



BRAND PERSONALITY OF FORD IN INDIA: AN EMPIRICAL ANALYSIS

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Abstract

Brand personality is an important variable, whose understanding could be useful in gauging consumer behaviour towards a particular product. This, in turn, helps the marketers in chalking the marketing plans. However, little attention is paid on the issue of how different brand elements, attributes or factors play a role in shaping consumers' perception about a brand's personality. In this backdrop, the present study aims at identifying the brand personality of 'Ford' brand in India, using Jennifer Aaker's scale of brand personality. The study is divided into three sections, with the first section dealing with review of studies related to brand personality. While the second section lays down the objective and discusses the methodology of the study, the third section is devoted to data analysis and discussion on results, from which a logical conclusion would be drawn. The results of the study suggested that the brand personality of Ford in India is 'trustworthy' and 'explorer' and these are the two factors that are contributing to the purchase intention of Ford customers in India. It is also found that traits like masculine, western, feminine and spirited are not applicable for this study in the Indian context.

Keywords: Brand personality, Aaker, Brand personality scale, Ford, India.

1. INTRODUCTION

In the last two and a half decades, the Indian economy witnessed a phenomenal shift in the nature and functioning of markets in India, thanks to the neo-liberal economic policies that India adapted during the late 90s. As a result, monopolistic markets gave way to competition, eventually leaving the customers with plenty of choices. In this process, a trend has gained momentum, where products and brands were humanized and given characteristics and qualities of human beings. As a result of this process, consumers developed a relationship with their brands over a period of time. In fact, the relationship between the consumer's personality and personality of a brand is very much important. Brand personality has a distinctive position in the field of consumer behavior. A Consumer makes purchase for a variety of reasons, ranging from fulfilling basic needs to fulfilling his/her desire for luxury, depending upon their respective ability and willingness to buy. At times they purchase products to maintain or enhance their image and sometimes they do it to fill the gap between ideal self and actual self. Given the diverse nature of reasons for purchase, brands are not only trying to become different from their competitors but also are trying to become the medium for the differentiation to consumers. It is this differentiation that drives the consumers to choose a specific brand over another. Crucial to this decision to purchase, is the image of respective brand in consumer's mind i.e., the brand personality. Marketers cannot afford to neglect this fact while chalking out their marketing plans. In fact, brand personality has its own importance in marketing. It also ensures brand loyalty, forms favorable attitudes towards the brand and helps to enlarge brand equity. When brands offer specific or special benefits to customers, they will be consumed by them and they develop a special association with the brand. A person's personality plays a significant role while selecting

a product for his/her personal use, which makes the study of brand personality very crucial.

However, very little attention is paid to the issues such as the role different brand elements, attributes or factors in shaping consumers' perception about a brand's personality. In this backdrop, the present study aims at identifying the brand personality of 'Ford' brand in India. It applies Jennifer Aaker's Brand Personality Scale. The study is divided into three sections, with the first section dealing with review of studies related to brand personality. While the second section lays down the objective and discusses the methodology of the study, the third section is devoted to data analysis and discussion on results, from which a logical conclusion would be drawn.

2. REVIEW OF STUDIES

There is a vast literature available in the area of brand personality. This section attempts to review some of the important studies related to brand personality, which in turn provides deeper insights and eventually helps to understand the nuances of the area. Larger emphasis has been laid upon to understand the Brand personality Scale and its applicability across the countries in various contexts. Narkhede (2017) offers a framework to assess the competitive priorities of business industry. This framework helps to identify order winners for the business industry, key decision areas and other practices for improvements. It is also helpful to measure the role and importance of implications of organizational knowledge in the manufacturing field.

Brand personality can be defined as the "set of human characteristics or traits that consumers attribute to or associate with a brand" (Aaker, 1997). Brands began having personalities when customers started getting attached to them. In general,

consumers purchase a product, when their traits match their respective personalities. It is in this context it is pertinent to note that the need to treat a brand as a human being with specific characteristics had arisen over a period of time. In fact, during the decade of the 1960's, the argument of attributing personalities to products/brands alike humans have emerged. The studies like Birdwell, 1968; Dolich, 1969 contributed to these arguments and later supported by studies like Epstein, (1977). However, it was the study by Aaker (1997) that provided one of the widely accepted definitions. Jennifer Aaker developed a framework that determines brand personality. She classified it into five core dimensions, with each dimension further separated as a set of facets. Indeed, brand personality is an important driver to analyse brand-customer relationships, self-expressive benefits and also communication of useful benefits. Indeed, Aaker theorized brand personality as an equivalent of human attributes associated with a particular brand. She could do this by exploring brand personality on the basis of 114 traits related to 37 brands, covering a diverse product range. Aaker's study laid saw brand personality as "the set of human characteristics associated with a given brand". As human personality is affected by the factors like family, friends and relatives, a brand personality can be affected by a number of factors i.e. to both related and unrelated products. On this line, Aaker's organized her model into five factors, including 15 traits such - Excitement (spirited, daring, up to date, imaginative,), Sincerity (down to earth, wholesome, honest, cheerful), Competence (intelligent, reliable, successful), Ruggedness (outdoorsy, tough), Sophistication (charming, upper class). Each facet was measured by a set of traits. A five-point scale (where 1= not at all descriptive and 5= extremely descriptive) was used to measure each corresponding trait. It helps to identify the trait that clearly describes a specific brand of consumer's interest. Therefore, it provided a thorough checklist, to refer, which of these variants or traits works best. Aaker's BPS is highly accepted across the world. In 1972, Markham introduced the brand personality scale to compare the companies and next year, King (1973) reiterated that brand personality is very useful in evaluation of products. There are no brands alike in consumer's minds. The metaphor brand personality has been accepted by many researchers (Aaker, 1997; Plummer, 1985; Davies et al., 2001, Signaw et al, 1999, Caruana, 1997). Brand personality was the key issue for discussion for researchers to help differentiate a brand (Crask and Laskey, 1990). The emotional angle of the brand has been developed by Landon (1974).

Aaker et al (2001) expanded BPS of Aaker (1997), Aaker et al explored many commercial brand personalities in Spain and Japan proposed a 33-item scale explaining the dimensions like excitement, sincerity, sophistication, peacefulness, and passion. Ruggedness by Aaker has replaced by peacefulness in Japan. In the later period, Sung and Tinkham (2005) applied BPS in the USA and Korea. There were two separate culture-specific dimensions for both contain white-collar and androgyny for USA and likeableness and ascendancy for Korea. In Russia successful came in the place of competence (Supphellen and Gronhang, 2003).

Lau and Phau (2007) applied BPS on BMW and Volkswagen in Australia. The study proved that ruggedness dimension was not applicable to these car brands. Mendez (2004) conducted a study in Chile, The Ford Brand Personality in Chile. This study also proposed that the 'Ruggedness' dimension that was originally proposed by Aaker (1997) was not found in Chile for the Ford brand. The result obtained from the study highlighted that Aaker (1997) scale is not fully applicable and discussed that the brand personality concept has a stronger cultural component. Azoulay and Kapferer (2003) termed trait 'Western' as ethnocentrism in marketing. Austin et al (2003) called 'Western' as 'American' and 'Non-Asian'. Bishnoi and Kumar (2016) pointed out that 'down to earth', 'family-oriented', 'small town', 'feminine', 'smooth', 'sincere', 'western', 'successful', 'sentimental' and 'independent' were not applicable for brand personality construct of bikes in India. Ekinci and Hosany (2006) found that perception of destination personality is three dimensional: sincerity, excitement, and conviviality. The study also added that destination personality has a positive impact on the perceived destination image and intention to recommend.

The conviviality dimension moderated the impact of cognitive image on tourists' intention to recommend how Chinese and Indian car manufacturers will be perceived by consumers from developed markets. Using multi-dimensional brand personality scale, Fetscherin (2009) conducted a study on the country of origin effect, on U.S. consumers' brand perception of automobiles from India and China. The results showed differences in brand competence, brand excitement, brand ruggedness and brand sophistication. It was found that Chinese cars were perceived by the U.S. consumers, as more daring, up-to-date, and outdoorsy, relative to the Indian and U.S. car. On the other hand, American cars were perceived to be more successful than the Indian car. Similarly, (Thomas and Sekar, 2008) found that Colgate Brand Personality dimensions in India were ruggedness, competence, and excitement.

However, the implications of self-congruence for consumers' emotional brand attachment were complex. They were differing by consumers' individual difference variables, consumers' product involvement, and by the type of self-congruence (Malär, Krohmer, Hoyer, Nyffenegger, 2011). The actual self-congruence has the greatest impact on emotional brand attachment. The involvement of self-esteem, product, and public self-consciousness increases the positive impact of actual self-congruence but decreases the impact of ideal self-congruence on emotional brand attachment.

Pandey (2009) found that if a brand contemplates to extend itself, then understanding of their respective parent brand personalities and attaching more desirable personalities to the extended brand is equally important. Das (2013) found that the impacts of retail brand personality and self-congruity constructs on store loyalty were positive and gender moderates these impacts significantly. This study examined the three constructs, retail brand personality, and self-congruity and store loyalty. However some studies suggests that the factors used to describe human personalities may be inappropriate to

describe brands (Caprara, Barbaranellia, and Guido, 2001). It also suggested that descriptors of the human personality convey different meanings, when they were attributed to different brands. Austin, Siguaw and Mattila, (2010) suggested that there are boundary conditions for the application of Aaker's brand personality scale. On the other hand, there are studies that reiterate that the product brand personality contributes more to purchase intention than the company brand personality (Wang, Yang and Liu, 2009).

(Ang and Lim, 2013) found that brand personality perceptions for utilitarian products can be influenced by using metaphors. It revealed that perceptions of sophistication and excitement were enhanced when metaphors were used for utilitarian products, same time sincerity was diluted. Lee and Kang, (2013) suggested that all brand personalities cannot effectively promote a consumer-brand relationship and a brand attitude according to the purpose of a firm or a brand, brand personality strategies should manage selectively by the marketers. It also suggested that consumers should participate in brand community activities. It also found that brand personality has different types of influences on brand attitudes and consumer-brand relationships. Given this theoretical understanding, the following section draws out the objectives of the study and the methodology to realize these objectives are discussed in detail hereunder.

3. RESEARCH METHODOLOGY

3.1 Objective of the Study

To identify the brand personality of The Ford Motor Company in India.

3.2 Data Collection

Convenience sampling method has been used to select the sample for the present study. A structured questionnaire has been prepared based on Jennifer Aaker's dimensions of Brand Personality. The first part of the questionnaire contained 42 questions relating to 42 traits corresponding to five dimensions of brand personality viz, sincerity, excitement, competency, sophistication, and ruggedness. The second part of the questionnaire contained five questions related to the purchase

intention of the respondents. The primary data has been collected from the respondents through Google forms. The demographic profile of the respondents is pan Indian in nature. 76.2% of the respondents were male and 23.8% were female. Almost 81% respondents in the study were youngsters below 30 years of age. Half of the respondents were from rural area, 43.3% were from urban area and 4.9% from the metropolitan cities. Factor analysis and Regression analysis has been used for analyzing the data collected. Jennifer Aaker's BPS was used for collecting data. In addition to this, applicability of Aaker's BPS in India also can be evaluated.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Factor Analysis

Factor analysis is used to investigate relationship between. The underlying logic of factor analysis is that, multiple observed variables have similar types of responses, as all of them are associated with a latent variable. Every factor will have a certain amount of overall variance in observed variables, and each factor is listed in order of variation they explain. The eigenvalue measures the degree of variance of observed variables that a factor explains. For instance, a factor having an eigenvalue ≥ 1 explains more variance than a single observed variable. Generally, the factors explaining the lowest variance are discarded in factor analysis. The relationship of each variable to the underlying factor is expressed by factor loading. The present study puts 42 traits to factor analysis, in order to reduce the traits and to find out factors perceived by the Ford customers in India. On the other hand, 0.789 was the KMO measure of sampling adequacy and the Bartlett's test of sphericity was found to be significant. Factor analysis with principal component analysis is provided in Table 1.

Table 1: KMO and Bartlett's Test 1

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.788923
Bartlett's Test of Approx. Chi-Square Sphericity	2.497308E3
Df	861
Sig.	.000

Table 2: First-factor analysis

Rotated Component Matrix													
	Component												
	1	2	3	4	5	6	7	8	9	10	11	12	13
Real	.676	.041	.046	.184	.292	.107	-.008	-.045	.216	-.037	-.188	.135	.080
Honest	.674	.176	.124	.022	.008	-.075	.259	.039	.166	.177	.107	-.100	-.137
Original	.655	-.011	.137	.041	-.026	.390	.128	.050	.057	.043	.087	.259	-.176
Sincere	.652	.198	.199	.213	-.003	.072	-.106	.042	.238	-.003	.010	.003	-.168
Hardworking	.564	.133	.247	.156	.219	.039	.243	.185	-.048	-.153	.015	-.032	.164
Secure	.531	-.083	.205	.275	.123	-.078	.205	.047	-.168	.202	.377	-.111	.027
Young	.424	.280	-.031	-.050	.399	.183	-.046	-.013	-.044	.044	.117	.393	.036
Intelligent	.416	.194	.346	.219	.115	.131	.025	.097	-.006	.086	.018	-.169	.350

Successful	.386	.196	.342	.348	-.029	.052	.366	-.007	.241	-.055	-.243	-.143	.028
Good looking	.101	.824	.147	.062	.087	.102	.063	.057	.054	.065	.082	.013	.040
Glamorous	.019	.793	.102	.149	.004	.137	.237	-.028	.046	.054	.083	.140	.057
Charming	.265	.762	.053	.029	.169	.005	.081	.089	.143	-.026	-.005	.023	.149
Exciting	.118	.527	.325	.188	.154	.342	.081	.189	.011	.042	-.207	.009	-.272
Trendy	.032	.513	.268	.151	.346	.355	-.104	-.043	-.163	.003	-.193	-.090	-.163
Technical	.241	.106	.663	.062	.146	.048	.074	.059	.172	-.057	-.004	-.062	.066
Corporate	.225	.210	.590	.244	-.101	.011	-.052	-.014	.151	-.386	-.161	.155	.155
Smooth	.170	.121	.588	.072	.141	.084	.238	.090	-.070	.195	.249	.124	.064
Cool	.168	.259	.406	.024	.164	.047	-.029	.140	.048	.177	.043	.218	-.077
Outdoorsy	.050	.132	.356	-.210	.094	.203	.195	.147	.233	-.163	.337	.315	.150
Leader	.220	.041	.152	.782	.019	.116	.145	.012	.051	-.083	.048	.040	.083
Confident	.235	.117	.205	.635	.158	-.030	.230	.042	.117	.111	.116	-.102	-.204
Upper class	.145	.316	-.114	.601	.271	.125	-.047	.162	.034	-.124	-.086	.160	.182
Imaginative	.110	.254	.198	.013	.717	.113	.033	.102	.103	.168	-.090	-.016	.064
Unique	.174	.023	.122	.238	.705	.062	.142	-.024	-.071	-.031	.238	-.163	.053
Up to date	.085	.349	-.008	.107	.463	-.138	.283	.088	.440	-.147	-.092	.211	.049
Daring	-.092	.060	.160	-.025	.330	.649	-.022	.202	.231	-.049	.146	-.239	.045
Cheerful	.391	.225	.185	.130	.022	.589	.108	.094	.072	-.064	-.042	.059	.087
Wholesome	.338	.226	.038	.020	.028	.569	.254	-.134	-.157	.002	.090	-.149	.022
Sentimental	-.035	.146	-.221	.387	-.049	.544	.027	.052	.298	.191	.133	.117	.111
Reliable	.297	.121	-.048	.030	.028	.113	.753	.037	-.012	-.041	-.052	.024	.168
Independent	.020	.079	.150	.167	.186	.080	.661	.008	.169	-.089	.105	.127	-.203
Contemporary	-.028	.275	.270	.316	-.048	.018	.466	.193	-.030	.041	.016	.073	.151
Tough	.024	-.038	.003	.063	.160	-.005	.006	.896	.004	.033	.042	.057	-.087
Rugged	.103	.190	.198	.055	-.104	.115	.098	.786	-.004	-.052	.103	-.068	.007
Friendly	.261	.227	.117	.135	.012	.128	.102	-.117	.688	.043	.092	-.243	-.059
Family Oriented	.239	-.097	.248	.069	.036	.135	.013	.111	.601	.384	-.092	-.018	.076
Small town	.016	.075	.040	-.077	.030	.002	-.025	-.038	.039	.770	.044	-.114	.150
Down to earth	.095	.055	-.068	.088	.030	-.014	-.119	.027	.144	.633	-.162	.416	-.090
Masculine	.043	.044	.012	.058	.036	.099	-.014	.099	.013	-.039	.870	.051	-.017
Western	-.006	.073	.113	.050	-.106	-.120	.131	-.019	-.134	-.001	.059	.704	.070
Feminine	-.118	.153	.202	.123	.172	.123	.103	-.074	.058	.169	-.017	.116	.685
Spirited	.076	.130	.391	.335	.223	.174	.128	.253	.130	.108	-.068	.007	-.438

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 26 iterations.

The application of factor analysis on 42 traits resulted into 13 factors. But three factors were having only one trait each. That traits were Masculine, Western and Feminine. The trait spirited was facing a factor loading problem also. So, the traits Masculine, Western Feminine and Spirited were omitted from the list of traits and the potentially applicable traits became 38 in number. Factor analysis was run again on these 38 traits. 0.810 was the value of the KMO measure of sample adequacy and Bartlett's test was significant (Table 3).

Table 3: KMO and Bartlett's Test 2

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.810
Bartlett's Test of Approx. Chi-Square Sphericity	2.223E3
Df	703
Sig.	.000

Table 4: Second-factor analysis

Rotated Component Matrix											
	Component										
	1	2	3	4	5	6	7	8	9	10	11
Good looking	.804	.103	.099	.158	.021	.061	.081	.046	.077	.030	.032
Glamorous	.768	.005	.083	.342	.150	-.066	.076	-.027	.102	.010	.117
Charming	.732	.245	.065	.160	.028	.115	-.010	.024	-.002	.197	.077
Trendy	.636	.029	.187	-.189	.171	.321	.225	-.025	-.045	-.082	-.009
Exciting	.630	.180	.236	.007	.183	.082	.224	.195	.017	.024	-.018
Cool	.343	.216	.292	-.026	-.015	.123	-.048	.249	.198	.052	.064
Sincere	.201	.738	.188	-.070	.141	.040	.058	.087	.022	.116	-.110
Honest	.145	.727	.087	.298	-.084	.087	-.089	.070	.153	.023	-.093
Original	.046	.720	.099	.126	.054	-.034	.233	.103	.045	-.111	.250
Real	.069	.650	.135	-.016	.271	.221	.025	-.096	.019	.229	.232
Hardworking	.128	.423	.362	.277	.212	.260	-.037	.094	-.118	-.062	.209
Successful	.223	.415	.395	.322	.282	.018	.069	-.058	-.038	.168	-.260
Secure	-.127	.410	.237	.322	.185	.340	-.082	.064	.213	-.359	-.002
Corporate	.231	.174	.694	.002	.290	-.162	-.047	-.039	-.254	.128	.122
Technical	.166	.223	.666	.078	-.009	.200	.072	.092	.002	.092	-.079
Smooth	.171	.117	.528	.306	.012	.184	.004	.155	.232	-.206	.173
Intelligent	.211	.308	.429	.071	.188	.269	.150	.021	.096	-.138	-.068
Reliable	.136	.287	-.028	.689	.033	.051	.043	-.009	-.102	.002	.017
Independent	.072	.039	.133	.668	.137	.124	.097	.063	-.030	.149	.081
Contemporary	.307	-.037	.248	.488	.248	-.012	-.014	.177	.038	-.042	-.114
Leader	.038	.183	.250	.234	.764	.071	.102	-.002	.001	-.053	-.085
Upper class	.327	.090	-.024	.031	.704	.170	.046	.122	-.049	.129	.163
Confident	.129	.322	.126	.287	.448	.269	.026	.128	.109	.024	-.352
Unique	.060	.115	.079	.177	.162	.789	.097	.009	-.058	-.010	.027
Imaginative	.336	.090	.124	-.001	.006	.655	.122	.098	.153	.223	.141
Daring	.133	-.013	.131	-.042	-.066	.332	.747	.211	-.069	.082	-.021
Sentimental	.131	.038	-.175	.132	.398	-.106	.606	.020	.257	.053	.089
Cheerful	.308	.447	.182	.085	.158	.000	.468	.074	-.087	-.076	.147
Wholesome	.272	.344	.008	.238	.008	.111	.457	-.147	-.087	-.352	.091
Tough	-.016	.032	-.028	.003	.084	.126	.012	.907	.022	.085	.037
Rugged	.179	.098	.188	.160	.025	-.064	.143	.768	-.060	-.094	-.013
Small town	.085	-.004	-.013	-.008	-.153	.127	.062	-.067	.733	-.135	-.111
Down to earth	.093	.084	-.078	-.115	.187	-.112	-.110	.035	.724	.122	.243
Family Oriented	-.092	.286	.336	.025	.056	-.018	.270	.059	.503	.386	-.048
Up to date	.319	.102	.029	.312	.132	.283	-.045	.048	-.044	.626	.146
Friendly	.136	.349	.213	.185	.029	.032	.386	-.140	.162	.438	-.264
Young	.287	.319	.001	.023	.108	.266	.020	-.013	.122	.002	.617
Outdoorsy	.088	-.043	.443	.340	-.140	-.007	.235	.131	.009	.102	.513
Extraction Method: Principal Component Analysis.											
Rotation Method: Varimax with Kaiser Normalization.											
a. Rotation converged in 24 iterations.											

After the second factor analysis, 11 factors were generated. Every factor had two traits and there was no factor loading issue.

Later, profiling of the factors has been done. Names were given to each factor according to their characteristics of traits (Table 5).

Table 5: Dimensions of Brand Personality

Sl. No.	Factors	Traits	Rotated Factor Loadings
1	Charismatic	Good looking	0.804
		Glamorous	0.768
		Charming	0.732
		Trendy	0.636
		Exciting	0.630
		Cool	0.343
2	Trustworthy	Sincere	0.738
		Honest	0.727
		Original	0.720
		Real	0.650
		Hardworking	0.423
		Successful	0.415
		Secure	0.410
3	Tech- savvy	Corporate	0.694
		Technical	0.666
		Smooth	0.528
		Intelligent	0.429
4	Genuine	Reliable	0.689
		Independent	0.688
		Contemporary	0.488
5	Gentleman	Leader	0.764
		Upper class	0.704
		Confident	0.448
6	Artistic	Unique	0.789
		Imaginative	0.655
7	Virtuous	Daring	0.747
		Sentimental	0.606
		Careful	0.468
		Wholesome	0.457
8	Rough and Tough	Tough	0.907
		Rugged	0.768
9	Countryman	Small town	0.733
		Down to earth	0.724
		Family-oriented	0.503
10	Sociable	Up to date	0.626
		Friendly	0.438
11	Explorer	Young	0.617
		Outdoorsy	0.513

The eleven factors which were generated were named as charismatic, Trustworthy, Tech-savvy, Genuine, Gentleman, Artistic, Virtuous, Rough and Tough, Countryman, Sociable, Explorer (Table 5). To find out the impact of these factors, regression analysis was run for the dependent variable purchase intention of customers.

4.2 Regression Analysis

Regression analysis is a statistical analysis, applied to forecast changes in the dependent variable, based on the change in independent variables. It is also known as curve or line fitting due to the fact that an equation of regression could be used in fitting a line or a curve to data points. Thus, the differences in the distances of data points from the curve or line are minimized. Relationships found in regression analysis are only associative, and a causal inference, if any is purely subjective. Linear regression is widely used for prediction. The analysis of the present study attempts to see whether the predictor variables are predicting an outcome variable. It also verifies, whether the model using the predictors is accounting for the variability in changes in the corresponding dependent variable. In addition to this, it is also used to identify whether a particular variable is a significant predictor of the dependent variable. Stepwise linear regression was run for the Purchase intention of Customers as dependent variable with all the eleven factors of brand personality as independent variables depicted that Factors Trustworthy and Explorer only contributes to the Purchase intention of Ford customers. (Table 6)

Table 6: Stepwise linear regression for PI

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	0.892	0.456		1.955	0.053
Trust-worthy	0.419	0.125	0.279	3.339	0.001
Explorer	0.323	0.106	0.254	3.040	0.003
Dependent Variable: Customer's purchase intention					

Results show that the Factors: Charismatic, Tech - Savvy, Genuine, Gentleman, Artistic, Virtuous, Rough and Tough, Countryman, and Sociable are not contributed to the purchase intention of Ford customers, as they have been excluded in stepwise linear regression model.

Regression equation depicting relationship between factors-Trustworthy and Explorer contributing to the purchase intention of Ford customers will be:

$$PI = 0.892 + 0.419 (F2) + 0.323 (F11) \dots\dots\dots \text{Eq. 1}$$

Where PI = Purchase Intention

F2 = Trustworthy

F11 = Explorer

Here the constant is not significant, constant cannot be considered. The mean of Trustworthy is 3.6702 and the mean of Explorer is 3.4965. So, the equation will become $0.419 (3.6702) + 0.323 (3.4965)$; value of PI will be 2.6671833. The maximum possible value of PI can be 5; 2.6671833, which represents 53.34 percent of the maximum possible value of PI. It is also found that these two factors make maximum contribution to the Purchase intention up to 74.2 percent. The maximum possible value of F2 and F11 can be 5 on a five-point Likert scale.

Thus, as per equation $PI = 0.419 (5) + 0.323 (5)$; value of PI will be 3.71. The maximum possible value for PI can be 5; so, 3.71 represents 74.2 percent of PI, which is quite higher.

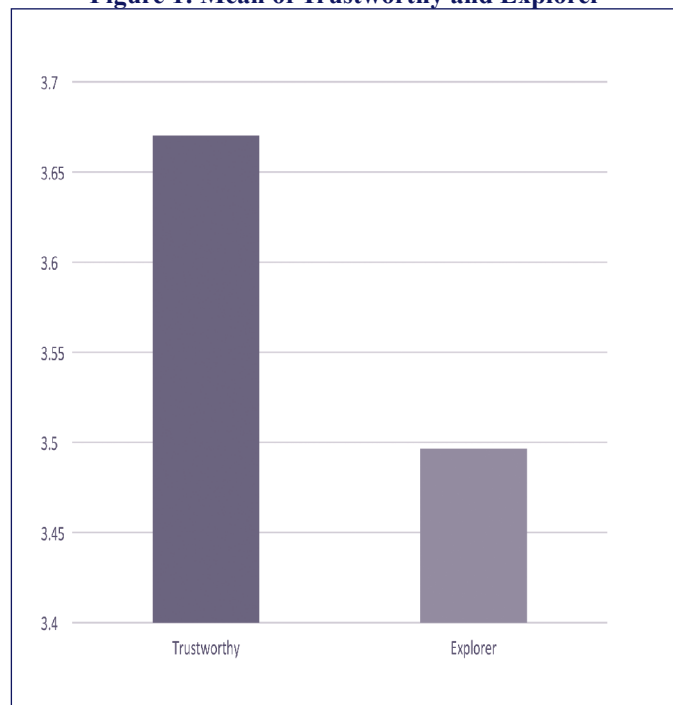
Results indicate that the factor 'Trustworthy' is contributing more to the Purchase intention of Ford customers other than the factor Explorer. All other factors are not contributing to the Purchase intention of Ford customers.

Simple mean value also giving the same type of results both mean values are very near to agree. Customers are believing that Ford is more trustworthy than Explorer.

Table 7: Mean of Trustworthy and Explorer

	Trustworthy	Explorer
N Valid	143	143
Missing	0	0
Mean	3.6702	3.4965

Figure 1: Mean of Trustworthy and Explorer



The trait Family oriented is not a part of any factor which contributes to the purchase intention of Ford customers. However, customers are ready to agree that Ford is Family oriented.

Table 8: Mean of Family oriented

	Family Oriented
N Valid	143
Missing	0
Mean	3.6364

Ford came out with a different campaign "Feels like a family for a change". In this campaign, Ford is more concentrating on safety. They are telling "Your safety is our priority". Same the time they are conveying that they are Family oriented. But the study tells that 'Family oriented' trait is not contributing directly to the purchase intention of customers.

5. INTERPRETATION

The present study attempted to measure Ford's brand personality in India. Brand personality scale developed by Jennifer Aaker (1997) has been used for the same. Empirical analysis suggests that Brand personality of Ford in India is 'Trustworthy' and 'Explorer'. This implies that the purchase intention of Ford customers is based on these two factors that drives purchase decision. Results also suggest that Masculine, Western, Feminine and Spirited traits proposed by Aaker (1997) were not applicable for the present study. Further, it has been found that the perceptual difference in the brand personality of Ford is not significant. The results show that customers prefer Ford cars, which according to them have the potential of traits like honest, sincere, real, original, successful, hardworking young, secure and Outdoorsy. At a time when brands are becoming a bridge between the ideal self and the actual self, customers of Ford car do not imagine their car to be Masculine, Feminine, Western and Spirited. Western and Feminine have been marked as not applicable in the study conducted by Davies et al (2001). The results are also in tandem with that of the findings of the study Rojas - Mendez et al (2004), which made an attempt to study the brand personality of Ford in Chile.

In this study, 'Trustworthy' is one of the factors which contributes to the purchase intention of the Ford customer. The factor 'trustworthy' includes the traits Sincere, Honest, Original, Real, Hardworking, Successful and Secure. The Ford customers are also believing that Ford has these traits and this belief is driving their purchase intention. There is also a star rating, which reveals about the safety of the car. The results of the current study are positive toward Ford and suggest that their customers also expecting the same what they are offering and that factor is contributing to the purchase intention also. The second factor which contributes to the purchase intention was the 'Explorer'. Customers are thinking that Ford is an Explorer car. Young and Outdoorsy are the traits included in the Explorer factor. Given the fact, that Ford cars are more driver-centric, and popular among youngsters, it acquired the trait of an Explorer.

6. CONCLUSIONS

Brand Personality is an important variable that could be useful in gauging consumer behavior and thus helps in chalking the marketing plans. Given the fact that there is a larger scope to study the dynamics of various factors in shaping consumers perception about a brand's personality, the present study distinguishes itself by attempting to identify the brand personality of 'Ford' brand in India, using Jennifer Aaker's brand personality scale and suggest the implications of the results obtained through empirical exercise. The results suggested that the brand personality of Ford in India is 'Trustworthy' and 'Explorer' and these are the two factors contributing to the purchase intention of Ford customers in India. Moreover, the results of the study are also in tandem with that of the findings of the study Rojas - Mendez et al (2004), which made an attempt to study the brand personality of Ford in Chile. It offers a wider scope for further research in this area to look into various other aspects that influence the purchasing behavior of customers in India and Chile, which could possibly offer better marketing insights for a wide range of brands. On the other hand, the users of Ford are happy with Ford and they tend to agree that Ford is Trustworthy and Explorer. It also found that traits like Masculine, Western, Feminine and Spirited are not applicable for this study in the Indian context. The role of cultural factors behind this inapplicability could be an area that could be explored in future studies.

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