			M.I.	Par Change
Immoral	<---	Boring	6.122	.219
Immoral	<---	Monotonous	11.157	.212
Immoral	<---	Confused	4.922	.149
Immoral	<---	Arrogant	7.103	.181
Stubborn	<---	Snobby	5.430	-.074
Stubborn	<---	Pretentious	6.391	.080
Selfish	<---	Naive	4.707	.111
Selfish	<---	Confused	4.262	.090
Selfish	<---	Pompous	5.576	.091
Naive	<---	Cheap	4.765	-.072
Deceiving	<---	Stubborn	4.148	.090
Deceiving	<---	Pompous	6.127	.083
Manipulativ	<---	Pompous	7.347	-.082
Fake	<---	Pompous	4.575	-.075
Monotonous	<---	Egotistical	4.694	.138
Monotonous	<---	Immoral	7.840	.096
Monotonous	<---	Snobby	7.203	.098
Monotonous	<---	Arrogant	6.405	.108
Confused	<---	Naive	5.295	.094
Cheap	<---	Lacking Logic	9.410	-.213
Cheap	<---	Socially Irresponsible	5.535	-.118
Cheap	<---	Egotistical	10.544	-.218
Cheap	<---	Stubborn	6.248	-.129
Cheap	<---	Selfish	4.026	-.083
Cheap	<---	Naive	12.372	-.182
Cheap	<---	Deceiving	9.752	-.126
Cheap	<---	Pompous	4.607	-.084
Cheap	<---	Snobby	9.838	-.120
Cheap	<---	Arrogant	5.023	-.100
Cheap	<---	Pretentious	6.843	-.100
Pompous	<---	Lacking Logic	8.694	.211
Pompous	<---	Barbaric	7.817	.149
Pompous	<---	Naive	11.063	.178
Snobby	<---	Stubborn	5.804	-.136
Snobby	<---	Arrogant	8.135	.140
Arrogant	<---	Lacking Logic	4.099	-.135
Arrogant	<---	Immoral	7.534	.095
Arrogant	<---	Naive	4.643	-.107
Arrogant	<---	Snobby	7.734	.102
Pretentious	<---	Stubborn	9.662	.163
Pretentious	<---	Fake	5.972	.093

Correlations: (Group number 1 - Default model)

			Estimate
Egotistical	<-->	Socially Irresponsible	.683
Egotistical	<-->	Boring	.176
Boring	<-->	Socially Irresponsible	.255
Egotistical	<-->	Lacking Logic	.578
Socially Irresponsible	<-->	Lacking Logic	.538
Boring	<-->	Lacking Logic	.196

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	36	234.564	84	.000	2.792
Saturated model	120	.000	0		
Independence model	15	2484.551	105	.000	23.662

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.082	.911	.874	.638
Saturated model	.000	1.000		
Independence model	.505	.339	.245	.297

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.906	.882	.937	.921	.937
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.800	.724	.749
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

NCP

Model	NCP	LO 90	HI 90
Default model	150.564	108.686	200.094
Saturated model	.000	.000	.000
Independence model	2379.551	2220.934	2545.514

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.752	.483	.348	.641
Saturated model	.000	.000	.000	.000
Independence model	7.963	7.627	7.118	8.159

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.076	.064	.087	.000
Independence model	.270	.260	.279	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	306.564	310.456	441.427	477.427
Saturated model	240.000	252.973	689.544	809.544
Independence model	2514.551	2516.172	2570.744	2585.744

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	.983	.848	1.141	.995
Saturated model	.769	.769	.769	.811
Independence model	8.059	7.551	8.591	8.065

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	142	156
Independence model	17	18

Minimization:	.016
Miscellaneous:	.593
Bootstrap:	.000
Total:	.609