

## The Extent to which Personality Affects Consumer Purchases Application to the Egyptian Market

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### Abstract

*The following report discusses the relationship between personality — both consumer and brand personality — and consumer purchasing decisions. Previous literature reviews were collected regarding this topic and views of different authors were thoroughly analyzed. Moreover, primary data was collected from a random sample of the public, the survey included questions regarding consumer personality, brand personality, purchasing decisions and whether the relationship between these variables were positive or negative.*

*The aim of this study is to explore the extent of the relationship between brand and consumer personality and how the different personality traits can affect a consumer's purchase decision. As a marketing major this topic is important because consumer identification is a crucial part of our job as it secures a successful marketing campaign/product launch, and successful consumer journey. Most importantly it sheds a light on how critical it is to understand the different consumer characters and their flexibility to try products/services that are not close to their personality or how they see themselves.*

### 2. Literature Review

An in-depth analysis of the effect of brand personality on consumer purchasing was conducted by Badgaiyan et. al (2017) in their study on personality and impulsive buying. The authors found that specific brand personality dimensions were associated with certain product categories and that consumers' perceptions of brand personality were associated with functional and practical benefits. Furthermore, the authors argue that brand personality has been found to play an important role in shaping consumer perception and purchase intentions. Additionally, it has been suggested that by understanding the degree of appeal of a brand's personality, it was possible predict how the personality would influence consumer purchasing behaviour (Badgaiyan, Dixit & Verma, 2017).

The brand personality dimension "responsibility" includes three items, namely "down to earth", "stable", and "responsible", and is related to the personality trait 'conscientiousness' – one of the big five personality traits. Research suggests that brands with such personality traits portray stability and responsibility; as a result, they are favored by people with similar personality traits.

On the other hand, individuals who are conscientious tend to be methodical, well organised, responsible to others, and have goal-directed behaviour; hence, one could argue that it is less likely for such individuals to indulge in unplanned purchasing (Badgaiyan, Dixit & Verma, 2017).

In another study based on the Indian automobile the authors discussed the relationship between consumer personality, brand personality, and consumer purchasing decision. The target of this study is XUV500, an SUV brand launched in September 2011. The company advocates that the brand show-cases characteristics of coolness, style and a embodies a sense of adventure. Keeping in mind the characteristics of the chosen brand, results show that there is a strong relationship between brand personality and consumer preference. The authors concluded that the openness trait has a positive influence on consumer purchasing from this brand.i.e.XUV500.However,traits such as 'agreeableness' and 'conscientiousness' were found to be negatively correlated to purchasing XUV500 (Banerjee, 2016).

Another study which explored the effect of brand-personality interactions was Bairrada (2019). In this study, the author argues that it is very common for consumers to develop strong feelings, such as love, for particular brands, “since brand love is one of the six dimensions of consumer–brand relationships”. It is possible for a consumer to establish a love relationship with a brand that with holds a strong brand personality. Since brands have different personalities. Brand personality is an extremely important element in terms of increasing the strength of relationship and interaction between the brand and the consumer. The author concludes that in the same way that people establish links with one another, consumers also create bonds with brands which make them willing to pay more to obtain certain brands (Bairrada, C. M2019). Additionally, Bairrada (2019) also states that individuals who are emotionally attached to a brand feel that the brand is unique and none of the competitors satisfy their needs as much as this brand does, this forces the consumer to take certain actions for example paying a higher price in order to purchase a certain brand (Bairrada, C. M(2019).

In 2010, Long-Yi conducted a study on the intentions of college students when purchasing shoes. The aim of this research is to find a positive correlation between different personality trait and brand personalities. The research started by ranking the shoe brands into the ones favored by college students in comparison to the ones physically being purchased. The author concluded that college students of different personality traits showed distinct results when it comes to brand personality. Long-Yi (2010) also explored the major difference in the influence of brand personality in relation to consumer personality. The results show that consumers which are classified under “Extroversion” and “Openness” personality traits are more likely to be influenced into their purchasing desires (Lin, L. Y., 2010).

On the other hand, in a research paper written by Agbo J (2014), the author criticizes the link between personality in all purchase decisions and buying behaviours. Agbo J (2014), argues that it is wrong to generalize the effect of personality on consumer behavior, because not all goods and services are associated with personality factors when purchasing. The paper also states that it is very difficult to provide a clear-cut assessment of whether personality as a single or general global construct is a good predictor of behavior without any other relevant information about the consumer e.g. demographic characteristics, attitudes, motives and values. (Agbo J. C, Akhimien, & ORJI, 2014).

In support of Agbo (2014), a study in 2013 provides reasonable evidence to suggest that brand-personality is not the only factor which influences consumer purchasing due to the dynamic changes which often occur in goods and services. The paper states that in a market where two brands share a common brand personality, consumers are then given the choice to choose between them based on other factors. Choy & Kim (2013), report that two situations can arise when a new brand is introduced into the market which shares the same brand image as a veteran brand.

Product knowledge refers to “consumer memories and/or understanding related to the product”. Researchers have pointed out that, when a consumer is highly involved in purchasing a product, the consumer would take time out of there day in order to undergo a quick research regarding the products advantages and disadvantages , which could positively affect his/her decision making as well as purchase intention(Wang & Yang, 2008). Wang defines product knowledge in terms of three categories i.e. experience-based, subjective, and objective knowledge.

### 3. Methodology

#### 3.1 Data Selection

In order to answer the research question, whether personality affects consumer purchasing decision rigorous data must be collected on the current consumer market; however, data collection can be approached in several ways. As a result, the following section discusses the different approached to data collection in the current literature. Personality has two dimensions, brand personality, and consumer personality traits. In order to measure the relationship between both, quantitative data will be used since the research depends on the distribution of online surveys to a population of 50-100 participants. Quantitative data has many advantages. The great strength of the survey is that it’s a very flexible way of collecting primary data. Various types of information can be gathered by questioning the target market. A survey can be a faster and cheaper alternative compared to an observation, if the questions selected are correlating with research variables. Lastly, a survey that uses a digital channel to be distributed is cheaper and widens the proximity of the respondent geographically(R .Cooper & S.Schindler, n.d.).

However, quantitative data has its errors. However when it comes to surveys is there must be some kind of error, These errors consist of two groups respondent errors and interviewer error: (R .Cooper & S.Schindler, n.d.)

- **Respondent Errors:** Lack of Knowledge, Misrepresentation of information, concept or construct misrepresentation, Incomplete participation, and Refusal of participation. (R.Cooper & S.Schindler, n.d.)
- **Interviewer Errors:** Sampling error, data entry error, process error (Interviewer inconsistency, interview environment, data or survey falsification, influencing behaviors, physical presence bias) (R .Cooper & S.Schindler, n.d.).

All of the errors listed above heavily impact the quality and authenticity of the data collected.

Previous secondary data used various methods, to begin with in a study located in the Indian car market, researchers used a four part survey to collect the data needed to compare the consumers personalities compared to the brands personality. These 4 parts consisted of:

- **Part A:** The name of the car (XUV 500) was included in the questionnaire. The three items were “I think this (car) brand is beautiful,” “I would like to have this (car) brand,” “I think this (car) brand is attractive.” In part A in Part A, responses were measured on a 5-point Likert-type scale, with 1 representing “strongly disagree” and 5 representing “strongly agree.” (Banerjee, 2016).
- **Part B:** Questions Regarding the Big Five personality scale (Openness, Conscientiousness, Extroversion, Agreeableness, Neuroticism ) (Banerjee, 2016)
- **Part C:** questions regarding the brand personality scale proposed (Banerjee, 2016).
- **Part D:** questions regarding the corporate personality scale developed scale’s generalizability. (Banerjee, 2016).
- **Part E:** recorded the respondents’ demographic data (age, income, educational qualification, and occupation) (Banerjee, 2016).

In order to gather accurate data, researchers used the personification approach which meant that they asked the respondents answering this survey to imagine that this brand was a real life person while answering (Banerjee, 2016).

Another methodology that explores the relationship between brand personality and consumers purchase intention, consists of a questionnaire which contained of two parts.

**Part 1:** Measured the four factors (corporate-brand credibility, product-brand personality, subjective product knowledge, and purchase intention). Product-brand personality was measured using Brand personality scale also known as the Aaker scale: Sincerity, Competence, Sophistication and Ruggedness The scale used “Absolutely Disagree” (1) and “Absolutely Agree (5)” (L. Aaker, 2013). The authors also looked at Corporate-brand credibility is measured using three main topics which are (Trustworthiness, Expertise, and Attractiveness) — this field however is beyond the scope of my research. (Lin, L. Y., 2010).

**Part 2:** Recorded the demographic information of the respondents. (Lin, L. Y., 2010).

The methodology part of this research paper uses a compare and contrast between two well-known international brands “BMW” and “Volvo”. These two brands have completely different brand personalities according to their marketing, positioning, and product portfolio. The survey aims to extract consumer purchasing decision based on their personality and the brands personality. Most importantly a personification approach is used in some of the questions so the respondent could accurately respond to the questions.

A previous research in the automotive industry that advocated that the automotive choice was a reflection of the buyers personality, this research paper discussed ford and Chevrolet in the American market and how the consumers who purchased these two different vehicles had different personalities, the study stated that ford owners were more Masculine , independent and aggressive. However, Chevrolet owners were more conservative, thrifty and status conscious (Onkvisit & J. Shaw, n.d.).

This study shows that it is possible to define the relationship between consumer and brand personality. That being said, the secondary research has given me the opportunity to execute a similar research strategy.

The two companies I have chosen are BMW and Volvo two companies that are polar opposites. BMW stated on their official website the following description “*Each and every BMW customer is unique. He or she possesses an unmatched set of attributes and character traits that make up a quite distinct personality. BMW Individual lends expression to this uniqueness in exclusive and premium fashion*” (“BMW Individual. The expression of personality.”, 2021). On the other hand , Volvo divides their personality into three segments:

The voice of Volvo is: (“Tone of voice”, 2021)

- 1) Competent not arrogant
- 2) Intelligent not intellectual
- 3) Sympathetic not flattering

The voice of Volvo can be: (“Tone of voice”, 2021)

- 1) Challenging but not aggressive
- 2) Witty but never ironic or sarcastic
- 3) Powerful but never grand

How Volvo talks: (“Tone of voice”, 2021)

- 1) Explain but not lecture
- 2) Reveal but not just describe
- 3) Prove but never just claim

The two statements from both companies state the differences in personality that they wish to showcase into the public. BMW is leaning towards an Excited and Rugged personality and Volvo is more of a Sincere and competence brand. My research will specify which human personality will most likely purchase which brand.

### 3.3 Primary Research Questions and Materials

In order to best measure the relationship between brand and consumer personality I will apply two scales in my questionnaire. The first, a modified version of the 'Big Five Inventory (BFI) questionnaire called the "10 item Big Five Inventor" (BFI-10) (Rammstedt & P. John, n.d.). The reason I will use the shortened version is to ensure respondent engagement and a high response rate. The second scale will measure brand personality and will be based off the Aaker scale (L. Aaker, 2013). This scale has been used in multiple research papers discussing brand personality.

Questions:

#### Section 1: Consumer Personality

Rate the following statements on a scale of 1-5 where 1 is strongly disagree, and 5 is strongly agree. (Rammstedt & P. John, n.d.)

I see myself as someone who ...	Disagree Strongly	Disagree a Little	Neither agree nor disagree	Agree a little	Agree strongly
Is reserved	(1)	(2)	(3)	(4)	(5)
Is generally Trusting	(1)	(2)	(3)	(4)	(5)
Tends to be lazy	(1)	(2)	(3)	(4)	(5)
Is relaxed, handles stress well	(1)	(2)	(3)	(4)	(5)
Has few artistic interests	(1)	(2)	(3)	(4)	(5)
Is outgoing and sociable	(1)	(2)	(3)	(4)	(5)
Tends to find fault with others	(1)	(2)	(3)	(4)	(5)
Does a thorough job	(1)	(2)	(3)	(4)	(5)
Gets nervous easily	(1)	(2)	(3)	(4)	(5)
Has an active imagination	(1)	(2)	(3)	(4)	(5)

#### Section 2: Consumer Judgement of Brand Personality (Onkvisit & J. Shaw, n.d.)

Brand Personality	BMW	Volvo
<b>Sincere</b> (Down to earth, Honest, Wholesome)		
<b>Excitement</b> (Daring, Spirited, Imaginative, Up To Date)		
<b>Competence</b> (Reliable, Intelligent, Successful)		
<b>Sophisticated</b> (Upper Class, Charming)		
<b>Rugged</b> (Tough, Outdoorsy)		

#### Section 3: Consumer Preference

If I were to buy either car it would be brand:

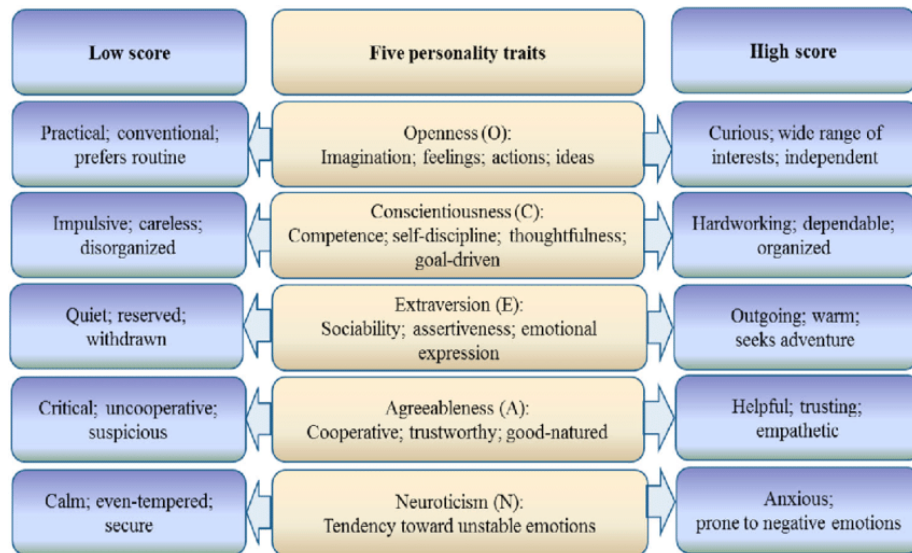
- A) BMW
- B) Volvo

Why would you purchase the vehicle in the previous question?

3.4. Questions and Variables

Section 1:

Questions	Variables	Sub-Variable
Is reserved	Consumer Personality	Openness
Is generally Trusting	Consumer Personality	Agreeableness
Tends to be lazy	Consumer Personality	Conscientiousness
Is relaxed , handles stress well	Consumer Personality	Neuroticism
Has few artistic interests	Consumer Personality	Openness
Is outgoing ,sociable	Consumer Personality	Extraversion
Tends to find fault with others	Consumer Personality	Agreeableness
Does a thorough job	Consumer Personality	Conscientiousness
Gets nervous easily	Consumer Personality	Neuroticism
Has an active imagination	Consumer Personality	Openness



(Figure 2. The five personality OCEAN model. Sources: Goldberg (1990, 1992, 1993).

Section 2: Consumer Judgement of Brand Personality

Brand	Variable	Sub-variable
<b>BMW</b>	Brand Personality	Sincere (Down to earth, Honest, Wholesome)
	Brand Personality	Excitement (Daring, Spirited, Imaginative, Up To Date)
	Brand Personality	Competence (Reliable, Intelligent , Successful)
	Brand Personality	Sophisticated (Upper Class , Charming)
	Brand Personality	Rugged (Tough, Outdoorsy)
<b>Volvo</b>	Brand Personality	Sincere (Down to earth, Honest, Wholesome)
	Brand Personality	Excitement (Daring, Spirited, Imaginative, Up To Date)
	Brand Personality	Competence (Reliable, Intelligent , Successful)
	Brand Personality	Sophisticated (Upper Class , Charming)

	Brand Personality	Rugged (Tough, Outdoorsy)
Section 3:		
Question	Variables	Sub-Variable
If I were to buy either car it would be brand:	Consumer Preference	Purchase Intention
Why would you purchase the vehicle in the previous question?	Consumer Preference	Purchase Intention

#### 4. Results

##### 4.1 Pearson Correlation

		Correlations								
		CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	PI1
CP1	Pearson Correlation	1	.181*	.114	-.054	-.037	-.015	.167	.050	.066
	Sig. (2-tailed)		.040	.196	.546	.674	.866	.058	.574	.460
	N	129	129	129	129	129	129	129	129	129
CP2	Pearson Correlation	.181*	1	-.004	.137	.031	-.009	.090	-.089	.054
	Sig. (2-tailed)	.040		.966	.120	.726	.922	.309	.316	.547
	N	129	129	129	129	129	129	129	129	129
CP3	Pearson Correlation	.114	-.004	1	.021	.012	-.077	.335**	-.037	-.101
	Sig. (2-tailed)	.196	.966		.817	.897	.385	<.001	.681	.253
	N	129	129	129	129	129	129	129	129	129
CP4	Pearson Correlation	-.054	.137	.021	1	.078	.233**	.157	.200*	-.062
	Sig. (2-tailed)	.546	.120	.817		.382	.008	.075	.023	.488
	N	129	129	129	129	129	129	129	129	129
CP5	Pearson Correlation	-.037	.031	.012	.078	1	-.004	-.005	.162	.021
	Sig. (2-tailed)	.674	.726	.897	.382		.963	.957	.067	.817
	N	129	129	129	129	129	129	129	129	129
CP6	Pearson Correlation	-.015	-.009	-.077	.233**	-.004	1	.133	.281**	-.119
	Sig. (2-tailed)	.866	.922	.385	.008	.963		.133	.001	.178
	N	129	129	129	129	129	129	129	129	129
CP7	Pearson Correlation	.167	.090	.335**	.157	-.005	.133	1	.162	.047
	Sig. (2-tailed)	.058	.309	<.001	.075	.957	.133		.067	.596
	N	129	129	129	129	129	129	129	129	129
CP8	Pearson Correlation	.050	-.089	-.037	.200*	.162	.281**	.162	1	.068
	Sig. (2-tailed)	.574	.316	.681	.023	.067	.001	.067		.446
	N	129	129	129	129	129	129	129	129	129
PI1	Pearson Correlation	.066	.054	-.101	-.062	.021	-.119	.047	.068	1
	Sig. (2-tailed)	.460	.547	.253	.488	.817	.178	.596	.446	
	N	129	129	129	129	129	129	129	129	129

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Figure (3). Correlation between Consumer Personality and Purchase Intention

(4).

		Correlations											
		BP1	BP2	BP3	BP4	BP5	BP6	BP7	BP8	BP9	BP10	BP11	PI1
BP1	Pearson Correlation	1	.434**	.450**	.056	.353**	.237**	.065	.145	.017	.143	.274**	-.031
	Sig. (2-tailed)		<.001	<.001	.531	<.001	.007	.463	.101	.849	.106	.002	.728
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP2	Pearson Correlation	.434**	1	.525**	.127	.347**	.289**	.196*	.268**	.228**	.291**	.316**	.070
	Sig. (2-tailed)	<.001		<.001	.150	<.001	<.001	.026	.002	.009	<.001	<.001	.430
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP3	Pearson Correlation	.450**	.525**	1	.026	.345**	.283**	.227**	.295**	.232**	.159	.312**	.072
	Sig. (2-tailed)	<.001	<.001		.766	<.001	.001	.010	<.001	.008	.072	<.001	.414
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP4	Pearson Correlation	.056	.127	.026	1	.350**	.110	.243**	.147	.098	.365**	.162	.182*
	Sig. (2-tailed)	.531	.150	.766		<.001	.213	.006	.097	.267	<.001	.067	.039
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP5	Pearson Correlation	.353**	.347**	.345**	.350**	1	.404**	.320**	.224*	.410**	.422**	.438**	.108
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	.011	<.001	<.001	<.001	.225
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP6	Pearson Correlation	.237**	.289**	.283**	.110	.404**	1	.357**	.307**	.296**	.233**	.186*	.233**
	Sig. (2-tailed)	.007	<.001	.001	.213	<.001		<.001	<.001	<.001	.008	.035	.008
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP7	Pearson Correlation	.065	.196*	.227**	.243**	.320**	.357**	1	.500**	.362**	.293**	.264**	.128
	Sig. (2-tailed)	.463	.026	.010	.006	<.001	<.001		<.001	<.001	<.001	.003	.148
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP8	Pearson Correlation	.145	.268**	.295**	.147	.224*	.307**	.500**	1	.381**	.348**	.350**	.311**
	Sig. (2-tailed)	.101	.002	<.001	.097	.011	<.001	<.001		<.001	<.001	<.001	<.001
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP9	Pearson Correlation	.017	.228**	.232**	.098	.410**	.296**	.362**	.381**	1	.173*	.389**	.107
	Sig. (2-tailed)	.849	.009	.008	.267	<.001	<.001	<.001	<.001		.050	<.001	.229
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP10	Pearson Correlation	.143	.291**	.159	.365**	.422**	.233**	.293**	.348**	.173*	1	.491**	.146
	Sig. (2-tailed)	.106	<.001	.072	<.001	<.001	.008	<.001	<.001	.050		<.001	.100
	N	129	129	129	129	129	129	129	129	129	129	129	129
BP11	Pearson Correlation	.274**	.316**	.312**	.162	.438**	.186*	.264**	.350**	.389**	.491**	1	-.011
	Sig. (2-tailed)	.002	<.001	<.001	.067	<.001	.035	.003	<.001	<.001	<.001		.903
	N	129	129	129	129	129	129	129	129	129	129	129	129
PI1	Pearson Correlation	-.031	.070	.072	.182*	.108	.233**	.128	.311**	.107	.146	-.011	1
	Sig. (2-tailed)	.728	.430	.414	.039	.225	.008	.148	<.001	.229	.100	.903	
	N	129	129	129	129	129	129	129	129	129	129	129	129

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
 \* . Correlation is significant at the 0.05 level (2-tailed).

Correlation Between Brand Personality  
 Figure 5. Correlation Between Consumer Personality and Brand Personality and Purchase Intention

		Correlations																		
		CP1	CP2	CP3	CP4	CP5	CP6	CP7	CP8	BP1	BP2	BP3	BP4	BP5	BP6	BP7	BP8	BP9	BP10	BP11
CP1	Pearson Correlation	1	.181*	.114	-.054	-.037	-.015	.167	.050	-.088	-.086	-.083	.135	.057	.045	.132	.009	.132	.049	-.030
	Sig. (2-tailed)		.040	.196	.546	.674	.866	.058	.574	.323	.335	.351	.127	.522	.613	.137	.916	.136	.581	.738
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129
CP2	Pearson Correlation	.181*	1	-.004	.137	.031	-.009	.090	-.089	-.053	-.120	-.131	-.175*	-.219*	.024	-.056	-.068	-.092	-.091	.026
	Sig. (2-tailed)	.040		.966	.120	.726	.922	.309	.316	.553	.175	.139	.048	.013	.789	.526	.441	.301	.305	.771
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129
CP3	Pearson Correlation	.114	-.004	1	.021	.012	-.077	.335**	-.037	.125	.159	.072	.023	.143	.157	-.044	.075	.037	.053	.049
	Sig. (2-tailed)	.196	.966		.817	.897	.385	<.001	.681	.159	.073	.416	.795	.107	.075	.622	.400	.675	.552	.582
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129
CP4	Pearson Correlation	-.054	.137	.021	1	.078	.233**	.157	.200*	-.122	.016	-.001	.145	-.081	.032	.039	.021	-.073	-.007	.017
	Sig. (2-tailed)	.546	.120	.817		.382	.008	.075	.023	.167	.861	.993	.102	.362	.718	.662	.811	.411	.941	.851
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129
CP5	Pearson Correlation	-.037	.031	.012	.078	1	-.004	-.005	.162	-.004	.029	-.175*	-.036	-.102	-.008	-.146	-.176*	-.188*	-.049	-.097
	Sig. (2-tailed)	.674	.726	.897	.382		.963	.957	.067	.962	.741	.048	.686	.252	.930	.098	.046	.033	.581	.272
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129
CP6	Pearson Correlation	-.015	-.009	-.077	.233**	-.004	1	.133	.281**	-.130	.055	-.076	.069	-.025	.011	.140	-.006	.028	-.023	.016
	Sig. (2-tailed)	.866	.922	.385	.008	.963		.133	.001	.142	.539	.390	.435	.782	.898	.113	.947	.751	.793	.853
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129
CP7	Pearson Correlation	.167	.090	.335**	.157	-.005	.133	1	.162	.087	.155	.046	.124	.183*	.379**	.027	-.005	.080	-.001	.049
	Sig. (2-tailed)	.058	.309	<.001	.075	.957	.133		.067	.325	.079	.608	.161	.038	<.001	.758	.955	.369	.991	.581
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129
CP8	Pearson Correlation	.050	-.089	-.037	.200*	.162	.281**	.162	1	.194*	.357**	.152	.125	.183*	.090	.114	-.014	.023	.232**	.127
	Sig. (2-tailed)	.574	.316	.681	.023	.067	.001	.067		.027	<.001	.086	.157	.038	.308	.197	.878	.793	.008	.150
	N	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129	129

## 4.2. General Characteristics

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	30	23.1	23.3	23.3
	21-30	66	50.8	51.2	74.4
	41-49	5	3.8	3.9	78.3
	50+	28	21.5	21.7	100.0
	Total	129	99.2	100.0	
Missing	System	1	.8		
Total		130	100.0		

Figure(6). Age of respondents

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	"Male"	64	49.2	49.6	49.6
	"Female"	65	50.0	50.4	100.0
	Total	129	99.2	100.0	
Missing	System	1	.8		
Total		130	100.0		

Figure(7). Gender of respondents.

## 5. Discussion

The results show that 64 males and 65 females answered the survey that was distributed. The age groups which actively participated in the survey were age groups 15-20 and 21-30.

This study discusses the effect of brand and consumer personality have on consumer purchasing decisions. In this study the dependent variable is the "Purchase Decision", and the dependent variable is "Consumer Purchase".

Pearson correlation was used to interpret the relationship between consumer personality and the purchase intention. The results showed that 5 out of 10 questions have a positive relationship and the remaining 3 have a negative relationship. The questions that have a positive relationship with purchase intention are those highlighting the traits of being *Reserved, Trusting, Has Few Artistic Interest, Tends to Find Fault With Others and Does a Thorough Job*). On the other hand, the results show a negative correlation between purchase intention and the personality traits of *outgoing and sociable*.

On the other hand, when measuring the relationship of brand personality and purchase intention, the correlation of both data proved that 9 out of the 11 questions have a positive relationship between the two variables, the following questions showed that there was a significant relationship between "Daring" and the purchase intention, also there was a very significant relationship between "Imaginative" and "Upper Class".

Regarding the relationship between brand personality and consumer personality results show that majority of the relationships are positive; however, not all results are statistically significant.

At the end of the survey 104 of the participants stated that if they would purchase a vehicle they would have chosen "BMW" and when asked why many participants stated that many factors influence purchase decision such as:

- 1) Nationality of the brand itself
- 2) Internal and external features
- 3) Quality and Needs
- 4) Their Public Image and Social Group
- 5) Re-sale, maintenance and after sale services
- 6) **Matches the vehicle matches their personality**



Although results show that, not all participants have a personality that matches BMW brand personality, features that have been stated previously explicitly explain the reason behind their choice. After filtering the data 3.1% of participants withhold personality traits to that positively relate to BMW aim to show. On the other hand data shows that 18.6 % of participants have characteristics that match Volvo's personality however would rather purchase a BMW

The results support the trend of correlation stated in of both Sub-Questions however the results were not statistically significant, as the relationship between both Consumer and Brand personality turned out positive.

#### Study Limitations

The study had several limitations. Firstly, during the research process, due to cultural aspects and positions in the employment hierarchy certain brands and products cover the market share and the personalities of certain brands. For example, although not all participants have traits matching BMW's personality, consumers would still purchase from BMW not a brand that is closer to themselves. Though the results trend coincided with that of the initial hypothesis they did lack in statistical significance suggesting perhaps a larger target audience or perhaps a sub-grouped analysis could have lead to more significant results.

Furthermore, the accuracy and the reliability of the data never could never be objectively accurate as many people can see themselves with certain traits that are not really there; that being said, data being collected is based on the participants view of themselves. Additionally, brands used in the survey may have not advertise or show much of their character in their advertisements within the MENA region.

### 7. Conclusion

In conclusion, as secondary data proved that consumer see brands with human characteristics and may actually chose to purchase the brand that best suits their personality also previous data proved that certain personality characteristics have certain purchase intentions and that not all personality traits share the same purchasing intention which in comparison to the results this paper found was that consumer could have certain personality traits which matches a certain brand however due to other external factors consumer would make another purchase with a brand that represents themselves differently personality wise.

The results show that there is a relationship between consumer personality characteristics such as *following Reserved ,Trusting , Has Few Artistic Interest, Tends To Find Fault With Others and Does a Thorough Job* with the purchase intention however on the other hand other characteristics have found to have a negative relation. In terms of brand personality, characteristics such as Imaginative and Upper class have a very significant relationship in terms of consumer purchasing decision and a characteristic such as "Daring" has a positive relationship.

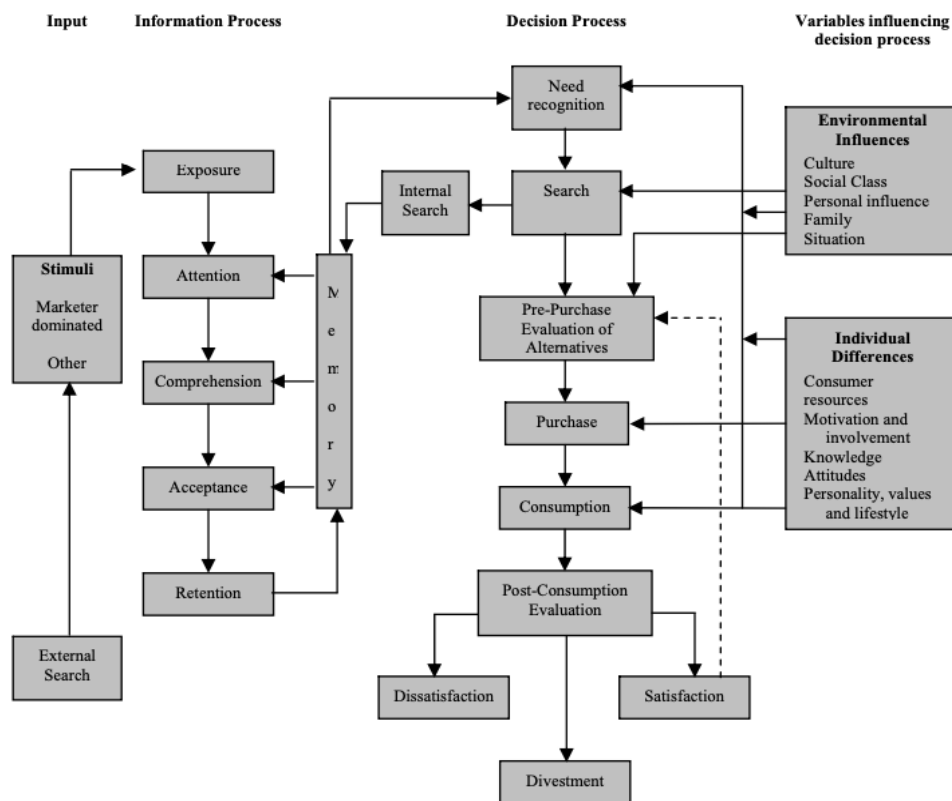
Finally, the research proves that personality is one of many factors when it comes to consumers and their purchasing decisions

### 8. Recommendations

Future researchers should include more external factors in their survey as they are all aspects that heavily impact the consumers decision when purchasing, also questions regarding the brand should be separated to allow the data to be more efficiently collected for more accurate date regarding personalities and the particular brand that they are willing to purchase.

In terms of data collection, different age groups and occupations should be asked in order to have accurate data from different demographics.

## Appendices

**Consumer Decision**

J., 2008)

**Figure 1****References**

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