

Understanding The Consumer Awareness Towards Sustainable Brand Personality

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[Abstract] This study report aims to pinpoint the awareness of customers toward sustainable brand personality. As a crucial element of a brand's symbolic and emotional characteristics, the concept of brand personality has recently gotten much attention. Consumers perceived human traits connected to a brand are referred to as its brand personality. Marketers and advertisers may use brand personality connections to design more successful tactics that showcase items in a way that speaks directly into the consumer's psyche. Nowadays, research on sustainable brand personality is quite famous globally. Therefore, to maintain a competitive edge and increase sales, businesses must meet the needs of sustainable consumers. As a result, its application in influencing consumer behavior has improved. Data was gathered using the questionnaire method from primary sources. The researcher utilized easy sampling and non-probability sampling. The researcher has collected data from the respondents using a survey method. A total of 100 consumers provided information. The primary goal is to use Chi Square to demonstrate the differences in sustainable brand personality awareness among customers across age groups, genders, geographic regions, and educational levels. According to the survey, urban customers in the 20–40 year age range who make a respectable livelihood tend to be more aware of sustainable brand personalities.

[Keywords] sustainable, brand personality, awareness, consumer behavior

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Introduction

The rate and structure of the Indian economy's development, notably after it was liberalized, has led to significant changes in spending habits. These extensive changes affect almost every aspect of the economy and society. Businesses can no longer take customers for granted because they now have more influence over the market. However, because of the ever-growing variety of goods accessible, people are finding it harder and harder to define preferences and make purchases. As a result, consumers must associate a brand with specific connotations. Brand personality is a critical component of a product's intangible or emotional characteristic that gives it an edge, especially for goods with little physical differences. As a vital element of a brand's symbolic and emotional characteristics, the concept of brand personality has drawn much attention recently. As a result, its application in influencing consumer behavior has increased. Understanding how customers feel and react to behavior-targeting tactics has become vital as the globe advances with internet adoption and ICT growth (Jain & Purohit, 2022). Consumers constantly seek acceptance, which they usually achieve by either improving their sense of self or satisfying their desire for approval in the social group they belong to or wish to join. As a result, people select products or brands representing who they are as individuals and how they want to live. Marketers and advertisers may use brand personality connections to design more successful tactics that showcase items in a way that speaks

directly to the consumer's mind. As a result, brand personality is crucial from both the advertiser's and consumer's perspectives. Because of its proportional relevance to the customer, a brand's personality is more authentic than other parts of the brand. Because it allows a customer to relate to and identify with the goods, if a product's actual results are assessed to be better than or on par with expectations, the customer will be more satisfied, which will work as a new stimulus for an efficient marketing plan. (Panwar et al., 2019). A distinct brand personality is a vital factor in developing a great brand. This adds value to the different product from the one being compared to another product. As a result, marketers regard brand personality as a vital attribute that distinguishes a brand from its competitors, determines a brand as distinctive and unpredictable, and contributes to its asset value. Consumers associate the brand's personality with a quick and straightforward decision, often called Emotion. The intense feelings that are directed at someone or something are called emotions (Patharia & Pandey, 2019). While rival brands become more indistinguishable, certain brands will be preferred over others based on their personality.

Literature Review

Review Related to Brand Awareness

Brand awareness, which assesses how much of a brand's presence is in consumers' minds, is one of the most crucial components of brand equity (Aaker, 1991, Keller, 1993). Because consumers favor well-known brands even when they are unsure of the product's quality, the brand's recognition aids in the product's ability to be identified as being of high quality (Engel et al. 1978). Brand awareness is the propensity of a prospective customer to perceive or recall that a brand is associated with a specific product category (Aaker, 1991). Since cultural backgrounds impact how customers perceive a brand, brand personalities are perceived differently in different cultures (Balakrishnan et al., 2009).

Brand awareness is comprised of brand recognition and recall (Huang & Sarigollu, 2012). Consumers must be able to recognize the brand in a variety of settings to establish brand recognition. As evidenced by consumers' ability to recall the brand in multiple locations, brand awareness is correlated with the strength of a brand node or trace in memory. Consumers' capacity to reflect a brand from memory, whether given a product category, a purchase, a usage scenario, or another trigger, is known as brand recall (Keller, 2013). Because brand awareness can be a sign of quality and dedication and because it aids consumers in making favorable decisions at the time of purchase, brand awareness is positively correlated with brand equity (Loureiro et al., 2014). Brand association is built on brand awareness. Brand familiarity or awareness is essential in the early phases of brand loyalty. Brand awareness affects brand personality. Advertisements and promotions greatly aid the establishment of brand awareness. The development of BP was directly influenced by brand recognition, which is produced by advertisements and promotions (Bilgili & Ozkul, 2015) Brand awareness can assist in creating a communication plan that avoids a disconnect between customer perception and what the business wants to say about the brand's personality (Keni Keni, 2021).

Review Related to Brand Personality

The self-congruity hypothesis holds that a brand's and a customer's personality are complementary (Sirgy, 1982). Consumer loyalty to a particular brand is increased by brand personality (Fournier, 1998). Brands with an upbeat personality may highlight it, encourage consumers' positive attitudes, and foster an emotional bond with the brand (Thomson et al. 2005). According to the self-congruity hypothesis, we can assume that a customer's personality is a composite of numerous dimensions, making interactions between the different elements of a brand's personality possible (Usakli & Baoglu, 2011). A subtle aspect of brands,

brand personality, consists of persistent characteristics (Pamuksuz et al., 2020). Customers look for brands whose personalities align with their ideal selves. As a result, brand personality stirs up emotions that lead to brand connection (Ahmad et al., 2021). Marketers may employ brand personality as a communication strategy to foster customer loyalty (Sindhu et al., 2021).

Review Related to Sustainable Brand Personality

Connecting sustainability to brand personality for branding initiatives offers promise and extends beyond profit, growth, and employment goals (Tang & Lam, 2017). Incorporating sustainability into branding as part of a company's primary goal could give it a competitive edge and show customers that it cares about the environment (Kumar & Christodouloupoulou, 2014). According to the triple-bottom-line concept, businesses must act socially and ecologically responsibly to succeed, and by doing so, they can also gain financially. When these three dimensions are combined, they form the sustainability notion. (Gimenez et al., 2012) Customers are more likely to focus on brands that make them feel connected to others, connected to something meaningful, and linked to shared values (Arvidsson, 2008). To harmonize the personality of their sustainable brands, businesses should educate themselves on the personality attributes of sustainable consumers. This strategy assists businesses in maximizing their branding, which raises profitability (Paetz, 2021).

Research Gap

Even though there have been several studies on brand personality, studies on sustainable brand personality awareness still need to be made available. Numerous relationship factors, such as brand love, loyalty, purchase intention, and consumer pleasure, have been used in brand personality research. The concept of brand personality has also been explored in several industries, including the automotive, hospitality, and tour-only sectors. However, only some studies have examined consumer awareness of brand personality. Customers view a brand as a critical reflection of who they are. This study aims to establish the awareness level of various consumers of sustainable brand personality.

Research Methodology

This study is exploratory. Convenience sampling was employed in the current study to choose respondents. People between the ages of 10 and 60 make our respondents. The sample size consists of 100 people. The research study selects the New Delhi and NCR Region of Haryana. To gather the data, a structured questionnaire was used. It was split into two sections: the first section had information about the respondent's socio-demographics, while the second contained data on consumer awareness of sustainable brand personality. The data were analyzed with SPSS 26.0.

Hypothesis Development

- H₀₁: There is no association between age and awareness of sustainable brand personality.
- H₀₂: There is no association between gender and awareness of sustainable brand personality.
- H₀₃: There is no association between area and awareness of sustainable brand personality.
- H₀₄: There is no association between family income and awareness of sustainable brand personality.
- H₀₅: There is no association between education and awareness of sustainable brand personality.

Analysis and Conclusions

Basic Information on the Respondents

We collected quantitative information from statements to get a general idea of the socio-demographic structure.

Table 1

Age of the Respondent

Age	Frequency	Percent
10-20	20	20
20-30	37	37.0
30-40	19	19.0
40-50	12	12.0
50-60	12	12.0
Total	100	100.0

Table 1 shows that among the 100 survey participants, 20% were between the ages of 10 and 20; 20% were between the ages of 30 and 40; 20% were between the ages of 40 and 50; and 12% were between the ages of 40 and 50.

Table 2

Gender of the Respondent

Gender	Frequency	Percent
Female	58	58.0
Male	42	42.0
Total	100	100.0

Table 2 shows that 58 percent of the population is female, and 42 percent is male.

Table 3

Area of Residence of Respondents

Area	Frequency	Percent
Urban	78	78.0
Rural	22	22.0
Total	100	100.0

According to data in Table 3, 78% of people identify as belonging to an urban area, while 22% identify as belonging to a rural area.

Table 4

Family Income of the Respondents

Family Income	Frequency	Percent
Ten lakhs and above	14	14.0
2.5 lakhs-5 lakhs	22	22.0
5-7.5 lakhs	10	10.0
7.5-10 lakhs	10	10.0
less than 2.5 lakhs	44	44.0
Total	100	100.0

The respondent's income dynamics are displayed in Table 4. A total of 44% of the respondents come from households with annual incomes of less than 2.5 lakhs, 22% from families with yearly revenues of between 2.5 lakhs and five lakhs, 14% from homes with annual incomes of 10 lakhs or more, and 10% from households with annual incomes of both 5 and 7.5 lakhs and 7.5 and 10 lakhs.

Table 5*Education of the Respondents*

Education	Frequency	Percent
Any other	14	14
Graduation	23	23
Higher secondary education	33	33
Post-graduation	30	30
Total	100	100

In Table 5, education data showed that 33% of respondents had completed higher secondary education, 30% had completed their postgraduate degrees, and 23% had completed their bachelor's degrees. The remaining 14% are those who have taken professional and diploma-level courses.

Association between Socio-Demographic Variables and Awareness of Brand Personality Association with Age

H01: There is no association between age and awareness of sustainable brand personality.

Table 6*Age * Levels of Awareness Crosstabulation Count*

		Levels of Awareness			Total
		Low	Moderate	High	
Age	10-20	1	12	5	18
	20-30	11	18	8	37
	30-40	8	5	8	21
	40-50	5	2	5	12
	50-60	5	3	4	12
Total		30	40	30	100

Table 7*Chi-Square Tests*

	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.950 ^a	8	.043
Likelihood Ratio	17.864	8	.022
Linear-by-Linear Association	.407	1	.523
N of Valid Cases	100		

a. 4 cells (16.7%) have expected count less than 5. The minimum expected count is 3.36.

The Pearson chi-square tests revealed that consumer brand personality awareness was high. They have a strong correlation to age, with a chi-square value of .043 (df = 8, N = 100, P < 0.05), which at 5 degrees of freedom is significant. The null hypothesis is disproved and the alternative is accepted as a result of the aforementioned results. The table above demonstrates the strong association between age and sustainable

brand personality awareness. According to Table 6, all responses have varying degrees of understanding regarding brand personality.

Association with Gender

H02: There is no association between gender and awareness sustainable of brand personality.

Table 8

*Gender * Levels of Awareness Crosstabulation Count*

		Levels of awareness			Total
		<i>Low</i>	<i>Moderate</i>	<i>High</i>	
Gender	Male	8	22	12	42
	Female	20	26	12	58
Total		28	48	24	100

	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.993 ^a	2	.224
Likelihood Ratio	3.076	2	.215
Linear-by-Linear Association	2.529	1	.112
N of Valid Cases	100		

a. 0 cells (0.0%) have an expected count of less than 5. The minimum expected count is 10.08.

Source: Researcher calculation through SPSS

The Pearson chi-square tests show that at the five degrees of freedom, where the chi-square value is 0.224 (df = 2, N= 100, P>0.05); there is no discernible relationship between gender and customer brand personality awareness. The null hypothesis is accepted, and the alternative hypothesis is disproved in light of the facts presented above. The accompanying data show that sustainable brand personality awareness and gender do not correlate. All respondents had an equal amount of sustainable brand personality awareness,

Association with Area

H03: There is no association between area and awareness of sustainable brand personality.

Table 9

*Area * Levels of Awareness Crosstabulation Count*

		Levels of awareness			Total
		<i>Low</i>	<i>Moderate</i>	<i>High</i>	
Area	Rural	27	31	20	78
	Urban	1	11	10	22
Total		28	42	30	100

Table 10

Chi-Square Tests

	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.217 ^a	2	.016
Likelihood Ratio	10.259	2	.006
Linear-by-Linear Association	7.294	1	.007

N of Valid Cases	100		
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a. 0 cells (0.0%) have an expected count of less than 5. The minimum desired count is 6.16.
Source: Researcher calculation through SPSS

The Pearson chi-square tests revealed that brand personality awareness among consumers and place of residence had a strong connection. The chi-square value is 0.006 (df=2, N=100, P0.05), which is significant at the fifth degree of freedom. In light of the above information, the alternative hypothesis is accepted, and the null hypothesis is rejected. In light of the above information, the alternative view is accepted, and the null hypothesis is rejected. The accompanying table demonstrates the significant association between the area of living and sustainable brand personality knowledge. According to Table 9, each respondent has a distinct awareness of sustainable brand personality.

Association with Family Income

H04: There is no association between family income and awareness of sustainable brand personality.

Table 11

*Family Income * Levels of Awareness Crosstabulation Count*

		Levels of awareness			Total
		Low	Moderate	High	
Family Income	less than 2.5 lakhs	8	6	4	18
	2.5 lakhs-5 lakhs	7	3	10	20
	5-7.5 lakhs	7	3	10	20
	7.5-10 lakhs	6	7	9	22
	Ten lakhs and above	5	8	7	20
Total		33	27	40	100

Table 12

Chi-Square Tests

	Value	d.f	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.133 ^a	8	.005
Likelihood Ratio	23.275	8	.003
Linear-by-Linear Association	1.643	1	.200
N of Valid Cases	100		

a. Four cells (18.33%) have an expected count of less than 5. The minimum desired count is 2.40.

Source: Researcher calculation through SPSS

The Pearson chi-square tests revealed a significant association between consumer brand personality awareness and family income, with a chi-square value of 0.005 (df = 8, N= 100, P0.05) being effective at the fifth degree of freedom. The null hypothesis is rejected in light of the facts above, and the alternative view is accepted. The table, as mentioned above, demonstrates the strong association between family income and sustainable brand personality awareness. According to Table 11, each responder has a distinct association level with sustainable brand personality awareness.

Association with Educational Qualification

H05: There is no association between education and awareness of sustainable brand personality.

Table 13*Educational Qualification * Levels of Awareness Crosstabulation Count*

		<i>Levels of awareness</i>			Total
		<i>Low</i>	<i>Moderate</i>	<i>High</i>	
Educational Qualification	Higher secondary education	6	9	18	33
	Graduation	5	6	12	23
	Post-graduation	9	4	17	30
	Any other	8	3	3	14
Total		28	22	50	100

Table 14*Chi-Square Tests*

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.076 ^a	6	.121
Likelihood Ratio	10.017	6	.124
Linear-by-Linear Association	4.564	1	.033
N of Valid Cases	100		

a. Two cells (16.7%) have an expected count of less than 5. The minimum desired count is 3.08.

As a result of the findings above, the alternative hypothesis is rejected and the null hypothesis is accepted. The Pearson chi-square tests revealed that consumer brand personality awareness and educational qualification have no significant association, with the chi-square value at 0.121 (df = 6, N= 100, P>0.05) being insignificant at the fifth degree of freedom. The table above demonstrates no association between education level and sustainable brand personality awareness. According to Table 13, all respondents had an equal level of sustainable brand personality awareness.

Findings

A sample of 100 respondents for this study were selected from the New Delhi and NCR region of Haryana, ranging in age from 10 to 60. A standardized 5-point Likert scale questionnaire was used to collect the data from these respondents. The data were analyzed using the Chi-square. The study and findings are as follows:

Table 15*Sample Respondents*

SNO.	Dimensions	Association with Awareness
1	Age	Significant
2	Gender	Insignificant
3	Area	Significant
4	Family Income	Significant
5	Education Qualification	Insignificant

- Consumers between the ages of 20 and 40 are more aware of sustainable brand personality than any other age because they believe that brands help them express themselves and that if they continue to use specific brands, their self-image will improve. They consider their brand to be an essential representation of who they are.
- Gender and brand personality awareness are unrelated because both men and women identify with the same connection to the brand.
- People who live in metropolitan areas are more likely to be regular customers because they believe that brands can aid in creating their identity and in gaining social acceptance. As a result, they are more brand conscious than customers from rural areas.
- The consumers' purchasing power and use of brands to express their individuality will increase directly to their income (family income). As a result, customers from higher income groups will be more familiar with brand personalities than those from lower income groups.
- Because both are equally aware of their brand, education level and brand recognition don't seem to go hand in hand.

Conclusion

A valuable framework for describing and differentiating brands is brand personality. It implies that brands have distinctive qualities. Symbolic advantages include societal and personal brand association and perceived exclusivity. Brand image and brand personality are intimately related but are different. Self-congruence influences how customers choose. The consumer will favor the goods that fit with their self-concept, self-image, and personality. Brands having similar personality attributes will be preferred by consumers. The level of sustainable brand personality awareness among customers in Delhi NCR and Haryana is highlighted in this research. According to the survey, urban customers in the 20–40 age range who make a respectable livelihood tend to be more aware of brand personalities. The study only looks at awareness levels; in the future, researchers might focus on how consumers perceive brands and how it affects how they live.

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