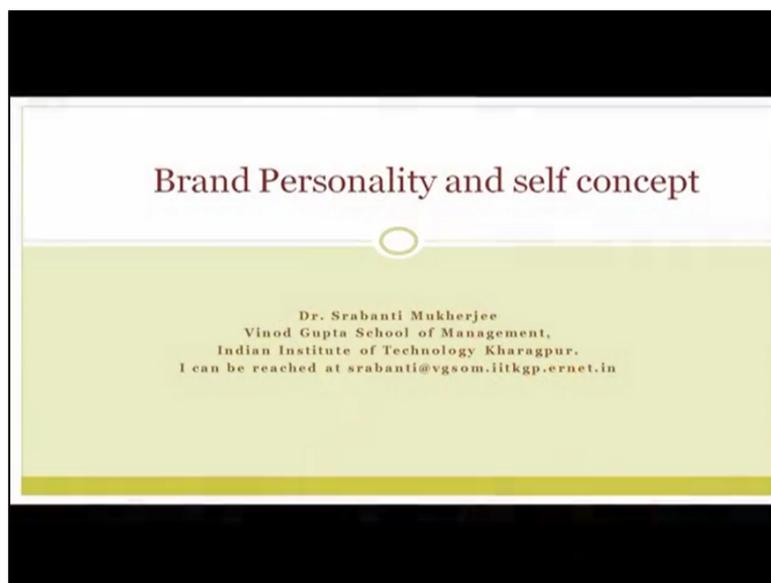


**Consumer Behaviour**  
**Prof. Srabanti Mukherjee**  
**Vinod Gupta School of Management**  
**Indian Institute of Technology-Kharagpur**

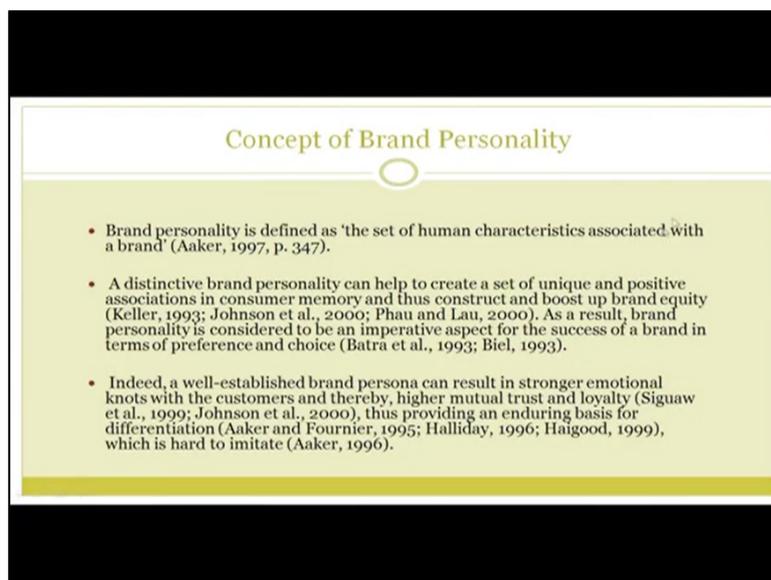
**Module No. #03**  
**Lecture No. #13**  
**Brand Personality & Self-Concept**

Welcome, to the Third Session of Personality. And, in this Session, I, Dr Srabanti Mukherjee, will talk about the, Brand Personality and Self-Concept.

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So here, we first try to define, what is a Brand Personality. In the last Two Sessions, we have talked about the, Personality of a Person, Personality of a Consumer. But here, we will

discuss about, what is a Personality of a Brand. So, we define like, going by the lines of Aaker in 1997, So we can define Brand Personality, as a set of Human Characteristics, associated with a Brand. So, what is that. That is like, a Person, uses Fair & Handsome. Or, it is targeted to the Person, who wants to be fair.

And, he is thinking that, the dark and handsome, the ideal Indian concept, he thinks that, no, it should be, Fair & Handsome. So, the fairness, was that particular aspect, he is looking about. Because, for him, fair look gives him, a better acceptability in the Society, and better notice in the Society. So, that is how, he is inclined to the, Fair & Handsome. And, if you remember, the Television Commercial of Fair & Handsome, there also Shahrukh Khan is being noticed by, one ordinary Boy.

And, he thinks that, if I also can get, the glamour of Shahrukh Khan. Because, he is also, daily shooting, he is there. So, it is a tough life in which, he is. But, still, he is still maintaining his glamour. He is surrounded with, so many Girls. So therefore, the Boy aspires a life of Shahrukh Khan. And, Shahrukh is very fair. So, then, Fair & Handsome is a solution, which has been shown. So therefore, it is a Human characteristics of the Brand Fair & Handsome, that you know, it relates to the Fair & Handsome Person.

So, the Brand, stands in that way. A Car, a Bike, may be showing a masculine characteristic. So the Bike and masculinity. Masculinity is a Human character. But, we are saying, it is a masculine Brand. Like, Bajaj Pulsar. So, like this. So, a distinctive Brand Personality, can help to create, a set of unique and positive association in Consumers memory, and thus construct and boost up the Brand equity, of that particular Brand.

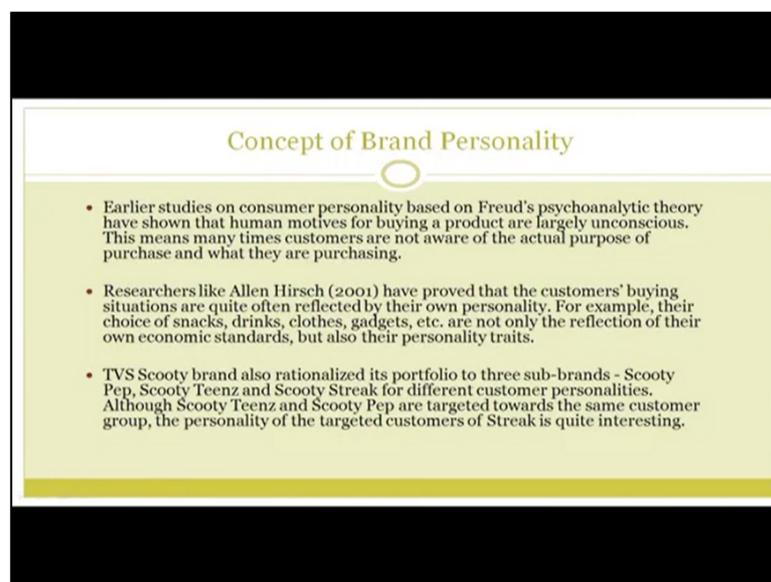
As a result, the Brand Personality is considered, to be an imperative aspect, for the success of a Brand, in terms of the preference and choice criteria. Indeed, a Well-Established Brand, a Persona can result in stronger emotional knots with the Customers, and thereby higher mutual trust and loyalty, and thus providing an enduring basis for differentiation. And, this could be, very hard to imitate. For example, Maggi Noodles. It just shows, two minutes Noodles.

And, when Maggi came back, it mainly focused, on the grown up children, who from the child hood, is consuming Maggi. So, that childhood emotion, that they are coming from the playfield, and then, they are asking mummy, Bhook Lagi Hai, give me Maggi. So, that

particular aspect, when they are coming back from hostel, now after years, and they are asking to their Mother, who the Mother's character was played by the, Deepti Naval.

And, they are asking their Mother, in a same way that, Bhook Lagi Hai, and we want something. So, that was the emotional connect, with by using the nostalgia happy. Okay. Because, that shows, the level of trust, the level of loyalty of the Customers, for this Brand, which Personifies kind of, is a solution for our hunger. So, this is an happy-go like, kid like emotions, which has been attached to the Product as such, which is attached to the people, those who are consuming it.

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**Concept of Brand Personality**

- Earlier studies on consumer personality based on Freud's psychoanalytic theory have shown that human motives for buying a product are largely unconscious. This means many times customers are not aware of the actual purpose of purchase and what they are purchasing.
- Researchers like Allen Hirsch (2001) have proved that the customers' buying situations are quite often reflected by their own personality. For example, their choice of snacks, drinks, clothes, gadgets, etc. are not only the reflection of their own economic standards, but also their personality traits.
- TVS Scooty brand also rationalized its portfolio to three sub-brands - Scooty Pep, Scooty Teenz and Scooty Streak for different customer personalities. Although Scooty Teenz and Scooty Pep are targeted towards the same customer group, the personality of the targeted customers of Streak is quite interesting.

So, earlier studies of Consumer Personality, based on Freud Psychoanalytic Theory, have shown that, Human motives of buying a Product, are largely very unconscious. Sometimes, we don't even know, why impulsively, we have selected, a particular toy for the. Or, the child has demanded a particular toy, may be for the light, may be for the colour, may be for both light and colour, we don't know.

So therefore, many times, because of some unconscious motive, it may be chosen. This means, that many times, Customers are not aware of the, actual purpose of purchase, for what they are purchasing the Product. So, researcher like Allen Hirsch has proved, that the Customers buying situations, are quite often reflected by their own Personality. I am buying, every year, I am changing my Mobile Handset. Because, I am a very Extraverted, and Innovative Person.

And, I want to show in the Society, that I am very Tech-Savvy Person, and I am a very trendy Person. So, that is the reflection, I want in the Society. So, that is how, their choice of just snacks, drinks, clothes, gadget, everything, are not only because of my economic standard. Because, with the same economic standard, I may not be purchasing a mobile handset, every year.

For me, convenience with the same set, maybe I am of that kind of Person, I don't want to change. So, like TVS Scooty Brand, also rationalise its portfolio, into three Sub Brands. For example, Scooty Pep, Scooty Teenz, and Scooty Streak, for different Customer Personalities. So, all this is, Scooty Teenz, and Scooty Pep, are targeted towards the same Customer group. The Personality of the target Customers of state, is quite interesting. Why?

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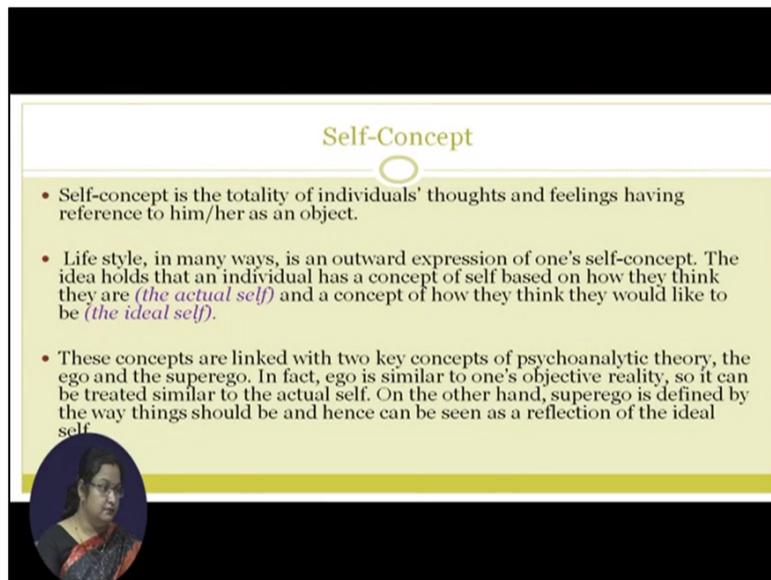
Sub-Brand	Tagline	Customer personality
Scooty Pep	Do your own thing, girls	New age girl with the bold attitude
Scooty Streak	Sinfully Black	rebel, indulgent, sexy, naughty, independent, young

Look at here, Scooty Pep says, it is targeted towards a female community. It says that, do your own things. So, Girls independence has been, highlighted there. Okay. Independent Girl, having a Scooty, taking the child to drop the child to the school, or going to the Market or wherever, this her independence of moment. And, it shows the Personality type, which has been shown is, New Age Girl with Bold Attitude.

The Scooty Streak, if you see, the Tagline is, Sinfully Black. So, very unusual Tagline, with a Female Brand. And here, Trisha is to show, the Rebellion kind of Personality. Which means that, I want to be very distinct in the Society. I am not like the other Girls, those who are homely. Anyway, they are outspoken. They are going for their work field and all. But then, at the end of the day, they also are very Family oriented kind of Person.

But, Streak is not for that. Streak is like, little bit of Rebellions, Indulgent, Sexy, Naughty, Independent, Young. So, that is the Consumer's Personality, which they are trying, and which they are targeting. And, that kind of people, they are targeting with this Product, Scooty Streak. And, that is why, they have used, this very unusual tag Tagline, Sinfully Black.

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**Self-Concept**

- Self-concept is the totality of individuals' thoughts and feelings having reference to him/her as an object.
- Life style, in many ways, is an outward expression of one's self-concept. The idea holds that an individual has a concept of self based on how they think they are (*the actual self*) and a concept of how they think they would like to be (*the ideal self*).
- These concepts are linked with two key concepts of psychoanalytic theory, the ego and the superego. In fact, ego is similar to one's objective reality, so it can be treated similar to the actual self. On the other hand, superego is defined by the way things should be and hence can be seen as a reflection of the ideal self.

So, before going to the Self-Concept, I will again, I will try to tell you, about little more matching small caselets, about the Brands, was Consumers understanding about the Brands Personality, and Marketers use of that. The very good and very nicely positioned Brand, based on Personality, is the Reid & Taylor. So, Reid & Taylor, when this Esteem Brand, when it came to our Country, the first promotion, was done by the Celebrity Pierce Brosnan, who plays the role of James Bond.

And therefore, the Tagline was, Born with the Best. Now, this Product was targeted to the Elegant, Corporate, or maybe the Business World Person, but Elegant, little bit of middle-aged Esteemed Person. Now, this James Bond, is much more a Youth concept. He is Energetic. He is Intelligent. He is Youth. He is experimental. He is Adventurous. That kind of Person.

So, that kind, and he is liked by so many Girls. So, his image, is totally a very ease and Youth icon, we can say. And, he is a Global Youth icon. And therefore, this James Bond kind of concept, did not synchronise, with the kind of Personality, the Brand is actually targeting to. So, this commercial, did not work. So, they have changed it, now. After changing, the second

phase was like, they try to connect it with the, kind of Family occasion. Like, Parent's Anniversary, the children and others are there, Celebrating this.

Now, in this also, celebrating Parent's Anniversary, is not very widely goes with our, particularly, if you talk about, in not many Families, we can see this. In some Families, of course, it is there. They are very modern. But, sometimes, it is not very common, actually. So, people could not relate with that Esteem need, and celebrating Parent's Anniversary.

So therefore, the next attempt of this Brand, was roping in Mr Amitabh Bachchan, as the Brand ambassador of Reid & Taylor. And then, they Started writing, Reach the Height of 6 Feet 2 Inch. It does not mean, that the Person has to become tall, you know, you should be having the height of 6 Feet 2 Inch, is not so. But, it is like, you know, the Elegance, the Glamour, the kind of Esteem, which Amitabh Bachchan is having. That, particularly his Eliteness, his Elegance, which could be associated with his Brand.

So, Amitabh Bachchan's Elegance. The Brand want to portray it, as an Elegant Brand. And, it is targeting the Elegant Customers. These three synchronised. And therefore, it worked very well. And, so that is how, initially it was shown, that Mr Bachchan is wearing it in different occasions. So, it is a Special Brand, for Special Person, in Special Occasion. That is how, it was positioned.

But then, in the next Start, the same Mr Bachchan, it is showing that, in several occasions, he is coming up, down from his Personal Helicopter. And, he is going for a Corporate meet. That time also, he is wearing Reid & Taylor. When, he is joining a marriage party, he is wearing Reid & Taylor. So therefore, it is shown that, when he is relaxing with some kids, he is wearing Reid & Taylor.

So, it is shown, that if a Person is a stretch off, the Elite and Elegant Person like Amitabh Bachchan, so for all his moods, for all his requirements, he can actually use, Reid & Taylor. So, that is how, the bonding was very perfect. And, the Brand, did not need to look back. Now, coming to the concept of Self-Concept. Self-Concept is the totality of Individual thoughts and feelings, having reference to him or her, as an object.

Which means, what I think about myself? How do I think? What kind of Personality, do I

have? So, that. So, life style in many ways, is an outward expression, of one's Self-Concept. I feel, I am very happy-go-lucky, so that is how, I behave in the Society, in that way. Particularly, in Self-Concept idea, that holds that an Individual, has a concept of self, based on how they think they are, and the concept about, how they would like to be.

Do they like to be, like fair as this, Shahrukh Khan? Or, they want to be having kind of stretch, very nice good dancer, and a very gym oriented person, in a way Health-conscious Person, like Hrithik Roshan. Like, what kind of idea, do I have, about myself. That will actually, motivate me in, you know, like where I am, and what I want to be. And, this gap actually, develops the need for certain Products.

I want to be very beautiful like, say Kareena Kapoor. And, but I think, I am not so conscious about my skin. But then, this Lux Flower Bomb, this particular Ad, may catch my attention. Because, that is a Product, which can breach this need between, what I want to be, and what I am. Okay. So, that is what, something I want to be, and something I am. This is what, I think. Okay. It is not, what the Society. Personality. When we talked about Personality is, what others are thinking about me.

But, in Self-Concept, it is what, I think about myself, my own Personality. Okay. So, these concepts are linked with, two key concepts of Psychoanalytic Theory, the Ego, and Superego. In fact, Ego is similar to one's objective reality, so that, it can be treated as similar to the actual self. On the other hand, Superego is defined, by the way, things should be, and hence, can be seen as a reflection, of the ideal self.

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**Meaning-Transfer Model**

***Mc Cracken (1989) suggested a comprehensive model commonly referred as meaning-transfer Model.***

- This three-stage model suggests how the meaning associated with a famous person flows from the endorser to the product or the brand.
- Thus, meanings attributed to the celebrity get associated with the brand in the consumer's mind.
- Finally, in the consumption process, the customers comprehend the brand's meaning.
- The third stage of the model states about the significance of the consumer's role in the process of endorsing brands with famed persons.



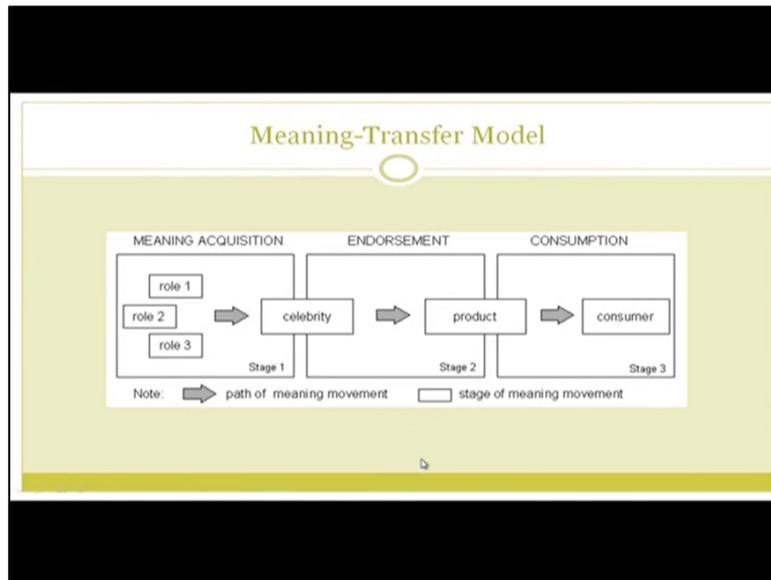
So, this was the concept of Self-Concept, we say. Now, we talk about, a little bit of different aspect, that is the Meaning Transfer Model, propounded by, Mc Cracken, in 1989. And, he suggested a comprehensive model, and that is known as Meaning Transfer Model. Now, what is this. This is actually, the three stage model. The three stage model, suggests that, how the meaning associated with a famous Person, flows from Endorser, to the Product, or to the Brand.

Right now, I said, that the image of Amitabh Bachchan, has flowed to the understanding of an Elegant, very Dynamic, and a successful accomplished Person. So, that is the understanding about Amitabh Bachchan. So therefore, the Brand in which, he is getting associated, I think, that the Brand is made for, this kind of Person, this kind of people. Therefore, this meaning, is attributed to the Celebrity, get associated with the Brand, and in the Customer's mind.

Now, after this, I have bought Reid & Taylor, you know. And then, I consume it. Once I consume is, I wear it. And, after wearing, if I also feel the same kind of, I am looking Elegant, or others are, you know, feeling that, I am looking Elegant. Then only, that Brands meaning, gets embossed in my mind. Otherwise, not. Otherwise, after some time, it would be erased from my mind.

It will be a long-term memory, if you know, my Consumption also justifies, the kind of understanding, I had from the Brand, because of the Celebrity Endorser's Personality. The third stage of the model, therefore states about the significance of Customers role in the process, of endorsing the Brands with the Famed Persons.

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So therefore, we can see here, first is Meaning Acquisition of the Customer. Now, here also, why Customers Traits are important. Because, certain things, I will perceive, based on my own understanding about, Elegance, Eliteness, and maybe accomplished Person. Now, who is an accomplished Person to me. It may be a Person, who is a famous Movie Star. Some people, may not like to watch Movies. So, to them, the accomplished Person may be, a Sports Star like, Sachin Tendulkar.

So therefore, my understanding about this accomplishedness, my understanding about the Elegance, might be little different. My understanding about Elegance, may not be related to accomplishment. My understanding about Elegance, may be related to a Person, belonging to a Royal Family, or a Zamindari Family. So, that is how, I may feel, that Sharmila Tagore, Saif Ali Khan, is very Elegant.

While, I may not assume, in that case, Sachin Tendulkar is Elegant, if my understanding about Elegance, depends on that, the Person should be from a Royal Family, to be Elegant. But, if it is accomplishment, which I think, which makes the Person Elegant, his Sophistication, the way his Sober Attitude, his Determination, that shows his Elegance. Then, of course, I will assume that, the Personality of Sachin Tendulkar, is a very Elegant Personality. So, this depends on the Customers understanding of, about the Personality Traits also.

So therefore, that is how, you know, the Meaning Acquisition would be there. After that, they

will see the Endorsement. And, this Endorsement, will actually transfer from the Celebrity, to the Product. I assume, the Product also, as I perceive the Celebrity. And, thereafter is the Consumption. After Consumption, what is my feeling. Is it the same, which I have perceived, before I have consumed the Brand? If yes, then that would get embossed in my mind.

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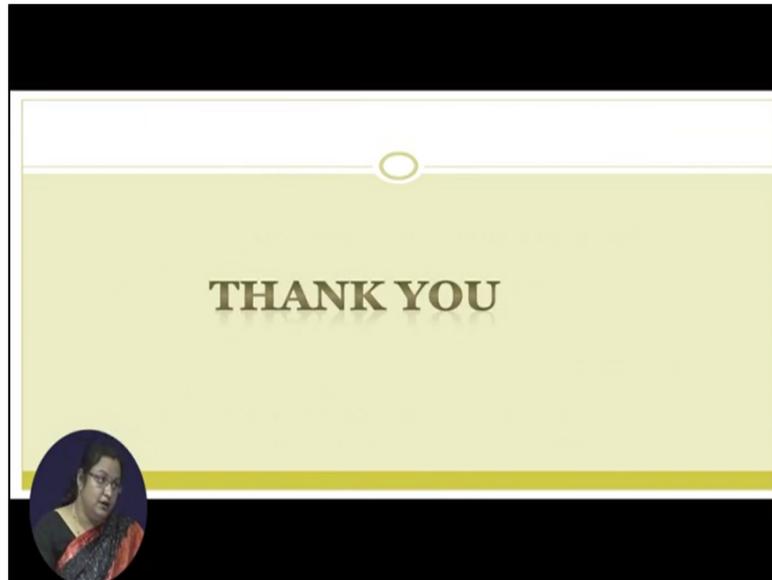
Now, therefore, it is very important, when I am go for a Celebrity Endorser, it should match with the, this Product Characteristics and the Celebrities Characteristics, the Brand Personality and the Celebrities Personality, should match well. So, factors that matching the Celebrity, and the Brand image, if you see, that Celebrity fits with the Brand image, along with the Celebrity, Target Audience should match.

And, the Celebrity associated values, and Celebrity Product match, should be there. Then, cost to obtain the Celebrity, of course. And, these are all, popularity, along with the controversy risk associated with the Celebrity, is also very important parameter. Tiger Woods, was very close related to Accenture. Because, Accenture talks about the performance. And, Tiger Woods was a Demigod of Golf, at that time.

So, Tiger Woods and Accenture, was almost co-branded. Now, after this, you know, this scandals of Tiger Woods, and when he admitted that, so immediately, Accenture had to diverse with Tiger Woods. Because, it may actually portray, a wrong meaning of performance, to the Customers. And, they had to completely, you know, reorient their promotion. And, you know, somehow, they managed to build it, on their performance.

So, this kind of risk, is always there, when particularly, when you are using the Celebrity. Because, that the leading people, so you never know, which controversy, or in which negative things, they will get associated to. Now, Credibility, Availability, and the Physical Charisma of the Personality, or the Celebrity, is also one parameter, which you should think for.

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Here, we have talked about, three important concepts. One is the concept of Brand Personality. What does it mean. Assuming, Brand as a Person. Second is the Self-Concept. How an Individual want to see themselves, their actual self, and their ideal self. What they think about themselves. And, what they want to be. And, the third aspect, we talked about, is the Mc Crackens, Meaning Transfer Model. How a Celebrity's Personality, is translated to the Brand's Personality, as because, they are endorsing it?

And then, after Consumption, the Customers, may think the Brand's Personality, in a different way, if the assumptions of Brand Personality, which they had made earlier, does not match with their Consumption experience. Otherwise, if it matches, the Brand Personality, permanently gets embossed in their mind. So, this is all, what we have discussed. So, Thank you for now. And, will look forward to meet you, in the Next Session.