

COLOURLESS, TASTELESS, AND ODOURLESS:
THE IMPACT OF BOTTLED WATER BRAND PERSONALITY
ON CONSUMER BEHAVIOUR

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RESUMO

No final dos anos 50, os investigadores de marketing inspiraram-se na psicologia humana, nomeadamente no conceito da personalidade e da teoria do animismo, para defender que tal como as pessoas, as marcas podem ter personalidades únicas. Recentemente, a influência da personalidade da marca no comportamento do consumidor tem sido estudada. Contudo, são ainda escassas as evidências empíricas desta possível influência.

A presente tese tem como objetivo determinar se a personalidade da marca deve ser considerada uma ferramenta estratégica, através da pergunta de investigação: **será que os consumidores conseguem reconhecer diferenças na personalidade de marcas associadas a uma categoria de produtos utilitários? E pode a congruência entre a personalidade da marca e o auto-conceito do consumidor ter impacto no seu comportamento?**

Atendendo ao conhecimento do autor, este foi o primeiro estudo aplicado a duas marcas portuguesas concorrentes na mesma categoria de produtos, adicionalmente recorrendo a produtos utilitários.

Visando atingir este objetivo, foi realizada uma pesquisa descritiva utilizando um método quantitativo, por sua vez associado a um questionário *on-line* para recolher as opiniões dos consumidores.

Os resultados indicam que marcas concorrentes associadas a produtos utilitários podem ter personalidades diferentes. Contudo, a perceção das mesmas é contingente ao nível de conhecimento e experimentação do consumidor. Os resultados mostram ainda que elevada congruência com auto-imagem origina maiores intenções de compra e satisfação. Adicionalmente, altos níveis de satisfação irão originar maiores intenções de compra. Porém, constatou-se que o impacto da personalidade da marca no comportamento do consumidor foi limitado, levantando assim dúvidas sobre o verdadeiro valor estratégico do conceito.

Palavras-chave: Personalidade da marca; Congruência da auto-imagem; Intenção de compra; Satisfação.

ABSTRACT

In the late 50's, marketing researchers were inspired by human psychology, namely the concept of personality and the theory of animism, to defend that like people, brands can also have unique personalities. Recently, academics have been studying the influence of brand personality on consumers' behaviour. However, empirical evidences regarding this possible influence are still lacking.

The present thesis aimed to contribute to the investigation of whether brand personality should be considered a strategic tool, materialized in the research question: **Are consumers able to perceive differences in brand personality within a utilitarian product category? And can the congruence between brand personality and the self-concept have an impact on consumers' behaviour?**

As far as it is known, this study was the first one applied to two competing Portuguese brands from the same product category, moreover with a utilitarian product.

In order to accomplish this goal, a descriptive research was conducted using a quantitative method, associated with an online survey to collect consumers' perspectives.

The results indicated that competing brands associated with utilitarian products can have differentiated brands' personalities; however, the perception of these personalities was contingent upon consumers' level of brand knowledge and experience. The results further showed that higher levels of self-image congruity led to higher purchase intention and satisfaction, and additionally that higher satisfaction led to higher purchase intention. Nevertheless, overall the impact of brand personality on consumer behaviour was found to be limited thus casting doubts on the true strategic value of the concept.

Key-words: Brand personality; Self-image congruity; Purchase intention; Satisfaction.

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TABLE OF CONTENTS

SUMÁRIO EXECUTIVO.....	IX
1. INTRODUCTION	1
2. LITERATURE REVIEW	4
2.1. Brand	4
2.1.1. Definition	4
2.1.2. Brand Identity and Brand Image	5
2.1.3. Elements	7
2.2. Brand Management.....	7
2.2.1. Branding	7
2.2.2. Relationship Marketing	8
2.3. Brand personality.....	10
2.3.1. Human Personality	10
2.3.2. Anthropomorphism	11
2.3.3. Building Brand Personality	12
2.3.4. Aaker's scale	13
2.3.5. The impact of Culture	14
2.3.6. The impact of Product Category	16
2.4. Self-Concept.....	17
2.4.1. Self-image Congruity	18
2.5. Purchase Intention	19
2.5.1. Attitudes	20
2.5.2. ABC Model	20
2.5.3. Purchase Intention and Brand Personality	22
2.6. Consumer Satisfaction.....	23
2.6.1. Types of Satisfaction.....	24
2.6.2. Expectations	24

2.6.3.	Satisfaction and Brand Personality	25
2.6.4.	Satisfaction and Purchase Intention	25
3.	METHODOLOGY	28
3.1.	Research Question and Hypotheses.....	28
3.2.	Product Category and Brands' selection	31
3.3.	Research Design	34
3.4.	Sampling.....	36
3.5.	Data Collection.....	37
3.6.	Measuring Instruments	37
3.6.1.	Scales.....	37
3.6.2.	Pre-test.....	40
3.7.	Data Analysis Procedures	40
4.	DATA ANALYSIS.....	42
4.1.	Sample Characterization.....	42
4.2.	Reliability Analysis	44
4.3.	Hypothesis Tests.....	46
5.	DISCUSSION OF RESULTS.....	60
6.	MARKETING AND MANAGEMENT IMPLICATIONS.....	65
7.	CONCLUSIONS,CONTRIBUTIONS,LIMITATIONS AND RECOMMENDATIONS	67
7.1.	Conclusions	67
7.2.	Contributions	68
7.3.	Limitations, Recommendations, and Future Research	68
8.	REFERENCES	70
8.1.	Scientific Papers and Books	70
8.2.	Web Bibliography.....	76
9.	APPENDICES	77

LIST OF FIGURES

Figure 1: Brand identity as a precedent of brand image	6
Figure 2: Influence of brand personality on purchase intention.....	23
Figure 3: Confirmation and Disconfirmation paradigm.....	26
Figure 4: Summary of the main topic of the literature review	27
Figure 5: Conceptual framework.....	31
Figure 6: Research design selected	36
Figure 7: Respondents' gender.....	42
Figure 8: Respondents' distribution age	42
Figure 9: Respondents' city/region of residence.....	43
Figure 10: Respondents' current employment status	43
Figure 11: Respondents' educational background	43
Figure 12: Respondents' monthly income level and composition of their householder	43
Figure 13: Respondents brand's knowledge and brand experience.....	44
Figure 14: Perceived personality profile of the brands regarding the 11 facets of BP	48
Figure 15: Perceived personality profile of the brands regarding the 5 dimensions of BP.....	48
Figure 16: Perception of Pedras' personality by users and non-users.....	49
Figure 17: Perception of Frize's personality by users and non-users	49
Figure 18: Comparison of the perceived personality of respondents aggregated by their different levels of congruity with Pedras	53
Figure 19: Comparison of the perceived personality of respondents aggregated by their different levels of congruity with Frize.....	53
Figure 20: Front labelling of Pedras' bottle	79
Figure 21: Back labelling of Pedras' bottle.....	79
Figure 22: Front labelling of Frize's bottle	79
Figure 23: Back labelling of Frize's bottle.....	79
Figure 24: Pedras' Bottle.....	80
Figure 25: Pedras' packaging.....	80
Figure 26: Frize's bottle	80
Figure 27: Frize's packaging.....	80
Figure 28: Example of 2002.....	81
Figure 29: Example of 2004.....	81

Figure 30: Example of 2010.....	81
Figure 31: Example of 2012.....	81
Figure 32: Example of 2013.....	81
Figure 33: Example of 2014.....	81
Figure 34: Website accessed on July 2014.....	82
Figure 35: Example of 2004.....	82
Figure 36: Example of 2008.....	82
Figure 37: Example of 2009.....	83
Figure 38: Example of 2011.....	83
Figure 39: Example of 2012.....	83
Figure 40: Example of 2013.....	83
Figure 41: Website accessed on July 2014.....	84
Figure 42: Linear relationship between Self-Image Congruity (SIC) and Purchase Intention of Pedras	114
Figure 43: Linear relationship between SIC and Purchase Intention of Frize	114
Figure 44: Linear relationship between SIC and Satisfaction with Pedras	114
Figure 45: Linear relationship between SIC and Satisfaction with Frize	114
Figure 47: Linear relationship between Satisfaction and purchase intention towards Frize..	115

LIST OF TABLES

Table 1: Description of the Big Five Model	11
Table 2: Aaker’s Brand Personality Scale.....	14
Table 3: Explanation of the theory of Hierarchy of Effects	21
Table 4: Comparative analysis of the brands	32
Table 5: Information about the scales used	39
Table 6: Internal reliability of the scales	45
Table 7: Paired samples T-test for testing differences in the facets of both brands.....	47
Table 8: Paired samples T-test for testing differences in the dimensions of both brands.....	47
Table 9: Independent samples T-test for testing differences of perceptions between users and non-users	49
Table 10: Student’s t-test for testing the difference of personality traits between low and high congruity consumers	52
Table 11: Correlation between SIC and Purchase Intention of Pedras	54
Table 12: Correlation between SIC and Purchase Intention of Frize.....	55
Table 13: Correlation between SIC and Satisfaction with Pedras	56
Table 14: Correlation between SIC and Satisfaction with Frize	56
Table 15: Correlation between Satisfaction and purchase Intention towards Pedras	58
Table 16: Correlation between Satisfaction and Purchase intention towards Frize.....	58
Table 17: Summary of the hypothesis analysed.....	59

List of Abbreviations:

BP – Brand Personality

CLT – Central Limit Theorem

ρ – linear correlation coefficient

SIC – Self-Image Congruity

SUMÁRIO EXECUTIVO

Num mercado hostil onde a diferenciação baseada na performance dos produtos é muitas vezes efémera, as empresas precisam de encontrar novos meios de captar a atenção dos consumidores e de se relacionarem com os mesmos.

O investimento e a promoção do lado simbólico das marcas pode ser uma das soluções. O simbolismo é fortalecido pela imagem que cada uma transmite, sendo a personalidade das marcas uma das diversas fontes potenciadores dessa imagem.

Os investigadores de marketing basearam-se nos princípios da psicologia humana e na teoria do animismo para argumentar que à semelhança das pessoas, cada marca tem uma personalidade percebida pelos consumidores. Esta construção é contudo subjetiva e individualizada para cada consumidor, visto que é influenciada pelo conhecimento e contacto que cada indivíduo desenvolve com a marca. Porém toda a gente é capaz de estabelecer uma relação com a mesma. A ideia de que os consumidores comparam a sua própria personalidade com a personalidade que percebem da marca é comumente aceite. Assim, em caso de congruência entre as duas personalidades (do indivíduo e da marca), esta pode torna-se num meio de auto-expressão e comunicação não-verbal perante terceiros.

Mas será que a personalidade da marca tem realmente um papel decisivo no comportamento do consumidor e consequentemente na performance da empresa? Será que as diferenças na personalidade de marcas concorrentes na mesma categoria de produto são percebidas pelos consumidores? Será que esta distinção é decisiva na intenção de compra e satisfação dos consumidores? O objetivo desta tese será exatamente responder a estas questões e verificar se a personalidade da marca deve efetivamente ser considerada como um recurso estratégico, como defendido por alguns autores.

A literatura existente evidencia algumas perspetivas divergentes e possíveis impactos deste conceito por estudar. Se por um lado, uns defendem que a personalidade da marca tem na sua categoria de produto a principal fonte de associações, outros defendem que o conceito só faz sentido como ferramenta diferenciadora de marcas concorrentes. Igualmente, o impacto da identificação entre o auto-conceito e a personalidade da marca é reconhecido por uns como um fator influenciador do comportamento humano, nomeadamente através da sua influência na intenção de compra e na satisfação dos consumidores. Porém, muitos são os que defendem que ainda não existem evidências científicas suficientes para comprovar estas relações.

Assim, o presente estudo visa contribuir para o desenvolvimento desta área de pesquisa, aplicando-o a duas marcas portuguesas de água com gás. A escolha reforça o desafio dos consumidores perceberem diferentes personalidades nas marcas, de reconhecerem uma identificação com o seu auto-conceito e de atribuírem um simbolismo a um produto utilitário capaz de ter impacto nas suas intenções de compra e satisfação.

De forma a empiricamente quantificar as perceções, intenções e satisfação dos consumidores, foi formulado um questionário *on-line* direcionado a consumidores portugueses que conhecessem ambas as marcas. Esta recolha originou uma base de dados composta por 406 respostas que foi posteriormente analisada recorrendo a ferramentas estatísticas.

Os resultados demonstraram que efetivamente os consumidores conseguem claramente distinguir a personalidade de marcas concorrentes, mesmo em produtos utilitários. Contudo, as suas perceções estão contingentes ao nível de contacto direto que cada indivíduo previamente estabeleceu com a marca.

Relativamente à identificação entre a personalidade da marca e da própria pessoa, os resultados demonstraram que os consumidores reconhecem níveis de congruência semelhantes com ambas as marcas, ou seja, os consumidores consideram que a sua personalidade se assemelha sensivelmente na mesma medida com a personalidade das duas marcas. Dentro de cada uma das marcas, os consumidores que se identificavam como sendo mais congruentes com a personalidade da mesma, foram os que demonstraram igualmente maiores níveis de intenção de compra e de satisfação. Foi também comprovado que elevados níveis de satisfação originam maior intenção de compra.

Contudo, neste contexto, aparentemente a influência da personalidade da marca não tem um papel decisivo no comportamento do consumidor, visto que apesar de ambas as marcas apresentam níveis semelhantes de congruência, uma das marcas demonstrou maiores níveis de intenção de compra e de satisfação.

Assim, foi considerado que à luz das contingências definidas nesta pesquisa, a personalidade da marca não deve ser considerada um fator estratégico capaz de influenciar significativamente o comportamento do consumidor e, conseqüentemente, a performance de uma empresa.

1. INTRODUCTION

Brand personality, commonly defined as the “set of human characteristics associated with a brand” (Aaker, 1997: 347), appeared in 1958 as an experimental idea applied by marketing practitioners as an advertising tactic (Azoulay and Kapferer, 2003; Lee and Rhee, 2008). In the 80’s and 90’s, it gained the attention of communication researchers and from then on, it has become an essential tool for brand management (Azoulay and Kapferer, 2003; Ambroise, Ben Sliman, Bourgeat, De Barnier, Ferrandi, Roehrich, and Valette-Florence, 2005; Parker, 2009).

Indeed, almost 50 years of research in marketing have revealed that consumers’ associations with brands go beyond their functional attributes and benefits. They also include symbolic qualities, frequently referred to as brand image, which in turn include perceptions regarding a brand’s personality (Levy, 1959; Batra, Lenk and Wedel, 2010).

Having established brand personality as a part of a brand’s image and its symbolic benefits, the subsequent challenge referred to developing a valid and reliable instrument that could be used to measure a brand’s personality across various product categories and consumer segments (Batra, Lenk and Wedel, 2010). However, researchers are yet to reach a consensus regarding such measurement (Plummer, 2000).

More recently, academics in this field have divided their attention into three main areas of research (Wang and Yang, 2008): (i) investigation of the most appropriate measures and dimensions of brand personality and their consequent applicability across countries and cultures (e.g. Aaker, Benet-Martínez and Garolera, 2001; Geuens, Weijters, and Wulf, 2009); (ii) understanding the antecedents and sources of brand personality (e.g. Lau and Phau, 2007 *apud* Wang and Yang, 2008); (iii) exploring the consequences of brand personality (e.g. Freling and Forbes, 2005a; Ambroise *et al.*, 2005).

The practical value of brand personality has gained increasing recognition in the marketing domain (Sweeney and Brandon, 2006). Nevertheless, the empirical evidence supporting the impact of this intangible factor on consumer behaviour, and consequently on business performance and firms’ competitive advantage, is largely insufficient (Freling and Forbes, 2005a). Yet in the context of today’s hostile market the urge arises to explore the consequences of this concept.

The business environment is marked by a globalized world with informed consumers, increasingly fast paced and saturated markets, products with smaller life cycles and fierce competition levels (Keller, 2003; Solomon, Bamossy, Askegaard, and Hoog, 2010). As a result, the functional benefits of products and brands are decreasing in relevance since competitors easily match them (Biel, 1993; Batra, Lenk, and Wedel, 2004). So the challenge for companies thus becomes how to create differentiation among competing brands.

In order to survive, companies have to be prepared to promptly adapt to changes in their environment, and so attract, satisfy, and retain customers. Therefore, comprehending the way people interact with brands, concretely how they feel, think and act towards them is essential to managerial decision making (Keller, 2003; Solomon *et al.*, 2010).

Identifying the drivers that lead people to be interested in a certain brand can be a powerful tool for brand managers (Dolatabadi, Kazemi, and Rad, 2012); and human personality characteristics have been posited to be one of these drivers (Plummer, 2000). The creation of a powerful, unique, easily relatable brand image with symbolic associations for consumers (Freling and Forbes, 2005a) is able to “capture the hearts and minds of its customers” (Kotler and Pfoertsch, 2006).

This thesis aims to contribute to the body of empirical work regarding brand personality and its consequences for consumer behaviour. The ultimate goal is to gauge to what extent brand personality can be considered an important strategic tool for companies to succeed. To do so, the research will focus on verifying if brand personality can be considered a factor of differentiation among competing brands, specifically for brands within a utilitarian product category, in this case, sparkling water.

Water has been described as “a clear, colourless, odourless, and tasteless liquid, H₂O, essential for most plant and animal life” (The Free Dictionary); would it be possible to attribute a personality, and identify differences between brand personalities, among competing brands in such basic product?

If so, how is it going to affect consumers’ behaviour? The theory argues that consumers will choose brands whose personality is similar with their own personality (e.g. Dolich, 1969; Aaker, 1999; Govers and Schoormans, 2005; De Chernatony and McDonald, 2006). So, this dissertation further desires to evaluate the impact of self-image congruity on consumer behaviour; namely on consumers’ future purchase intention and their satisfaction.

The study will also focused on evaluating if there are differences between perceptions of users and non-users of a certain brand and if the impact of the self-image congruity on consumers' behaviour will affect each group differently.

The study will be applied to the Portuguese market, a relatively understudied topic within this context. This is the first study that the author is aware of, that will compare Portuguese brands from the same sector and will try to take conclusions about the impact of their personalities on variables of consumer behaviour.

The motivation to conduct this research was based on two perspectives. On a personal level, it was an opportunity to further explore an area of interest. On an academic level the aim was to increase knowledge regarding consumers' perceptions and interpretations of brand management and the possible strategic applications of brand personality. Additionally, it was also rewarding to contribute to the research based on Portuguese brands.

The thesis is composed of seven chapters: the **first chapter** provides a contextualization of the theme and presents the main problems proposed for investigation; the **second chapter** addresses the most important theoretical constructs regarding brand personality and consumer behaviour, according to the perspectives of the most renown authors; the **third chapter** outlines and justifies the methodology adopted and the rationale behind the brands chosen; The **fourth chapter** describes the statistical analyses undertaken and summarises the results obtained; the **fifth chapter** includes a critical analysis of the results, both at the level of their accordance or not with the existing literature as well as the implications for both brands involved; the **sixth chapter** reflects about the practical implications of this thesis for the fields of marketing and management; and the **seventh chapter**, includes a summary of the main conclusions and their theoretical implications, as well as an identification of the limitations of this work and recommendations for future research.

2. LITERATURE REVIEW

This research examines consumers' perceptions of brand personalities within the same product category, and the impact of the congruence, between those perceptions and consumers' personality, on their levels of purchase intention and satisfaction. In order to do so, the current chapter sets out the basic underlying constructs, through a review of relevant literature pertaining to the concepts of Brand, Brand Management, Brand Personality, Self-Concept, Purchase Intention, and Consumer Satisfaction.

2.1. Brand

2.1.1. Definition

Brands are arguably one of the major symbols of postmodern societies and economies. They are present in our everyday life and penetrate, and influence several of its spheres: economic, social, cultural, sports, even religious (Kapferer, 2008).

The American Marketing Association (AMA) defines brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”. Van Gelder (2003: 16) highlights its managerial impact: “a brand is the translation of the business strategy into a consumer experience that brings about specific consumer behaviour”. From another perspective, it is a direct consequence of market segmentation and product differentiation, while in the mind of consumers it is a trigger with the power to influence purchasing behaviour (Kapferer, 2008).

Thus regardless of the definition proposed, it is consensual that it is possible to identify numerous advantages in building a strong brand. From the point of view of consumers, it is an instrumental variable of consumer behaviour, that functions as a risk reducer and a shortcut device which simplifies product choice (Keller and Lehmann, 2006; Ambroise and Valette-Florence, 2010). While for organizations, it is an essential element to identify and differentiate products or services, a vehicle to communicate with current and potential customers, a legal protection of unique features, and a valuable intangible asset which enhances earnings and the financial value of firms. Consequently, it has a significant impact on the long-term sustainability of a company (Keller, 2003b; Keller and Lehmann, 2006;

Ambroise and Valette-Florence, 2010; Dolatabadi, Kazemi and Rad, 2012; Kotler and Keller, 2012).

In spite of companies' efforts to create brands through marketing programs, ultimately, a brand is something that resides in the minds of consumers (e.g. Keller, 1993; Fournier, 1998; Kotler and Keller, 2012). For them, a brand represents a sum of attributes, benefits, beliefs and values, aggregated by past experiences, associations, and future expectations (Kotler and Pfoertsch, 2006) and therefore, the same brand can have different meanings for different people (De Chernatony and McDonald, 2006).

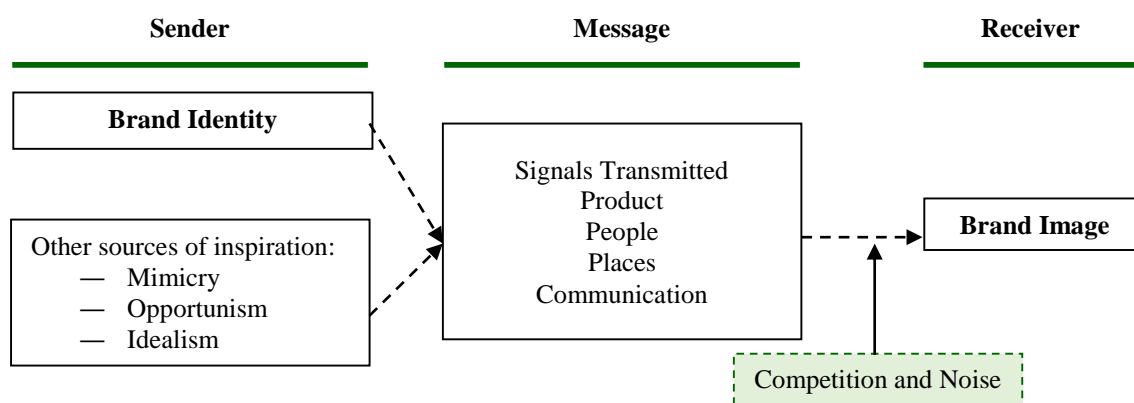
2.1.2. Brand Identity and Brand Image

Brand identity is "a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members" (Aaker, 1996: 68). In other words, it is how a brand wants to be conveyed to its target group (Geuens, Weijters and Wulf, 2009). This construction provides a strategic direction, purpose, and meaning to a brand (Aaker, 1996).

On the other hand, brand image refers to the ideas, feelings, and attitudes that consumers create about a brand (Maurya and Mishra, 2012) as a result of their interpretation of a brand's identity (Geuens, Weijters and Wulf, 2009), and is therefore an individual and subjective mental representation (Davies, Chun, Da Silva, and Roper, 2001; Geuens, Weijters and Wulf, 2009).

According to Boulding (1956 *apud* Maurya and Mishra, 2012), people do not react to reality, but to perceived reality. Then, the challenge for companies is to minimize the gap between brand identity (i.e. the associations they aim to create with the brand) and brand image (i.e. consumers' perceptions of it) (Maurya and Mishra, 2012). As shown in figure 1, the brand image formed by consumers is a result of an aggregation of several sources of information. A brand's identity is represented in several elements, e.g. brand name, visual symbols, products, advertisements, among others. However the message can be adulterated by the competition, noise in the communication, or company messages which are disconnected from the reality of its brand. This can happen if a brand chooses to imitate its competitor (mimicry), if it tries to please and reach everyone (opportunism), or if it tries to project an image of what it ideally would be like, but presently is not (idealism) (Kapferer, 2008).

Figure 1: Brand identity as a precedent of brand image



Source: Kapferer, 2008

Brand identity is a thus durable emission concept which fulfils a strategic role, whereas brand image is a reception concept that can change over time and embodies a tactical role (Kotler and Pfoertsch, 2006).

Nevertheless, the concepts share a common denominator: brand personality (Ambroise and Valette-Florence, 2010). Brand personality is one of the many sources of associations that constitute a brand's image, which in turn is also a subcategory of brand identity (Biel, 1993; Freling and Forbes, 2005a; Ambroise and Valette-Florence, 2010). Kapferer (2008), in his so called Brand Identity Prism, defended that a brand is an identity structure composed by six integrated facets, of which brand personality is one of them. The others include self-image, physique, reflection, relationship, and culture.

Lencastre and Côrte-Real (2010) have incorporated these two visions in their triadic model, based on the concept of brand as a sign. Their goal was to describe the various constituents of a brand and their respective interactions; and as such they created a model with the following three pillars:

- Identity: Multitude of signs that identify a brand. In other words, how a brand is presented, either graphically expressed or by other signs associated with it;
- Marketing: The product or service offered by a brand and the company's marketing actions to support it;
- Response: the different reactions of individuals and markets to the brand, namely top-of-mind associations and cognitive, affective and behavioural responses.

But, in order to create a brand identity and generate a consumer response, a brand has to carefully select its brand elements.

2.1.3. Elements

Brand elements are what allow consumers to identify a brand, enhance their brand awareness and favour unique brand associations that will contribute to differentiate a brand (Keller, 2003b).

The visual identity of a brand is composed by brand elements, namely a logo, a name, a slogan and brand stories (Kotler and Pfoertsch, 2006). Keller (2003b) further complemented these four elements with four more trademarkable devices: URL's, symbols, characters and packaging.

Keller (2003b) also recommended six criteria for choosing brand elements. The elements should be characterized by their: memorability, meaningfulness, likability, transferability, adaptability, and protectability.

Given that a brand is a combination of tangible and intangible, rational and emotional appeals, Plummer (2000) emphasized that a brand can be described according to three classes of characteristics:

- Physical Attributes: characteristics of a brand that can easily be visually identified by any consumer;
- Functional Characteristics: objectively recognized consequences of using a brand;
- Characterizational: personality of a brand as a result of its communication.

2.2. Brand Management

Kapferer (2008: 10) also plays with these three characteristics to define the scope of brand management: “Modern brand management starts with the product and service as the prime vector of perceived value [physical attributes], while communication is there to structure, to orient tangible perceptions [functional characteristics] and to add intangible ones [characterizational].”

Brand personality is an important input for brand management, since it is a source of intangible perceptions that need to be built (Ambroise *et al.*, 2005).

2.2.1. Branding

Branding is thus the activity responsible for creating the intangible benefits, which in today's world have become more valuable than the functional ones.

“Branding is endowing products and services with the power of a brand” (Kotler and Keller, 2012: 265), i.e. inducing the consumer to create a unique mental image of the product or service by broadening his/her knowledge about it, in order to generate trust and confidence (Chernatony and McDonald, 2003; Kotler and Keller, 2012). Therefore, transforming something common into a more valuable and meaningful asset (Kotler and Pfoertsch, 2006).

Branding is intimately connected to the principles of brand strategy, the main goal of which is to indicate the direction and scope of a brand in a long term (Van Gelder, 2003). Brand strategy is the process whereby a company identifies which brand elements are necessary to build an appropriate and feasible brand proposition for the target group (Kotler and Pfoertsch, 2006), involving a holistic approach, since there must be consistency among brand strategy, business strategy, company vision and culture (Van Gelder, 2003).

As a consequence, consumers may evaluate similar products differently based on how they are branded (Kotler and Keller, 2012); because they are able to identify differences in meaning that may be functional, rational, or tangible – related to the product performance of the brand – or symbolic, emotional or intangible – related to what the brand represents (Kotler and Keller, 2012).

This can be a powerful source of a sustainable competitive advantage, since competitors might be able to easily imitate products, processes, and design, but they cannot typically copy the intangible asset that is brand image and the brand-customer relationship (Kotler and Keller, 2012).

2.2.2. Relationship Marketing

Relationship Marketing aims at attracting, maintaining, and enhancing a long-term customer relationship, rather than centring attention on individual transactions (Berry, 1995 *apud* Muniz and O’Guinn, 2001).

According to Hinde (1995 *apud* Fournier, 1998), there are four core conditions that characterize an interpersonal relationship: (i) relationships require reciprocal interaction among participants; (ii) relationships should be meaningful to the people who engage in them; (iii) relationships range across various dimensions and multiple forms, providing a variety of possible benefits for their participants; (iv) relationships evolve and change over a series of interactions and in response to alterations in the contextual environment.

Since brands are social objects, socially constructed, this presumes that consumers are actively involved in that creation (Muniz and O'Guinn, 2001; Sweeney and Brandon, 2006). Although consumers differ in the way they perceive and relate to brands (Fournier, 1998; Muniz and O'Guinn, 2001; Bouhleb, Mzoughi, Hadiji and Slimane, 2011), everyone is capable of establishing a relationship with a brand, in the same way that everyone can create a relationship with other people in a social context (Bouhleb *et al.*, 2011). Nevertheless, the brand also has to be considered an action agent in this bilateral relationship between the person and the brand (Aaker and Fournier, 1995). Marketing mix activities and management decisions should be considered a brand's intentional "behaviours", capable of generating attitudinal, cognitive, and/or behavioural responses on the part of the consumer (Aaker and Fournier, 1995; Fournier, 1998; Sweeney and Brandon, 2006). This duality demonstrates the conceptual definition of a brand-as-partner (Aaker and Fournier, 1995).

From this interaction with individual consumers, it is expected that companies are prepared to adapt their behaviour and to customize their products according to consumers' responses, needs and preferences (Peppers, Rogers and Dorf, 1999). A personalized brand experience¹ is the key to creating a strong and lifetime bond between the company and its current client base, in this way contributing to ensure the long term success of the brand (Keller, 2003b; Solomon *et al.*, 2010).

Consumers offer their trust and loyalty in exchange for the implicit promise that the brand will provide them utility through consistent product performance and appropriate pricing, promotion, and distribution programs. As long as consumers' recognize advantages and benefits from purchasing the brand, and to the extent that they obtain satisfaction from product consumption, they are likely to continue to buy it (Keller, 2003b).

Through the establishment of this type of relationship, the meaning of the brand becomes inseparable from the value of the product itself (Fournier, 1998), thus leading to the ultimate goal: to have consumers so attached to brands that they develop an emotional and interactive relationship with them (Lannon, 1993). Therefore, a brand relationship is a logical extension of brand personality (Blackston, 1992), where a brand's personality plays a central role in establishing a close relationship between consumers and brands (Freling and Forbes, 2005b; Maurya and Mishra, 2012).

¹ "Subjective internal consumer response (sensations, feelings, and cognitions) and behavioral responses evoked by stimuli that are part of a brand's design and identity, packaging, communication, and environments" (Brakus, Schmitt, and Zarantonello, 2009: 53)

2.3. Brand personality

Brand personality “is a set of human characteristics associated with a brand” (Aaker, 1997: 347). For some academics, not every human characteristic can be applied to a brand, so brand personality can better be described as “the unique set of human personality traits both applicable and relevant to brands” (Azoulay and Kapferer, 2003: 151).

This concept, which has its origins in the field of human psychology (e.g. Davies *et al.*, 2001; Wee, 2003; Azoulay and Kapferer, 2003; Lombart and Louis, 2012), is consensually considered both a stimulus for symbolic consumption and an explanatory variable of an affective and emotional consumer-brand relationship (Aaker and Fournier, 1995; Aaker, 1996, 1997; Aaker, Fournier and Basel, 2004; Ambroise and Valette-Florence, 2010); because brand personality incites feelings and emotions that trigger an “emotional rather than an intellectual response” and provoke an “affinity without rationale” for the brand (Biel, 1993; Freling and Forbes, 2005b).

2.3.1. Human Personality

In the field of psychology, human personality is “the dynamic organization within the individual of those psychophysical systems that determine his characteristic behaviour” (Allport, 1961: 28), which means that it “is the way individuals react fairly consistently to a variety of environmental situations” (Plummer, 2000: 79).

Presently, the most recurring theory used to explain human personality is Trait Theory, which defends, as the name implies, that personality can be described by traits (Azoulay and Kapferer, 2003; Lombart and Louis, 2012). Traits are “relatively enduring styles of thinking, feeling, and acting” (McCrae and Costa, 1997: 509), responsible for human behaviour and for providing meaning to human actions and experiences (Plummer, 2000; Lombart and Louis, 2012).

Nowadays, and in light of Trait Theory, human personality tends to be evaluated according to the Big Five Model (e.g. Aaker, 1997; McCrae and Costa, 1997; Sweeney and Brandon, 2006; Geuens, Weijters and Wulf, 2009; Lin, 2010; Achouri and Bouslama, 2010; Lombart and Louis, 2012), namely by the five dimensions – Openness to experience, Consciousness, Extraversion, Agreeableness, and Neuroticism - as explained in table 1.

Table 1: Description of the Big Five Model

Dimensions	Traits	Description
Openness to experience	Intellectual	The extent to which a person is original and intellectually curious. Usually, characterized as having broad interests, willingness to take risks, and tolerance for new ideas and new ways of doing things.
	Imaginative	
	Independent-minded	
Conscientiousness	Orderly	The extent to which a person is careful, scrupulous, and persevering. Suited for individuals who have preference for goal-oriented activities.
	Responsible	
	Trustworthy	
Extraversion	Talkative	The preference for social interaction, activity, and impulsivity. Likelihood of experience positive emotional states about oneself and the world around.
	Assertive	
	Energetic	
Agreeableness	Kind	The tendency to get along well with others, translated into an orientation towards compassion, caring about others, and aversion to antagonism.
	Cooperative	
	Trustful	
Neuroticism	Calm	The ability to cope effectively with negative emotions. In other words, it represents the balance between experiencing positive emotional states versus the view of oneself and the world around negatively.
	Not neurotic	
	Optimistic	

Source: John and Srivastava (1999) *apud* Geuens, Weijters and Wulf, 2009 and Lombart and Louis, 2012; Azoulay and Kapferer, 2003; McCrae and Costa, 1990 *apud* Mulyanegara, Tsarenko, and Anderson, 2007; Betts, 2012.

2.3.2. Anthropomorphism

Anthropomorphism symbolizes “the attribution of human characteristics to non-human things and events” (Freling and Forbes, 2005b). Anyone can easily attribute human characteristics to non-human objects, such as goods, products and services (Aaker, 1997), due to the natural and unconscious tendency of people to anthropomorphise (Lombart and Louis, 2012).

Overall, people feel the need to personify objects according to their own experiences and conceptions (Freling and Forbes, 2005b), in order to facilitate their interactions with the intangible reality (Ambroise *et al.*, 2005; Dolatabadi, Kazemi and Rad, 2012), increase their familiarity and conform to the brand, and reduce risk and uncertainty (Freling and Forbes, 2005b).

Brand Personality materializes an example of anthropomorphism, and consequently of using the metaphor of “a brand as a person” (Aaker and Fournier, 1995). A metaphor states “a similarity between two objects that one does not expect to be associated” (Ang and Lim, 2006: 40) and its goal is to “facilitate the comprehension and communication of complex phenomena by reference to frameworks of understanding that are mutually comprehensible”

(Davies *et al.*, 2001: 115). In the specific case of brand personality, the metaphor helps to visualise abstract intangible assets and characteristics in a more concrete and tangible form (Aaker, 1996). Drawing in this way a parallel between human personality and brand personality (Davies *et al.*, 2001).

2.3.3. Building Brand Personality

Brand personality, like human personality, is a construction that can evolve over time (Ang and Lim, 2006). Although most trait inferences remain stable over time (Aaker, 1997), there are others that can be updated in response to incoming information (Johar, Sengupta and Aaker, 2005; Hassan and Rahman, 2012).

This construction is built and influenced by any direct or indirect interaction that the consumer establishes with the brand (Bouhleb *et al.*, 2011). It is based on consumers' memories related to a brand's associations that are afterwards transformed into inferences about a brand's personality and interpreted within a situational and social context (Freling and Forbes, 2005b; Ambroise and Valette-Florence, 2010). These associations may result both from company actions and from non-firm related sources (Freling and Forbes, 2005b). Therefore, marketers can only control part of the outcome of their brands (Wee, 2004).

For that reason, brand personality must be divided into two different facets reflecting a duality parallel to brand identity and brand image:

- Brand personality statement (the input): what a company wants consumers to think and feel. In other words, the company's communication goals for the brand (Plummer, 2000). To accomplish that, a company resorts to resources such as the product itself, name, packaging, points of sale, among others (Wee, 2004);
- Brand personality profiles (the out-take): what consumers actually do think and feel. Consumers' perceptions of the brand result from an interpretation of a brand's image through experiences, perceptions, misconceptions, value systems, and noise in the system (Plummer, 2000).

All brands have a certain brand personality. Even if a company does not make any investments in this area, consumers will gradually shape one based on their perceptions of it (Jafarnejad, Shahroudi and Mousagholizadeh, 2012). According to literature, there are several variables that can influence an individual's opinion of a brand. The personality traits of the people associated with a brand, for instance, whether they are employees, endorsers or the

stereotype of the user of a specific brand, will directly influence the construction of that brand's personality (Aaker, 1997). Additionally, it is also important to highlight that there are a set of variables that can indirectly impact the perception that a person has of a brand, such as the brand name, logo, colour, shape, country of origin, price, music, packaging, sales promotions, advertising, among others (e.g. Batra, Lehmann, and Singh, 1993; Wee, 2004). Lastly, some authors also emphasize the importance of product category associations and more concretely product-related attributes (Batra, Lehmann, and Singh, 1993).

Nevertheless, an individual's perception of a brand's personality may be contingent upon the level of his/her brand usage and brand experiences (Freling and Forbes, 2005b; Brakus, Schmitt, and Zarantonello, 2009). Users and non-users of a certain brand may perceive the brand's personality fairly differently (Aaker, 1996). Therefore, users have a higher level of direct contact with the brand than nonusers, which means that their quantity and strength of brand knowledge² is greater than that of non-users (Romaniuk, 2008). Analysing the brand personality perceived by customers can be an important tool for maintaining current sales or increasing loyalty, whereas studying the brand personality held by non-users can be important to analyse the potential future brand growth in a situation where the brand wants to expand the size of its customer base (Romaniuk, 2008).

The goal of an effective brand management should be to manipulate a set of intangible brand elements, such as those described above, through the marking-mix, in order to build a strong and positive personality for a brand that will automatically come to the mind of consumers when they consider purchasing within that product category (Batra, Lehmann, and Singh, 1993; Freling and Forbes, 2005b).

2.3.4. Aaker's scale

The work developed by Aaker in 1997 has been one of the most widely used to measure brand personality (Azoulay and Kapferer, 2003; Geuens, Weijters and Wulf, 2009). The framework, designed based on the Big Five Model of human personality, is composed of five dimensions – Sincerity, Excitement, Competence, Sophistication, and Ruggedness - which are in turn divided into fifteen facets and forty two traits, as shown in table 2. It was intended to be used across different products and services categories (Aaker, 1997).

² "Product knowledge refers to consumer memories and/or understanding related to the product" (Wang and Yang, 2008)

Table 2: Aaker's Brand Personality Scale

Dimensions	Facets	Traits
Sincerity	Down-to-earth	Down-to-earth, family-oriented, small-town
	Honest	Honest, sincere, real
	Wholesome	Wholesome, original
	Cheerful	Cheerful, sentimental, friendly
Excitement	Daring	Daring, trendy, exciting
	Spirited	Spirited, cool, young
	Imaginative	Imaginative, unique
	Up-to-date	Up-to-date, independent, contemporary
Competence	Reliable	Reliable, hardworking, secure
	Intelligent	Intelligent, technical, corporate
	Successful	Successful, leader, confident
Sophistication	Upper class	Upper class, glamorous, good looking
	Charming	Charming, feminine, smooth
Ruggedness	Outdoorsy	Outdoorsy, masculine, western
	Tough	Tough, rugged

Source: Aaker, 1997

This measurement, known as the Brand Personality Scale, includes not only human personality traits, but also demographic characteristics (sex, age, and socioeconomic status) and lifestyle preferences (activities, interests, and options) (Dolatabadi, Kazemi and Rad, 2012).

Although this scale had its origins in the Big Five Model of human personality, only three dimensions have a correspondence between the two models: *Sincerity* with *Agreeableness*, *Excitement* with *Excitement*, and *Competence* with *Conscientiousness* (Aaker, 1997). The author concluded that although some dimensions of human personality may be reflected in brands, others may not (Aaker, 1997). Therefore, it was necessary to include two new dimensions related to aspirational traits: *Sophistication* and *Ruggedness* (Aaker, 1997; Sweeney and Brandon, 2006).

2.3.5. The impact of Culture

A brand, as consumption symbol, can serve as carrier of culture embedded in its values and beliefs (Aaker, Benet-Martínez and Garolera, 2001). Culture can be defined as “a broad, domain-general, and stable set of value tendencies (...). In this light, the portrayal of culture is of an abstract, encompassing structure, one that is often indexed by nationality and examined

in light of its influence on individuals' behaviour" (Aaker, Benet-Martínez and Garolera, 2001: 492). It is also described as "a network of shared meaning that influences how social perception is organized, from the way commercial symbols are seen to how human personality is described and even experiences" (Aaker, Benet-Martínez and Garolera, 2001: 506)

The cultural-specific connotations of a brand are intrinsic mostly in its abstract qualities which provide symbolic meaning to consumers (Aaker, Benet-Martínez and Garolera, 2001). As a consequence, it has been shown that culture also influences brand personality dimensions, since the process of developing it involves a "transfer of cultural meaning" onto the brand whereby meanings of social and cultural symbols, values and beliefs are also transferred (Aaker, Benet-Martínez, Garolera, 2001; Sung and Tinkham, 2005).

Among members of the same culture, studies have shown a noteworthy consistency regarding the perceived personality of popular brands (Aaker, Benet-Martínez, and Garolera, 2001). As such, some authors defend that brand personality scales should be developed within the context of a society, since the same brand can carry different symbolic messages depending on the context (Lee and Rhee, 2008).

For example, individualistic cultures (e.g. the United States) value independence, autonomy, and uniqueness; therefore consumers are more likely to use brands to express how they are different from peers of their in-group (Markus and Kitayama, 1991; Aaker, 1997). Whereas collectivist cultures (e.g. China) value interdependence, conformity, and similarity, so consequently consumers are more likely to use brands to express how they are similar to members of their in-group (Markus and Kitayama, 1991; Aaker, 1997).

The interpretation of a brand's personality will be contingent on the particular "cultural lens" through which the brand is being observed (Aaker, Benet-Martínez and Garolera, 2001). Therefore, Aaker's Brand Personality Scale may not be appropriate for measuring the personality of brands in different cultural contexts (Aaker, 1997); due to dissimilar interpretations of the symbolic use of brands across cultures (Aaker and Schmitt, 1997 *apud* Aaker, 1997). As a result, in the last decade academics have been developing new scales tailored to different cultures, such as Aaker *et al.* (2001) for Japan and Spain and Lee and Rhee (2008) for South Korea.

2.3.6. The impact of Product Category

Some researchers defend that not only brands have a personality, but in the same way, an entire product category (e.g. beverages) or subcategory (e.g. water, wine, beer, milk) can have personalities (Batra, Lenk and Wedel, 2010).

In 1986, Levy (*apud* Batra, Lenk and Wedel, 2010) highlighted that “a primary source of meaning is the product (category) itself”. These findings suggest that the perception of a brand’s personality is influenced not only by its own idiosyncratic brand personality aspects, but also by the personality of its overall product or service category (Batra, Lenk, and Wedel, 2010). This also proposes it might be difficult to separate the associations that a brand generates, from the associations encouraged by the product category as a whole (Romaniuk and Sharp, 2000; Batra, Lenk, and Wedel, 2010)

On the other hand, there are authors that believe that the concept of brand personality is a crucial mean of differentiation between brands in the same product category (e.g. Plummer, 2000; Ambroise *et al.*, 2005; Ambroise and Valette-Florence, 2010) and it does not make sense if it is unable to capture the immaterial entity that is partially dissociable from the product it represents (Ambroise and Valette-Florence, 2010). For example Freling and Forbes (2005a) consider brand personality an essential resource to differentiate competing brands in a product category where the intrinsic product attributes are difficult to distinguish and evaluate, for example bottled waters.

Ambroise *et al.* (2005) consider the possibility of brand personality being more relevant for some products categories than others, as a result of the self-expression purpose of brands, i.e. in people’s expressing themselves and their individuality through brands. But this possibility may also be connected to the classification of the products in utilitarian and symbolic, where:

- Utilitarian products: provide a rational appeal and offer cognitive-oriented benefits (Woods, 1960 and Holbrook, 1986 *apud* Ang and Lim, 2006), such as medication or mineral water (Ang and Lim, 2006). Their tangible attributes are the source of value to the consumers (Hirschman, 1980 *apud* Ang and Lim, 2006);
- Symbolic products: are consumed for sensorial gratification (Woods, 1960 *apud* Ang and Lim, 2006), affective purposes, fun and enjoyment (Holbrook, 1986 *apud* Ang and Lim, 2006). They are also products that are used to enhance the consumer’s image in a social context, since they carry an important social meaning (Solomon, 1983 *apud*

Ang and Lim, 2006). Examples of this category of product are designer jeans and cologne (Ang and Lim, 2006).

The classification of products usually has an impact on the formation of their brand personality, since symbolic products and utilitarian ones tend to have different personalities due to their different usage (Ang and Lim, 2006). Symbolic products tend to be perceived as more sophisticated and exciting, but less sincere and competent than utilitarian ones (Ang and Lim, 2006).

2.4. Self-Concept

In the mid 60's, the self-concept emerged in the marketing field (Achouri and Bouslama, 2010), as consumer behaviour³ researchers tried to find out which links a consumer seeks to create between the image of a product and his/her own image (Brée, 1994 *apud* Achouri and Bouslama, 2010). Later the self-concept was considered to have a pivotal role in human behaviour (Zinkhan and Hong, 1991).

According to Rosenberg (1979: 9 *apud* Govers and Schoormans, 2005), the self-concept should be characterised as “the totality of the individual’s thoughts and feelings having reference to himself as an object”. Several years later, L’Ecuyer (1994 *apud* Achouri and Bouslama, 2010) proposed a more complete definition, where the self-concept is “the way a person perceives himself, to a set of characteristics, personal features, roles and values, etc. that the person attributes to himself, evaluates – positively or negatively – and recognizes as being part of himself, to the intimate experience of being and recognizing oneself despite changes”.

The concept can be studied according to different perspectives, as a one-dimensional construct or as a multi-dimensional construct (Govers and Schoormans, 2005).

In a multiple construct, it is possible to identify four types of self: (i) actual self, how an individual perceives himself/herself; (ii) ideal self, how an individual would like to perceive himself/herself; (iii) social self, how an individual believes he/she is seen by others; and (iv) ideal social self, how an individual would like to be seen by others (Jamal and Goode, 2001). This multiplicity of selves assumes that the self is an adaptable construction induced by the

³ Consumer behavior “is the study of the processes involved when individuals, or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires” (Solomon *et al.*, 2010).

fact that people act differently in different social situations when influenced by social roles (Sirgy, 1982; Aaker 1996, 1999).

According to Baumeister (1998 *apud* Govers and Schoormans, 2005), this division may lead to the loss of meaning of the concept. So the current research will adopt the single construct of the self which only focuses on the actual self-concept, as has been suggested by many authors (e.g. Bellenger *et al.* 1976, Birdwell, 1968, Grubb and Hupp, 1968, Grubb and Stern, 1971, Hughes and Guerrero, 1971 *apud* Govers and Schoormans, 2005).

2.4.1. Self-image Congruity

The transposition of this concept to marketing occurred with Self-image Congruity theory (Sirgy, 1986), which defends that consumers mentally compare their own self-concept with the product-user image of a product (the stereotypic image of the product user) (Sirgy, Grewal, Mangleburg, Park, Chon, Claiborne and Berkman, 1997). Thus, self-image congruity represents a match between the consumers' self-concept and a product's user image (Sirgy *et al.*, 1997).

In a similar paradigm, scholars (e.g. Aaker, 1996; Malär, Krohmer, Hoyer, and Nyffenegger, 2001) have applied the self-image congruity framework to the study of brand personality by simply substituting the construct of product-user image by brand personality (Parker, 2009). Many authors in fact propose that congruity with product-user image and congruity with brand personality are theoretical transposable. Although literature clearly distinguishes the concepts (e.g. Aaker, 1996; Plummer, 2000; Ambroise and Valette-Florence, 2005), many studies use the terms interchangeably, since brand personality and product-user image are complementary constructs of brand image (Parker, 2009). Throughout the research the self-image congruity will be composed by a brand's personality and the consumer's self-concept.

Marketers became increasingly interested in this area of study after discovering that consumers choose brands whose personality are similar to their own self-image (e.g. Dolich, 1969; Aaker, 1999; Govers and Schoormans, 2005; De Chernatony and McDonald, 2006). Some defended that brand personality can play a key role in the "for me" choice (Plummer, 2000). The idea is that consumers develop affinities with brands according to their ability to fulfil their personality and identity motivations. Therefore self-image congruity can also contribute to increase emotional brand attachment (Fitzsimons, Chartrand, and Fitzsimons, 2008; Malar, Krohmer, Hoyer; and Nyffenegger, 2011). The conclusion drawn is that

consumers prefer brands that in addition to satisfying their needs, are also associated with a symbolic meaning that allows an individual to express his or her own self-concept (e.g. Dolich, 1969; Sirgy, 1982; Aaker 1999; Ambroise *et al.*, 2005)

Some researchers further propose that the effects of the congruence between the brand personality and self-concept might affect consumers' behaviour (Ambroise *et al.*, 2005). In addition to influencing product preferences, it has also been shown that self-image congruity influences purchase intention, purchase behaviour, product satisfaction, and product loyalty (e.g. Levy, 1959; Dolich, 1969; Sirgy, 1982; Ericksen, 1996; Sirgy *et al.*, 1997). The impacts on purchase intention and product satisfaction will be studied in more detailed in the next sections.

Once more, it has been shown that also with this concept there is a significant difference between users and non-users perspectives of a brand. Results show that there is a stronger correlation between the self-concept and brands used than between the self-concept and brands not used (Sirgy, 1982; Aaker and Fournier, 1995).

The existence of this correlation provides managers with a strategic tool which potentially provides them with a basis for market segmentation, insights concerning their positioning, inputs for advertising, and which can consequently improve or strengthen the management of their brands (Sirgy *et al.*, 1997; Achouri and Bouslama, 2010).

2.5. Purchase Intention

Purchase intention is “an expressed attitude concerning a future choice behaviour and of economic decision” (Marketing Dictionary), concretely in the case of a brand, it is “an individual's conscious plan to make an effort to purchase a brand” (Spears and Singh, 2004: 56).

The literature and the business world have been using purchase intention as a predictor of consumers' actual purchasing behaviours, and consequently as a way to evaluate if a consumer has the potential to remain loyal to a brand or not (Zeithaml, Berry and Parasuraman, 1996; Grewal, Krishnan, Baker, and Borin, 1998).

Following the same line, Fishbein and Ajzen (1975 *apud* Vala and Caetano, 1993) created the model of Reasoned Action that proposes that the behaviour of an individual is the result of an

intention, which in turn is determined by an attitude in regard to that behaviour, and subsequently the attitude derives from beliefs about the behaviour.

2.5.1. Attitudes

An attitude represents a relatively enduring “individual’s internal evaluation of an object” (Mitchell and Olsen, 1981: 318) that may be characterised by three points (Spears and Singh, 2004):

- It is directed at objects, which may be people (including oneself), objects, brands, advertisements or issues (Giner-Sorolla, 1999 *apud* Spears and Singh, 2004; Baron and Byrne, 1987 *apud* Solomon *et. al.*, 2010);
- It has an evaluative nature, since there is an “imputation of some degree of goodness or badness” to the object (Eagly and Chaiken, 1993; 3 and Giner-Sorolla, 1999 *apud* Spears and Singh, 2004);
- It is an internal state individually created (Mitchell and Olson, 1981).

Particularly an attitude towards a brand is “a relatively enduring, unidimensional summary evaluation of the brand that presumably energizes behaviour” (Spears and Singh, 2004). Although attitudes energize behaviours, it is important to highlight that the fact that one holds a favourable attitude towards a brand will not always result in an actual behaviour (for example, purchase behaviour), since comparable or greater attitudinal extremity toward other brands must also be taken in account (Dick and Basu, 1994).

2.5.2. ABC Model

Although there are new models that explain attitudes as a one-dimensional construct based on the affect attached to a brand (Machado, Lencastre, Carvalho and Costa, 2011), the traditional and most commonly used model illustrates attitudes according to three categories (Dick and Basu, 1994; Solomon *et. al.*, 2010):

- Cognitive: Associated with informational determinants, also known as beliefs a consumer has about a brand;
- Affective: Associated with feeling towards a brand, in other words, how a consumer feels about a brand;
- Behaviour: Associated with behavioural dispositions towards a brand, that is a person’s intention to do something with regard to a brand.

The model underlines the interconnectedness between knowing (cognitive), feeling (affective) and doing (behaviour) (Solomon *et. al.*, 2010). However their relative importance to consumers will depend on their level of motivation with regard to the brand, as explained by the theory of hierarchy of effects (Solomon *et. al.*, 2010) in table 3.

Table 3: Explanation of the theory of Hierarchy of Effects

Hierarchy	Attitude based on	Description of the hierarchy
1. Cognition 2. Affect 3. Behaviour	Cognitive information processing	The standard learning hierarchy: consumers create beliefs about a brand by searching a lot of information and accumulating knowledge about its relevant attributes (cognition). Then, they evaluate this cognition and form feelings about a brand (affect). Only after this evaluation, consumers engage in a relevant behaviour, such as buying the brand (behaviour). This hierarchy assumes that the product is important for consumers, and therefore he/she is highly involved in making a purchase decision,
1. Cognition 2. Behaviour 3. Affect	Behavioural learning processes	The low-involvement hierarchy: consumers have limited information about a brand (cognition), but still decide to purchase it (behaviour). Only afterwards an evaluation is carried out, so the consumers' choice is reinforced by positive or negative experiences with the product after purchase (affect). This attitude typical occurs when the product is not relevant for the consumers.
1. Affect 2. Behaviour 3. Cognition	Hedonic consumptions	The experiential hierarchy: consumers are motivated to act by their emotional reaction to a brand (affect), which means that attitudes can be strongly influenced by intangible product attributes (e.g. package design, advertising, brand name). The focus of consumers will be on how the brand will make them feel. Then consumers engage in behaviour (behaviour) and subsequently in an evaluation (Cognition). This sequence is typical of products which deliver expressiveness or pleasure rather than functional benefits.

Sources: Lavidge and Steiner, 1961, Erickson, Johansson and Chao, 1984, Ray, 1973, Mittal, 1988 *apud* Solomon *et. al.*, 2010; Solomon *et. al.*, 2010

Some authors defend that attitudes and even the actual behaviour, namely purchasing behaviour, are also tailored by the influence of other people, norms and situational factors (Dick and Basu, 1994; Solomon *et. al.*, 2010). However, if these influences contradict ones initial attitude, the stronger the attitude towards a brand, the more likely the consumer is to overcome them (Dick and Basu, 1994).

Additionally, Vala and Caetano (1993) defend that attitudes are influenced by: (i) beliefs and values regarding the object and consequently the resulting evaluations; social groups relevant for the individual; (ii) information derived from past experiences, based on the level of contact and knowledge regarding the object, and (iii) future expectations which will allow

anticipating future needs. In turn, intentions will result from the attitude formed and once more by the social influence and information regarding the past and the future behaviours.

Over the years, researcher have been attempting to identify which may be the inputs that trigger this process, and some of them believe that the self-image congruity may have been one of the factors.

2.5.3. Purchase Intention and Brand Personality

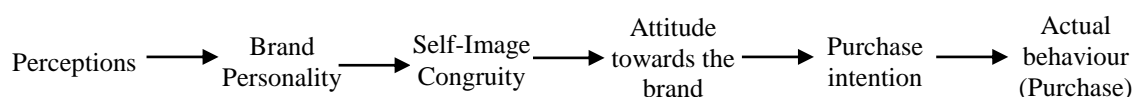
Academics have explored the possible relationship between the self-image congruity and perceptions, preferences and behaviour (Mulyanegara, Tsarenko and Anderson, 2009).

Studies have proven that there is a significant relationship between self-image congruity and brand preferences, since the greater the congruence, the greater the preference for that brand (e.g. Dolich, 1969; Sirgy, 1982; Zinkhan and Hong, 1991; Ericksen, 1996; Aaker, 1999; Jamal and Goode, 2001; Govers and Schoormans, 2005). Additionally, some authors propose that this congruence is also a driver of purchase intention (Landon, 1974; Sirgy 1982; Ericksen, 1996; De Chernatony and McDonald, 2006).

These relationship can be explained by the fact that purchases are not only motivated by functional benefits, but also by what they mean; and brands say something about those who consume them (Ericksen, 1996; Schultz, and De Chernatony, 2002). Then, in a purchase decision an unconscious assessment of the symbolism of the brand is made (Ericksen, 1996). When consumers choose a brand that has a personality similar to their self-concept, they are using it as a non-verbal vehicle of self-expression (Ericksen, 1996; Aaker, 1999), i.e. they are using their brand selection to communicate to others the type of person they are.

In conclusion, brand personality is built based on consumers' perceptions formed by consumer experiences, marketing communication and word of mouth. They are more important than objective reality because perceptions are the ones shaping attitudes and purchase behaviour (Ambroise *et al.*, 2005), as show in figure 2. The perceptions created by the consumer will originate an evaluative process that may lead to perceived congruence between the personality of the consumer and the personality of a brand. Then, the congruence will originate an attitude towards a brand that may result in purchase intention and possibly in an actual behaviour (Ericksen, 1996).

Figure 2: Influence of brand personality on purchase intention



Source: Author

Additionally, some believe that brand personality will also positively influence brand trust, brand attachment, and brand commitment (Bouhleb *et al.*, 2011), key variables for building a long-term consumer-brand relationship, that can consequently impact future purchase intention (Bouhleb *et al.*, 2011). Trusting and committed consumers more easily repurchase the same brand (Hess, 1995; Hiscock, 2001 *apud* Bouhleb *et al.*, 2011) because they associate a good feeling with being a customer of that particular brand and also because their personal identity was reinforced (Szymarowski and Bush, 1987 *apud* Bouhleb *et al.*, 2011).

However, there is another line of investigation which claims that there is not sufficient evidence to conclude that brand personality has an impact on the preference and behaviour of consumers (Mulyanegara, Tsarenko, and Anderson, 2009; Lombart and Louis, 2012). Therefore, the present study proposed to extend the empirical evidences regarding this possible impact.

2.6. Consumer Satisfaction

The satisfaction of the wants and needs of consumers is one of the main purposes of economic and marketing processes (Chon and Olsen, 1991). Subsequently understanding the mediating role of satisfaction between consumers' pre-exposure and post-exposure attitudinal components has been one of the areas of interest of consumer behaviour's academics (Oliver, 1980; Westbrook and Oliver, 1991).

Satisfaction can be described as "a post choice evaluative judgement" (Westbrook and Oliver, 1991: 84). Complementarily, consumer satisfaction can be defined as "a positive feeling a consumer has after a consumption experience, and springing out of a comparison between the expectation from a product or a service and the performance perceived from it" (Achour, 2006 *apud* Achouri and Bouslama, 2010).

It is commonly accepted that satisfied consumers, who predict reduced uncertainty and opportunity cost of staying with the same brand, have a higher likelihood of repeating the

brand choice (Zeithaml, Berry and Parasuraman, 1996; Jamal and Goode, 2001; Bouhlef *et al.*, 2011). Additionally they are more likely to try a new brand extension, to recommend it to others, are more reluctant in experimenting competitors' products and less sensitive to price (Reynolds and Beatty, 1999; Reynolds and Arnold, 2000, East, 1997 *apud* Jamal and Goode, 2001; Fitzell, 1998 *apud* Torres-Moraga, Vásquez-Parraga, and Zamora-González, 2008).

Therefore, satisfaction is also considered an essential precursor of customers' loyalty (e.g. Fornell, 1992; Zeithaml, Berry and Parasuraman, 1996; Fitzell, 1998; Reynolds and Beatty, 1999; Sivadas and Baker-Prewitt, 2000) and an important source of profitability that should be closely monitored (Anderson, Fornell and Lehmann, 1994 *apud* Solomon *et. al.*, 2010).

2.6.1. Types of Satisfaction

Within consumers' satisfaction, it is possible to distinguish two types of satisfaction: transaction-specific satisfaction and overall satisfaction (Anderson, Fornell, and Lehman, 1994).

Transaction-specific satisfaction is an immediate post-purchase evaluative judgement referring to the most recent transactional experience with a brand (Olivier, 1993). Whereas overall satisfaction is "an overall evaluation based on the total purchase and consumption experience with a good or service over time" (Anderson, Fornell, and Lehmann, 1994). It is a cumulative construction based on the level of satisfaction of all experiences with a specific company, including products, services, physical facilities, and people, among others (Czepiel, Rosenberg, and Akerele, 1974 *apud* Garbarino and Johnson, 1999). In the context of this study, the concept of overall satisfaction will be used.

2.6.2. Expectations

Expectations are crucial pillars in consumers' satisfaction; they constitute a "frame of reference about which one makes a comparative judgement" (Oliver, 1980: 460).

Most of the models postulate that if the outcome of this comparison is judged to fall short of expectations, consumers will be dissatisfied. If it equals the expectation, they will be satisfied, and if it exceeds the expectation, consumers will be highly satisfied or delighted (Oliver, 1980; Kotler and Keller, 2012).

These expectations are based on consumers' beliefs about product performance, past experiences, interpretation of the brand's communication and social referents, but they also include expectations regarding the alternative choices that were not bought (Oliver, 1980; Churchill and Surprenant, 1982; Kotler and Keller, 2012).

In order to fulfil consumer expectations and consequently consumers' satisfaction, a brand will have to provide quality and value to consumers (Solomon *et. al.*, 2010).

2.6.3. Satisfaction and Brand Personality

The impact of brand personality in post-purchase behaviour, namely consumer satisfaction, is still a relatively unexplored area (Sirgy *et al.*, 1997; Jamal and Goode, 2001).

The few studies undertaken conclude that self-image congruity may be a predictor of consumers' satisfaction (Chon and Olsen, 1991; Jamal and Goode, 2001). Research shows that there is a positive relationship between the congruence of brand personality and self-concept with consumer satisfaction (Chon and Olsen, 1991; Sirgy *et al.*, 1997; Jamal and Goode, 2001), which means that consumers with higher levels of self-image congruity with a particular brand (i.e. consider their personality similar to the personality of the brand) are likely to present higher levels of satisfaction (Chon and Olsen, 1991; Jamal and Goode, 2001).

This relationship can be explained by the fact that the most congruent people create an emotional bond with a brand that enhances their self-esteem motive and reinforces their self-consistency motive (Chon and Olsen, 1991).

Brands must be aware of this enabler of satisfaction, since the most satisfied consumers act based on their emotional state rather than just on rational preferences (Kotler and Keller, 2012).

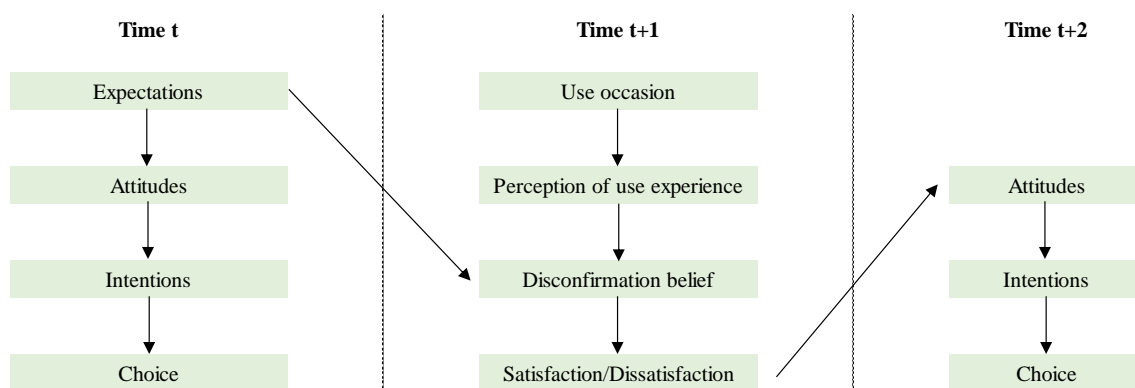
2.6.4. Satisfaction and Purchase Intention

Customer satisfaction is a widely recognised key precursor of consumers' purchase intention (e.g. Oliver, 1980; Jamal and Goode, 2001; Lombart and Louis, 2012), and there is even evidence of a relationship with actual purchase behaviours (Donio', Masari, and Passiante, 2006).

The relationship between these two constructs is documented in models of loyalty, which consider a satisfactory purchase experience a requirement of continuing interest in a brand and in possible repeated purchases (e.g. Dick and Basu, 1994; Oliver, 1993; Donio', Massari, and Passiante, 2006). Consequently, loyal customers foresee the reduced uncertainty and opportunity cost of staying with the same brand (Bouhleb *et al.*, 2011).

This inextricable relationship is explained by the confirmation/disconfirmation paradigm associated with the model of reasoned action, illustrated in figure 3. At a t time, a purchase is made according to a process that evolves from expectations until the choice of a brand. Later, in the moment $t+1$, the brand is used and a perception of its performance is formed. Automatically, the consumer will evaluate the experience by comparing the actual performance with his/her initial expectations. If the consumer becomes satisfied, this will influence post-purchase attitudes and make it more likely he/she will intend to engage in repeated purchases (Oliver, 1980; Cadotte, Woodruff, and Jenkins, 1987; Donio', Masari, and Passiante, 2006).

Figure 3: Confirmation and Disconfirmation paradigm

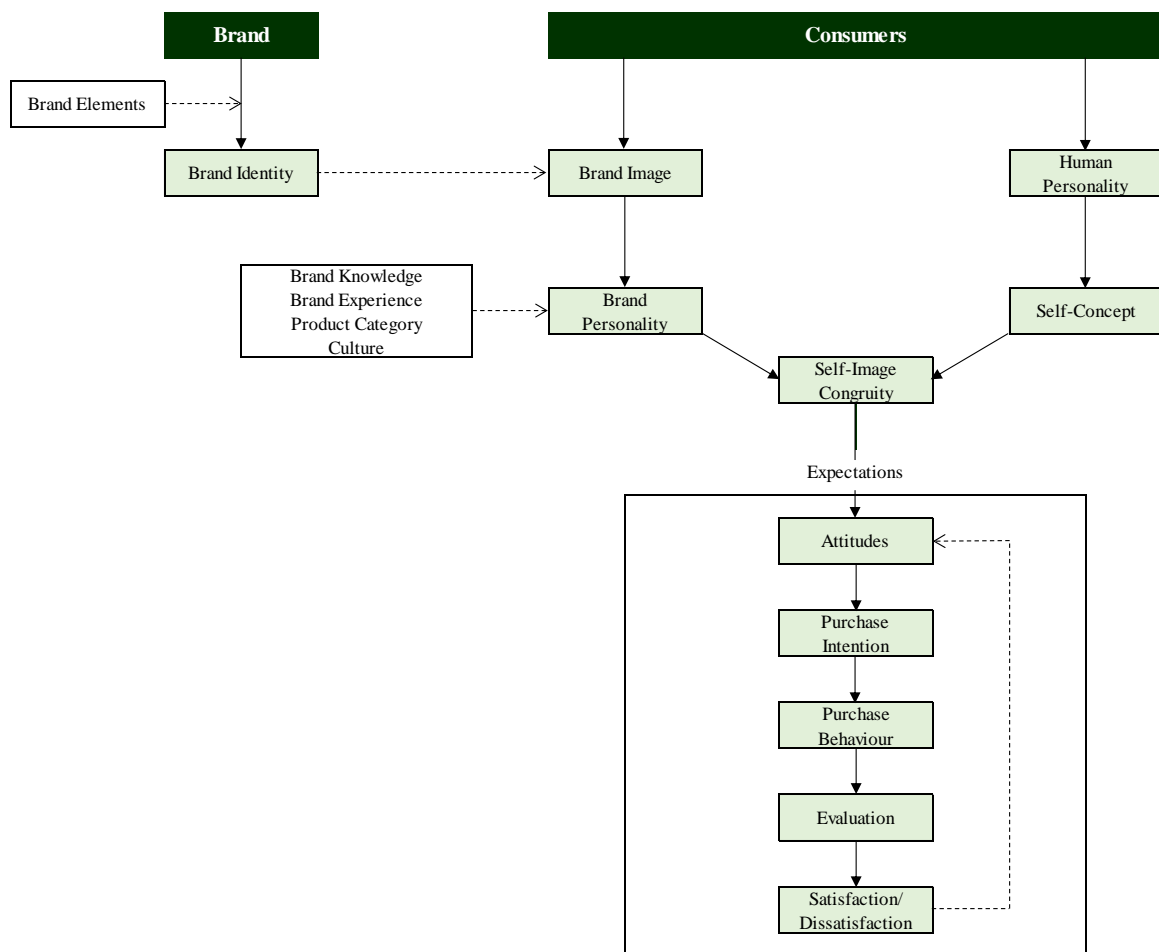


Source: adaptation of Oliver (1980) and Cadotte, Woodruff, and Jenkins (1987)

Thus, recurrent satisfaction will tend to originate “a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing effects having potential to cause switching behaviour” (Oliver, 1999: 34; Donio', Masari, and Passiante, 2006). This effect is also known as loyalty.

In conclusion, figure 4 summarises the theoretical topics studied, as well as, their relationships. This overview of the literature demonstrate that despite the importance and mounting interest in the topic of brand personality, there are still several ambiguities regarding the role of brand personality as a source of differentiation within a competitive advantage. Additionally, it is also clear that, despite its valuable potential, there still a lack of empirical research analysing the impact of self-image congruity on consumer behaviour, namely on purchase intention and satisfaction. Therefore, the present research will explore these topics.

Figure 4: Summary of the main topic of the literature review



Source: Author

3. METHODOLOGY

In this chapter, the research question and its derived hypothesis, which were formulated taking into consideration the existing literature, will be presented. Afterwards, the design and application of the research will be explained and justified, and finally the procedures adopted to collect and analyse the data will be specified.

3.1. Research Question and Hypotheses

The study undertaken belongs to the field of marketing research which is defined as “the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of improving decision making related to the identification and solution of problems and opportunities in marketing”(Malhotra, 2007: 7). More concretely, the author proposes to resort to a problem solving research to contribute to increase the empirical knowledge regarding the consequences of brand personality on consumers’ behaviour (Malhotra, 2007).

The goal of this research was to evaluate the relevance of brand personality as a strategic tool for companies by answering to the questions: **Are consumers able to perceive differences in brand personality within a utilitarian product category? And can the congruence between brand personality and the self-concept have an impact on consumers’ behaviour (purchase intention and satisfaction)?**

Taking into account the literature review, four concepts were considered key to answering this research question: *Brand personality*, *Self-concept*, *Purchase intention* and *Satisfaction*. By relating each one of them, five hypotheses were formulated to investigate the problem.

Firstly, it was analysed the extent to which different perceptions about a brand’s personality can be formed by consumers. Some authors claim that it is difficult for a consumer to perceive different brands’ personalities within the same product category due to the existence of a *halo effect* (Romaniuk and Sharp, 2000). According to Nielsen Norman Group, the halo effect is a “social-psychology phenomenon that causes people to be biased in their judgements by transferring their feelings about one attribute of something to other, unrelated, attributes”. This ideology of thinking argues that the personality of a brand has in its product category a primary source of information, meaning and perceptions (Levy, 1986 *apud* Batra,

Lenk, and Wedel, 2010). Therefore, it is difficult to distinguish associations that result exclusively from a specific brand from those that it gets simply because of the product category that it belongs to (Romaniuk and Sharp, 2000; Batra, Lenk, and Wedel, 2010), especially when resorting to trait-based brand personality scales (Lee and Rhee, 2008; Batra, Lenk, and Wedel, 2004). For example, in the research of Romaniuk and Ehrenberg (2003), brands with the highest scores on the category *Energetic* were energizer drinks, while others with the highest score on *Sensuous* were ice-cream brands. These authors support the perspective that all brands in a product category are perceived similarly (Lee and Rhee, 2008; Romaniuk, 2008). Consequently, some prefer to talk in a product categories or subcategories personality rather than brand personality (Batra, Lenk and Wedel, 2010).

On the other hand, there are several authors defending that brand personality is able to capture the immaterial identity particular of a brand, which is dissociable from its product category (Ambroise and Valette-Florence, 2010). Therefore, it should be considered a potential source of competitive advantage, materialized in an essential tool to differentiate a brand from its competitors, even in a product category with indistinguishable features (e.g. Plummer, 2000; Freling and Forbes, 2005a; Ambroise *et al.*, 2005; Ambroise and Valette-Florence, 2010).

So the first hypothesis tests whether brands from the same product category can have different personalities:

H₁: Brands from the same product category can have different brand personalities.

Additionally, there is also little evidence regarding the effect of consumers' brand knowledge and brand interactions on ones perception about a brand's personality (Freling and Forbes, 2005b; Romaniuk, 2008; Brakus, Schmitt, and Zarantonello, 2009). Little has been explored, but early research defended that users and nonusers of a particular brand would perceive its personality quite differently (Aaker, 1996). Brand users have a larger direct experience with the brand, which means that the quantity and strength of brand knowledge should be greater (Romaniuk, 2008). Romaniuk (2008) also concluded that most non-users have neutral opinions regarding a brand.

Then, the second hypothesis attempts to distinguish the perceptions of users and non-users of a brand:

H₂: Users and non-users of a brand attribute different personalities to it.

Parallel to trying to understand how brand personality is perceived, another stream of investigation tries to determine its consequences. One of the possibilities which has been studied is the impact of brand personality, mediated by the effect of the self-image congruity, on consumers' behaviour.

There are other researchers who think that there is not enough empirical evidence to validate brand personality as a predictor of preferences and intentions (Mulyanegara, Tsarenko and Anderson, 2009; Lombart and Louis, 2012). Nevertheless, over the years some researchers have shown that consumers prefer and select brands whose personalities have, to some degree, similarities with their own self-concept (e.g. Dolich, 1969; Sirgy, 1982; Ericksen, 1996; Aaker, 1999; Jamal and Goode, 2001; Govers and Schoormans, 2005), since consumption choices may have a self-expressive purpose to highlight some aspects of their own personality in social interactions (Aaker 1999; Ericksen, 19956). While others even demonstrated that self-image congruity has a positive and direct effect on purchase intention (Landon, 1974; Sirgy, 1982; Ericksen, 1996).

Through the third hypothesis, it is ascertain if brand personality can have an impact on consumers' behaviour by studying if the congruence between the personality of a certain brand and the self-concept is positively related to future purchase intention of that brand:

H₃: congruence between brand personality and self-concept is positively related to consumers' future **purchase intention** towards that brand

Another important consequence of this congruence, still within the scope of consumers' behaviour, may be its impact on consumers' satisfaction.

Chon and Olsen (1991) and Jamal and Goode (2001) suggest that self-image congruity is a precursor of consumers satisfaction. However, this possible relationship has not been thoroughly discussed yet. As far as it is known, only Chon and Olsen (1991), Sirgy *et al.* (1997), and Jamal and Goode (2001) have studied the effect of self-image congruity on consumer's satisfaction, with all three studies uncovering a significant positive relationship between the two concepts.

Therefore, the fourth hypothesis aims to contribute to this relative unexplored link:

H₄: Congruence between brand personality and self-concept is positively related to consumers' **satisfaction** with the brand.

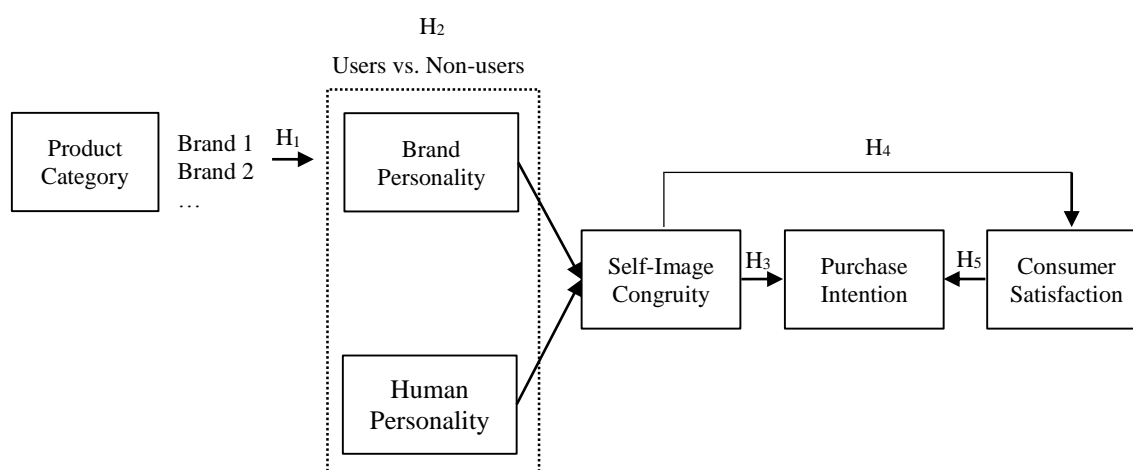
The connection between these two constructs of consumer behaviour (purchase intention and satisfaction), has been widely studied as a mean of predicting consumer behaviour. Given the difficulties of measuring purchasing behaviour directly, academics have typically resorted to intentions as a proxy measure of behaviour. It has been suggested that intentions are formed by attitudes, which in turn are affected by consumers' satisfaction (Oliver, 1980; Lombart and Louis, 2012).

The most used models of loyalty state the well-established idea that satisfied consumers will intend to buy the brand again (Oliver, 1980, 1993; Dick and Basu, 1994; Jamal and Goode, 2001; Donio', Massari, and Passiante, 2006; Lombart and Louis, 2012), since those consumers foresee reduced uncertainty and opportunity cost of staying with the same brand (Bouhleb *et al.*, 2011). Lastly, with the fifth hypothesis this study aims to show that also in the context of this research, consumer's satisfaction is a precursor of purchase intention.

H₅: Consumers' **satisfaction** with a brand is positively related to future **purchase intention** towards that brand

Figure 5 outlines the interactions proposed among the variables under analysis.

Figure 5: Conceptual framework



3.2. Product Category and Brands' selection

Since the goal of the study was to analyse how two firms directly competing for the same consumers can have different profiles of brand personality and in this way increase consumer's satisfaction and purchase intention, two brands from the same sector were selected.

The choice of the brands obeyed to some rules. The brands had to be well-known of the general public and the product category had to involve repeated purchases. In addition, it was of interest that the product category do not involve any form of contractual agreements or fixed loyalty period, such that the consumer would be free to choose between competing brands in each purchase.

As such, two renowned Portuguese brands from the Portuguese sparkling water market were chosen, namely Pedras and Frize. The choice fell on this market since its products are almost undifferentiated and, in most of the cases, consumers do not recognise or value their functional differences. Then the brands selected belong to the category of the utilitarian products (as indicated by Ang and Lim, 2006), which will increase the challenge of finding differences between their brand personalities, since these differences are easily recognized by consumers in symbolic products, but not in utilitarian (Dhar and Wertenbroch, 2000).

A brief contextualization of the two brands is presented, which will be relevant to understanding context in which the study was undertaken and interpreting the results obtained. As it is possible to verify in the comparative table 4, the brands have some points of similarity, but in others they are able to differentiate themselves. The question is whether the consumers recognize these differences or not.

Both brands belong to large Portuguese companies dedicated to the commercialization of beverages. Their waters are originated from the same part of the country and share a similar portfolio which is sold broadly at the same price. Regarding their communication strategy, the brands also resemble each other by using green as their dominant colour in the communication material. However, they largely differ in terms of messages, means and communicational tone. Additionally, they also distinguish themselves in terms of brand's heritage and positioning.

Table 4: Comparative analysis of the brands

	Pedras	Frize
Company	Unicer	Sumol+Compal
Water Spring	Pedras Salgadas, Trás-os-Montes, Portugal	Sampaio, Trás-os-Montes, Portugal
History	In 1871 the excellence and quality of this water, with therapeutic characteristics, was proclaimed. Three years later, the water started to be commercialized and Pedras Salgadas became a centenary brand and a	Using a spring water famous since the end of the XIX century, the brand was created in 1994 with the goal to change the cultural habits of the Portuguese. It was idealized to be a water to consume for pure pleasure

	<p>popular thermal village. Back then, it was elected by the royalty, but today it is still highly appreciated by the tourists.</p> <p>Since the end of the nineteenth century, the brand has gained numerous international awards, which stimulated its ventures in international markets.</p>	<p>(not for solving indispositions) and to include a sparkling water at meals.</p> <p>In 2002, Frize was responsible for introducing in the national market a new product sub-category, the sparkling flavoured waters, promoting in that way a more dynamic market and market growth.</p>
Portfolio	<ul style="list-style-type: none"> – Pedras Salgadas (naturally sparkling natural mineral water) – Pedras Levíssima (naturally sparkling natural mineral water with less gas) – Pedras Sabores (flavoured sparkling water) <ul style="list-style-type: none"> • Lemon & Green Tea • Raspberry & Ginseng 	<ul style="list-style-type: none"> – Frize Natural (natural mineral water fortified with gas from the spring) – Frize Sabores (flavoured sparkling water) <ul style="list-style-type: none"> • Lemon • Gooseberry • Tonic water • Ginger Ale • Limited Editions
Price (on average)	<p>Mineral sparkling water: €1,52/lt</p> <p>Flavoured sparkling water: € 2,35/lt</p>	<p>Mineral sparkling water: €1,57/lt</p> <p>Flavoured sparkling water: € 2,35/lt</p>
Labelling	See appendix 1.1.	See appendix 1.2.
Packing	See appendix 1.3.	See appendix 1.4.
Positioning	<p>Target to people who value health, wellbeing and the preservation of the environment and, therefore, select natural products with superior quality.</p> <p>The brand differentiates itself by its natural properties, its goal to promote a diversification of forms of consumption and by its association with sports events (Estoril Open) and gourmet experiences (e.g. Allgarve Gourmet, Essência do Vinho, Peixe em Lisboa) which suggests an association with an upscale segment.</p>	<p>Target to optimistic and joyful people with a young attitude, who follow a simple lifestyle and enjoy the good moments in life.</p> <p>The brand wants to be perceived as innovative and dynamic, justified by its constant launch of products; fun and irreverent through its communication, but also intelligent and demanding. Additionally, it wants to change consumption habits by capturing consumers who beforehand would not consider or purchase sparkling water.</p>
Communication	<p>The message promotes a connection with nature, the untouchable origin of the product and its interconnectedness with the gastronomic world. Consequently trying to appeal to symbolic benefits of pleasure and essence. The brand also successfully associated its image with the Portuguese actress Daniela Ruah.</p> <p>In the last years, the communication of the brand has been dealing with the challenge of creating a younger, modern and elegant image, in order to</p>	<p>The brand is more recognized by its communication rather than the product itself. It invested in a style never seen before in Portugal, which was marked by boldness, irreverence, provocation, dynamism and joviality. The most successful communication pieces resulted from the repeated partnership with the Portuguese comedian, Pedro Tochas.</p> <p>Some of the most known slogans include:</p> <ul style="list-style-type: none"> – “Even for those who didn’t like

	<p>break with the perception of a conservative and traditional brand.</p> <p>Some of the most known slogans include:</p> <ul style="list-style-type: none"> – “The power of nature is infinite”⁴ (2005) – “Water with life”⁵ (2009) <p>Some examples of communication material can be seen in appendix 1.5.</p>	<p>sparkling water!”⁶ (2001)</p> <ul style="list-style-type: none"> – “Frize. Is pure craziness!”⁷ (2009) <p>Some examples of communication material can be seen in appendix 1.6.</p>
Strengths	<ul style="list-style-type: none"> – Trust of the consumers due to its history and tradition; – Uniqueness of the product, which is naturally sparkling, and only 0,5% of the waters in the world have the same composition; – Status of being recognized by the consumers as a brand which represents a product category; – Leader in trial, consumption (one in each two persons who drink sparkling water, will choose Pedras), notoriety and preference indexes. 	<ul style="list-style-type: none"> – The top of mind brand in the segment of flavoured water; – Promotes market dynamism through the launch of new flavours. Since 2002 until 2010, the brand launched one to three flavours per year; – Engaging communication.
Weaknesses	<ul style="list-style-type: none"> – Perceived to be too conservative. 	<ul style="list-style-type: none"> – Underdeveloped presence of the mineral sparkling water in some of the points of sale; – Brand too much connoted with flavoured water.
Market Share (in value, 2012)	47,9%	18,2%

Source: www.unicer.pt/gca/index.php?id=689; www.aguadapedras.com/pt/home.aspx; www.frize.pt/

3.3. Research Design

The present study followed a positivist epistemology, which is the philosophical idea which defends that the nature of knowledge resides in believing that “human reason is supreme and that there is a single, objective truth that can be discovered by science” (Solomon *et al.*, 2010: 26). This paradigm typically originates survey research and quantitative method with statistical analysis (Crotty, 1998), as will be explained in the next paragraphs.

A **conclusive research design** was adopted since the goal of this investigation was to perform a formal and structured research to test specific hypotheses and relationships based on clear

⁴ O poder da natureza é infinito

⁵ Água com vida

⁶ Até para quem não gostava de água com gás!

⁷ Frize. É a pura da loucura!

information (Malhotra, 2007). Furthermore, the conclusions of this paper were expected to provide information to be taken into consideration in, and useful to, the managerial decision making process (Malhotra, 2007).

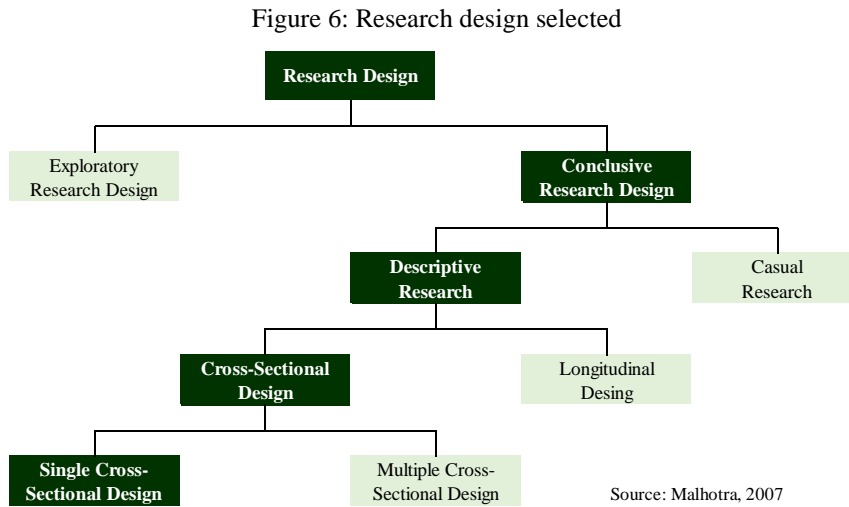
A **descriptive research** was performed because several marketing variables (such as, *Brand Personality, Self-image Congruity, Purchase Intention* and *Satisfaction*) were studied and additionally their degree of association was analysed (Kinnear and Taylor, 1991; Burns and Bush, 2006). Typically, a descriptive study is ideal to determine consumers' profiles, their perceptions regarding product characteristics and their behaviours (Kinnear and Taylor, 1991) which were included in the aim of this research.

To do so, a **deductive approach** was considered suitable because the study was based on a set of existing theories that were related in a pioneer study and tested in a particular situation (Wilson, 2010). Therefore, a “top-down” approach (i.e. theory, hypothesis, observation and confirmation) was adopted, since the analysis will evolve from generic topics (arguments based on theories, laws or rules and accepted principles) to specific ones and conclusions will follow logical premises (Beiske, 2007; Snieder and Lerner, 2009)

The study resorted to **primary information** to reach its conclusions, in other words, the data was specifically collected for the purpose of this research problem (Burns and Bush, 2006). To collect the data needed, the researcher applied questionnaires to a sample of the population. Only once and one sample was collected from the target population, therefore it was a **single cross-sectional design** (Malhotra, 2007).

Then, it was associated a **quantitative method** where, through a survey and statistical procedures, the hypothesis were tested in order to identify the factors that influenced the outcome (Creswell, 2008).

Figure 6 presents a summary of the research design selected.



3.4. Sampling

The potential target **population** of the study included every Portuguese speaking individual that in the past had any direct or indirect contact with both brands and therefore has an opinion and a perception formed about them, but they do not necessarily have to be consumers of Pedras or Frize.

Based on this population, the **sample** of the research was formed through a **nonprobability** sampling method, namely **convenience sampling**. Since it was impossible to accurately size the population and to measure the probability of one being selected to the study, a nonprobability method was adopted in order to use a subjective selection technique with human intervention (Burns and Bush, 2006). Due to time and resource constrains, a convenience sample was applied to promptly collect answers among easy access respondents (Burns and Bush, 2006). This choice presented some limitations, such as potential sources of biased selection and not representing any defined population (Malhotra, 2007), however these disadvantages were to an extent overcome by the large number of respondents (406 questionnaires). Nevertheless, this technique has been applied in large business surveys (Malhotra, 2007).

3.5. Data Collection

The primary data collected was based on an online survey that, between 11th May 2014 and 28th May 2014, was made available through the software *Google Docs* on social networks and also diffused via emails. Therefore, an invitation online sample composed of anonymous volunteers who belong to the network of the author or had their email available online, was used (Burns and Bush, 2006).

Computer-administered surveys, such as online surveys, are a growing method of data collection, which is estimated to have already surpassed the popularity of person-administered methods (Burns and Bush, 2006). It permits a fast and inexpensive gathering of data, allows respondents to determine the most convenient time to respond and also reduces the possible effect of trying to provide “the correct answer” (Burns and Bush, 2006; Malhotra, 2007). This tool was also suitable for this specific study since it was directed to a broad sample. However, it naturally selected the participants who have ease and interest in social networks and new technologies.

The aim was to carry out a cross-sectional study that would measure variables from a sample population at one point in time (Burns and Bush, 2006). In order to do this, a Portuguese questionnaire was designed, using structured questions and prearranged response options (Burns and Bush, 2006).

This tool, characteristic of a descriptive research, allows a quantitative description of perceptions, attitudes and opinions of a sample that ideally can be extrapolated to the entire population (Creswell, 2008; Burns and Bush, 2006).

3.6. Measuring Instruments

3.6.1. Scales

The questionnaire was divided into six parts, to be precise: consumers’ personality, brand knowledge and experience, brand personality and self-image congruity, consumer satisfaction, purchase intention and demographic information. In total, eight different scales were used and all of them have been validated and widely used all over the years in academic research.

The personality of the respondents was evaluated according to a short version of the Big-Five human personality scale developed by Gosling, Rentfrow and Swann in 2003. Originally, the scale is composed by 10 items which group two adjectives each. However, pre-testing led to the separation of the adjectives and consequently to the use of a 20-item scale (see section 3.6.2), measured on a 7-point Likert scale ranging from “Strongly disagree” to “Strongly agree”.

Additionally, it was tested if the participants knew both brands, as well as their level of brand experience. These variables were evaluated through multiple-choice questions.

The personality of each one of the brands was collected using an adaptation of the original brand personality scale, which was developed and tailored to the American culture by Aaker in 1997. Over the years, it has been proved that the interpretation of consumption symbols is culturally contingent (Aaker, Benet-Martínez and Garokera, 2001). Therefore in this research, a version of the scale adapted, by Aaker, Benet-Martínez and Garokera in 2001, to the Spanish culture was used. Justified by the fact that the authors suggest that the scale can be replicated in Latin cultures, especially Mediterranean ones (Aaker, Benet-Martínez and Garokera, 2001) where Portugal is included. The scale was formed by 11 key dimensions assessed on a 5-point Likert scale anchored by “Not at all descriptive” and “Extremely descriptive” (see appendix 2.1. to compare the original American version with the adapted Spanish version).

Then, resorting to a 2-item measure developed by Sirgy, Grewal, Mangleburg, Park, Chon, Claiborne, Johar and Berkman in 1997, respondents were asked to evaluate the congruence between their self-concept and the personality of each one of the brands. This evaluation was done according to a 5-point Likert scale that range from “Strongly disagree” to “Strongly agree”.

Consumer satisfaction was tested using three items adapted from the scales proposed by Oliver in 1980, and Garbarino and Johnson in 1999. They were measured according to a 5-point Likert scale that ranged from “Strongly disagree” to “Strongly agree”.

Lastly, consumers’ purchase intention was analysed according to three items that were adaptations of the measures suggested by Dodds, Monroe, and Grewal in 1991 and Zeithaml, Berry, and Parasuraman in 1996. All items were assessed based on a 7-point Likert scale that ranged from “Very low” to “Very high”.

A list of the scales, their items and authors can be consulted in table 5.

Table 5: Information about the scales used

Scale	Items		Author
Human Personality	Anxious	Enthusiastic	Gosling, Rentfrow, and Swann, 2003
	Calm	Extraverted	
	Careless	Open to new experiences	
	Complex	Quarrelsome	
	Conventional	Quiet	
	Critical	Reserved	
	Dependable	Self-disciplined	
	Disorganized	Sympathetic	
	Easily Upset	Uncreative	
	Emotionally Stable	Warm	
Brand Personality	Affectionate	Real	Aaker, Benet-Martínez, and Garokera, 2007
	Confident	Spiritual	
	Happy	Stylish	
	Independent	Thoughtful	
	Intense	Young	
	Naive		
Five dimensions of Brand Personality	Excitement	Sincerity	
	Passion	Sophistication	
	Peacefulness		
Self-image Congruity	The personality of the brand [...] is consistent with how I see myself		Sirgy, Grewal, Mangleburg, Park, Chon, Clainborne, Johar, and Berkman, 1997
	The personality of the brand [...] is a mirror image of me		
Satisfaction	I think consuming this brand [...] is a good choice		Oliver, 1980
	I am very disappointed with this brand [...]		
	Overall, how satisfied have you been with each brand?		Garbarino, and Johnson, 1999
Purchase Intention	My willingness to buy the brand [...] is		Dodds, Monroe, and Grewal, 1991
	The likelihood of purchasing the brand [...] is		
	The probability of recommending the brand [...] to someone who asks me for an advise is		Zeithaml, Berry, and Parasuraman, 1996

All the scales were originally in English so they had to be translated to Portuguese. The translation proposed by the researcher was adjusted and accepted by two accredited mother tongue English speakers after they had executed a back-translation (see appendices 2.2. and 2.3.).

Additionally, respondents were requested to fill out their demographic characteristics (gender, age, city/area of residence, current employment status, educational level, monthly income level of the household and size of the household).

The complete form of the questionnaire can be verified in the appendix 2.4.

3.6.2. Pre-test

The questionnaire was pre-tested in a small judgment sample of 19 people from 23th of April 2014 to 6th of May 2014, in order to evaluate if every question was clear and correctly understood and additionally to confirm the translation of potentially less clear terms.

As consequence of this pre-test:

- The human personality scale was adapted. Originally, each item was composed by two adjectives. However, respondents did not recognize these as being synonyms, therefore the scale was sub-divided so that each item corresponded to only one adjective;
- Two questions regarding the ideal self were eliminated, as respondents apparently did not understand the question nor the concept;
- The order of some of the questions was changed in order to improve the sequence of the topics;
- Some translations were tested and consequently some of them were adjusted.

After making these changes to the questionnaire, the data collection process was initiated.

3.7. Data Analysis Procedures

The data gathered through the questionnaire was subjected to statistical analysis using the software SPSS Statistic 20. All the questionnaires were screened in order to confirm their validity (none of them had to be excluded) and afterwards, they were coded to create the database which supports this research.

Also in a preparation stage, new variables had to be computed due to measures composed of more than a single item, and items that were reverse coded. In addition, nominal variables were transformed into ordinal ones, as required.

To initiate the statistical analysis, a descriptive analysis of all the variables was carried out through frequency tables, statistics, crosstabs and graphics, attending to the classification of each variable.

Then, the internal reliability of each scale was measured through the Cronbach's alpha.

After confirming the reliability of the measurements, hypothesis tests were performed to enquire the veracity of the hypotheses formulated. Mostly, parametric tests were used, but

only after proving that their assumptions hold. The normality of the distribution of dependent variables was verified by the Central Limit Theorem (CLT) since $n=406$ (much higher than the minimum necessary, $n=30$), while the homogeneity of variances was assessed through the computation of Levene's Test. It was computed Student's t-tests to assess if the means of two populations were statistically different or not (Marôco, 2011). The test was applied in independent and paired samples.

Additionally, the Chi-Square test, a non-parametric test suitable for qualitative variables, was used to compare the frequency of one variable in two independent categories of another variable (Bryman and Cramer, 2009). For every test, it was confirmed that the three mandatory conditions to perform the test were verified, namely: (i) $n > 20$; (ii) expected frequency of each cell being equal or higher than 1; (iii) at least 80% of the expected frequencies higher than 5 (Marôco, 2011).

Lastly, the correlations between some variables were analysed through the Pearson Correlation Coefficient. In other words, the intensity and direction of linear associations between two variables were quantified through bivariate analyses (Marôco, 2011).

In every hypothesis test, a significance level (α) of 0,05 was considered, as indicated by the literature as the appropriate level for data analysis in social science (Marôco, 2011).

4. DATA ANALYSIS

In this chapter, the sample will be characterised, an analysis of the reliability of the measurement scales will be carried out, and afterwards a description of the results of the hypothesis tests will be done in order to confirm the veracity of the hypothesis formulated. The present section will introduce the results which will be discussed in the next chapter.

4.1. Sample Characterization

The sample was composed of 406 respondents and valid answers, which were characterized according to socio-demographic and behavioural criteria.

Starting with *Gender*, the data showed that female respondents were slightly in majority with 57% (mode=female), compared to 43% the male respondents, as illustrated in figure 7 (see appendix 3.1.).

Regarding *Age*, respondents' average age was of 34 years old (mean=33,98). The most common age was 22 years old (mode=22), but it was complemented with 50% of the respondents being more than 30 years (median=30). As it is possible to verify in figure 8, the participants presented a large range of ages, since the youngest was 15 years old and the oldest 84 years old (see appendix 3.2.).

Figure 7: Respondents' gender

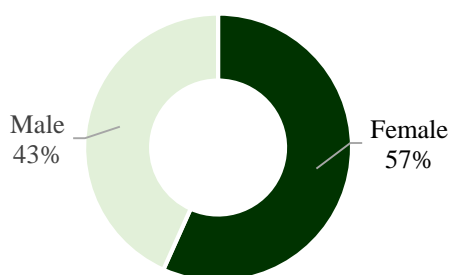
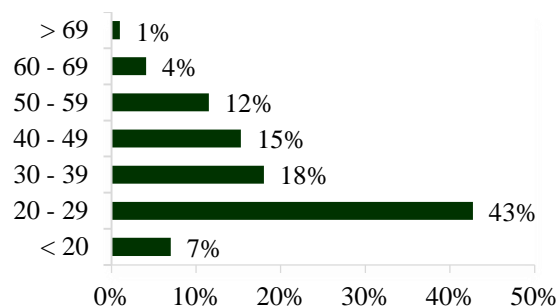


Figure 8: Respondents' distribution age



Because the study was conducted at a national level, there were participants from all the main *Cities/Regions* of Portugal. However, the majority of participants (63%) lived in Lisbon (mode=Lisbon) followed by 8% in Setubal and 7% in Oporto. The complete information can be consulted in figure 9 (see appendix 3.3.).

The analysis of their current employment status allowed to conclude that 54% were employed (mode=employed), 28% were students and 10% were working students, as shown in figure 10 (see appendix 3.4.).

Figure 9: Respondents' city/region of residence

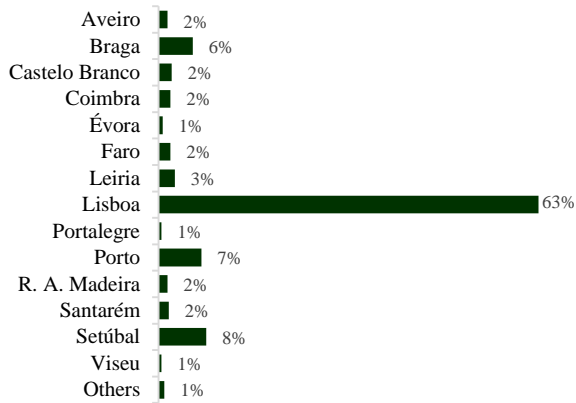
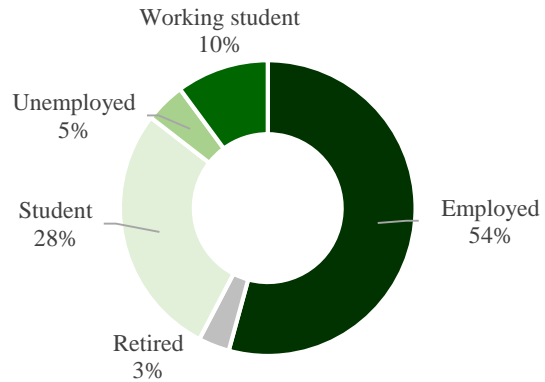


Figure 10: Respondents' current employment status



Concerning *Educational Background*, the sample was mostly composed by people with higher education (most probably because one of the means selected to disseminate the questionnaire was via online invitation to university professors who had their email available online). Seventy seven percent of respondents had a bachelor degree (mode=bachelor degree). For more complete information, see figure 11 (see appendix 3.5.).

Lastly, the *Monthly Income Level* of respondents' households, as well as *Household Size*, were analysed. The largest number of participants, 29%, included themselves in the category €501 to €1.500 monthly income level (mode=€501 to €1.500) and in terms of dimension of their householder, 34% of the sample represented the typical Portuguese household of four elements (mode=4). However, within the category of income more common (€501 to €1.500) one can see that the income is mostly allocated to a one person family. More detailed information is given by figure 12 (see appendix 3.6.).

Figure 11: Respondents' educational background

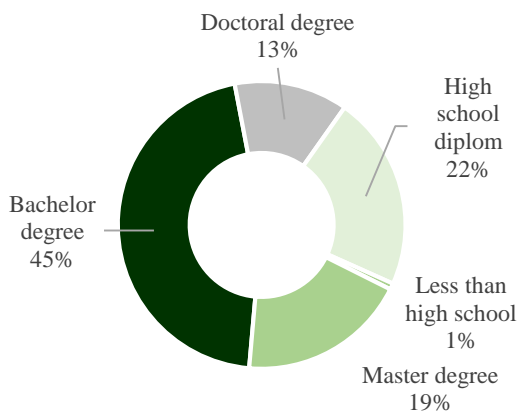
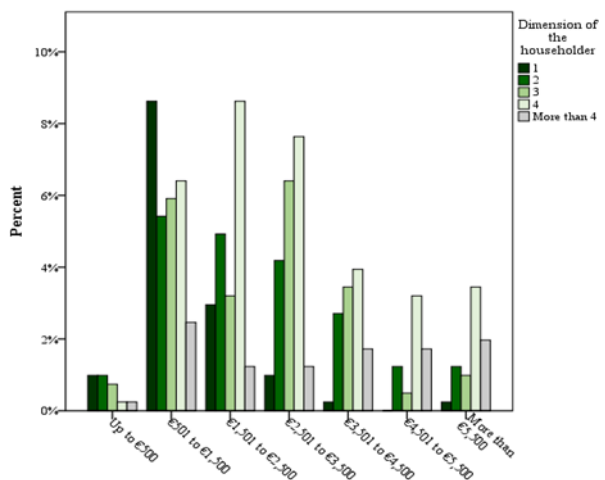


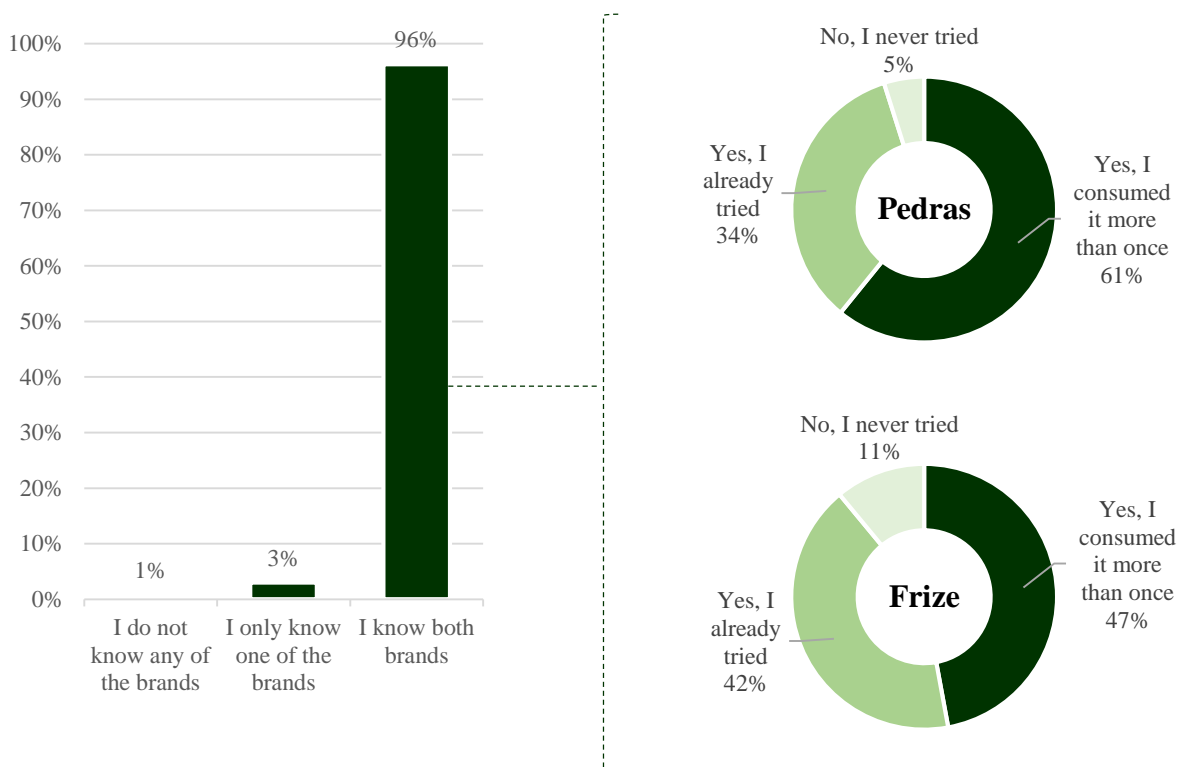
Figure 12: Respondents' monthly income level and composition of their householder



Respondents' brand knowledge was also examined. Almost all the respondents (96%) reported that they knew both brands (Pedras and Frize), 3% only knew one of the brands and 1% did not know either of the brands. From the 96% that knew both brands, it was possible to conclude that participants had a larger brand experience with Pedras, since 61% had consumed Pedras more than once, in comparison with only 47% who had consumer Frize more than once. Furthermore, only 5% had never consumed Pedras in contrast with 11% who had never tried Frize. A more detailed analysis can be done in figure 13 (see appendices 3.7. and 3.8.).

For the purpose of the current research, the study proceed only with the answers of the respondents that knew both of the brands, therefore in the following tests the participants that did not met this criterion correspond to the missing values.

Figure 13: Respondents brand's knowledge and brand experience



4.2. Reliability Analysis

In this research, all the scales used resulted from a computed construct formed by the aggregation of two or more items, forming latent variables in the sense that they cannot be directly observed. Before using any of them, their reliability was tested.

The reliability of a scale can be evaluated according to two facets, the external and the internal reliability, both of them referring to the consistency of the measure. The external one refers to the degree of consistency of the measure over time. Since the current research is a cross-sectional study this was not considered relevant and therefore not analysed. On the other hand, internal reliability tests whether every item on the scale is measuring the same idea, therefore an important analysis for studies with multiple-item scales, as the case of the current one. This reliability can be evaluated by the Cronbach's Alpha which varies between 0 and 1 and any value above 0,8 indicates a good level of internal consistency (Bryman and Cramer, 2009).

The composition of each scale proposed and its level of internal consistency can be observed in table 6 (see appendices from 4.1. to 4.11.).

As table 6 shows, only the scales of Human Personality, Pedras' Self-Image Congruity and Pedras' Satisfaction did not present a Cronbach's Alpha higher than 0,8, so these cases required a special attention.

Table 6: Internal reliability of the scales

Scale	Number of items	Cronbach's alpha
Human Personality	20	0,642
11 facets of Brand Personality (Pedras)	11	0,841
11 facets of Brand Personality (Frize)	11	0,864
5 dimensions of Brand Personality (Pedras)	5	0,825
5 dimensions of Brand Personality (Frize)	5	0,828
Self-Image Congruity (Pedras)	2	0,781
Self-Image Congruity (Frize)	2	0,871
Satisfaction (Pedras)	3	0,789
Satisfaction (Frize)	3	0,804
Purchase Intention (Pedras)	3	0,943
Purchase Intention (Frize)	3	0,954

The Human Personality scale was intended to evaluate the personality of the respondents, but the reliability test did not prove its internal consistency due to a Cronbach's Alpha of 0,642. This situation was not possible to correct by the elimination of any of the items of the scale (see appendix 4.1.). As consequence, this measure was not used in further analyses.

The self-image congruity scale of Pedras, which in this case translates individuals' perception of the fit between their own personality and the perceived personality of Pedras, presented a Cronbach's Alpha of 0,781. Similarly, the Satisfaction scale also in the case of the brand

Pedras presented a Cronbach's Alpha of 0,789. Although these values are lower than the ideal, they are only slightly so, and could in fact be rounded up to 0,8. Additionally, some authors consider 0,7 as the minimum threshold for a good level of internal consistency, so it was considered acceptable to use both scales in further analyses.

In conclusion, apart from the Human Personality scale, all of the others were considered internally consistent and therefore, the research proceeded using these scales.

4.3. Hypothesis Tests

Hypothesis testing, or confirmatory analysis, is a method of statistical inference intended to refute (or not) a certain hypothesis related with one or more parameters of a population, based on one or more estimators obtained in a collected sample. Each test is associated with a p-value (the probability of the hypothesis being true) which determines if the null hypothesis should be rejected or not, taking into consideration a significance level defined in advance (Marôco, 2011).

In order to test the first hypothesis – brands from the same product category can have different brand personalities – a Student's t-test of paired samples was performed. This situation required a paired sample since the goal was to compare the answers of the same respondents regarding two different situations, namely the personality of Pedras and Frize (Marôco, 2011).

The normality assumption held resorting to the CLT and in the case of two paired samples it is not necessary to test the homoscedasticity of the variances (Marôco, 2011), thus the test could proceed. The null hypothesis assumed that the means of the two populations were equal ($H_0: \mu_{\text{Pedras}} = \mu_{\text{Frize}}$). In other words, the mean of the perceptions of each facet of a brand's personality would be the same for Pedras and Frize, which would mean that people would not recognize differences in the brand personality of Pedras and Frize.

The results demonstrate that in some facets, such as *Confident, Happy, Naive, Real, Spiritual, Stylish, Thoughtful* and *Young*, the difference between the means was statistically significant, since their p-value was lower than the significance level (p-value < 0,05), as can be seen in table 7.

Table 7: Paired samples T-test for testing differences in the facets of both brands

If the brand [...] was a person, how would you describe him/her according to the following attributes?		Mean	t	P-value
Pair 1	[Pedras] vs [Frize] – Affectionate	,015	,257	,797
Pair 2	[Pedras] vs [Frize] – Confident	,286	4,222	* ,000
Pair 3	[Pedras] vs [Frize] – Happy	-1,192	-16,148	* ,000
Pair 4	[Pedras] vs [Frize] – Independent	,023	,309	,757
Pair 5	[Pedras] vs [Frize] – Intense	,064	,833	,406
Pair 6	[Pedras] vs [Frize] – Naive	-,192	-2,850	* ,005
Pair 7	[Pedras] vs [Frize] – Real	,673	9,139	* ,000
Pair 8	[Pedras] vs [Frize] – Spiritual	,220	3,181	* ,002
Pair 9	[Pedras] vs [Frize] – Stylish	-,875	-10,517	* ,000
Pair 10	[Pedras] vs [Frize] – Thoughtful	,338	5,708	* ,000
Pair 11	[Pedras] vs [Frize] – Young	-1,703	-21,792	* ,000

An analysis of the means revealed that people consider Pedras as more *Confident*, *Real*, *Spiritual* and *Thoughtful* brand than Frize; while Frize is perceived to be more *Happy*, *Naive*, *Stylish* and *Young* than Pedras, as shown in figure 14.

Even when the eleven facets were aggregated into five dimensions, the most well-known representation of this scale, the differences between the perceived personalities of the two brands remained evident and statistically significant. In four of the five categories, namely *Excitement*, *Sincerity*, *Sophistication* and *Passion*, the p-value was lower than the significance level ($\alpha=0,05$), as shown in table 8.

Table 8: Paired samples T-test for testing differences in the dimensions of both brands

If the brand [...] was a person, how would you describe him/her according to the following attributes?		Mean	t	P-value
Pair 1	[Pedras] vs [Frize] – Excitement	-,95737	-15,981	* ,000
Pair 2	[Pedras] vs [Frize] – Sincerity	,50512	8,989	* ,000
Pair 3	[Pedras] vs [Frize] – Sophistication	-,29412	-4,590	* ,000
Pair 4	[Pedras] vs [Frize] – Peacefulness	-,08824	-1,856	,064
Pair 5	[Pedras] vs [Frize] – Passion	,14194	2,409	* ,016

Resorting once more to the descriptive analysis, individuals recognized higher levels of *Passion* and *Sincerity* in Pedras, while Frize was seen as a better representative of *Excitement* and *Sophistication*, as verified in figure 15 (see appendix 5.1.).

So consequently, for the significance level considered and the sample in question the null hypothesis was rejected and therefore it was possible to conclude that **brands from the same product category can have different brand personalities.**

Figure 14: Perceived personality profile of the brands regarding the 11 facets of BP

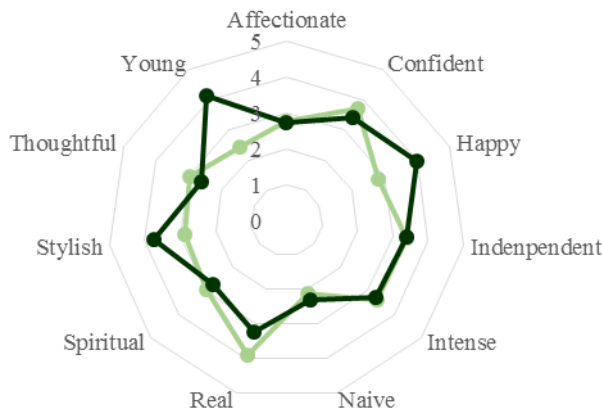
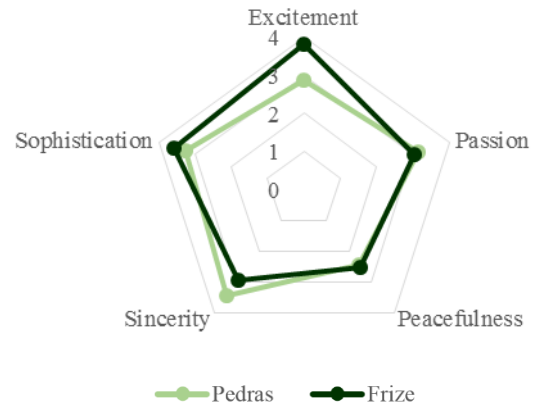


Figure 15: Perceived personality profile of the brands regarding the 5 dimensions of BP



The second hypothesis – users and non-users of a brand attribute different personalities to it – was also tested using a Student’s t-test, but this time with two independent samples. The goal was to compare if the mean attributed by users to each facet was similar, or not, to the mean attributed by non-users to that facet. Thereby, the null hypothesis indicated that the mean of perceptions was equal for users and non-users ($H_0: \mu_{\text{users}} = \mu_{\text{non-users}}$). The test was computed two times to evaluate if this premise was true for both brands.

In order to perform this test, two variables (one for each brand) had to be recoded in order to create two groups of people: users (those who had tried the brand more than once), and the non-users (those who had never tried the brand or had tried it only once).

The assumption of independent samples was verified since users and non-users are incompatible groups, which guarantees that one person can only belong to one of the groups. The normality distribution was also verified by the CLT and the homoscedasticity of the variances was assessed by the Levene’s Test. Unfortunately, the homoscedasticity could not be assumed for every facet, since in some cases $p\text{-value} < 0,05$ in the Levene’s Test. This was the case of the facets *Confident* and *Real* in Pedras’ test and *Affection*, *Happy*, *Spiritual* and *Stylish* in Frize’s test.

For Pedras, it was possible to conclude that users have a very distinct perception of the brand in comparison with non-users, as illustrated in figure 16. Apart from the facet *Naive*, in all of the others the difference of means was statistically significant since $p\text{-value} < 0,05$.

In the case of Frize, this distinction in the perceptions of users and non-users of the brand was not as pronounced, but there were still seven facets out of the eleven where the difference of means was statistically significant since $p\text{-value} < 0,05$. Relative to non-users, users of the

brand classified Frize as being more *Confident, Happy, Independent, Intense, Real, Stylish* and *Thoughtful*, as shown in table 9, and figure 17.

Table 9: Independent samples T-test for testing differences of perceptions between users and non-users

If the brand [...] was a person, how would you describe him/her according to the following attributes?		Mean difference	t	P-value
[Pedras]	Users vs Non-users – Affectionate	,466	4,553	* ,000
	Users vs Non-users – Confident	,501	4,593	* ,000
	Users vs Non-users – Happy	,252	2,374	* ,018
	Users vs Non-users – Independent	,338	3,094	* ,002
	Users vs Non-users – Intense	,410	3,760	* ,000
	Users vs Non-users – Naive	-,007	-,061	,951
	Users vs Non-users – Real	,444	4,272	* ,000
	Users vs Non-users – Spiritual	,332	3,041	* ,003
	Users vs Non-users – Stylish	,463	4,124	* ,000
	Users vs Non-users – Thoughtful	,433	4,028	* ,000
	Users vs Non-users – Young	,255	2,254	* ,025
[Frize]	Users vs Non-users – Affectionate	,144	1,413	,159
	Users vs Non-users – Confident	,335	3,051	* ,002
	Users vs Non-users – Happy	,281	2,854	* ,005
	Users vs Non-users – Independent	,254	2,301	* ,022
	Users vs Non-users – Intense	,005	2,833	* ,005
	Users vs Non-users – Naive	,078	,739	,461
	Users vs Non-users – Real	,362	3,349	* ,001
	Users vs Non-users – Spiritual	,133	1,201	,230
	Users vs Non-users – Stylish	,384	3,548	* ,000
	Users vs Non-users – Thoughtful	,234	2,317	* ,021
	Users vs Non-users – Young	,173	1,807	,071

Figure 16: Perception of Pedras’ personality by users and non-users

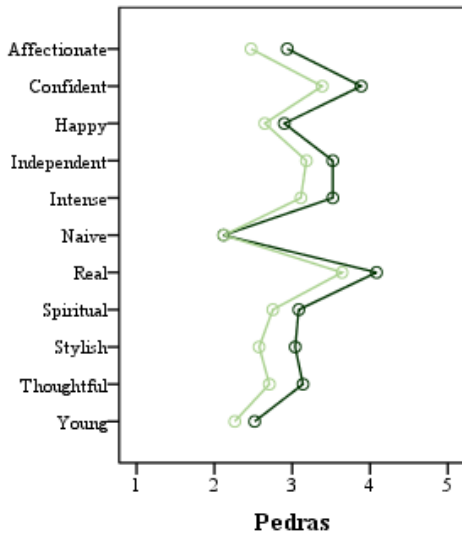
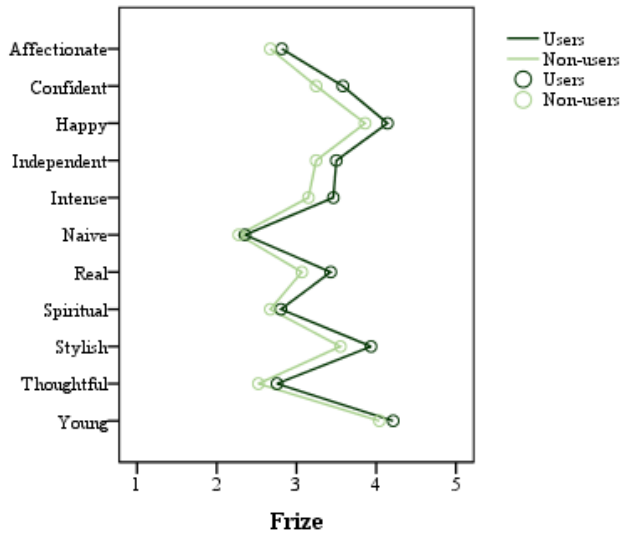


Figure 17: Perception of Frize’s personality by users and non-users



Regardless of the brand, consumers attribute a higher value than non-users to every facet in which the means are different, as can be seen in table 9 and in figures 16 and 17 (see appendix 5.2.).

So, for both brands, users held stronger perceptions than non-users, and this was more evident for Pedras than Frize. Taking into consideration these conclusions, the significance level and the sample in study, the null hypothesis was rejected and consequently it was possible to validate that **users and non-users of a brand attribute different personalities to it**.

Another relationship of interest in this research and considered in the following hypothesis was the congruence between the self-concept of an individual and his/her perception regarding the personality of a brand. Firstly, the author investigate the level of congruence identified by each consumer with each brand. To do so, it was necessary to resort to a Student's t-test of paired samples, where the null hypothesis indicated the equality between the level of congruence with each brand ($H_0: \mu_{\text{Congruity Pedras}} = \mu_{\text{Congruity Frize}}$). The assumptions held and the p-value was higher than the significance level ($p\text{-value}=0,140 > 0,05$; $t = -1,479$; $\bar{X} = -0,09591$), so the null hypothesis was not rejected and it was possible to conclude, for this sample and significance level, that people recognized similar levels of congruence with Pedras and Frize, however in both cases a low level of congruence was indicated ($\bar{X}_{\text{Pedras}}=2,4783$; $\bar{X}_{\text{Frize}}=2,5742$) (see appendix 5.3.).

It was also important to analyse some variables more in depth in order to understand their possible impact on the level of congruence indicated by the respondents. This analysis required the computation of two new variables, one for each brand, where individuals were divided into two groups: those with *Low Congruity* (answers "1-Strongly disagree" and "2"), and those with *High Congruity* (answers "4" and "5- Strongly agree" on the scale). Those who neither agreed nor disagreed ("3" on the Likert scale) were considered to be in a neutral position and consequently discarded. So, the variables considered were:

- **Users vs non-users:** Resorting to a Student's t-test for two independent samples applied to each brand, it was possible to conclude that the level of congruence between users and non-users was different for both of the brands; and descriptive analysis demonstrated that users of a brand present higher levels of congruity than those who do not use the brand. The conclusion was reached after verifying that users and non-users are incompatible groups, the assumption of the normality distribution was guaranteed by the CLT and the homoscedasticity of the variances by the Levene's test ($p\text{-value}_{\text{Pedras}}=0,170 > 0,05$; $t_{\text{Pedras}}=6,073$; Mean difference $_{\text{Pedras}}=0,571$; $p\text{-value}_{\text{Frize}}= 0,651 > 0,05$; $t_{\text{Frize}}=3,890$; Mean difference $_{\text{Frize}}=0,378$). In the Student's t-test the null hypothesis of the equality of means between users and non-users ($H_0: \mu_{\text{users}} = \mu_{\text{non-users}}$) was rejected ($p\text{-value}_{\text{Pedras}}=0,000 < 0,05$; $p\text{-value}_{\text{Frize}}=0,000 < 0,05$).

Therefore the difference of means was statistically significant taking in consideration this sample and this significance level (see appendix 5.4.);

- **Gender:** With the help of a Chi-Square test of independence for two independent samples, a non-parametric test, it was possible to test whether there was an association between two qualitative variables (*Self-Image Congruity* and *Gender*) (Marôco, 2011). The null hypothesis indicated that the congruence level of the respondents was independent of their gender. In both of the brands all of the conditions necessary to perform the test were met: (i) $n > 20$; (ii) every expected frequency was equal or higher than 1; (iii) at least 80% of the expected frequencies were higher than 5 (Marôco, 2011). Taking into consideration that for both brands the p-value of the tests was higher than the significance level (p-value_{Pedras}=0,349 > 0,05; Pearson Chi-square_{Pedras}=0,877; p-value_{Frize}=0,265 > 0,05; Pearson Chi-square_{Frize}=1,243), the null hypothesis was not rejected and therefore it was possible to conclude that the gender of the respondents did not affect their level of congruence with each brand in this sample and with the significance level considered (see appendix 5.5.).
- **Age:** A median split for the variable *Age* was carried, which led to the creation of two groups: *30 years old or less* and *More than 30 years old*. Afterwards the impact of age on individuals' perceived congruence level was evaluated using a Chi-Square test of independence for two independent samples. The null hypothesis indicated that the level of congruence was independent of the age of the respondents. Once more, the test was performed with two qualitative variables and the three essential conditions to compute the test were met. In this case, the conclusions for each brand were different. In the test of Pedras, the p-value was lower than the significance level (p-value=0,000 < 0,05; Pearson Chi-square=29,102), therefore the null hypotheses was rejected which means that the age of the respondents actually had an impact on the respondents congruence level. The descriptive analysis showed that young respondents (those 30 years old or younger) demonstrated lower congruence with the brand, than those aged over 30. For Frize, the p-value was higher than the significance level (p-value=0,242 > 0,05; Pearson Chi-square=1,370), and therefore the null hypothesis was not rejected, so for this brand it was possible to conclude that the level of congruence was independent of age of the consumers (see appendix 5.6.);
- **Human Personality:** Through a Student's t-test of independent samples it was analysed if respondents' perception of their own personality was the same for those

who demonstrated high vs. low levels of congruence. Two tests were carried out, one for each brand. The null hypothesis indicated that the personality of people with low congruence was equal to that of those who had high congruence ($H_0: \mu_{\text{low congruence}} = \mu_{\text{high congruence}}$). Once more, *Low Congruity* and *High Congruity* are incompatible groups that guarantee the independence of the sample. Normality was verified by the CLT and the homoscedasticity was tested with Levene's Test. For the brand Pedras, the homoscedasticity of variances was proved for all traits, except *Warm*, since p-value $> 0,05$. For Frize, the homoscedasticity of variances could not be verified for the traits *Easily Upset* and *Extroverted*. Table 10 demonstrates that for Pedras the difference of means between *Low congruity* and *High congruity* individuals for the traits *Conventional*, *Disorganized*, *Open to new experiences*, and *Self-disciplined* were statistically significant, p-value $> 0,05$. For Frize, this difference was only statistically significant for the trait *Extroverted*, since p-value $< 0,05$. As figure 18 shows, the individuals who demonstrate more congruence with Pedras considered themselves more *Conventional* and *Self-disciplined*, and less *Disorganized* and *Open to new experiences* than those who perceived themselves as less congruent with the brand. For Frize, the difference is only apparent in the fact that people with higher congruence with the brand consider themselves more *Extroverted* than those with low levels of congruence, as indicated in figure 19. Therefore, the null hypothesis was rejected for the sample and the significance level considered, so there are differences between the perceived human personalities of people with different levels of congruence towards one brand (see appendix 5.7.).

Table 10: Student's t-test for testing the difference of personality traits between low and high congruity consumers

Please classify each trait taking in consideration your own personality [...]		Mean difference	t	P-value
[Pedras]	Low congruity vs High congruity – Anxious	,059	,204	,838
	Low congruity vs High congruity – Calm	-,014	-,049	,961
	Low congruity vs High congruity – Careless	,392	1,551	,122
	Low congruity vs High congruity – Complex	,404	1,405	,162
	Low congruity vs High congruity - Conventional	-,952	-4,208	* ,000
	Low congruity vs High congruity – Critical	-,082	-,372	,711
	Low congruity vs High congruity – Dependable	-,150	-,759	,449
	Low congruity vs High congruity - Disorganized	,608	2,088	* ,038
	Low congruity vs High congruity - Easily Upset	-,286	-1,073	,285
	Low congruity vs High congruity - Emotionally stable	-,030	-,127	,899
	Low congruity vs High congruity - Enthusiastic	-,018	-,084	,933
	Low congruity vs High congruity – Extraverted	,083	,284	,777
	Low congruity vs High congruity - Open to new experiences	,448	1,973	* ,050

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

	Low congruity vs High congruity - Quarrelsome	,200	,966	,335
	Low congruity vs High congruity – Quiet	,045	,137	,891
	Low congruity vs High congruity – Reserved	,062	,200	,842
	Low congruity vs High congruity - Self-Disciplined	-,703	-2,852	* ,005
	Low congruity vs High congruity - Sympathetic	-,034	-,171	,865
	Low congruity vs High congruity – Uncreative	-,165	-,620	,536
	Low congruity vs High congruity – Warm	,022	,079	,937
[Frize]	Low congruity vs High congruity – Anxious	-,108	-,431	,667
	Low congruity vs High congruity – Calm	,120	,511	,610
	Low congruity vs High congruity – Careless	,109	,508	,612
	Low congruity vs High congruity – Complex	,211	,800	,425
	Low congruity vs High congruity - Conventional	,273	1,310	,192
	Low congruity vs High congruity – Critical	,191	1,004	,317
	Low congruity vs High congruity – Dependable	,115	,626	,532
	Low congruity vs High congruity - Disorganized	,334	1,360	,175
	Low congruity vs High congruity - Easily Upset	,182	,833	,406
	Low congruity vs High congruity - Emotionally stable	,086	,383	,702
	Low congruity vs High congruity - Enthusiastic	,019	,093	,926
	Low congruity vs High congruity – Extraverted	-,699	-3,163	* ,002
	Low congruity vs High congruity - Open to new experiences	-,120	-,561	,575
	Low congruity vs High congruity - Quarrelsome	,160	,836	,404
	Low congruity vs High congruity – Quiet	,468	1,688	,093
	Low congruity vs High congruity – Reserved	,316	1,145	,253
	Low congruity vs High congruity - Self-Disciplined	-,085	-,384	,701
	Low congruity vs High congruity - Sympathetic	,096	,512	,609
	Low congruity vs High congruity – Uncreative	-,325	-1,291	,198
		Low congruity vs High congruity – Warm	,042	,198

Figure 18: Comparison of the perceived personality of respondents aggregated by their different levels of congruity with Pedras

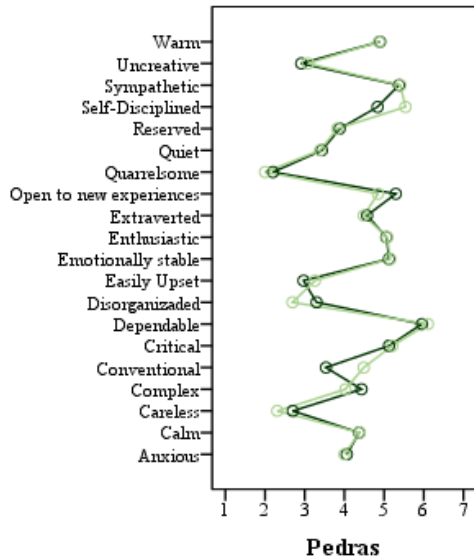
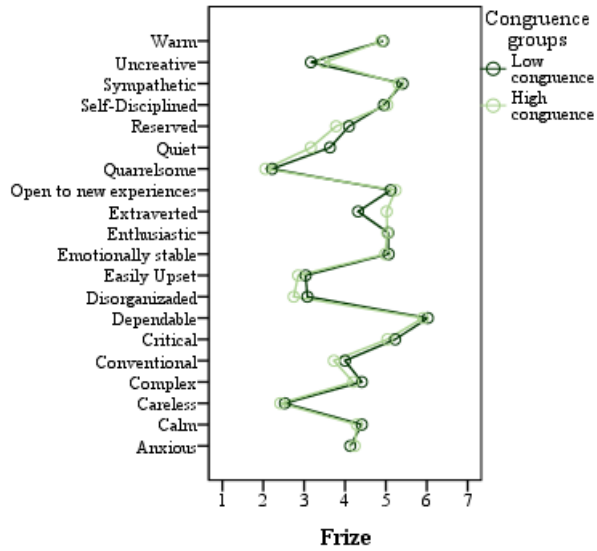


Figure 19: Comparison of the perceived personality of respondents aggregated by their different levels of congruity with Frize



The third hypothesis relates the potential impact of the congruence level on consumers' purchase intention, and proposed that – congruence between brand personality and self-concept is positively related to consumers' future purchase intention towards that brand. This

premise was demonstrated with the use of a bivariate analysis, between the variables *Self-Image Congruity* with the brand and *Purchase Intention* towards that same brand.

To perform this test, the null hypothesis has to indicate that the linear correlation coefficient (ρ) is equal to zero ($H_0: \rho = 0$). But firstly, it was necessary to guarantee that the variables had a linear relationship (Bryman and Cramer, 2009).

Before computing Pearson's Correlation Coefficient, a scatter diagram was built and the linear relationship between the variables *Self-Image Congruity* with the brand Pedras and *Purchase Intention* towards Pedras was verified. Additionally, a $r^2=0,264$ indicated that 26,4% of the total variation of the *Purchase Intention* of Pedras (dependent variable) was explained by the *Self-Image Congruity* with Pedras (explanatory variable) in the sample (see appendix 5.8.).

Given that the necessary assumptions held, the test proceeded and it was possible to conclude that the linear correlation coefficient between these two variables (*Self-Image Congruity* and *Purchase Intention*) was statistically significant taking in consideration this sample and the significance level. Table 11 indicate a p-value $=0,000 < 0,05$ and therefore the null hypothesis ($H_0: \rho = 0$) was rejected. The Pearson correlation coefficient indicated a strong⁸ positive linear association between the *Self-Image Congruity* with Pedras and the *Purchase Intention* towards the same brand ($r=0,513$). Therefore when the levels of *Self-Image Congruity* with the brand Pedras increase (decrease), the *Purchase Intention* of that brand tends also to increase (decrease), and vice versa.

Table 11: Correlation between SIC and Purchase Intention of Pedras

		Self-image Congruity [Pedras]	Purchase Intention [Pedras]
Self-image Congruity [Pedras]	Pearson Correlation	1	,513**
	Sig. (2-tailed)		,000
	N	391	391
Purchase Intention [Pedras]	Pearson Correlation	,513**	1
	Sig. (2-tailed)	,000	
	N	391	391

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

Once more, the study was also carried for the second brand, Frize, and the conclusions were the same. The scatter diagram showed a linear relationship, where 19,8% of the total variation of the *Purchase Intention* of Frize (dependent variable) was explained by the variation in *Self-Image Congruity* with Frize (explanatory variable) in the sample ($r^2=0,198$) (see appendix 5.8.). As table 12 shows, the linear coefficient of correlation was statistically significant for

⁸ According to Marôco (2011), a $|r| < 0,25$ indicates a weak relationship, a $0,25 < |r| < 0,5$ indicates a moderate relationship, a $0,5 < |r| < 0,75$ is a strong relationship and lastly, $|r| > 0,75$ is considered a very strong relationship.

the considered sample and the significance level, since $p\text{-value} = 0,000 < 0,05$, therefore the null hypothesis ($H_0: \rho = 0$) was rejected. A Pearson correlation coefficient of 0,445 demonstrated a moderate positive linear association between the two variables ($r=0,445$), which means that when the *Self-Image Congruity* with Frize increases (decreases), the *Purchase intention* of Frize also tend to increase (decrease).

Table 12: Correlation between SIC and Purchase Intention of Frize

		Purchase Intention [Frize]	Self-image Congruity [Frize]
Purchase Intention [Frize]	Pearson Correlation	1	,445**
	Sig. (2-tailed)		,000
	N	391	391
Self-image Congruity [Frize]	Pearson Correlation	,445**	1
	Sig. (2-tailed)	,000	
	N	391	391

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

Thus, the data showed that for both brands, **congruence between brand personality and self-concept is positively related to consumers' future purchase intention towards that brand.**

The fourth hypothesis proposed to analyse the possible impact of congruence level on consumers' satisfaction, and predicted that – congruence between brand personality and self-concept is positively related to consumers' satisfaction with the brand. This premise was demonstrated with the help of the same tests: a bivariate analysis between the variables *Self-Image Congruity* with the brand and *Satisfaction* towards that same brand.

Starting the study with Pedras, the linear relation was demonstrated and it was also possible to conclude that 16,8% of the variation in *Satisfaction* with Pedras (dependent variable) was explained by the variation in *Self-Image Congruity* with Pedras (explanatory variable) in the sample ($r^2=0,168$) (See appendix 5.9.).

As stated on table 13, the Pearson Correlation Coefficient ($r=0,410$) indicated a moderate positive linear association between the variables and the fact that $p\text{-value} = 0,000 < 0,05$, led to the rejection of the null hypothesis ($H_0: \rho = 0$) so the sample linear correlation coefficient between *Self-Image Congruity* with Pedras and *Satisfaction* with Pedras was statistically significant considering the sample and the significance level.

Therefore, it is possible to conclude that the variables are related and tend to move in the same direction, so when *Self-image Congruity* with the Pedras increases (decreases), the *Satisfaction* towards this brand will also tend to increase (decrease).

Table 13: Correlation between SIC and Satisfaction with Pedras

		Self-image Congruity [Pedras]	Satisfaction [Pedras]
Self-image Congruity [Pedras]	Pearson Correlation	1	,410**
	Sig. (2-tailed)		,000
	N	391	368
Satisfaction [Pedras]	Pearson Correlation	,410**	1
	Sig. (2-tailed)	,000	
	N	368	368

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

The test was also carried out for Frize. The scatter diagram demonstrated a linear relationship between the variables *Self-Image Congruity* with Frize and *Satisfaction* with Frize, and that 17% of the total variation in *Satisfaction* with Frize (dependent variable) could be explained by *Self-Image Congruity* with Frize (explanatory variable) in the sample ($r^2=0,17$) (see appendix 5.9.).

Once more, the linear correlation coefficient was statistically significant taking into consideration the sample in analysis and the significance level, since $p\text{-value}=0,000 < 0,05$, such that the null hypothesis ($H_0: \rho = 0$) was rejected. In table 14, $r=0,413$ illustrates a moderate positive relationship between the variables *Self-Image Congruity* with the brand Frize and *Satisfaction* with the brand Frize. So, it was possible to conclude that when *Self-image Congruity* with the brand Frize increases (decreases), *Satisfaction* towards the brand also increases (decreases).

Table 14: Correlation between SIC and Satisfaction with Frize

		Self-image Congruity [Frize]	Satisfaction [Frize]
Self-image Congruity [Frize]	Pearson Correlation	1	,413**
	Sig. (2-tailed)		,000
	N	391	350
Satisfaction [Frize]	Pearson Correlation	,413**	1
	Sig. (2-tailed)	,000	
	N	350	350

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

Having carried out the tests for both brands and obtained similar results, it was concluded that **the congruence between brand personality and self-concept is positively related to consumers' satisfaction with the brand.**

Lastly, the fifth hypothesis intended to study the relationship between two major constructs of consumers behaviour considered in this dissertation, namely *Purchase Intention* and *Satisfaction*.

Once more, a Student's T-test of paired samples was carried out to analyse if consumers demonstrated higher purchase intention for one of the brands. After verifying that the assumptions held, it was possible to perform the test and conclude that the difference of

means was statistically significant for the sample and the significance level considered (p-value=0,000 < 0,05; t=4,667; \bar{X} =0,591). Therefore, the null hypothesis to be rejected ($H_0: \mu_{\text{Pedras' purchase intention}} = \mu_{\text{Frize's purchase intention}}$). The descriptive analysis allowed to conclude that people demonstrated greater intention to purchase Pedras rather than Frize ($\bar{X}_{\text{Pedras}}=4,397 > \bar{X}_{\text{Frize}}=3,807$) (see appendix 5.10.).

The same test was computed to evaluate the levels of *Satisfaction* and the conclusions were similar. The null hypothesis indicated that the means of satisfaction would be the same for both brands ($H_0: \mu_{\text{Pedras' satisfaction}} = \mu_{\text{Frize's satisfaction}}$), but a p-value lower than the significance level led to the rejection of this premise (p-value=0,000 < 0,05; t=4,284; \bar{X} =0,262). So the difference of means was statistically significant for the sample and the significance level considered. The descriptive analysis allowed to conclude that consumers present higher levels of satisfaction towards Pedras than Frize ($\bar{X}_{\text{Pedras}}=4,042 > \bar{X}_{\text{Frize}}=3,802$) (see appendix 5.11.).

Having analysed consumers' purchase intention for each brand, as well as their satisfaction, it was analysed the relationship between these two variables in the fifth hypothesis – consumers' satisfaction with a brand is positively related to future purchase intention towards that brand. This premise was also proved by resorting to the correlation of the variables *Satisfaction* and *Purchase Intention* of each brand.

Taking Pedras first, the scatter diagram shows a linear relationship between the two variables and a $r^2=0,556$, which means that 55,6% of the total variation in the *Purchase Intention* of Pedras (dependent variable) was explained by the variation in the *Satisfaction* with Pedras (explanatory variable) in the sample (see appendix 5.12.). Table 15 evidences that the linear correlation coefficient is statistically significant for the sample in study and for the significance level considered, since p-value=0,000 < 0,05 and therefore, the null hypothesis of the correlation coefficient being equal to zero ($H_0: \rho = 0$) was rejected. A Pearson Correlation Coefficient of 0,746 ($r=0,746$) indicates that there was a strong positive linear association between the *Purchase Intention* of Pedras and the *Satisfaction* towards this brand, so that as predicted, when the *Satisfaction* increases (decreases), the *Purchase Intention* tends to increase (decrease) as well.

Table 15: Correlation between Satisfaction and purchase Intention towards Pedras

		Satisfaction [Pedras]	Purchase Intention [Pedras]
Satisfaction [Pedras]	Pearson Correlation	1	,746**
	Sig. (2-tailed)		,000
	N	368	368
Purchase Intention [Pedras]	Pearson Correlation	,746**	1
	Sig. (2-tailed)	,000	
	N	368	391

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

With Frize, the conclusions were similar. The scatter diagram showed a linear relationship between the *Satisfaction* with Frize and the *Purchase Intention* of Frize, where a $r^2=0,556$ illustrates that 55,6% of the total variation of the Purchase Intention of Frize (dependent variable) is explained by the variation in the Satisfaction with Frize (explanatory variable) in the sample. Table 16 demonstrates that taking into consideration the sample in study and the confidence interval defined, the linear correlation coefficient was statistically significant ($p\text{-value}=0,000 < 0,05$) such that the null hypothesis ($H_0: \rho = 0$) was rejected. The $r=0,746$ indicated a strong positive relationship between the two variables, which means that when the *Satisfaction* with Frize increases (decreases), the *Purchase Intention* of Frize tend also to increase (decrease).

Table 16: Correlation between Satisfaction and Purchase intention towards Frize

		Satisfaction [Frize]	Purchase Intention [Frize]
Satisfaction [Frize]	Pearson Correlation	1	,746**
	Sig. (2-tailed)		,000
	N	350	350
Purchase Intention [Frize]	Pearson Correlation	,746**	1
	Sig. (2-tailed)	,000	
	N	350	391

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

Having carried out the tests for both brands, the data demonstrated that **consumers' satisfaction with a brand is positively related to future purchase intention towards that brand.**

Table 17 summarises the hypotheses and the results of the tests:

Table 17: Summary of the hypothesis analysed

Hypothesis		Result
H ₁	Brands from the same product category can have different brand personalities	Validated
H ₂	Users and non-users of a brand attribute different personalities to it	Validated
H ₃	Congruence between brand personality and self-concept is positively related to consumers' future purchase intention towards that brand	Validated
	– Consumers perceive equal levels of congruence with both brands	Validated
	– Users and non-users of a brand present the same levels of congruence	Not validated
	– Congruence levels are independent of consumers' gender	Validated
	– Congruence levels are independent of consumers' age	Not validated
	– Congruence levels are independent of consumers' personality	Not validated
H ₄	Congruence between brand personality and self-concept is positively related to consumers' satisfaction with the brand	Validated
H ₅	Consumers' satisfaction with a brand is positively related to future purchase intention towards that brand	Validated
	– Purchase intention is equal for both brands	Not validated
	– Satisfaction level is equal for both brands	Not validated

5. DISCUSSION OF RESULTS

Evaluating the relevance of brand personality as a strategic tool was the driver for this research which proposed to materialize this concept through the research question: **Are consumers able to perceive differences in brand personality within a utilitarian product category? And can the congruence between brand personality and the self-concept have an impact on consumers' behaviour (purchase intention and satisfaction)?**

The study was applied to two renowned Portuguese brands directly competing in the same product category, namely Pedras and Frize from the sparkling water market.

The choice of the brands proved to be effective, since the levels of brand knowledge were very high, almost every participant knew both brands. Regarding brand experience, 61% were consumers of Pedras and 47% consumers of Frize. So Pedras presented a slightly higher number of consumers, a reflection of its higher market share and possibly resulting from the longevity of its implementation in the market, as well as its apparently good level of loyalty.

When analysing the brand personality of each one of the brands, it became evident that **brands from the same product category can have different brand personalities**. This is in accordance with the findings of Plummer (2000), Ambroise *et al.* (2005), Freling and Forbes (2005a), and Ambroise and Valette-Florence (2010) who claim that a brand's personality can be a powerful tool to differentiate a brand, even within the same product category. This finding also seems to reject the perspective defended by Romaniuk and Sharp (2000), Lee and Rhee (2008), Romaniuk (2008), and Batra, Lenk, and Wedel (2012), that brands from the same product category will have similar perceived brand personalities due to the perceptions and associations that consumers might hold of the category as a whole.

It is important to note that these clearly different personalities were found in brands representing utilitarian products, as apparently undifferentiated as water. According to Woods (1960), Hirschman (1980), and Holbrook (1986) cited in Ang and Lim (2006) and Dhar and Wertenbroch (2000) this type of product tend to be selected on the basis of their functional benefits and tangible attributes which appeal to a rational consumption rather than a symbolic one, commonly associated with brand personality. Although sparkling water could possibly have a bit more of a symbolic element to it, it is still mostly utilitarian and very different from the types of products typically associated to symbolic consumption.

When considering the eleven facets intended to measure brand personality, people perceived differences in eight of them; and when these were grouped into five dimensions (the most well-known format of the scale), there were still differences in four of them.

Pedras was seen as more *Confident, Real, Spiritual* and *Thoughtful*, while Frize was perceived to be more *Happy, Naive, Stylish* and *Young*. This may be a direct consequence of the communication and positioning of each brand (see section 3.2). Pedras' personality seems to be marked by its history and heritage, which aims to transmit high levels of confidence to the consumers. Additionally, its communication messages more focused on the natural properties of its water, the preservation of the environment and promoting a consumption appealing to the senses and pleasure, could be responsible for conceding the brand with a more *Real, Spiritual* and *Thoughtful* side. On the other hand, Frize was characterized as being more *Happy, Naive, Stylish* and *Young* possibly due to its colourful communications based on humour and sarcasm, informal language and its recurrent spokesperson (Pedro Tochas).

But are these perception of brand personality influenced by one's level of previous experience with the brand? According to the present research, and consistent with previous research by Aaker (1996), and Romaniuk (2008), they are. **Users and non-users of a brand attribute different brand personalities to it**, having in this case indicated that they hold significantly different perceptions regarding most of brands' facets and dimensions. In Pedras this difference was evident for all of the facets, apart from *Naïve*. Regardless of the group (users or non-users), most respondents considered that this facet does not describe the brand, probably due to its unquestionable market experience and its concern with health and nature preservation. For Frize, regular users perceived it as being significantly more *Confident, Happy, Independent, Intense, Real, Stylish* and *Thoughtful* than non-users.

Regardless of the brand, users (the ones with higher brand experience) classified every characteristic where there was a difference more positively than non-users. This is also interesting, because at the same time it appears to contradict previous research which suggested that non-users would have a neutral evaluation of brand personality (Romaniuk 2008). This results may be explained by the fact that even when a person is not a user of a certain a brand, he/she may know it enough and be aware of its communication efforts to try to impart a particular personality to that brand.

The perception of very distinct personalities for the two brands is particularly interesting in light of a recent apparent shift in Pedras' communications. It seems that Pedras is trying to

create a more modern, “clean” and youthful image, as illustrated by its promotion of the name Pedras instead of Água das Pedras, the change in the design of its bottle to a more elegant shape and simpler label, its use of more informal and youthful lettering in its communication materials, among others. In the medium run, such actions could lead to a greater convergence in the images of the two brands. Did the brand feel pressure to follow its competitor’s positioning? Is it trying to change the positioning implicitly imposed by the entrance of its competitor in the market, where instinctively Pedras is associated with an older target and in contrast Frize with a younger one? Would this bring benefits for Pedras since its previous strategy was apparently being successful (as it is going to be demonstrated below)? This may constitute a risky attempt to change an apparently well-defined and ingrained brand image. Will consumers accept this change? Or will this new communication be perceived as incongruent, affected by the eagerness of mimicry and idealism identified by Kapferer (2008)? If so, loyal consumers could be alienated if they feel they are not able to relate to the new image.

The possibility of consumers’ feeling unable to relate to a brand noted in the literature, reminds us to the concept of self-image congruity. In the present study, people revealed similar levels of congruence with both brands and these were classified as being below the neutral position. This fact may be a consequence of the difficulty of relating with a utilitarian product, so difficult to identify differences and characteristics at a first sight.

The findings also revealed differences in levels of self-image congruity according to brand experience. Users tended to have higher levels of congruence than non-users, which is in line with Sirgy (1982) and Aaker and Fournier (1995), and supports the premise that people make their consumption choices partly (and whether consciously so or not) based on the perceived similarity between their own personality and the personality of the brands in question.

The results did not show any effect of gender on self-image congruity, but there was a significant effect of age, such that younger (vs. older) respondents demonstrated lower levels of congruence with Pedras, whereas with Frize the congruence level was independent of age. The results for Pedras were unsurprising, as it is easy to understand that younger consumers may not identify with a more conservative and responsible brand personality. But the results for Frize were not as intuitive. It would not be unreasonable to expect that a brand so directed to young consumers might not be as appreciated and relatable by older consumers. Did people

let themselves be carried away by an ideal self, since in general everyone wants to be perceived as being happy, stylish and young?

Additionally, the author wanted to ascertain if people who claim to be more congruent with a brand have personalities that are consistent with the perceived personality facets of that brand. The research showed that individuals who reported higher levels of congruence with Pedras stood out for considering themselves as more *Conventional* and *Self-disciplined*, and less *Disorganized* and *Open to new experiences*. In contrast, individuals with a high level of congruence with Frize highlighted their *Extroversion*. These characterizations are clearly in line with the personality that the participants attributed to each brand, so it suggests that the congruence analysis was coherent.

In addition, it was of interest to analyse the consequences of this congruence on consumers' behaviour and on the brand/consumer relationship. In particular, the impact of the self-image congruity on consumers' purchase intention and satisfaction, drivers of brand performance and as such, inputs which should be strategically monitored and managed.

The results demonstrated that the brand Pedras (long-time leader in its market) presented higher levels of both purchase intention and satisfaction, when compared to Frize. A position gained probably due to its larger market share and market implementation. But, it was also questioned if in this context, the widely supported theory that satisfied consumers have an increased likelihood of repeat purchases, would hold (e.g.: Oliver, 1980, 1993; Dick and Basu, 1994; Donio', Massari, and Passiante, 2006; and Lombart and Louis, 2012). Once the product in question has almost no functional differences, it was questioned whether consumers would engaged in repeated purchases based on satisfactory experiences or if in the next purchase they will simply choose the brand the first brand available. As expected, the results were consistent with this perspective: when satisfaction with Pedras/Frize increased, the levels of purchase intention towards that brand also increased. Consequently, it was shown that **consumers' satisfaction with a brand is positively related to future purchase intention towards that brand.**

But mostly, it was important to evaluate if self-image congruity can have an impact on these two constructs (purchase intention and satisfaction). Some researchers have suggested that there is not enough empirical knowledge to consider brand personality a predictor of consumers' preferences and intentions. However, the results demonstrated that, as expected and previously suggested by Landon (1974), Sirgy (1982), and Ericksen (1996), self-image

congruity is positively related with purchase intention. When the level of congruence towards one of the brands increases, the purchase intention towards that brand also tends to increase.

Self-image congruity was also found to be positively related to satisfaction as indicated by Chon and Olsen (1991), Sirgy *et al.* (1997) and Jamal and Goode (2001). When the congruence level towards one of the brands increased the satisfaction towards that brand also tended to increase. As such, the results indicate that **congruence between brand personality and self-concept is positively related to consumers' future purchase intention towards that brand** and likewise, **congruence between brand personality and self-concept is positively related to consumers' satisfaction with the brand**. Perhaps because the expectations are more aligned and brand and individuals want to communicate the same to third parties. Therefore it originates an emotional relationship, where the symbolic meaning surpasses the rational choices.

Globally, looking at the results for both brands, Pedras presented simultaneity higher purchase intention and higher levels of consumer satisfaction, in spite of consumers recognizing similar levels of congruence with both brands. This means that in this context, although the self-image congruity is positively related with consumers' purchase intention, overall self-image congruity does not appear to have a major influence on consumers' behaviours, since similar levels of congruence generate different levels of purchase intention and satisfaction. This suggests that there are other factors (the examination of which is beyond the scope of this research) that have a higher impact on consumers' decision processes regarding these products; for example consumption situation, co-consumers, availability, moods, among others suggested by Solomon *et al.* (2010). These results may also be a consequence of the nature of a utilitarian product. It seems plausible that for symbolic products the personality of a brand would demonstrate a higher impact on consumers' behaviour.

Nevertheless, through the validation of all of these hypothesis, it was shown that brand personality can directly contribute to differentiation even within a product category, contingent upon the level of brand knowledge, brand experience and congruence level; and additionally, it leads to consumers' purchase intention and satisfaction. However, in this context disagreeing with Plummer (2000) and Ambroise *et al.* (2005), brand personality did not reveal enough relevance to have significant impact on consumers' behaviour and, consequently on business performance. So the concept cannot be considered a prime strategic tool for these brands.

6. MARKETING AND MANAGEMENT IMPLICATIONS

The topic of brand personality has been widely discussed among the scientific community. But does the business world recognize its value? This thesis aimed to clarify the utility and importance of brand personality for companies.

The results indicate that creating a unique brand personality could be advantageous for differentiating a brand from its direct competitors. To do so, managers should invest in developing elements which can create an image in the mind of consumers, such as colours, symbols, labels, spokespersons, and advertising, among others. Contrary to what some authors initially defended, this can be a worthwhile investment not only for symbolic brands, but also for brands of utilitarian products which, as shown in this research, can also stand to benefit from this added value.

It is also important to monitor what consumers are perceiving, since the brand identity that a company believes it is defining may not correspond to the brand image held by consumers; and additionally the brand personality perceived by an individual will influence his/her product evaluation. The monitoring is also relevant for firms to evaluate if consumers might be changing their opinions regarding the brand. This is particularly important when a company is changing its image, as appears to be the case with Pedras at the moment, or when it wants to evaluate if competitors' actions or market trends have any impact on the perceived image of a brand.

Self-image congruity and its implications on consumer behaviour were other important topics addressed in this paper. Its repercussions are especially important and powerful for the target of the brand. As demonstrated in the present study and in previous research, higher levels of congruence lead to higher purchase intention and satisfaction, so it is important to ensure that the target group recognizes the brand personality and can easily relate with the image created in order to ultimately encourage loyalty. Managers must be prepared to adapt their positioning and brand strategies according to the needs of this group. In order to persuade them to perceive the congruence, it may be necessary spread the message through different communication materials or/and select different communication channels directed to different target groups.

As previously shown, although it seems unquestionable that congruence does have an impact on purchase intention and satisfaction, it is not the only factor influencing consumers' choices, and it is probably most often not the most decisive one.

For example, Frize's high investments in brand image have resulted on high levels of brand awareness and in a strong brand image, but apparently they are not being able to capture the purchase intention and satisfaction of consumers. So, it is time for the company to reflect about its brand strategy. As recognized in the company's annual report (*Relatório Único de Gestão Sumol+Compal, 2012*), a strong image was crucial for its market implementation, and even helped to increase awareness to the product category, but its constant falls in sales in recent years suggest that maybe the company should invest in improving other aspects of the brand.

Exploring other factors influencing consumer choices and their relevance would allow a more complete analysis. For example, studying how situational and social variables (e.g. point of consumption, décor, lighting, other people present in the situation, roles, and desire to impress, among others) may lead consumers to occasionally discard their congruence should be a business concern.

In conclusion, brand personality and self-image congruity should be handled by resorting to quantitative and qualitative methods (e.g. focus groups and questionnaires) centred on consumers' opinions. However, this may not be considered a crucial investment for a company, since its role as a competitive advantage, enabler of loyalty and with potential to generate revenues, may not be verified for some products, such as sparkling water. But perhaps for symbolic products the investment might be more worthwhile.

7. CONCLUSIONS, CONTRIBUTIONS, LIMITATIONS AND RECOMMENDATIONS

The last chapter of this research paper will summarize the conclusions taken from this research, as well as, enumerate its contributions and limitations. Lastly, some recommendations for future research are suggested.

7.1. Conclusions

The goal of this research was to prove that brand personality can be an effective strategic tool for companies due to its possible impact on consumer behaviour, as long as they are willing to invest in brand management and relationship marketing. The study resorted to four main constructs (*Brand Personality, Self-image congruity, Purchase Intention, and Satisfaction*) to explore this possible impact.

The research question – **Are consumers able to perceive differences in brand personality within a utilitarian product category? And can the congruence between brand personality and the self-concept have an impact on consumers' behaviour (purchase intention and satisfaction)?** – was validated. It was verified that even brands associated to utilitarian products from the same product category can create different personalities which can be used to differentiate themselves from their competitors. Nevertheless, the perception of a brand's personality is contingent upon the level of brand knowledge, brand experience and self-image congruity. Complementarily, the results showed that self-image congruity is a resource that can actually be an enabler of consumers' behaviour, namely purchase intention and satisfaction; and lastly that these two components of consumers' behaviour were positively related.

This research process exposed and verified three consequences of brand personality: differentiation, purchase intention and satisfaction. Although in all of them brand personality proved to have an impact, its relevance for consumers' behaviour (in what pertains to satisfaction and purchase intention) appeared to be limited in the context under analysis. Therefore, the competitive advantage originated by the brand's personality might not justify its treatment as a major strategic tool.

7.2. Contributions

Beyond the practical contributions previously described (see section 6), the development of this thesis also developed theoretical contributions for the body of knowledge in this field.

The literature review of the present research paper provided a current description of the essential concepts, theories and visions of the most revered authors regarding branding, brand personality, self-image congruity, their contextualization and some of their possible uses in consumer behaviour, which will hopefully constitute an important resource for future researchers in this area.

The study also contributed to the recognition of previous scientific work, by providing validation to the scales used, in a different context and culture.

Additionally, it is hoped that this research will have contributed to the clarification of some less consensual issues in the literature (e.g. perception of different personalities of brand's within the same product category and its impact on consumers' behaviour); and by relating self-image congruity, purchase intention and satisfaction in the same study, it is increasing the body of empirical evidence in a relative unexplored area. The study of these constructs with brands associated with utilitarian products and from the same product category was, as far as it is known, a pioneering contribution.

Lastly, it was an innovative study applied to the Portuguese market and exclusively to Portuguese brands, with a comparative analysis of two brands from the same product category.

7.3. Limitations, Recommendations, and Future Research

As with any research, this study is not without its limitations which in the context of this research were impossible to overcome.

Time constrains and the need to ensure participant cooperation (which likely would not have been available for a very long survey), meant the study was focused on only two brands from a product category. This could lead to a narrow vision of the segment, and since the research was only applied to one product category, the findings cannot be directly applied to other contexts. Future research may want to expand the study to other product and service

categories and within each one include more brands. Thus, it will be possible to verify if the conclusions are contingent upon the category analysed or not.

Equally motivated by time and lack of resources, a non-probabilistic sampling method was used. As consequence, a convenience sampling method originated a sample overly characterized by people with high education, mostly residents in Lisbon and relatively young, which is not reflective of the general socio-demographic characteristics of the Portuguese population. Although this is an increasingly used method, it presents several limitations, such as the preclusion of the extrapolation of conclusions for the population as a whole, the possibility of selection bias, and the fact that the sample may not represent any defined population. Future studies would beneficiate from resorting to a probabilistic sampling method, for example by quota sampling by age.

Additionally, choosing as data collection instrument an online survey may have led to biased responses, in case of doubts that could not be predicted during the pre-test and that could not be clarified at the moment of response. Furthermore, this easily disseminated tool forced to a natural selection of the participants which present higher ease and interest in handling internet and social networks.

Although the thematic of brand personality has been studied in the last decades, there are still points of disagreement and areas to explore. So, for anyone who desires to proceed with future research, the author suggests to:

- Verify if in categories of symbolic products the impact of brand personality on consumer behaviour has a more relevant weight;
- Do a longitudinal study to evaluate if individuals recognize changes in brand positioning and assess repercussions of such changes on purchase intention and satisfaction levels;
- Ascertain the impact of the multiple facets of the self and study whether they have different impacts on consumers' purchase intention and satisfaction, especially when comparing public and private consumption;
- Investigate the influence of the malleable self, by verifying if in different situations contexts, for example depending on the place, the time or the people one is with, different brands will be chosen, such that choice depends more on the conditions of a situation rather than on a stable congruence between the self and a brand.

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9. APPENDICES

List of Appendices

1. Product Category and Brands' Selection	79
1.1. Pedras labelling.....	79
1.2. Frize labelling	79
1.3. Pedras Packaging	80
1.4. Frize Packaging	80
1.5. Examples of Pedras' communication material	81
1.6. Examples of Frize' communication material.....	82
2. Measuring Instruments.....	84
2.1. Comparison of American and Spanish versions of Aaker's brand personality scale	84
2.2. Translation of human personality scale	85
2.3. Translation of the Spanish version of the brand personality scale	86
2.4. Questionnaire.....	86
3. Sample Characterization	92
3.1. Gender	92
3.2. Age.....	92
3.3. City/Region of residence	92
3.4. Employment Status.....	93
3.5. Educational Background.....	93
3.6. Income and Dimension of the householder	93
3.7. Brand Knowledge	94
3.8. Brand Experience	94
4. Reliability Analysis.....	95
4.1. Human personality.....	95
4.2. Pedras' brand personality with eleven facets	95

4.3.	Frize's brand personality with eleven facets	96
4.4.	Pedras' brand personality with five dimensions.....	96
4.5.	Frize's brand personality with five dimensions.....	96
4.6.	Self-image congruity with Pedras.....	96
4.7.	Self-image congruity with Frize	97
4.8.	Satisfaction with Pedras.....	97
4.9.	Satisfaction with Frize	97
4.10.	Purchase intention towards Pedras.....	97
4.11.	Purchase intention towards Frize	97
5.	Hypothesis tests	98
5.1.	H ₁	98
5.2.	H ₂	101
5.3.	Self-image congruity with both brands	105
5.4.	Self-image congruity of users and non-users	105
5.5.	Self-image Congruity with Gender.....	106
5.6.	Self-image congruity with age.....	107
5.7.	Self-image congruity with human personality.....	108
5.8.	H ₃	114
5.9.	H ₄	114
5.10.	Purchase intention towards the brands.....	114
5.11.	Satisfaction towards the brands	115
5.12.	H ₅	115

1. Product Category and Brands' Selection

1.1. Pedras labelling

Figure 20: Front labelling of Pedras' bottle



Figure 21: Back labelling of Pedras' bottle



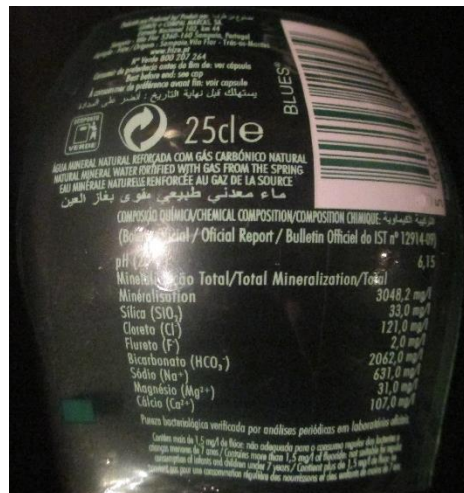
Source: Photos taken by the author

1.2. Frize labelling

Figure 22: Front labelling of Frize's bottle



Figure 23: Back labelling of Frize's bottle



Source: Photos taken by the author

1.3. Pedras Packaging

Figure 24: Pedras' Bottle



Figure 25: Pedras' packaging



Source:

<http://www.hipersuper.pt/wp-content/uploads/2011/05/%C3%81gua-das-Pedras.jpg>

http://www.jumbo.pt/MediaServer/CatalogImages/Products/320_252/00041248_320_252.jpg

1.4. Frize Packaging

Figure 26: Frize's bottle



Figure 27: Frize's packaging



Source:

<http://www.frize.pt>

[http://www.continente.pt/stores/continente/pt-](http://www.continente.pt/stores/continente/pt-pt/public/Pages/ProductDetail.aspx?ProductId=3035599(eCsf_RetekProductCatalog_MegastoreContinenteOnline_Continente))

[pt/public/Pages/ProductDetail.aspx?ProductId=3035599\(eCsf_RetekProductCatalog_MegastoreContinenteOnline_Continente\)](http://www.continente.pt/stores/continente/pt-pt/public/Pages/ProductDetail.aspx?ProductId=3035599(eCsf_RetekProductCatalog_MegastoreContinenteOnline_Continente))

1.5. Examples of Pedras' communication material

Figure 28: Example of 2002



Figure 29: Example of 2004



Figure 30: Example of 2010



Figure 31: Example of 2012

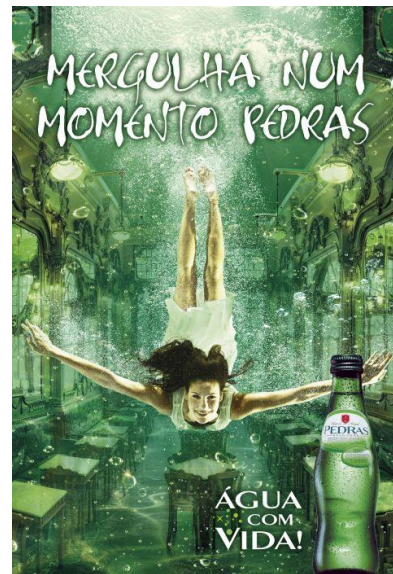


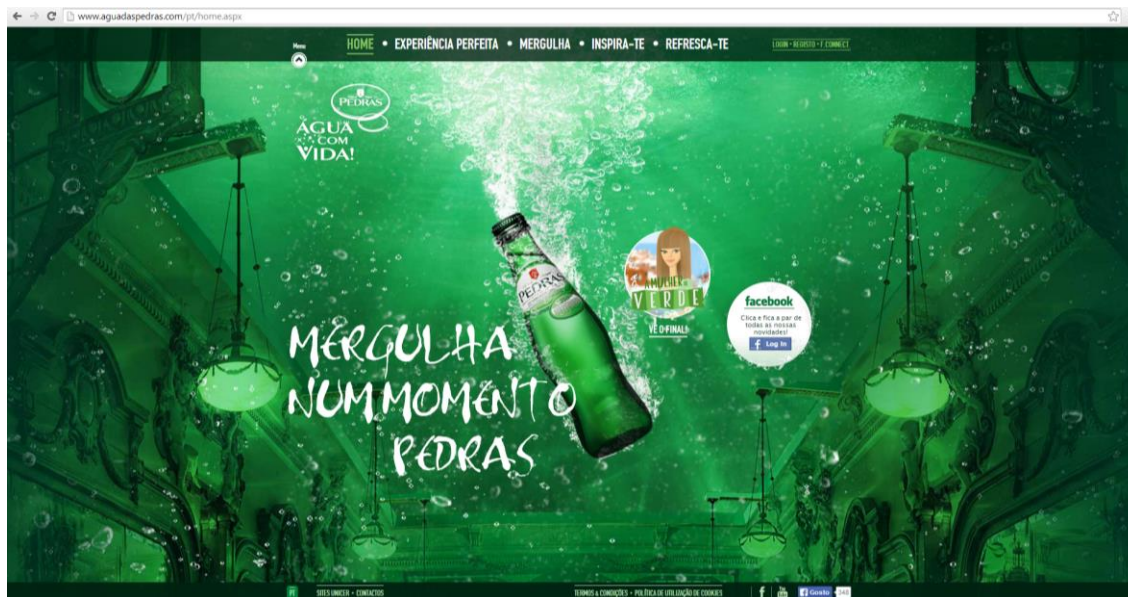
Figure 32: Example of 2013



Figure 33: Example of 2014



Figure 34: Website accessed on July 2014



Sources: <http://www.aguadaspedras.com/pt/refresca-te/comunicacao.aspx>
<http://www.tvi24.iol.pt/multimedia/oratvi/multimedia/imagem/id/13890606/877x658>

1.6. Examples of Frize' communication material

Figure 35: Example of 2004



Figure 36: Example of 2008



Figure 37: Example of 2009



Figure 38: Example of 2011



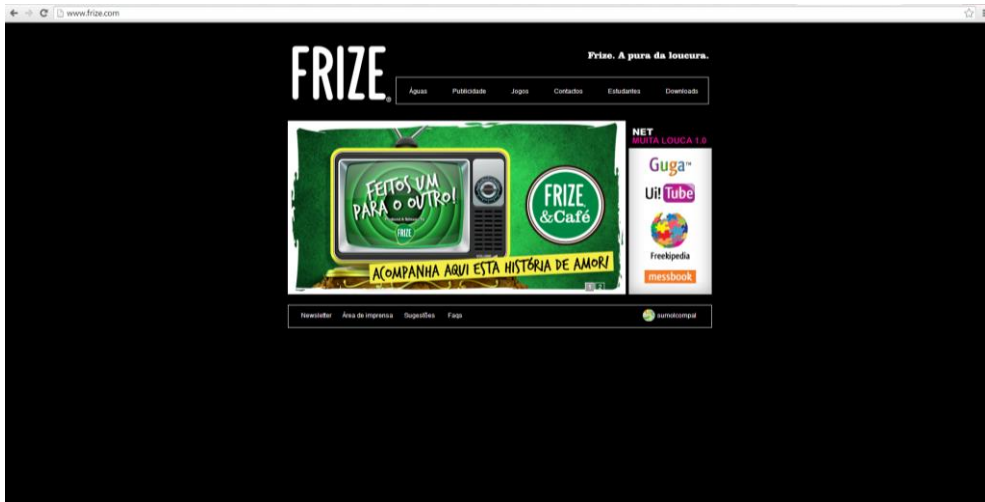
Figure 39: Example of 2012



Figure 40: Example of 2013



Figure 41: Website accessed on July 2014



Sources: <http://www.frize.com/pub.php>
<http://www.meiosepublicidade.pt/2011/04/frize-renova-imagem/>
http://www.dinheirovivo.pt/buzz/interior.aspx?content_id=3888335
<http://imagensdemarca.sapo.pt/atualidade/promo-o-caso-frize/>

2. Measuring Instruments

2.1. Comparison of American and Spanish versions of Aaker's brand personality scale

American Brand Personality Dimensions	Spanish Brand Personality Dimensions
<p>Sincerity Down-to-earth; Honesty; Wholesomeness; Cheerfulness.</p>	<p>Sincerity Thoughtfulness; Realness.</p>
<p>Excitement Daring; Spiritedness; Imagination; Contemporary.</p>	<p>Excitement Happiness; Youth; Independence.</p>
<p>Competence Reliability; Intelligence; Success.</p>	<p>Peacefulness Affection; Naivety.</p>
<p>Sophistication Class; Charm.</p>	<p>Sophistication Style; Confidence.</p>
<p>Ruggedness Masculinity; Toughness.</p>	<p>Passion Intensity; Spirituality.</p>

Source: Aaker Benet-Martínez, and Garolera, 2001

2.2. Translation of human personality scale

English version	Portuguese version
<p>Extraversion</p> <p>Extraverted; Enthusiastic.</p> <p><u>Reversed-scored:</u> Reserved; Quiet.</p>	<p>Extroversão</p> <p>Extrovertido(a); Entusiasta.</p> <p><u>Avaliação-inversa:</u> Reservado(a); Calado(a).</p>
<p>Agreeableness</p> <p>Sympathetic; Warm.</p> <p><u>Reversed-scored:</u> Critical; Quarrelsome.</p>	<p>Amabilidade</p> <p>Compreensivo(a); Caloroso(a).</p> <p><u>Avaliação-inversa:</u> Crítico(a); Conflituoso(a).</p>
<p>Conscientiousness</p> <p>Dependable; Self-disciplined.</p> <p><u>Reversed-scored:</u> Disorganized; Careless.</p>	<p>Consciência</p> <p>Confiável; Disciplinado(a).</p> <p><u>Avaliação-inversa:</u> Desorganizado(a); Descuidado(a).</p>
<p>Emotional Stability</p> <p>Calm; Emotionally stable;</p> <p><u>Reversed-scored:</u> Anxious; Easily upset.</p>	<p>Estabilidade Emocional</p> <p>Calmo(a); Emocionalmente estável.</p> <p><u>Avaliação-inversa:</u> Ansioso(a); Facilmente transtornável.</p>
<p>Openness to Experiences</p> <p>Open to new experiences; Complex.</p> <p><u>Reversed-scored:</u> Conventional; Uncreative.</p>	<p>Aberto a Novas Experiências</p> <p>Aberto(a) a novas experiências; Complexo(a).</p> <p><u>Avaliação-inversa:</u> Convencional; Pouco criativo(a).</p>

Source: Gosling *et al.*, 2003

2.3. Translation of the Spanish version of the brand personality scale

English version	Portuguese version
Sincerity Thoughtfulness; Realness.	Sinceridade Atenciosa; Autêntica.
Excitement Happiness; Youth; Independence.	Entusiasmo Alegre; Jovem; Independente.
Peacefulness Affection; Naivety.	Tranquilidade Afetuosa; Ingénua.
Sophistication Style; Confidence.	Sofisticação Com estilo; Segura de si mesma.
Passion Intensity; Spirituality.	Paixão Intensa; Espiritual.

Source: Aaker, Benet-Martínez and Garolera, 2001

2.4. Questionnaire

Consumo de Águas com Gás

Caro(a) participante,

Este questionário surge no âmbito da minha dissertação de mestrado em Business Administration na ISCTE Business School.

O objetivo é estudar o consumo de águas com gás em Portugal através das marcas: Pedras e Frize. Peço-lhe que responda de acordo com as suas experiências e perceções. Não existem respostas certas ou erradas, apenas pontos de vista pessoais.

As respostas recolhidas serão totalmente confidenciais e anónimas e serão exclusivamente utilizadas para âmbito académico. Por favor responda a todas as perguntas, de modo a poder validar a sua participação.

Obrigada pela sua disponibilidade e colaboração.

Consumidor

1. Por favor classifique cada um dos traços tendo em conta a sua personalidade.

	1. Discordo totalmente	2.	3.	4.	5.	6.	7. Concordo totalmente
Extrovertido(a)							
Crítico(a)							
Confiável							
Ansioso(a)							
Aberto(a) a novas experiências							
Reservado(a)							
Compreensivo(a)							
Desorganizado(a)							
Calmo(a)							
Convencional							
Entusiasta							
Conflituoso(a)							
Disciplinado(a)							
Facilmente transtornável							
Complexo(a)							
Calado(a)							
Caloroso(a)							
Descuidado(a)							
Emocionalmente estável							
Pouco criativo							

Consumo de Águas com Gás



2. Conhece as marcas PEDRAS e FRIZE?

- Conheço ambas Conheço apenas uma delas Não conheço nenhuma



3. Já alguma vez consumiu águas PEDRAS?

- Não Sim, já experimentei Sim, já consumi várias vezes



4. Já alguma vez consumiu águas Frize?

- Não Sim, já experimentei Sim, já consumi várias vezes

Personalidade das marcas

Gostaria que pensasse em cada uma das marcas como se elas fossem uma pessoa. O estudo pretende descobrir que traços de personalidade humana associa a cada uma delas.

5. Se a marca PEDRAS fosse uma pessoa como é que a descreveria segundo as seguintes características?

	1. Não descreve nada a marca	2.	3.	4.	5. Descreve completamente a marca
Alegre					
Jovem					
Independente					
Segura de si mesma					
Afetuosa					
Ingénua					
Intensa					
Espiritual					
Atenciosa					
Autêntica					
Com estilo					

6. Imagine a marca PEDRAS, uma vez mais, como se fosse uma pessoa. Agora pense em si próprio, como descreveria a sua personalidade? Tendo presente estas duas imagens, classifique as seguintes afirmações.

	1. Discordo totalmente	2.	3.	4.	5. Concordo totalmente
A personalidade da marca PEDRAS é consistente com a forma como eu me vejo.					
A personalidade da marca PEDRAS é o espelho da minha imagem.					

7. Se a marca FRIZE fosse uma pessoa como é que a descreveria segundo as seguintes características?

	1. Não descreve nada a marca	2.	3.	4.	5. Descreve completamente a marca
Alegre					
Jovem					
Independente					
Segura de si mesma					
Afetuosa					
Ingénua					
Intensa					
Espiritual					
Atenciosa					
Autêntica					
Com estilo					

8. Imagine a marca FRIZE, uma vez mais, como se fosse uma pessoa. Agora pense em si próprio, como descreveria a sua personalidade? Tendo presente estas duas imagens, classifique as seguintes afirmações.

	1. Discordo totalmente	2.	3.	4.	5. Concordo totalmente
A personalidade da marca FRIZE é consistente com a forma como eu me vejo.					
A personalidade da marca FRIZE é o espelho da minha imagem.					

9. Penso que escolher esta marca é uma boa opção.

	1. Discordo totalmente	2.	3.	4.	5. Concordo totalmente
Pedras					
Frize					

10. Estou desiludido com esta marca.

	1. Discordo totalmente	2.	3.	4.	5. Concordo totalmente	Nunca experimentei
Pedras						
Frize						

11. No geral, como é que classificaria a sua satisfação com cada uma das marcas?

	1. Muito insatisfeito	2.	3.	4.	5. Muito satisfeito	Nunca experimentei
Pedras						
Frize						

12. Imaginando que iria comprar uma água com gás, complete as seguintes afirmações.

	1. Muito baixa	2.	3.	4.	5.	6.	7. Muito alta
A minha vontade de comprar PEDRAS é							
A minha vontade de comprar FRIZE é							
A probabilidade de comprar PEDRAS é							
A probabilidade de comprar FRIZE é							
A probabilidade de recomendar a marca PEDRAS a alguém que me peça um conselho é							
A probabilidade de recomendar a marca FRIZE a alguém que me peça um conselho é							

Dados Demográficos

Recolha de dados demográficos com o objetivo de realizar a caracterização dos participantes do estudo.

13. Género

Masculino

Feminino

14. Idade (open answer)

15. Distrito/região de residência

Aveiro

Faro

Setúbal

Beja

Guarda

Viana do Castelo

Braga

Leiria

Vila Real

Bragança

Lisboa

Viseu

Castelo Branco

Portalegre

R. A. Açores

Coimbra

Porto

R. A. Madeira

Évora

Santarém

16. Situação Profissional

Estudante

Desempregado

Trabalhador-Estudante

Reformado

Empregado

17. Nível mais alto de escolaridade completado

Ensino Básico

Mestrado

Ensino Secundário

Doutoramento

Licenciatura

18. Rendimento mensal líquido do seu agregado familiar

Até 500€

3.501€ a 4.500€

501€ a 1.500€

4.501€ a 5.500€

1.501€ a 2.500€

Superior a 5.500€

2.501€ a 3.500€

19. Número de pessoas do seu agregado familiar

1

2

3

4

Mais do que 4

A sua resposta foi registada. Obrigada pela sua colaboração!

3. Sample Characterization

3.1. Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	230	56,7	56,7	56,7
	Male	176	43,3	43,3	100,0
	Total	406	100,0	100,0	

3.2. Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20	29	7	7	7,1
	20 - 29	173	42,7	42,7	49,8
	30 - 39	73	18	18	67,7
	40 - 49	62	15,3	15,3	83
	50 - 59	47	11,5	11,5	94,6
	60 - 69	17	4,1	4,1	98,8
	> 69	5	1	1	100
	Total	406	100	100	

Statistics Age

N	Valid	406
	Missing	0
Mean		33,98
Median		30,00
Mode		22
Std. Deviation		13,922
Variance		193,831
Minimum		15
Maximum		84

3.3. City/Region of residence

		City/region of residence			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aveiro	6	1,5	1,5	1,5
	Beja	1	,2	,2	1,7
	Braga	23	5,7	5,7	7,4
	Bragança	1	,2	,2	7,6
	Castelo Branco	9	2,2	2,2	9,9
	Coimbra	8	2,0	2,0	11,8
	Évora	3	,7	,7	12,6
	Faro	8	2,0	2,0	14,5
	Guarda	1	,2	,2	14,8
	Leiria	11	2,7	2,7	17,5
	Lisboa	255	62,8	62,8	80,3
	Portalegre	2	,5	,5	80,8
	Porto	29	7,1	7,1	87,9
	R. A. Açores	1	,2	,2	88,2
	R. A. Madeira	6	1,5	1,5	89,7
	Santarém	7	1,7	1,7	91,4
	Setúbal	32	7,9	7,9	99,3
	Viana do Castelo	1	,2	,2	99,5
	Viseu	2	,5	,5	100,0
	Total	406	100,0	100,0	

3.4. Employment Status

		Current employment status			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	220	54,2	54,2	54,2
	Retired	14	3,4	3,4	57,6
	Student	113	27,8	27,8	85,5
	Unemployed	18	4,4	4,4	89,9
	Working student	41	10,1	10,1	100,0
	Total	406	100,0	100,0	

3.5. Educational Background

		Highest educational level completed			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor degree	185	45,6	45,6	45,6
	Doctoral degree	52	12,8	12,8	58,4
	High school diplom	89	21,9	21,9	80,3
	Less than high school	3	,7	,7	81,0
	Master degree	77	19,0	19,0	100,0
	Total	406	100,0	100,0	

3.6. Income and Dimension of the householder

	Case Processing Summary					
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Monthly income level of the householder * Dimension of the householder	406	100,0%	0	0,0%	406	100,0%

Monthly income level of the householder * Dimension of the householder Crosstabulation

		Dimension of the householder					Total	
		1	2	3	4	More than 4		
Monthly income level of the householder	€1,501 to €2,500	Count	12	20	13	35	5	85
		% within Monthly income level of the householder	14,1%	23,5%	15,3%	41,2%	5,9%	100,0%
		% within Dimension of the householder	21,1%	23,8%	15,1%	25,7%	11,6%	20,9%
	€2,501 to €3,500	Count	4	17	26	31	5	83
		% within Monthly income level of the householder	4,8%	20,5%	31,3%	37,3%	6,0%	100,0%
		% within Dimension of the householder	7,0%	20,2%	30,2%	22,8%	11,6%	20,4%
	€3,501 to €4,500	Count	1	11	14	16	7	49
		% within Monthly income level of the householder	2,0%	22,4%	28,6%	32,7%	14,3%	100,0%
		% within Dimension of the householder	1,8%	13,1%	16,3%	11,8%	16,3%	12,1%
€4,501 to €5,500	Count	0	5	2	13	7	27	
	% within Monthly income level of the householder	0,0%	18,5%	7,4%	48,1%	25,9%	100,0%	
	% within Dimension of the householder	0,0%	6,0%	2,3%	9,6%	16,3%	6,7%	
€501 to €1,500	Count	35	22	24	26	10	117	
	% within Monthly income level of the householder	29,9%	18,8%	20,5%	22,2%	8,5%	100,0%	
	% within Dimension of the householder	61,4%	26,2%	27,9%	19,1%	23,3%	28,8%	
More than €5,500	Count	1	5	4	14	8	32	
	% within Monthly income level of the householder	3,1%	15,6%	12,5%	43,8%	25,0%	100,0%	
	% within Dimension of the householder	1,8%	6,0%	4,7%	10,3%	18,6%	7,9%	

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Up to €500	Count	4	4	3	1	1	13
	% within Monthly income level of the householder	30,8%	30,8%	23,1%	7,7%	7,7%	100,0%
	% within Dimension of the householder	7,0%	4,8%	3,5%	0,7%	2,3%	3,2%
Total	Count	57	84	86	136	43	406
	% within Monthly income level of the householder	14,0%	20,7%	21,2%	33,5%	10,6%	100,0%
	% within Dimension of the householder	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%

3.7. Brand Knowledge

Statistics

Do you know the brands PEDRAS and FRIZE?

N	Valid	406
	Missing	0

Do you know the brands PEDRAS and FRIZE?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I know both brands	391	96,3	96,3	96,3
	I only know one of the brands	12	3,0	3,0	99,3
	I do not know any of the brands	3	,7	,7	100,0
	Total	406	100,0	100,0	

3.8. Brand Experience

Statistics

Have you ever consumed the brand PEDRAS?

N	Valid	391
	Missing	15

Have you ever consumed the brand PEDRAS?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I consumed it more than once	238	58,6	60,9	60,9
	Yes, I already tried	134	33,0	34,3	95,1
	No, I never tried	19	4,7	4,9	100,0
	Total	391	96,3	100,0	
Missing	Not answered		3,7		
Total		406	100,0		

Statistics

Have you ever consumed the brand FRIZE?

N	Valid	391
	Missing	15

Have you ever consumed the brand FRIZE?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I consumed it more than once	184	45,3	47,1	47,1
	Yes, I already tried	164	40,4	41,9	89,0
	No, I never tried	43	10,6	11,0	100,0
	Total	391	96,3	100,0	
Missing	Not answered	15	3,7		
Total		406	100,0		

4. Reliability Analysis

4.1. Human personality

Case Processing Summary

		N	%
Cases	Valid	406	100,0
	Excluded ^a	0	,0
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,642	20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Please classify each trait taking in consideration your own personality [Anxious]	79,64	94,226	,267	,625
Please classify each trait taking in consideration your own personality [Calm]	79,38	96,771	,182	,636
Please classify each trait taking in consideration your own personality [Careless]	81,17	97,629	,184	,635
Please classify each trait taking in consideration your own personality [Complex]	79,48	93,756	,264	,625
Please classify each trait taking in consideration your own personality [Conventional]	79,97	94,777	,300	,621
Please classify each trait taking in consideration your own personality [Critical]	78,70	96,664	,269	,626
Please classify each trait taking in consideration your own personality [Dependable]	77,77	94,366	,420	,612
Please classify each trait taking in consideration your own personality [Disorganized]	80,75	97,759	,131	,643
Please classify each trait taking in consideration your own personality [Easily Upset]	80,71	97,477	,169	,637
Please classify each trait taking in consideration your own personality [Emotionally stable]	78,79	97,392	,198	,633
Please classify each trait taking in consideration your own personality [Enthusiastic]	78,80	95,422	,313	,621
Please classify each trait taking in consideration your own personality [Extraverted]	79,23	99,556	,084	,648
Please classify each trait taking in consideration your own personality [Open to new experiences]	78,58	96,244	,267	,626
Please classify each trait taking in consideration your own personality [Quarrelsome]	81,58	98,660	,183	,635
Please classify each trait taking in consideration your own personality [Quiet]	80,27	95,142	,186	,636
Please classify each trait taking in consideration your own personality [Reserved]	79,82	94,595	,217	,632
Please classify each trait taking in consideration your own personality [Self-Disciplined]	78,82	95,896	,251	,627
Please classify each trait taking in consideration your own personality [Sympathetic]	78,39	95,770	,328	,620
1. Please classify each trait taking in consideration your own personality [uncreative]	80,58	97,444	,156	,639
Please classify each trait taking in consideration your own personality [Warm]	78,94	93,280	,348	,615

4.2. Pedras' brand personality with eleven facets

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,841	11

4.3. Frize's brand personality with eleven facets

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,864	11

4.4. Pedras' brand personality with five dimensions

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,825	5

4.5. Frize's brand personality with five dimensions

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,828	5

4.6. Self-image congruity with Pedras

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,781	2

4.7. Self-image congruity with Frize

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,871	2

4.8. Satisfaction with Pedras

Case Processing Summary

		N	%
Cases	Valid	368	90,6
	Excluded ^a	38	9,4
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,789	3

4.9. Satisfaction with Frize

Case Processing Summary

		N	%
Cases	Valid	350	86,2
	Excluded ^a	56	13,8
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,804	3

4.10. Purchase intention towards Pedras

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,943	3

4.11. Purchase intention towards Frize

Case Processing Summary

		N	%
Cases	Valid	391	96,3
	Excluded ^a	15	3,7
	Total	406	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,954	3

5. Hypothesis tests

5.1. H₁

– 11 facets

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Affectionate]	2,75	391	1,013	,051
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Affectionate]	2,74	391	1,014	,051
Pair 2	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Confident]	3,69	391	1,052	,053
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Confident]	3,40	391	1,096	,055
Pair 3	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	2,80	391	1,031	,052
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	3,99	391	,994	,050
Pair 4	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Independent]	3,39	391	1,066	,054
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Independent]	3,37	391	1,094	,055
Pair 5	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Intense]	3,36	391	1,070	,054
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Intense]	3,30	391	1,097	,055
Pair 6	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Naive]	2,12	391	1,032	,052
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Naive]	2,31	391	1,040	,053
Pair 7	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Real]	3,91	391	,997	,050
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Real]	3,24	391	1,080	,055
Pair 8	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Spiritual]	2,95	391	1,066	,054
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Spiritual]	2,73	391	1,101	,056
Pair 9	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Stylish]	2,86	391	1,105	,056
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Stylish]	3,73	391	1,094	,055

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Pair 10	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Thoughtful]	2,97	391	1,057	,053
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Thoughtful]	2,63	391	1,001	,051
Pair 11	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Young]	2,42	391	1,099	,056
	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Young]	4,12	391	,949	,048

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Affectionate] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Affectionate]	391	,322	,000
Pair 2	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Confident] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Confident]	391	,220	,000
Pair 3	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	391	-,039	,441
Pair 4	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Independent] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Independent]	391	,071	,159
Pair 5	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Intense] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Intense]	391	,018	,725
Pair 6	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Naive] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Naive]	391	,175	,001
Pair 7	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Real] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Real]	391	,020	,696
Pair 8	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Spiritual] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Spiritual]	391	,204	,000
Pair 9	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Stylish] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Stylish]	391	-,119	,019
Pair 10	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Thoughtful] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Thoughtful]	391	,355	,000
Pair 11	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Young] & If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Young]	391	-,134	,008

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Affectionate] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Affectionate]	,015	1,181	,060	-,102	,133	,257	390	,797
Pair 2	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Confident] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Confident]	,286	1,342	,068	,153	,420	4,222	390	,000

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Pair 3	If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	- 1,192	1,459	,074	-1,337	-1,047	-16,148	390	,000
Pair 4	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Independent] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Independent]	,023	1,472	,074	-,123	,169	,309	390	,757
Pair 5	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Intense] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Intense]	,064	1,519	,077	-,087	,215	,833	390	,406
Pair 6	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Naive] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Naive]	-,192	1,331	,067	-,324	-,060	-2,850	390	,005
Pair 7	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Real] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Real]	,673	1,455	,074	,528	,817	9,139	390	,000
Pair 8	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Spiritual] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Spiritual]	,220	1,367	,069	,084	,356	3,181	390	,002
Pair 9	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Stylish] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Stylish]	-,875	1,645	,083	-1,038	-,711	-10,517	390	,000
Pair 10	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Thoughtful] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Thoughtful]	,338	1,170	,059	,221	,454	5,708	390	,000
Pair 11	If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Young] - If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Young]	- 1,703	1,546	,078	-1,857	-1,550	-21,792	390	,000

— 5 dimensions

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Excitement_Pedras	2,8687	391	,82851	,04190
	Excitement_Frize	3,8261	391	,84725	,04285
Pair 2	Sincerity_Pedras	3,4399	391	,83718	,04234
	Sincerity_Frize	2,9348	391	,86615	,04380
Pair 3	Sophistication_Pedras	3,2737	391	,90045	,04554
	Sophistication_Frize	3,5678	391	,96669	,04889
Pair 4	Peacefulness_Pedras	2,4373	391	,81053	,04099
	Peacefulness_Frize	2,5256	391	,85071	,04302
Pair 5	Passion_Pedras	3,1573	391	,87644	,04432
	Passion_Frize	3,0153	391	,91134	,04609

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Excitement_Pedras & Excitement_Frize	391	,001	,989
Pair 2	Sincerity_Pedras & Sincerity_Frize	391	,149	,003
Pair 3	Sophistication_Pedras & Sophistication_Frize	391	,080	,113
Pair 4	Peacefulness_Pedras & Peacefulness_Frize	391	,360	,000
Pair 5	Passion_Pedras & Passion_Frize	391	,151	,003

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
Pair	-	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
					Pair 1	Excitement_Pedras - Excitement_Frize	-.95737	1,18461	,05991
Pair 2	Sincerity_Pedras - Sincerity_Frize	,50512	1,11112	,05619	,39464	,61559	8,989	390	,000
Pair 3	Sophistication_Pedras - Sophistication_Frize	-.29412	1,26712	,06408	-,42010	-,16813	-4,590	390	,000
Pair 4	Peacefulness_Pedras - Peacefulness_Frize	-.08824	,94014	,04754	-,18171	,00524	-1,856	390	,064
Pair 5	Passion_Pedras - Passion_Frize	,14194	1,16506	,05892	,02610	,25778	2,409	390	,016

5.2. H₂

— Pedras

Group Statistics

	Consume_Pedras_Recode	N	Mean	Std. Deviation	Std. Error Mean
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Affectionate]	Users	238	2,94	1,002	,065
	Non-users	153	2,47	,967	,078
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Confident]	Users	238	3,89	,972	,063
	Non-users	153	3,39	1,101	,089
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	Users	238	2,90	1,047	,068
	Non-users	153	2,65	,990	,080
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Independent]	Users	238	3,52	1,066	,069
	Non-users	153	3,18	1,035	,084
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Intense]	Users	238	3,52	1,066	,069
	Non-users	153	3,11	1,030	,083
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Naive]	Users	238	2,12	1,084	,070
	Non-users	153	2,12	,948	,077
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Real]	Users	238	4,08	,924	,060
	Non-users	153	3,64	1,049	,085
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Spiritual]	Users	238	3,08	1,091	,071
	Non-users	153	2,75	,995	,080
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Stylish]	Users	238	3,04	1,145	,074
	Non-users	153	2,58	,978	,079
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Thoughtful]	Users	238	3,14	1,044	,068
	Non-users	153	2,71	1,025	,083
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Young]	Users	238	2,52	1,113	,072
	Non-users	153	2,26	1,062	,086

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Affectionate]]	Equal variances assumed	2,548	,111	4,553	389	,000	,466	,102	,265	,668
	Equal variances not assumed			4,588	332,680	,000	,466	,102	,266	,666
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Confident]	Equal variances assumed	7,435	,007	4,719	389	,000	,501	,106	,292	,710
	Equal variances not assumed			4,593	294,997	,000	,501	,109	,286	,716
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	Equal variances assumed	,195	,659	2,374	389	,018	,252	,106	,043	,461
	Equal variances not assumed			2,403	337,247	,017	,252	,105	,046	,458
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Independent]	Equal variances assumed	1,179	,278	3,094	389	,002	,338	,109	,123	,553
	Equal variances not assumed			3,114	331,210	,002	,338	,109	,124	,552
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Intense]	Equal variances assumed	2,920	,088	3,760	389	,000	,410	,109	,196	,624
	Equal variances not assumed			3,789	332,476	,000	,410	,108	,197	,623
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Naive]	Equal variances assumed	1,028	,311	-,061	389	,951	-,007	,107	-,217	,204
	Equal variances not assumed			-,063	354,402	,950	-,007	,104	-,211	,198
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Real]	Equal variances assumed	3,954	,047	4,391	389	,000	,444	,101	,245	,642
	Equal variances not assumed			4,272	294,468	,000	,444	,104	,239	,648
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Spiritual]	Equal variances assumed	,380	,538	3,041	389	,003	,332	,109	,117	,547
	Equal variances not assumed			3,102	345,450	,002	,332	,107	,122	,543
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Stylish]	Equal variances assumed	,839	,360	4,124	389	,000	,463	,112	,242	,683
	Equal variances not assumed			4,266	359,062	,000	,463	,108	,249	,676
If the brand PEDRAS was a person, how would you describe	Equal variances assumed	,269	,604	4,028	389	,000	,433	,107	,222	,644

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

him/her according to the following attributes? [Thoughtful]	Equal variances not assumed			4,044	328,608	,000	,433	,107	,222	,643
If the brand PEDRAS was a person, how would you describe him/her according to the following attributes? [Young]	Equal variances assumed	1,867	,173	2,254	389	,025	,255	,113	,033	,478
	Equal variances not assumed			2,277	335,103	,023	,255	,112	,035	,476

— Frize

Group Statistics

	Consume_Frize_Recode	N	Mean	Std. Deviation	Std. Error Mean
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Affectionate]	Users	184	2,82	,928	,068
	Non-users	207	2,67	1,083	,075
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Confident]	Users	184	3,58	1,021	,075
	Non-users	207	3,25	1,137	,079
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	Users	184	4,14	,876	,065
	Non-users	207	3,86	1,072	,075
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Independent]	Users	184	3,50	1,056	,078
	Non-users	207	3,25	1,116	,078
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Intense]	Users	184	3,46	1,034	,076
	Non-users	207	3,15	1,133	,079
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Naive]	Users	184	2,35	1,040	,077
	Non-users	207	2,28	1,041	,072
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Real]	Users	184	3,43	1,043	,077
	Non-users	207	3,07	1,086	,075
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Spiritual]	Users	184	2,80	1,022	,075
	Non-users	207	2,67	1,165	,081
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Stylish]	Users	184	3,93	,984	,073
	Non-users	207	3,55	1,156	,080
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Thoughtful]	Users	184	2,76	,964	,071
	Non-users	207	2,52	1,023	,071
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Young]	Users	184	4,21	,883	,065
	Non-users	207	4,04	,999	,069

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Affectionate]	Equal variances assumed	7,988	,005	1,400	389	,162	,144	,103	-,058	,346
	Equal variances not assumed			1,413	388,498	,159	,144	,102	-,056	,344
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Young]	Equal variances assumed	2,205	,138	3,051	389	,002	,335	,110	,119	,551

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

person, how would you describe him/her according to the following attributes? [Confident]	Equal variances not assumed			3,070	388,959	,002	,335	,109	,121	,550
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Happy]	Equal variances assumed	6,644	,010	2,820	389	,005	,281	,100	,085	,478
	Equal variances not assumed			2,854	386,283	,005	,281	,099	,088	,475
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Independent]	Equal variances assumed	,392	,532	2,301	389	,022	,254	,110	,037	,470
	Equal variances not assumed			2,308	387,465	,022	,254	,110	,038	,470
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Intense]	Equal variances assumed	,361	,548	2,833	389	,005	,312	,110	,096	,529
	Equal variances not assumed			2,848	388,717	,005	,312	,110	,097	,528
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Naive]	Equal variances assumed	,112	,739	,739	389	,461	,078	,105	-,129	,285
	Equal variances not assumed			,739	383,719	,460	,078	,105	-,129	,285
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Real]	Equal variances assumed	,722	,396	3,349	389	,001	,362	,108	,149	,574
	Equal variances not assumed			3,357	386,674	,001	,362	,108	,150	,574
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Spiritual]	Equal variances assumed	6,846	,009	1,192	389	,234	,133	,111	-,086	,352
	Equal variances not assumed			1,201	388,930	,230	,133	,111	-,085	,350
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Stylish]	Equal variances assumed	13,439	,000	3,515	389	,000	,384	,109	,169	,599
	Equal variances not assumed			3,548	388,295	,000	,384	,108	,171	,597
If the brand FRIZE was a	Equal variances assumed	2,280	,132	2,317	389	,021	,234	,101	,035	,432

person, how would you describe him/her according to the following attributes? [Thoughtful]	Equal variances not assumed			2,325	387,679	,021	,234	,101	,036	,431
If the brand FRIZE was a person, how would you describe him/her according to the following attributes? [Young]	Equal variances assumed	,310	,578	1,807	389	,071	,173	,096	-,015	,362
	Equal variances not assumed			1,821	388,989	,069	,173	,095	-,014	,360

5.3. Self-image congruity with both brands

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Self-image Congruity_Pedras	2,4783	391	,94810	,04795
	Self-image Congruity_Frize	2,5742	391	,97711	,04941

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	Self-image Congruity_Pedras & Self-image Congruity_Frize	391	,112	,026

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Self-image Congruity_Pedras - Self-image Congruity_Frize	-,09591	1,28268	,06487	-,22344	,03163	-1,479	390	,140

5.4. Self-image congruity of users and non-users

— Pedras

Group Statistics

		Consume_Pedras_Recode	N	Mean	Std. Deviation	Std. Error Mean
Self-image Congruity_Pedras	Users		238	2,7017	,94650	,06135
	Non-users		153	2,1307	,84248	,06811

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Self-image Congruity_Pedras	Equal variances assumed	1,892	,170	6,073	389	,000	,57096	,09401	,38612	,75580
	Equal variances not assumed			6,229	350,669	,000	,57096	,09167	,39067	,75125

— Frize

Group Statistics

Consume_Frize_Recode		N	Mean	Std. Deviation	Std. Error Mean
Self-image	Users	184	2,7745	,94779	,06987
Congruity_Frize	Non-users	207	2,3961	,97048	,06745

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper	
Self-image Congruity_Frize	Equal variances assumed	,205	,651	3,890	389	,000	,37832	,09725	,18711	,56953
	Equal variances not assumed			3,895	385,556	,000	,37832	,09712	,18737	,56927

5.5. Self-image Congruity with Gender

— Pedras

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Self-image Congruity Groups of Pedras * Gender	209	51,5%	197	48,5%	406	100,0%

Congruence Groups of Pedras * Gender Crosstabulation

			Gender		Total
			Female	Male	
Self-image Congruity Groups of Pedras	Low congruity	Count	95	75	170
		Expected Count	97,6	72,4	170,0
		Std. Residual	-,3	,3	
	High congruity	Count	25	14	39
		Expected Count	22,4	16,6	39,0
		Std. Residual	,6	-,6	
Total	Count	120	89	209	
	Expected Count	120,0	89,0	209,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,877 ^a	1	,349		
Continuity Correction ^b	,573	1	,449		
Likelihood Ratio	,888	1	,346		
Fisher's Exact Test				,375	,225
N of Valid Cases	209				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 16,61.

b. Computed only for a 2x2 table

— Frize

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Self-image Congruity groups with Frize * Gender	218	53,7%	188	46,3%	406	100,0%

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Self-image Congruity groups with Frize * Gender Crosstabulation

			Gender		Total
			Female	Male	
Self-image Congruity groups with Frize	Low congruity	Count	97	66	163
		Expected Count	93,5	69,5	163,0
		Std. Residual	,4	-,4	
	High congruity	Count	28	27	55
		Expected Count	31,5	23,5	55,0
		Std. Residual	-,6	,7	
Total	Count	125	93	218	
	Expected Count	125,0	93,0	218,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,243 ^a	1	,265		
Continuity Correction ^b	,917	1	,338		
Likelihood Ratio	1,236	1	,266		
Fisher's Exact Test				,274	,169
N of Valid Cases	218				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 23,46.

b. Computed only for a 2x2 table

5.6. Self-image congruity with age

— Pedras

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Self-image Congruity Groups of Pedras * Age divided in two groups	209	51,5%	197	48,5%	406	100,0%

Congruence Groups of Pedras * Age divided in two groups Crosstabulation

			Age divided in two groups		Total
			30 or less	More than 30	
Self-image Congruity Groups of Pedras	Low congruity	Count	115	55	170
		Expected Count	100,0	70,0	170,0
		Std. Residual	1,5	-,8	
	High congruity	Count	8	31	39
		Expected Count	23,0	16,0	39,0
		Std. Residual	-,3	,7	
Total	Count	123	86	209	
	Expected Count	123,0	86,0	209,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	29,102 ^a	1	,000		
Continuity Correction ^b	27,189	1	,000		
Likelihood Ratio	29,541	1	,000		
Fisher's Exact Test				,000	,000
Linear-by-Linear Association	28,963	1	,000		
N of Valid Cases	209				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 16,05.

b. Computed only for a 2x2 table

— Frize

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Self-image Congruity groups with Frize * Age divided in two groups	218	53,7%	188	46,3%	406	100,0%

Congruence groups with Frize * Age divided in two groups Crosstabulation

		Age divided in two groups		Total	
		30 or less	More than 30		
		Count	77	86	163
Self-image Congruity groups with Frize	Low congruity	Expected Count	80,8	82,2	163,0
		Std. Residual	-,4	,4	
		Count	31	24	55
	High congruity	Expected Count	27,2	27,8	55,0
		Std. Residual	,7	-,7	
		Count	108	110	218
Total	Expected Count	108,0	110,0	218,0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1,370 ^a	1	,242		
Continuity Correction ^b	1,029	1	,310		
Likelihood Ratio	1,372	1	,241		
Fisher's Exact Test				,276	,155
Linear-by-Linear Association	1,363	1	,243		
N of Valid Cases	218				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 27,25.

b. Computed only for a 2x2 table

5.7. Self-image congruity with human personality

— Pedras

Group Statistics

	Self-image Congruity Groups of Pedras	N	Mean	Std. Deviation	Std. Error Mean
Please classify each trait taking in consideration your own personality [Anxious]	Low congruity	170	4,06	1,623	,125
	High congruity	39	4,00	1,606	,257
Please classify each trait taking in consideration your own personality [Calm]	Low congruity	170	4,37	1,642	,126
	High congruity	39	4,38	1,407	,225
Please classify each trait taking in consideration your own personality [Careless]	Low congruity	170	2,70	1,426	,109
	High congruity	39	2,31	1,417	,227
Please classify each trait taking in consideration your own personality [Complex]	Low congruity	170	4,43	1,628	,125
	High congruity	39	4,03	1,581	,253
Please classify each trait taking in consideration your own personality [Conventional]	Low congruity	170	3,54	1,283	,098
	High congruity	39	4,49	1,233	,197
Please classify each trait taking in consideration your own personality [Critical]	Low congruity	170	5,12	1,260	,097
	High congruity	39	5,21	1,128	,181
Please classify each trait taking in consideration your own personality [Dependable]	Low congruity	170	5,95	1,103	,085
	High congruity	39	6,10	1,142	,183
Please classify each trait taking in consideration your own personality [Disorganized]	Low congruity	170	3,30	1,642	,126
	High congruity	39	2,69	1,625	,260
Please classify each trait taking in consideration your own personality [Easily Upset]	Low congruity	170	2,97	1,481	,114
	High congruity	39	3,26	1,585	,254

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Please classify each trait taking in consideration your own personality [Emotionally stable]	Low congruity	170	5,12	1,320	,101
	High congruity	39	5,15	1,443	,231
Please classify each trait taking in consideration your own personality [Enthusiastic]	Low congruity	170	5,06	1,190	,091
	High congruity	39	5,08	1,345	,215
Please classify each trait taking in consideration your own personality [Extraverted]	Low congruity	170	4,57	1,646	,126
	High congruity	39	4,49	1,684	,270
Please classify each trait taking in consideration your own personality [Open to new experiences]	Low congruity	170	5,29	1,243	,095
	High congruity	39	4,85	1,424	,228
Please classify each trait taking in consideration your own personality [Quarrelsome]	Low congruity	170	2,20	1,107	,085
	High congruity	39	2,00	1,395	,223
Please classify each trait taking in consideration your own personality [Quiet]	Low congruity	170	3,43	1,846	,142
	High congruity	39	3,38	1,815	,291
Please classify each trait taking in consideration your own personality [Reserved]	Low congruity	170	3,88	1,750	,134
	High congruity	39	3,82	1,699	,272
Please classify each trait taking in consideration your own personality [Self-Disciplined]	Low congruity	170	4,84	1,400	,107
	High congruity	39	5,54	1,335	,214
Please classify each trait taking in consideration your own personality [Sympathetic]	Low congruity	170	5,38	1,077	,083
	High congruity	39	5,41	1,272	,204
Please classify each trait taking in consideration your own personality [uncreative]	Low congruity	170	2,91	1,522	,117
	High congruity	39	3,08	1,403	,225
Please classify each trait taking in consideration your own personality [Warm]	Low congruity	170	4,89	1,359	,104
	High congruity	39	4,87	1,641	,263

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Please classify each trait taking in consideration your own personality [Anxious]	Equal variances assumed	,558	,456	,204	207	,838	,059	,288	-,508	,626
	Equal variances not assumed			,206	57,200	,838	,059	,286	-,513	,631
Please classify each trait taking in consideration your own personality [Calm]	Equal variances assumed	2,035	,155	-,049	207	,961	-,014	,284	-,575	,547
	Equal variances not assumed			-,054	64,048	,957	-,014	,258	-,530	,502
Please classify each trait taking in consideration your own personality [Careless]	Equal variances assumed	,151	,698	1,551	207	,122	,392	,253	-,106	,891
	Equal variances not assumed			1,557	57,017	,125	,392	,252	-,112	,897
Please classify each trait taking in consideration your own personality [Complex]	Equal variances assumed	1,164	,282	1,405	207	,162	,404	,287	-,163	,971
	Equal variances not assumed			1,431	57,954	,158	,404	,282	-,161	,969
Please classify each trait taking in consideration your own personality [Conventional]	Equal variances assumed	,150	,699	4,208	207	,000	-,952	,226	-1,398	-,506
	Equal variances not assumed			4,316	58,430	,000	-,952	,221	-1,393	-,510

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Please classify each trait taking in consideration your own personality [Critical]	Equal variances assumed	,338	,562	-,372	207	,711	-,082	,220	-,515	,351
	Equal variances not assumed			-,398	61,736	,692	-,082	,205	-,491	,328
Please classify each trait taking in consideration your own personality [Dependable]	Equal variances assumed	,414	,520	-,759	207	,449	-,150	,197	-,538	,239
	Equal variances not assumed			-,742	55,424	,461	-,150	,202	-,553	,254
Please classify each trait taking in consideration your own personality [Disorganized]	Equal variances assumed	,000	,995	2,088	207	,038	,608	,291	,034	1,181
	Equal variances not assumed			2,102	57,191	,040	,608	,289	,029	1,186
Please classify each trait taking in consideration your own personality [Easily Upset]	Equal variances assumed	,239	,626	-,1,073	207	,285	-,286	,266	-,811	,240
	Equal variances not assumed			-,1,028	54,271	,309	-,286	,278	-,843	,272
Please classify each trait taking in consideration your own personality [Emotionally stable]	Equal variances assumed	,247	,619	-,127	207	,899	-,030	,238	-,500	,440
	Equal variances not assumed			-,120	53,553	,905	-,030	,252	-,536	,475
Please classify each trait taking in consideration your own personality [Enthusiastic]	Equal variances assumed	1,740	,189	-,084	207	,933	-,018	,217	-,445	,409
	Equal variances not assumed			-,077	52,493	,939	-,018	,234	-,487	,451
Please classify each trait taking in consideration your own personality [Extraverted]	Equal variances assumed	,008	,930	,284	207	,777	,083	,293	-,495	,662
	Equal variances not assumed			,280	55,873	,780	,083	,298	-,513	,680
Please classify each trait taking in consideration your own personality [Open to new experiences]	Equal variances assumed	,385	,536	1,973	207	,050	,448	,227	,000	,895
	Equal variances not assumed			1,812	52,094	,076	,448	,247	-,048	,944
Please classify each trait taking in consideration your own personality [Quarrelsome]	Equal variances assumed	1,121	,291	,966	207	,335	,200	,207	-,208	,608
	Equal variances not assumed			,837	49,537	,407	,200	,239	-,280	,680
Please classify each trait taking in consideration your own personality [Quiet]	Equal variances assumed	,113	,738	,137	207	,891	,045	,327	-,599	,689
	Equal variances not assumed			,139	57,431	,890	,045	,323	-,603	,692
Please classify each trait taking in consideration your own personality [Reserved]	Equal variances assumed	,001	,981	,200	207	,842	,062	,309	-,548	,671
	Equal variances not assumed			,204	57,970	,839	,062	,303	-,546	,669
Please classify each trait taking in consideration your own personality [Self-Disciplined]	Equal variances assumed	,084	,773	-,2,852	207	,005	-,703	,247	-,1,189	-,217
	Equal variances not assumed			-,2,940	58,773	,005	-,703	,239	-,1,182	-,225

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Please classify each trait taking in consideration your own personality [Sympathetic]	Equal variances assumed	1,015	,315	-,171	207	,865	-,034	,198	-,424	,356
	Equal variances not assumed			-,154	51,218	,878	-,034	,220	-,475	,407
Please classify each trait taking in consideration your own personality [uncreative]	Equal variances assumed	,262	,609	-,620	207	,536	-,165	,267	-,691	,360
	Equal variances not assumed			-,652	60,321	,517	-,165	,253	-,671	,341
Please classify each trait taking in consideration your own personality [Warm]	Equal variances assumed	4,781	,030	,089	207	,929	,022	,251	-,473	,518
	Equal variances not assumed			,079	50,612	,937	,022	,283	-,545	,590

— Frize

Group Statistics

	Self-image Congruity groups with Frize	N	Mean	Std. Deviation	Std. Error Mean
Please classify each trait taking in consideration your own personality [Anxious]	Low congruity	163	4,13	1,580	,124
	High congruity	55	4,24	1,655	,223
Please classify each trait taking in consideration your own personality [Calm]	Low congruity	163	4,41	1,477	,116
	High congruity	55	4,29	1,595	,215
Please classify each trait taking in consideration your own personality [Careless]	Low congruity	163	2,53	1,402	,110
	High congruity	55	2,42	1,315	,177
Please classify each trait taking in consideration your own personality [Complex]	Low congruity	163	4,41	1,669	,131
	High congruity	55	4,20	1,758	,237
Please classify each trait taking in consideration your own personality [Conventional]	Low congruity	163	4,00	1,379	,108
	High congruity	55	3,73	1,193	,161
Please classify each trait taking in consideration your own personality [Critical]	Low congruity	163	5,23	1,203	,094
	High congruity	55	5,04	1,261	,170
Please classify each trait taking in consideration your own personality [Dependable]	Low congruity	163	6,02	1,122	,088
	High congruity	55	5,91	1,351	,182
Please classify each trait taking in consideration your own personality [Disorganized]	Low congruity	163	3,08	1,544	,121
	High congruity	55	2,75	1,669	,225
Please classify each trait taking in consideration your own personality [Easily Upset]	Low congruity	163	3,04	1,644	,129
	High congruity	55	2,85	1,311	,177
Please classify each trait taking in consideration your own personality [Emotionally stable]	Low congruity	163	5,07	1,428	,112
	High congruity	55	4,98	1,459	,197
Please classify each trait taking in consideration your own personality [Enthusiastic]	Low congruity	163	5,06	1,325	,104
	High congruity	55	5,04	1,201	,162
Please classify each trait taking in consideration your own personality [Extraverted]	Low congruity	163	4,32	1,658	,130
	High congruity	55	5,02	1,326	,179
Please classify each trait taking in consideration your own personality [Open to new experiences]	Low congruity	163	5,12	1,367	,107
	High congruity	55	5,24	1,374	,185
Please classify each trait taking in consideration your own personality [Quarrelsome]	Low congruity	163	2,21	1,256	,098
	High congruity	55	2,05	1,145	,154
Please classify each trait taking in consideration your own personality [Quiet]	Low congruity	163	3,63	1,815	,142
	High congruity	55	3,16	1,664	,224
Please classify each trait taking in consideration your own personality [Reserved]	Low congruity	163	4,10	1,754	,137
	High congruity	55	3,78	1,823	,246

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

Please classify each trait taking in consideration your own personality [Self-Disciplined]	Low congruity	163	4,95	1,418	,111
	High congruity	55	5,04	1,453	,196
Please classify each trait taking in consideration your own personality [Sympathetic]	Low congruity	163	5,40	1,210	,095
	High congruity	55	5,31	1,169	,158
Please classify each trait taking in consideration your own personality [uncreative]	Low congruity	163	3,17	1,565	,123
	High congruity	55	3,49	1,762	,238
Please classify each trait taking in consideration your own personality [Warm]	Low congruity	163	4,93	1,339	,105
	High congruity	55	4,89	1,383	,187

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Please classify each trait taking in consideration your own personality [Anxious]	Equal variances assumed	,926	,337	-,431	216	,667	-,108	,249	-,599	,384
	Equal variances not assumed			-,421	89,483	,674	-,108	,255	-,615	,399
Please classify each trait taking in consideration your own personality [Calm]	Equal variances assumed	,420	,518	,511	216	,610	,120	,235	-,343	,583
	Equal variances not assumed			,492	87,346	,624	,120	,244	-,365	,605
Please classify each trait taking in consideration your own personality [Careless]	Equal variances assumed	,798	,373	,508	216	,612	,109	,215	-,315	,534
	Equal variances not assumed			,525	98,562	,601	,109	,209	-,304	,523
Please classify each trait taking in consideration your own personality [Complex]	Equal variances assumed	,858	,355	,800	216	,425	,211	,264	-,309	,731
	Equal variances not assumed			,780	89,129	,438	,211	,271	-,327	,749
Please classify each trait taking in consideration your own personality [Conventional]	Equal variances assumed	1,049	,307	1,310	216	,192	,273	,208	-,138	,683
	Equal variances not assumed			1,407	106,406	,162	,273	,194	-,111	,657
Please classify each trait taking in consideration your own personality [Critical]	Equal variances assumed	,127	,722	1,004	216	,317	,191	,190	-,184	,565
	Equal variances not assumed			,980	89,445	,330	,191	,194	-,196	,577
Please classify each trait taking in consideration your own personality [Dependable]	Equal variances assumed	2,121	,147	,626	216	,532	,115	,185	-,248	,479
	Equal variances not assumed			,571	80,604	,570	,115	,202	-,287	,518
Please classify each trait taking in consideration your own personality [Disorganized]	Equal variances assumed	1,038	,309	1,360	216	,175	,334	,246	-,150	,819
	Equal variances not assumed			1,309	87,240	,194	,334	,255	-,173	,842
Please classify each trait taking	Equal variances assumed	4,091	,044	,746	216	,457	,182	,244	-,299	,664

The Impact Of Bottled Water Brand Personality On Consumer Behaviour

in consideration your own personality [Easily Upset]	Equal variances not assumed			,833	115,630	,406	,182	,219	-,251	,615
Please classify each trait taking in consideration your own personality [Emotionally stable]	Equal variances assumed	,042	,838	,383	216	,702	,086	,224	-,356	,527
	Equal variances not assumed			,379	91,348	,706	,086	,226	-,364	,535
Please classify each trait taking in consideration your own personality [Enthusiastic]	Equal variances assumed	3,195	,075	,093	216	,926	,019	,202	-,379	,417
	Equal variances not assumed			,098	101,735	,922	,019	,192	-,363	,400
Please classify each trait taking in consideration your own personality [Extraverted]	Equal variances assumed	8,707	,004	-2,835	216	,005	-,699	,247	-1,185	-,213
	Equal variances not assumed			-3,163	115,295	,002	-,699	,221	-1,137	-,261
Please classify each trait taking in consideration your own personality [Open to new experiences]	Equal variances assumed	,035	,851	-,561	216	,575	-,120	,213	-,541	,301
	Equal variances not assumed			-,560	92,665	,577	-,120	,214	-,545	,305
Please classify each trait taking in consideration your own personality [Quarrelsome]	Equal variances assumed	1,496	,223	,836	216	,404	,160	,192	-,218	,538
	Equal variances not assumed			,875	101,149	,384	,160	,183	-,203	,523
Please classify each trait taking in consideration your own personality [Quiet]	Equal variances assumed	2,251	,135	1,688	216	,093	,468	,277	-,078	1,015
	Equal variances not assumed			1,763	100,671	,081	,468	,266	-,059	,995
Please classify each trait taking in consideration your own personality [Reserved]	Equal variances assumed	1,040	,309	1,145	216	,253	,316	,276	-,228	,861
	Equal variances not assumed			1,124	90,093	,264	,316	,282	-,243	,876
Please classify each trait taking in consideration your own personality [Self-Disciplined]	Equal variances assumed	,003	,954	-,384	216	,701	-,085	,222	-,524	,353
	Equal variances not assumed			-,380	91,157	,705	-,085	,225	-,533	,362
Please classify each trait taking in consideration your own personality [Sympathetic]	Equal variances assumed	,190	,664	,512	216	,609	,096	,187	-,273	,465
	Equal variances not assumed			,521	95,966	,604	,096	,184	-,269	,461
Please classify each trait taking in consideration your own personality [uncreative]	Equal variances assumed	2,409	,122	-1,291	216	,198	-,325	,252	-,822	,172
	Equal variances not assumed			-1,216	84,540	,227	-,325	,267	-,857	,206
Please classify each trait taking in consideration your own personality [Warm]	Equal variances assumed	,475	,491	,198	216	,844	,042	,211	-,373	,457
	Equal variances not assumed			,194	90,495	,846	,042	,214	-,383	,467

5.8. H₃

Figure 42: Linear relationship between Self-Image Congruity (SIC) and Purchase Intention of Pedras

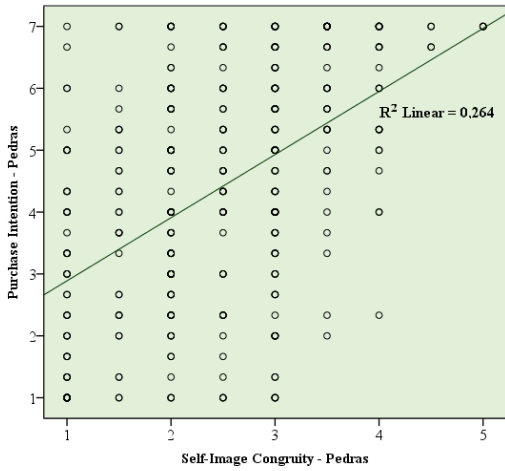
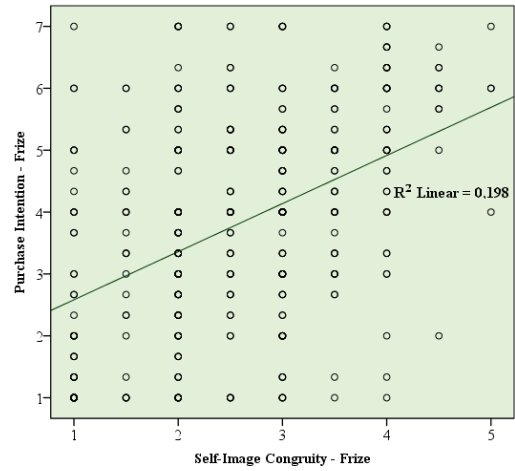


Figure 43: Linear relationship between SIC and Purchase Intention of Frize



5.9. H₄

Figure 44: Linear relationship between SIC and Satisfaction with Pedras

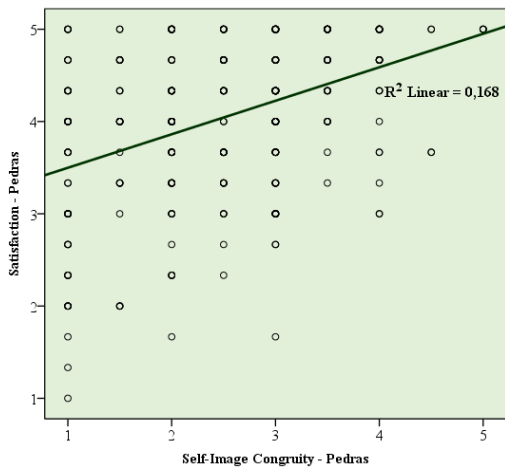
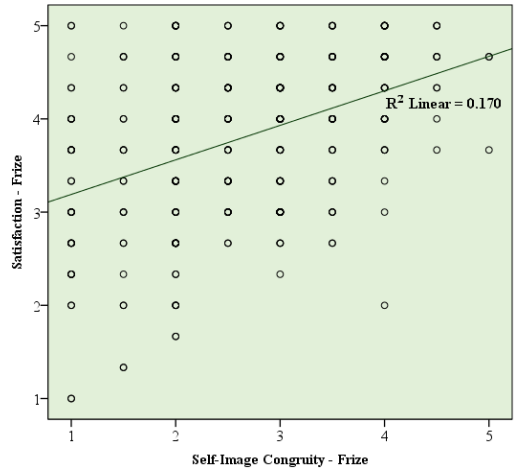


Figure 45: Linear relationship between SIC and Satisfaction with Frize



5.10. Purchase intention towards the brands

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PurchaseIntention_Pedras	4,3973	391	1,88355	,09526
	PurchaseIntention_Frize	3,8065	391	1,70580	,08627

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	PurchaseIntention_Pedras & PurchaseIntention_Frize	391	,030	,554

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	PurchaseIntention_Pedras - PurchaseIntention_Frize	,59079	2,50292	,12658	,34193	,83965	4,667	390	,000

5.11. Satisfaction towards the brands

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Satisfaction_Pedras	4,0562	344	,83420	,04498
	Satisfaction_Frize	3,7946	344	,85928	,04633

		Paired Samples Correlations		
		N	Correlation	Sig.
Pair 1	Satisfaction_Pedras & Satisfaction_Frize	344	,106	,050

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Satisfaction_Pedras - Satisfaction_Frize	,26163	1,13262	,06107	,14152	,38174	4,284	343	,000

5.12. H₅

Figure 46: Linear relationship between Satisfaction and Purchase intention towards Pedras

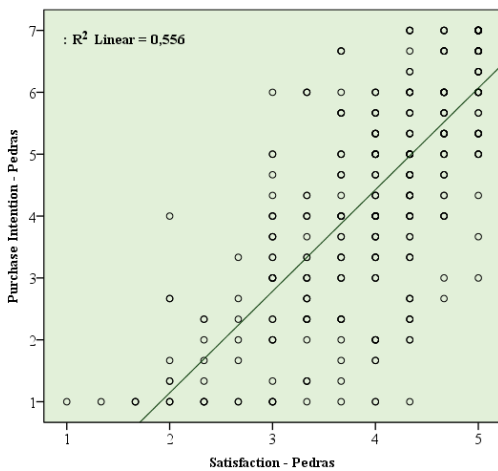


Figure 47: Linear relationship between Satisfaction and purchase intention towards Frize

