

An Empirical Study of Consumer Perceptions towards Brand Personality and Cultural Influences on the Purchase of Select Consumer Durables in West Bengal

Structured Abstract

Premise: The market for consumer durable products in India has borne testimony to a monumental surge in demand over the last few years. An increasingly large pool of consumers today perceives consumer durable brands as “multifaceted” products with discrete “personalities” that augment the “aesthetic value” of the household and the holistic value of the individual. Erstwhile studies have endeavoured to capture the “personality” of brands in general, although consumer durables have not been focussed upon uniquely. Thus, there is an escalating requirement to uniquely measure the brand personality of such consumer durable brands.

Purpose: The present research primarily aims to examine the perception of consumers towards the brand personality of consumer durables, using a novel “brand personality measurement scale.” Additionally, the study also ventures into some of the key antecedent factors influencing brand personality, viz. “brand aesthetics” (defined by colour and logo design) and “cultural values” in terms of how they influence the perception of brand personality, and the purchase of consumer durables.

Design/ Methodology: The study employs a mixed methodological design, using both qualitative and quantitative techniques to develop the constructs of brand personality and brand colour. Data for the study was collected randomly from 511 respondents in urban areas of West Bengal, India. A novel measurement scale has been developed using Carpenter’s (2018) “scale development process.” Using a qualitative research technique called Fleiss’ Kappa, the degree of agreement among several independent experts towards the Adjective Checklist (ACL) items (1983) was implemented to arrive at a manageable number of brand personality traits. The traits were tested for their reliability and validity using EFA and CFA. The colour construct has also followed a similar process, wherein a focus group interview was used to initially reduce colour items from Munsell’s Colour System (1929). The colour instrument was also tested for its reliability and validity using EFA and CFA. The impact of the independent variables on the dependent variables were assessed using multiple regression analyses.

Results: The study’s findings implied that consumer durable brands essentially act as meaningful consumption emblems of consumers, and such brands adequately convey requisite meaning to their end-users. In adherence to the scale development process, a four-dimensional brand personality measurement model encompassing 29 traits representing consumer durables’ brand personality was ascertained: responsible, resourceful, dynamic, and attractive. Further, aesthetic elements such as colour and logo design, coupled with cultural values, also positively influence how consumers perceive the brand personality of the consumer durable brands, along with their purchase decisions.

Implications: The study presents novel insights about the personality of consumer durable brands, and enables brand managers of such firms to facilitate communication with target customers. It would help consumers form better emotional bonds and effectively associate the traits possessed by them with the personality traits of consumer durable brands.

Keywords: brand personality; brand aesthetics; colour; logo design; cultural values; consumer durables