

**Impact of Advertising Variability on Building Customer Based Brand Personality  
under Competitive Environment : Empirical analysis in reference to Mexico**

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## **Abstract**

The brand equity is built around brand personality as one of the core dimensions. The psychographic variables like emotions associated with the brand image constitute the personality of a brand. Although the experiences of the consumers with the brand cultivate such personality, advertising plays a dominant role in personality creation. This paper attempts to explore the mechanism that builds brand personality through media communication like advertising and word of mouth. The discussions in the paper integrate advertising variability concepts with brand personality and present viable propositions as managerial implication for building the brand personality considering the variables of marketing communication. The hypotheses set within the integrated framework lead to the construct of advertising model cohesive to the brand personality measures. In building this framework analysis of the concepts of brand equity and advertising, communication, personality and loyalty have been critically examined and tested on the basis of two separate studies conducted in Mexico.

Concept of customer-based brand equity may be defined as the differential effect that brand knowledge has on consumer response to marketing activity for that brand. A brand is said to have positive (negative) customer-based brand equity when consumers react more (less) favorably to marketing mix activity for the brand, as compared to when the same marketing activity is attributed to a hypothetical or unnamed version of the product or service. Consumer response to marketing activity for competitive brands or an alternatively named version of the product or service can also be useful benchmarks (i.e., for determining the uniqueness of brand associations and the opportunity cost of brand extensions, respectively). Customer-based brand equity occurs when the consumer is aware of and familiar with the brand and holds some favorable, strong, and unique brand associations in memory.

Brand equity is the worth of that image and its strength as judged by its ability to remain unaffected by temporary changes in any of the comprising factors. Consumers have only one image of a brand, one created by the deployment of the brand assets at your disposal: name, tradition, packaging, advertising, promotion posture, pricing, trade acceptance, sales force discipline, customer satisfaction, repurchase patterns, etc. Clearly some brand assets are more important to product marketers than to service marketers, and vice versa. Some competitive environments put more of a premium on certain assets as well. Quality and price do not exist as isolated concepts in consumers' minds. They are interrelated. Research has shown that deep discounts do cause the consumer to believe that something is wrong. Frequent discounting serves to lower the value of the brand because of an almost subconscious reaction by the consumer who believes that quality also has been

lowered (remember shirts with alligators on them?) or, in a “value rebound,” consumers begin to perceive the everyday price as too high. The brand is then bought only on deal. This paper attempts to explore the various mechanism that help building the brand personality through marketing communications like advertising, word of mouth etc.

## **Review of Literature**

Brand personality is an attractive and appealing concept in the marketing of today. It is one of the core dimensions of the brand identity (Aaker, 1996) and perhaps the one closest to the consumers. The personality idea responds to the tendency in contemporary society to value personal relationships. It also refers to the idea that relationships are important in social life. In terms of Maslow’s hierarchy of needs, it tries to lift products to higher levels of need satisfaction, like belongingness and love and esteem. Brand personalities are created in different ways and with different tools. However, the creation always involves active communications on the side of the firm: the personality has to be disseminated to be alive. Brand equity research is an attempt to put a value on the strength of a brand in the market, in the same way that the shares/stocks put a value on the strength of the corporation in the eyes of the investors. Indeed, brand equity research has shown that the two are related - the growth in brand equity correlates with the growth in stock values, and also sales, profits, price premiums and employee satisfaction. The brand equity research has two elements:

*Brand profiling* - where your brand and its competitors are profiled against a set of indicators and attributes. The indicators are usually fixed within the model, but attributes may be specific to the brand or its category.

*Conversion model* - where the model assesses the degree of strength or vulnerability you have in your customer base in relation to competition. Credit card companies use this to identify which competitive customers they should approach as they are open to alternative offers, and which they should not waste their time on because they are loyal to their existing suppliers.

Strong brand equity allows the companies to retain customers better, service their needs more effectively, and increase profits. Brand equity can be increased by successfully implementing and managing an ongoing relationship marketing effort by offering value to the customer, and listening to their needs. Disregarding the edge that the Brand-Customer Relationship offers in the market place and not utilizing the benefits and goodwill that the relationship creates will surely lead to failure in the long run. The central brand idea may be static among the entire customer and prospect bases, but the total sum of the brand idea or perception is rooted in the customer's experiences with the brand itself, and all its messages, interactions, and so on. In the market a strong brand will be considered to have high brand equity. The brand equity will be higher if the brand loyalty, awareness, perceived quality; strong channel relationships and association of trademarks and patents are higher. High brand equity provides many competitive advantages to the company. The brand equity may be understood as the highest value

paid for the brand names during buy-outs and mergers. This concept may be defined as the incremental value of a business above the value of its physical assets due to the market positioning achieved by its brand and the extension potential of the brand (Tauber, 1998).

Advertising is heavily used in this process of personality creation. This follows logically from the fact that personalities are particularly useful for the creation of brand associations. Brand associations influence the 'evaluation of alternatives' stage in basic consumer buying behavior models. In this stage, and for these goals, advertising is considered to be the most effective communication tools (Brassington & Pettitt, 2000). Perhaps the most visible and best known way of personality creations is by means of celebrity endorsers. Public heroes, sports people, pop stars and movie stars are hired to lend their personality to a brand but this practice goes back to at least for a century (Erdogan & Baker, 2000). The practice is still growing in popularity today. Yet, basically all advertising influences the brand personality, not only when an endorser is used. In the process of personality creation, in reference to advertising and marketing communication approaches are largely used to create brand personality (Redenbach 2000). It may be observed that a general model of advertising has been integrated with a model of brand personality creation as discussed in some of the studies. Based on that model number of propositions are derived presented thorough analysis of the role of brand personality in the creation of brand equity, thereby linking the core issue to one of general and increasing importance. Agarwal and Rao (1996) along with Mackay (2001) contend that a variety of components must characterize brand equity, and as Table 1 shows, multi-item

measures are common. The chronological development of brand equity concepts during the 90's and onward is exhibited in Table 1.

// Insert Table 1 about here //

The brand management has developed to take advantage of new loyalty marketing vehicles. To build and maintain consumer loyalty, brand managers are supplementing their mass-media advertising with more direct communications, through direct and interactive methods, internet communications, and other innovative channels of distribution (Pearson 1996; Baldinger & Robinson 1996). Simultaneously, however, brand managers are having to face more threats to their brands, especially parity responses from competitors. Brand loyalty can yield significant marketing advantages including reduced marketing costs, greater trade leverage (Aaker, 1991), resistance among loyal consumers to competitors' propositions (Dick and Basu, 1994), and higher profits (Reichheld, 1996). Chaudhuri and Holbrook (2001) have shown that brand loyalty is a key link affecting market share and relative price. Thus, brand loyalty is justifiably included in the approaches advocated by other researchers (e.g. Aaker and Joachimsthaler, 2000; Ambler, 2000; Rust *et al.*, 2000; Blackston, 1992). When operationalising brand loyalty Jacoby and Kyner (1973), Jacoby and Chestnut (1978) and Oliver (1999) argue it is unwise to infer loyalty solely from repetitive purchase patterns (behavioural loyalty). Preference for convenience, novelty, chance encounters and repertoire buying behaviour are but some reasons for this. Jacoby and Kyner (1973) brought together the two "opposing" approaches to brand loyalty namely, behavioural

and attitudinal loyalty, integrating them into their definition, as the brand loyalty is “the biased (non-random) behavioural response (purchase) expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of such brands, and is a function of psychological (decision-making, evaluative) processes.” Oliver (1999) argues consumers become loyal by progressing from a cognitive to an affective and finally to a conative phase. In line with previous research showing that in service markets attitudinal loyalty measures are more sensitive than behavioural loyalty measures (Rundle-Thiele and Bennett, 2001), we operationalised loyalty by questioning consumers about affective and conative loyalty. Following other researchers such as Dall’Omo Riley *et al.*, (1997) the consumers were asked as how much they liked the corporate brand (affective loyalty), as well as whether they would consider using other products from the corporation and whether they would recommend the corporate brand to others (conative loyalty). Readers interested in a more detailed review on operational and conceptual aspects of brand loyalty should consult Odin *et al.* (2001).

A new approach for measuring, analyzing, and predicting a brand's equity in a product market defines the brand equity at the firm level as the incremental profit per year obtained by the brand in comparison to a brand with the same product and price but with minimal brand-building efforts. At the customer level, it determines the difference between an individual customer's overall choice probability for the brand and his or her choice probability for the underlying product with merely its push-based availability and awareness. The approach takes into account three sources of brand equity - brand awareness, attribute perception biases, and non-attribute preference - and reveals how

much each of the three sources contributes to brand equity. In addition, the proposed method incorporates the impact of brand equity on enhancing the brand's availability. The method provides what-if analysis capabilities to predict the likely impacts of alternative approaches to enhance a brand's equity.

### *Inter-relationships of Consumer and Brand Personality*

Consumers often anthropomorphize brands by endowing them with personality traits, and marketers often create or reinforce these perceptions by their brand positioning. Brand personality traits provide symbolic meaning or emotional value that can contribute to consumers' brand preferences and can be more enduring than functional attributes. Successfully positioning a brand's personality within a product category requires measurement models that are able to disentangle a brand's unique personality traits from those traits that are common to all brands in the product category. Consumers perceive the brand on dimensions that typically capture a person's personality, and extend that to the domain of brands. The dimensions of brand personality are defined by extending the dimensions of human personality to the domain of brands. One way to conceptualize and measure human personality is the trait approach, which states that personality is a set of traits (Anderson & Rubin, 1986). A trait is defined as "any distinguishable, relatively enduring way in which one individual differs from others" (Guilford, 1973, p.23).

Human personality traits are determined by multi-dimensional factors like the individual's behavior, appearance, attitude and beliefs, and demographic characteristics.

Based on the trait theory, researchers have concluded that there are five stable personality dimensions, also called the 'Big Five' human personality dimensions (Batra, Lehmann & Singh, 1993). The relationship between the brand and customer is largely governed by the psychographic variables that can be measured broadly by the closeness and farness of the personalities of brand and customer. The relationship attributes between the brand and customer relationship is exhibited in Figure 1.

// Insert Figure 1 about here //

The psychographic bond between the brand and customer would be stronger and attributed with emotions when the brand and customer personality matches closely as explained in the quadrant B in Figure 1. On the contrary when the personality attributes of the brand and customers do not match with each other the relationship gets detached (quadrant C) and needs to be rebuilt for reviving the same. The companies attempt persuasive measures to bridge the gap between brand and customer personalities when it is observed that the brands are thriving to create image but are unable to live to the customers' expectation (quadrant A). The relationship becomes discrete when the attributes of customer personality attempts to get acquaintance with non-responding brands as discussed in quadrant D of the above referred figure.

## **Hypotheses**

The 'Big Five' human personality dimensions are Extraversion/introversion, Agreeableness, Conscientiousness, Emotional stability, and Culture. Based on these human

personality dimensions, Jennifer Aaker (1997) identifies the new ‘ Big Five’ dimensions related to brands. These are Sincerity, Excitement, Competence, Sophistication, and Ruggedness. This pattern suggests that these brand personality dimensions might operate in different ways or influence consumer preference for different reasons. Whereas Sincerity, Excitement, and Competence represent an innate part of Human Personality, Sophistication and Ruggedness tap dimensions that individuals desire. Hence the following proposition has been considered:

**H1:** Customers identify brands that have similarity to their own personalities and represent closeness in terms of the psychographic and emotional attributes.

Brands influence consumer decisions to buy in any of the above ways, or through combinations of them, sometimes with tremendous persuasive appeal. The brand-person associations can also have a more personal nature. Brands can be associated with persons who use or used that particular brand, for example a close friend or a family member. Also, brands received as gifts can also be associated with the person from whom the gift was received. These person associations serve to animate the brand as a vital entity in the minds of the consumers. The Marlboro brand personality is a good example of how a company understands and combines the physical and emotional elements that appeal to certain customers who live or would love to live a certain lifestyle. Products such as gold credit cards, watches or prestige items help people to express themselves to others by demonstrating that they are different and have achieved something. They act as extensions of the personality, so it really is "all in the mind", and the key to brand management and development is a clear understanding of what benefits the customer is

looking for. Finding with consumers what comes to mind when they hear the name of a big brand such as BMW or Gucci, they will reply with a list of attributes which go far beyond the physical tangible aspects of product and delivery, but if there is one word which brings all these things together in people's mind, it is value. Time and again, research shows that the real driving force behind market leadership is perceived value - not price or inherent product attributes. As long as a brand offers customers a superior perceived value, the good market performance will follow, which makes consistency a highly important feature of brand behavior.

A consumer-brand relationship becomes functional after the purchase is realized by the customer on an appropriate opportunity. The opportunity may be derived through the marketing constituents like availability, financial schemes for the buying and pre- and post-sales services. There are models that follow the same line of reasoning, that there is input, transformation, and output in the model. The input of the model refers to the advertising exposure, transformation refers to advertising processing, and output refers to advertising responses. Branding has to do with customer perceptions and their behaviors when buying; it is not a characteristic of a product, a graphic design, a company or a category. In branding the term 'media' refers to communication vehicles such as newspapers, magazines, radio, television, billboards, direct mail, and the Internet. Advertisers use media to convey commercial messages to their target audiences, and the media depend to different degrees on advertising revenues to cover the cost of their operations. Hence:

**H2:** Effective consumer-brand relationship is established after the buyer realizes the purchase and simultaneously transfers the brand personality.

Brands are also successful because people prefer them to ordinary products. In addition to the psychological factors already mentioned, brands give consumers the means whereby they can make choices and judgments. Based on these experiences, customers can then rely on chosen brands to guarantee standards of quality and service, which reduces the risk of failure in purchase. Today's world is characterized by more complex technology, and this can be extremely confusing to the people who are not technology minded. Brands can play an important role here by providing simplicity and reassurance to the uninitiated, offering a quick, clear guide to a variety of competitive products and helping consumers reach better, and quicker decisions. The theories of animism describe another process mechanism that directly explains the specific ways in which the vitality of the brand can be realized. Spokespersons that are used in advertising can have personalities that fit those of the brands they advertise. Over time, the personalities of the spokespersons are transmitted to the brand. Obviously, this aspect is much less under the control of marketers. Indirectly, the brand personality is created by all the elements of the marketing mix. Betra, Lehmann and Singh (1993) suggest that the personality of a brand is created over time, by the all constituents of marketing-mix.

### *Brand Relationship Typology*

Brand-extension strategy in a competitive environment is comprised of two crucial strategic decisions : (i) *against which competitive brand* to position the new product, and

(ii) *how to position* the new product. The first decision that envisages the competitive-target decision--requires an understanding of the competitive structure and an analysis of the opportunities and threats associated with selecting a certain position and the latter is concerned with the selection of product attributes or benefits that provide a differential advantage for the new product compared to the competitive offerings (Hauser and Shugan 1983). The positive advertising and communication help in building and nurturing the brand personality in the competitive situation in a market. The intimacy theory of communication builds the brand personality more effectively across varied consumer situations than either exchange or seduction theory. Drawing from psychology and social psychology, it presents intimacy attributes relevant to services marketing-the "five C's of communication, caring, commitment, comfort, and conflict resolution, which play a vital role in brand personality. Thus it may be hypothesized as :

**H3:** The brand personality is perceived by the consumers when the advertisement is positive to their own personality and endorses the intimacy attributes with the communication.

The type of relationship that customers possess with the brands based on the loyalty levels is an extremely significant parameter for the marketers. Duncan and Moriarty (1998) point out that each of the new generation marketing approaches include customer focused, market-driven, outside-in, one-to-one marketing, data-driven marketing, relationship marketing, integrated marketing, and integrated marketing communications

that emphasize two-way communication through better listening to customers and the idea that communication before, during and after transactions can build or destroy important brand relationships. The way consumers perceive brands is a key determinant of long-term business consumer relationships. A large proportion of consumer brand perception is obtained under low-involvement conditions and is therefore not consciously processed by the consumer's brain. Such associations tend to be stored in terms of metaphors and importantly, they tend to aggregate in clusters.

// Insert Figure 2 Here //

A paradigm of brand relationship and customer loyalty is exhibited in Figure 2 that reveals the integrated linkage between them through the associated personality variables of brand and customer. The brand personality has product attributes, corporate image and brand attributes resulting from the other two variables. The customer needs, perceived use value associated with the product and the attitudinal variables of the customer form the core of customer personality. The relationship between the brand and customer personalities has three dimensions-strong, vacillating and weak.. The strong hold of the relationship leads to loyalty development while the weak links form the discrete relationship. The vacillating dimension thereof cultivates the risk of brand switching due to uncertainty of consumer decision to get associated with the brand or otherwise.

#### *Media Influence in Brand Relationship Development*

Brand personality refers to the emotional side of a brand image. It is created by all experiences of consumers with a brand, but advertising plays a dominant role in

personality creation. Successful brands eventually have the opportunity to take on brand leadership positions. This is often expressed in advertising as a product superiority driver; and it works as consumers often prefer the market leader because they assume it is *better*. Strong brand positions can be built on anything enduring, including images or simply *the biggest selling*. The message must be presented consistently in all marketing initiatives. There are two central elements to brand personalities: the type of benefits offered by the brand and the type of consumer who will value them. Advertisements which show nothing but product features trying to appeal to consumers rationally. Usually the focus would be the unique sales proposition (USP) or a selling idea which can differentiate the brand from its competitors. It has been observed that the consumers will come up with the descriptions like "fun-loving, enjoyable, American style" while people will think of "rebellious and younger generation oriented" when talking about the product. Furthermore, every one wants something that can reflect or further improve his/her self-portrayal, brand personality which is created and perceived through advertising becomes a vital concern in our purchasing decisions. Advertising builds the emotional image of the brand and the brand personality associated thereof provides depth, feelings and liking to the relationship. A brand personality thus can make a brand more interesting and memorable and become a vehicle to express a customer's identity. Hence:

The cognition and emotion form a complex and inseparable relationship within higher-order human cognitive behavior. Higher-order image processing exist in emotions. In the central route of the elaboration likelihood model, emotions play a substantial role in understanding product features. From this perspective, understanding process of the

advertisements as brand knowledge forming needs to be considered as a higher-order cognitive process which includes not only reasonable understanding of functional benefit, but understanding of benefit based on user and usage imagery and brand personality. Advertising processing comprises the sequence of cognition and does not give importance to the affect constituent of it. Both impact on the consumer's attitude and behavior and the level of this impact does not depend on the order of the processes. However, in case of advertising campaigns with multiple and different messages, the order effects may be important. Though the companies have full discretion in designing campaigns, it is all the more interesting to see if it makes a difference whether they start building brand personality by appealing to affective or cognitive reactions. So the proposition may be constructed as :

**H4:** The brand personality is influenced largely by the affective and cognitive attributes in the process of the advertising communication.

The "voice of a brand" is part of the promise and experience of a brand. Customers hear the voice in automated service systems, at retail, in the media and elsewhere. The tone, content and nuances of that voice are critical. The meaning or user understanding on the product is also an important source of brand personality creation in the advertisement or any type of media communication. The communication represents the product's meanings - the claimed image of the product. Although the definition of advertising from a semiotic perspective states that the advertisement represents the actual product image,

but the advertisement represents the product *only* when there is harmony between the actual and the claimed image of the product.

## **Analysis and Discussion**

### *Study 1*

This study was conducted as a part of the marketing program of 114 undergraduate students enrolled in the undergraduate business program at ITESM, Mexico City Campus who received partial course credit for participating in this research study during the 2 semesters of academic year 2003. They were randomly assigned to conditions in a 2 (target: product or selected brands)  $\times$  2 (processing goal: perceptions or no explicit impression)  $\times$  2 (presentation order: positive first or negative first) between-subjects design. The respondents of the study were told that they would be mapping their perceptions in reference to the selected brands of the fast moving consumer goods (FMCG). Next, they were given instructions to form an impression on the brands' personality reviewing the advertisements connected with them. Two independent raters counted the total number of positive and negative attributes recalled. Ninety-three percent of advertisement recall attributes were classified as positive or negative by both judges while the remaining (7%) attributes were either incorrectly recalled or judges disagreed on these attributes. These attributes were exempted from analysis.

Paired *t*-tests on the positive and negative perceptions indicating similarities of personality and brand identification with their own personality indicated that positive attributes ( $M = 7.27$ ) were rated as more favorable than both neutral ( $M = 5.19$ ;  $t(114) = 25.59, p < (.001)$ ) and negative attributes ( $M = 2.51$ ;  $t(114) = 52.54, p < (.001)$ ). Negative attributes were rated as less favorable than neutral attributes ( $t(114) = -38.64, p < (.001)$ ). Separate ANOVAs on these indices as well as on information relevance and attribute importance revealed no effects ( $p$ 's  $> .15$ ). An ANOVA on the number of similarities of customer personalities with the emotional attributes of brand yielded a main effect of processing goal ( $F(1, 110) = 4.29, p < (.05)$ ), a main effect of identifying the brand ( $F(1, 110) = 7.29, p < (.01)$ ), and a two-way interaction between processing goal and brand identification ( $F(1, 110) = 7.15, p < (.01)$ ). These propositions were also qualified by a significant three-way interaction ( $F(1, 110) = 5.63, p < (.05)$ ) among the positive, negative and indifferent perceptions of the customers associated with the brand emotions. An ANOVA on the number of dissimilarities between the personality of the customer and psychodynamics associated with emotions of the brand yielded a main effect of processing goal ( $F(1, 110) = 10.33, p < (.01)$ ), and two two-way interactions between processing goal and brand identification ( $F(1, 110) = 8.14, p < (.01)$ ). Consistent with hypothesis 1, these findings imply that customers tend to identify brands that have similarity to their own personalities and represent closeness in terms of the psychographic and emotional attributes.. This effect is stronger when brands represent near similarities with the customers' own personality.

The simple effects test were administered on the data sets of the study 1 that expect low variability, the results demonstrated more positive and fewer negative attributes when positive behavioral attributes of buyers was presented earlier (vs. later;  $M's = 2.84$  vs.  $2.17$ ;  $F(1, 101) = 4.86, p < .05$ , for positive attributes and  $M's = 2.08$  vs.  $2.78$ ;  $F(1, 101) = 4.85, p < .05$ , for negative attributes). In contrast, under high variability, more positive and fewer negative attributes were found when buyer attributes were transferred to the brand personality (vs. earlier;  $M's = 2.88$  vs.  $2.08$ ;  $F(1, 101) = 7.07, p < .01$ , for positive attributes and  $M's = 1.96$  vs.  $2.63$ ;  $F(1, 101) = 4.53, p < .05$ , for negative attributes). These results of the study confirm the hypothesis 2 as effective consumer-brand relationship is established after the buyer realizes the purchase and simultaneously transfers the brand personality.

### *Study 2*

The second experiment was conducted to test the hypotheses 3 and 4 administering a short and purposeful questionnaire to the 87 students of the institute during 2 semesters of the academic year 2003. They were randomly assigned to conditions in a 3 (expected variability: high, low, or no instruction about variability)  $\times$  2 (decision order: positive first or negative first) between- customer personality and brand preference issues.

The brand likeability and clarity are influenced by the interaction between context/ advertisement congruency and product category involvement in the hypothesized direction. The contrast between the context and the advertisement seems to stimulate high

involvement consumers, while similarity between the context and the ad appears to make advertisement processing easier for low involvement individuals. The analysis of the data of study 2 revealed that shared attributes in an advertisement, the interaction between features of the advertisement and behavioral intimacy attributes was significant for both positive  $\{F(1, 87) = 9.01, p < (.01)\}$  and negative  $\{F(1, 87) = 11.04, p < (.001)\}$  impacts. When the advertisement share positive attributes, the correlation between brand preference and the valence index of recall was found higher and when consumers expected high (vs. low) variability ( $r$ 's = .56 vs. .22;  $z = 2.01, p < .05$ ). This difference in correlations between high and low variability was negligible when the information featured unique attributes ( $r$ 's = .55 vs. .58;  $z = -.07, p > .94$ ). Consistent with hypothesis 3, the results of the study endorses that the brand personality is perceived by the consumers when the advertisement is positive to their own personality and endorses the intimacy attributes with the communication.

An ANOVA on the evaluation index of the cognitive attributes associated with brand behavior of customers in reference to the advertising ( $\alpha = .91$ ) yielded a main effect of positive attitude for the brands that are associated with the advertisements closed to the cognitive dimensions of customers  $\{F(1, 87) = 5.37, p < (.05)\}$ . It also yielded two two-way interactions between expected variability and effectiveness of advertisements  $\{F(1, 87) = 3.98, p < (.05)\}$  and features of communication and attribute uniqueness that have close match to the personality of customers  $\{F(1, 87) = 6.70, p < (.01)\}$ . These effects were qualified by a significant three-way interaction  $\{(F(1, 87) = 5.22, p < (.05)\}$ . This result establishes the hypotheses 4 revealing that the brand personality is largely

influenced largely by the affective and cognitive attributes in the process of the advertising communication.

### *General Discussion*

The conceptual synthesis of work on the dynamics of business relationships and the dynamics of brand relationships, with particular attention to new business environments, an area that is becoming more significant with the increasing importance of the Internet as a medium for business and have proposed a taxonomy for a better understanding of the relationships and linkages between brands and customer portfolios. The managerial importance of the topic seems evident. Advertising is by far the most important communication tool in marketing, and with every advertisement brand personality is built. The media effectiveness in reference to brand personality and customer response to the brands may be studied for building long-run branding strategies. The effectiveness of any advertisement can be measured at two different levels – pre-insertion and post-insertion of the advertisement in the media along with the brand awareness programs for effective impact of communication on the customers segment. However, identifying an appropriate market and starting a meaningful relationship using relevant and entertaining content is generally a much more compelling tactic for creating loyal customers.

This research also extends previous social psychological research on impressions of individuals versus social groups by demonstrating the effect of attribute uniqueness on information processing and group judgments. The study also suggests that social

psychological theory of impression formation can be useful in understanding how family brand impressions are formed in addition to the cognitive theories used by previous research on brand equity. This framework focuses on memory-based versus on-line aspects of information processing. These different processes can lead to significant differences in family brand evaluations as a function of the order of information acquisition.

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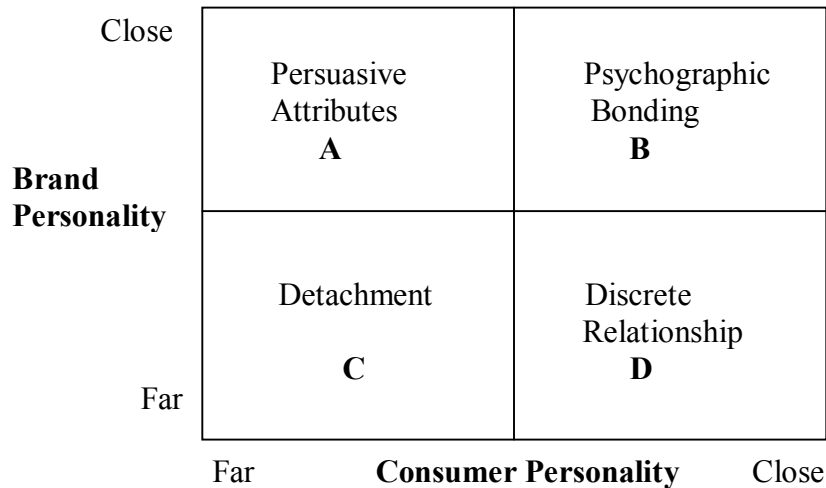
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## Tables and Figures

**Table 1 : Time-line of Conceptualized Brand Equity (1990-2001)**

Major issues	Aaker (1991)	Keller (1993)	Sharp (1995)	Berry (2000)	Yoo & Donthu (2001)
Awareness	Brand awareness	Brand awareness	Company/brand awareness	Brand awareness	Brand awareness/associations
Image	Brand associations	Brand image	Brand image (or company/brand reputation)	Brand meaning	
Loyalty	Brand loyalty		Relationship with customers/ existing customer franchise		Brand loyalty
Quality	Perceived quality				Perceived quality

**Figure 1 Relationship Traits Between Brand and Customer Personality**



**Figure 2 Brand Relationship and Customer Loyalty Paradigm**

