Predicting brand preferences
An examination of the predictive power of consumer personality and values in the Australian fashion market

Riza Casidy Mulyanegara and Yelena Tsarenko
Department of Marketing, Monash University, Caulfield East, Australia

Abstract

Purpose – This paper aims to examine and compare the strength of personality and values in predicting brand preferences. It seeks to accomplish three main objectives. First, it will evaluate the strength of personality and values in predicting consumers' brand preferences. Second, it will examine whether values exercise a mediating role between personality and brand preferences. Finally, it will examine the mediating role of prestige sensitivity in influencing brand preferences.

Design/methodology/approach – The study opted to use a quantitative approach involving 251 undergraduate students as the study participants. The constructs used in the study are taken from existing scales as well as self-developed branding scales. Structural equation modeling technique is utilised for data analysis.

Findings – The paper provides empirical insights about how personality and values together affect brand preferences. It suggests that values are indeed better predictors of brand preferences and exercise both direct and indirect effects on brand preferences through the mediating role of prestige sensitivity.

Research limitations/implications – Because of the self-report method used for personality assessment, there may be bias in terms of the nature of respondents' personality as expressed in the questionnaire.

Practical implications – The paper suggests implications for the development of a strong brand personality which can appeal to both consumer personality and values.

Originality/value – This paper poses interesting insights and empirical evidence with regard to the predictive power of personality and values on brand preferences within a fashion context.

Introduction

Research into brand preferences has gained the interest of marketing scholars since the early 1970s when researchers began to examine the antecedents of brand preferences over a different range of product categories. One of the most widely used concepts in the study of brand preferences is the self-congruity theory. The theory proposes that consumer behaviour is partly determined by an individual's comparison of their self-image with the image they associate with a brand, as reflected in the stereotype of a typical user of the brand (Birdwell, 1968; Dolich, 1969; Grubb and Hupp, 1968).

The concept of self-congruity plays an important role in fashion marketing as it is argued that consumers, particularly young people, are highly influenced by their self-concept when it comes to purchase decisions based on fashion or style preference (Piacentini and Mailer, 2004). A review of the literature indicates that studies examining self-congruity theory in the past have yielded mixed results. Studies in the fashion marketing literature generally use personality traits as a predictor of consumer behaviour (McIntyre and Miller, 1992; Goldsmith, 2002; Summers et al., 2006). While some researchers regard personality variables as effective predictors of brand preferences (Birdwell, 1968; Helgeson and Supphellen, 2004), others found little empirical evidence to confirm the

relationship between the two constructs (Brody and Cunningham, 1968; Shank and Langmeyer, 1994).

Values are also considered as an important domain of research within fashion literature, as studies in the past have used constructs such as Rokeach Value Survey (RVS) and Kahle's List of Values (LOV) to examine the relationship between values and fashion choice (Prakash, 1986; Goldsmith et al., 1993; Kim, 2005;). However, similar to findings in consumer personality research, previous studies examining the impact of personal values on brand preferences have also generated mixed results. For example, a study by Pitts and Woodside (1983) concludes that values are related to product choice criteria but not to brand preferences and purchase intentions, whereas Dibley and Baker (2001) suggest that different dominant values of individuals significantly affect their brand preferences.

The aim of the study reported here is to contribute to the body of knowledge in consumer research through an evaluation of the respective importance of personal values and personality in predicting fashion brand preferences. While the validity of self-congruity theory has been extensively researched, there is a dearth of empirical research examining the predictive power of values and personality, particularly in the context of fashion in general and, more particularly, in terms of fashion brand preferences. This study recognises values as integral elements of individual self-concept (Wojciszke, 1989), which together with personality variables can significantly influence an individual's brand preferences.

With brand preferences as the focal construct, this study seeks to accomplish the following objectives. Firstly, to evaluate the respective significance of both individual personality and values in predicting consumers' clothing brand preferences. Secondly, to examine whether values exercise a mediating role between personality and fashion brand preferences. Finally, to examine the mediating role of prestige sensitivity in influencing fashion brand preferences. A review of relevant theories supplied the foundation for the research hypotheses.

Background and hypotheses
Brand preferences
The brand preference construct in this study was measured using brand personality scales (Table I). Discussion in this section will therefore focus on the brand personality construct as the focal measure of brand preferences.

Brand personality is defined as "the unique set of human personality traits both applicable and relevant to brands" (Azoulay and Kapferer, 2003, p. 151). References to brand personality first appeared in marketing literature in the early 1950s as Gardner and Levy (1955) suggested that brands have an embedded set of characteristics that
are appraised by consumers in complex ways.

The topic has continued to attract the interest of marketing researchers who concluded that brand personality can:

> . enhance consumer attachment to a brand through their investment of personal meaning (Levy, 1959);
> . assist marketers in developing the emotionally interpreted attributes of brands (Landon, 1974); and
> . help marketers develop unique positioning strategies through brand differentiation (Crask and Laskey, 1990).

As evidenced in the number of studies conducted in the area in recent years, brand personality continues to attract the interest of marketing scholars (Ang and Lim, 2006; Ekinci and Hosany, 2006; Opoku et al., 2006; Sweeney and Brandon, 2006).

Despite the extensive application of Aaker's (1997) brand personality concept in the literature, it is worth noting that only three elements of Aaker's brand personality dimensions (Sincerity,

Excitement, and Competence) were found to correlate directly with the Big Five dimensions (Agreeableness, Extroversion, and Conscientiousness (Aaker, 1997). This gap in the existing literature highlights the need to develop a brand personality scale which reflects each element of the Big Five dimensions to help achieve the research objectives.

Consumer personality: the Big Five

Consumer personality can be defined as "the intrinsic organization of an individual's mental world that is stable over time and consistent over situations" (Piedmont, 1998). The history of psychology shows that researchers have attempted to develop a universal and systematic personality framework to explain individual differences. The Big Five model of McCrae and Costa (1990) is today regarded as one of the primary benchmarks in the trait theory of personality. It describes an individual's personality by emotional, cognitive and behavioural elements that are idiosyncratic in their particular combination. Each dimension consists of a set of correlated traits which are represented as bipolar traits (e.g., worried-calm, suspicious-trusting). Whilst individuals can exhibit all five dimensions they may score quite highly on one or several dimensions and lower on others (McCrae and Costa, 1990).

The fashion marketing literature reveals mixed results in regard to the relationship between consumer personality and fashion consumption. Studies by McIntyre and Miller (1992) suggest that personality traits moderate individual behaviour in fashion consumption. In addition, Goldsmith (2002) concludes that frequent purchasers of clothing possess distinctive personality traits compared to consumers with lower frequency consumption patterns. Another study, however, finds no significant relationship between personality and purchase intention within the context of controversial luxury products (Summers et al., 2006). Despite these recent applications of personality theories in the context of fashion consumption, a review of literature indicates that no studies have been undertaken to examine the specific relationship between the Big Five traits and fashion brand preferences.

Table I. Initial brand personality constructs

Brand personality	Characteristics	Corresponding Big Five dimension
Emotive brand	Emotional, Idealistic	Neuroticism
Trusted brand	Trustful, Reliable, Persevering	Conscientiousness
Sociable brand	Friendly, Creative, Outgoing	Extroversion
Exciting brand	Active, Adventurous, Cool	Openness to Experience
Sincere brand	Simple, Caring, Helpful	Agreeableness

The Big Five – brand congruence

The brand congruence concept underlying the postulation of the Big Five traits is an extension of self-congruity theory within the branding context. As previously mentioned, the theory suggests that the greater the congruity between the characteristics that describe an individual's self-concept and those that describe brand, the greater the preference for the particular brand (Malhotra, 1988; Sirgy, 1982). Two underlying reasons account for why consumers prefer brands that reflect their self-concept. Firstly, the characteristics associated with a brand provide an opportunity for consumers to express their actual self-concept (Belk, 1988), ideal self-concept (Malhotra, 1988), or particular dimensions of the self-concept (Kleine et al., 1993). Secondly, when consumers find consistency between their self-concept and the brand characteristics, they begin developing a relationship with the brand as if they were interacting with an actual person (Aaker and Fournier, 1995).

Recent empirical studies examining the personality-brand congruence concept have revealed strong correlations between the two aspects (Mulyanegara et al., 2007; Phau and Lau, 2001; Tsu Wee, 2004). These studies concluded that in order for a brand to be successful it must generate perceived attributes that are consistent with the personality of the target consumers. On the basis of the

application of self-congruity theory to branding (Malhotra, 1988; Phau and Lau, 2001; Sirgy et al., 1997), our study examines the strength of the relationship between consumer personality and fashion brand preferences. Hence it was hypothesized that:

H1. There is a positive relationship between personality and fashion brand preferences.

Consumer values
A definition of "value" is "an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence" (Rokeach, 1973, p. 5). In research conducted over recent decades, values are increasingly claimed to have the greatest influence on consumer behaviour (Beatty et al., 1985; Vinson et al., 1977). In relation to branding, marketing researchers have endeavoured to explore the impact of customers' values on the perceived benefits of the brands' "package" (Dibley and Baker, 2001).
However, despite the existence of empirical evidence to support the important role of values in influencing behaviour, marketers still found it difficult to measure values as a reliable predictive construct (Boote, 1981), which was consistent with the difficulties encountered in researching personality variables (Shank and Langmeyer, 1994). Some studies also found that although personal values are strongly linked with brand preference and product choice criteria, the effect on purchase intention is minimal (Pitts and Woodside, 1983). Past studies in fashion marketing have also used values as predictor of fashion behaviour. An early study by Prakash (1986) proposed a segmentation of the women's fashion market based on Rokeach's (1973) terminal and instrumental values. Scholars have also used the List of Values (LOV) construct (Kahle and Kennedy, 1989) in relation to consumer fashion leadership (Goldsmith et al., 1993) and involvement (Kim, 2005). Despite developments in this area, very limited studies have been devoted to examining the predictive power of values on fashion brand preferences.

Values – brand congruence
The values-brand congruence concept is in essence an extension of the self-congruity theory. Akin to personality-brand congruence, the values-brand congruence concept suggests that brand preference is based on a congruity between the human values symbolised by a brand and the values that individuals endorse (Allen, 2002). This argument is consistent with the findings reported in a number of earlier research papers which suggest that values are useful predictors of behaviour, including brand preferences (Beatty et al., 1991; Dibley and Baker, 2001; Vinson et al. 1977). On the basis of the values-brand congruence concept, it was hypothesized that:

H2. There is a positive relationship between values and brand preferences.

Prestige sensitivity
Prestige sensitivity is defined as "favourable perceptions of the price cue based on feelings of prominence and status that higher prices signal to other people about the purchaser" (Lichtenstein et al., 1993, p. 236). In other words, the concept of prestige sensitivity is significantly related to socially visible behaviour and conspicuous product awareness. People with high prestige sensitivity tend to avoid purchasing products that might be considered to be of inferior quality (Calder and Bumkrant, 1977; Jones and Davis, 1965). As fashion products can generally be considered to be highly conspicuous, prestige sensitivity is an important factor considered in the study discussed in this paper.
Deeter-Schmelz et al. (2000) developed the PRESCON scale to measure a broader conceptualization of prestige sensitivity. The researchers incorporate elements such as patron status, store atmosphere, merchandise price, quality, branding, and product involvement to measure an individual's prestige level. All of the dimensions proposed in PRESCON had already been established

in previous studies as bearing substantial symbolic values that influence prestige shopping preferences and behaviour (Dolich, 1969; Heisey, 1990; Pessemier, 1980; Zaichkowsky, 1985).

Mediating role of prestige sensitivity

Prestige sensitivity is considered to have a mediator function if it explains the relation between the antecedents and the results (Baron and Kenny, 1986). Despite a substantial amount of research into prestige sensitivity within the fashion marketing literature, no studies are devoted to examining its mediating effect on behaviour, particularly with respect to brand preferences. The relationship between prestige sensitivity and brand preferences can be considered to be a consequence of personal values wherein people with highly positive values (self-respect, accomplishment, and self-fulfilment) are more likely to exhibit high levels of prestige sensitivity which in turns affects brand preferences. Thus, the following hypothesis was proposed:

H3. Prestige sensitivity acts as a mediator variable between values and brand preferences.

The research context: Australian fashion market

The research context for this study is the Australian young adult fashion market. This demographic segment was expected to be highly motivated in expressing their personality through fashion products and clothing in particular:

The clothes choices made by young people are closely bound to their self-concept, and are used both as a means of self-expression and as a way of judging the people and situations they face. Evidence was also found that clothing has a function in role fulfilment, making the wearer more confident and capable. Overall, clothing can be viewed as an essential social tool in the lives of teenagers (Piacentini and Mailer, 2004, p. 251).

The above quotation indicates that the young adult fashion market is an ideal research context for this study as we aim to examine the predictive power of personality and values as integral components of consumers' self-concept in regard to brand preferences.

Methodology

Sample and data collection

The respondents in this study were 251 undergraduate students (150 females, 101 males) enrolled in the Business School at one of the leading universities in Australia. University students were purposefully chosen as the study sample in order to be consistent with the research context (youth market). Recent studies in fashion marketing have used students to examine brand loyalty (Carpenter and Fairhust, 2005), attitudes towards luxury brands (Phau and Leng, 2008), and need for uniqueness (Knight and Kim, 2007). Students are generally perceived as an ideal context for the study of fashion brands due to their high level of involvement with fashion products.

Most of the participants were aged between 18-20 (67 per cent) and 21-23 (23 per cent) years old, comprising 168 local and 83 international students. Due to the fact that more than 70 per cent of the total number of students had been studying in Australia for at least 24 months, and given the natural curiosity and exposure of this age group to fashion trends it was reasonable to assume that those from overseas were familiar with the Australian setting and with fashion brands in the marketplace. Since the research required respondents to disclose information about psychological aspects of the self, anonymity was viewed as an important element in the methodology. Thus an anonymous self-administered questionnaire was used for data collection. The questionnaires were distributed to participants in two different lecture sessions.

Measures of construct

The questionnaire was divided into four sections that contained questions related to psychological characteristics – Big Five and Values – as well as brand preferences and demographic information. Personality – Big Five. The Big Five personality scale was adapted from the "Big Five Trait Factors and Illustrative Scales" (McCrae and Costa, 1990). Respondents were asked to rank themselves on a 7 point semantic-differential scale which contained the adjectives which related to each of the Big Five dimensions.

Values. A list of values (LOV) (Kahle and Kennedy, 1989) (9 items) was adopted to represent the values construct. Principal Component Analysis was run and resulted in two apparently prevalent factors (Internal Values and Interpersonal Values). The results were found to be comparable with those of Homer and Kahle's (1988) application of LOV.

Brand preferences. Brand preferences were measured using our self-developed brand personality scale (Mulyanegara et al., 2007) that was constructed by identifying descriptors of traits from the Big Five model that could be attributed to brand. It was found that some elements such as "worried" and "anxious" could not be directly related to brand. Thus only those descriptors that were transferable were embedded in the scale. Some elements of Aaker's brand personality dimensions (Friendly, Cool, Reliable) were also used in the construction of the scales used to measure brand personality. Table I shows those descriptors that were used to construct the brand personality scale. In the questionnaire, respondents were asked to rate their preferences for each characteristic element of the brand personality constructs. It was expected that respondents who were dominant on a particular dimension of the Big Five would prefer a brand personality which reflects that dimension or is close to it.

Prestige sensitivity. This study adopts the "brand" dimension of the PRECON scale (Deeter-Schmelz et al., 2000) to measure prestige sensitivity. The scale is adapted to measure consumers' perceived importance of brand, and was therefore consistent with the focus of the study under discussion.

Reliability and validity of measures

The purification process was conducted to obtain more rigorous measures. We performed CFA (using AMOS 6.0) on all multidimensional constructs, to ensure that all items loaded on one dimension. Discriminant factor analysis was then conducted to ensure that there was no cross loading between dimensions within the same construct. The Big Five construct was calibrated using the data for all five dimensions. One dimension, Neuroticism, failed to demonstrate a significant role in the overall construct. Similar results occurred when calibration took place for the brand personality scale. Therefore our model was unexpectedly similar to The Big Five model in the sense that four dimensions were representative of each construct. All psychometric properties were deemed acceptable when Cronbach's alpha ranged between 0.65-0.82 with one exception, that being for the dimension reflecting "extraversion" (0.53) in the construct of brand preferences. Each scale had acceptable levels of reliability, average variance extracted (AVE) and discriminant validity. Table II summarises the final scales used to measure brand preferences following the refinement of the initial brand personality scale.

The conceptual model

Figure 1 portrays the Brand Preference Structural Equation Model with consumer personality and values as the predictors and prestige sensitivity as the mediating variable between values and brand preferences. Our model examined both direct and indirect effects between constructs. The overall examination of fit indexes suggests a good fit with the data

$$(\chi^2_{(40)} = 85.3, p < 0.000, \text{GFI} = 0.94, \text{AGFI} = 0.91, \text{CFI} = 0.91, \text{RMR} = 0.068, \text{RMSEA} = 0.067).$$

The model was able to explain 36.0 percent of variance in brand preferences.

Brand personality constructs	Items
Extravert brand	Active, Adventurous
Conscientious brand	Sincere, Exciting, Competent, Sturdy
Outgoing brand	Cool, Friendly
Agreeable brand	Trustful, Reliable, Traditional

Figure 1. Hypothesised model with results
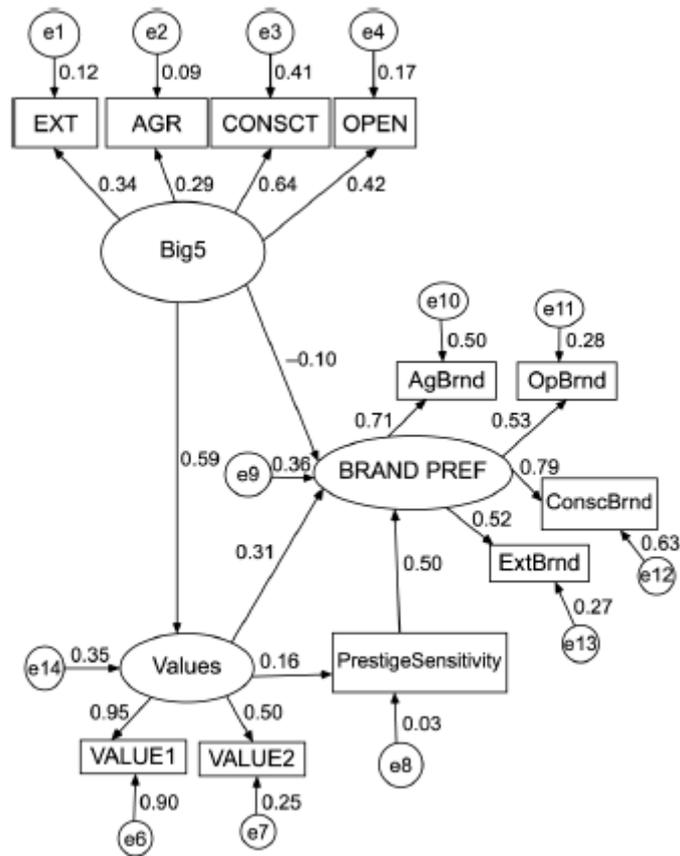
The model suggests that there is no significant relationship between Big Five and brand preferences, thus H1 was not supported. The results therefore give support to the postulation that personality is indeed a weak predictor of behaviour (Shank and Langmeyer, 1994). Nevertheless, values are in significant relationship with Brand preferences (b = 0:31, p < 0.006) hence lending support to the second hypothesis H2. In addition, the model reveals a significant relationship between Big Five and customer values (b = 0:59; p < 0.001). This result indicates that personality strongly affects consumers' values. This result was anticipated as Big Five is perceived as an intrinsically more stable psychological construct, while values are changing with the evolving personality. However, further investigation did not provide any evidence that values play a mediating role between personality and brand preferences.

Overall customer values have both direct (b = 0:31; p < 0.10) and indirect effects (b = 0:50; p < 0.001) on brand preferences, hence lending support to the second hypothesis.

The findings indicate that prestige sensitivity plays a significant mediating role between values (b = 0:165; p < 0.016) and brand preferences (b = 0:50; p < 0.001), lending substantial support to the third hypothesis, H3. Finally values have an indirect effect on brand preferences mediated by

prestige sensitivity (t = 2:41, p <0.001). The results therefore highlight the importance of taking customers' prestige sensitivity into account when considering the importance of brand image when predicting brand preferences (see Table III).

Discussion

While previous research has addressed the significance of personality and values in different product contexts, a limited amount of effort has been devoted to comparing the predictive power of personality and values within the fashion context. Although many researchers have argued that consumers use brands as a conduit to express their personality and embedded values there is a lack of empirical evidence to support the proposition. This study contributes to this research gap by examining the significant relationship between personality, values, and brand preferences in a segment of the Australian fashion market.

The use of a structural equation model (SEM) allowed for direct comparison between personality and values in predicting brand preferences in accordance with the research objective. The structural model has an acceptable fit level, indicating its significant ability to explain variances in brand preferences (36 per cent). It was found that values are indeed a better predictor of brand preferences than personality variables. In addition, despite the significant relationship between personality and values, an examination of the model reveals that values do not play any mediating role between personality and brand preferences.

Values can be considered as having significant direct and indirect effects on brand preferences. Whereas the direct effect alone is significant enough to be considered to be a predictive tool of brand preferences, the indirect effect is even more powerful. Prestige sensitivity is found to be an effective mediating variable between values and brand preferences. While the topic of prestige sensitivity has been extensively researched in the past, its mediating role has not been adequately examined and therefore the findings of this study pose interesting insights for future research.

Table III. Structural model results

Structural path			Coefficient	t-value
Values	←	Big5	0.742	2.908
Prestige Sensitivity	←	Values	0.393	2.418
BRAND PREF	←	Values	0.467	2.773
BRAND PREF	←	Prestige Sensitivity	0.318	7.451
BRAND PREF	←	Big5	−0.196	−0.783 ns
OpBrnd	←	BRAND PREF	0.744	7.404
AgBrnd	←	BRAND PREF	0.951	9.403
VALUE1	←	Values	0.726	3.205
VALUE2	←	Values	0.323	3.307
ExtBrnd	←	BRAND PREF	0.871	7.213
AGR	←	Big5	0.722	2.821
EXT	←	Big5	0.443	4.402
CONSCT	←	Big5	0.512	4.124
OPEN	←	Big5	0.942	3.366
ConscBrnd	←	BRAND PREF	0.78	10.029

Note: * Significance at the 0.05 level

Research conclusions and limitations

Theoretical and managerial implications

This study has contributed to an important area of consumer research by evaluating theb strength of predictive power in the relationship between personality and values. As it was found that values are indeed better predictors of brand preferences, fashion brand managers should account for consumer values when forming strategies to create a particular brand image in order to better reflect the values of the target consumers. Previous studies have implemented value-based

segmentation in fashion marketing. For example, Goldsmith et al. (1993) recommend fashion marketers emphasise "excitement" values when appealing to fashion leaders, whereas Kim (2005) suggests the use of value-laden advertisements for targeting fashion enthusiasts as this segment is found to be significantly affected by various values in their daily lives. Similarly, the results of the present study suggest significant benefits in using value-based segmentation in which fashion managers can devise different types of fashion brand personality to appeal to customers who are dominant in internal and interpersonal values.

This study has also extended the scope of personality research in marketing by using The Big Five taxonomy to examine the relationship between consumer personality and fashion brand preferences. The findings indicate that personality variables are not strong enough to be reliable predictors of fashion brand preferences. However, significant findings on the relationship between personality and values can help fashion managers to design promotional strategies that are relevant to the personality and values of the target segment. For instance, a manager can design a fashion brand personality and style which portrays "sturdy" and "competent" characteristics. This type of brand might be appealing to people who are dominant in the Conscientious personality dimension as well as internal values (self-respect, accomplishment, and self-fulfilment).

Finally, the mediating role of prestige sensitivity is another issue that has significant implications for fashion brand managers. For example, Phau and Leng (2008) discuss the differences between status and non-status seeking teenagers in their attitude towards domestic and foreign luxury brand apparel and recommend fashion managers recognise these differences in their marketing strategies. Similarly, as the results of the present study suggest that prestige sensitivity plays a mediating role between values and brand preferences, it is important for fashion brand managers to carefully examine whether the target segment has a high level of prestige sensitivity before implementing promotional strategies to address specific values of the target segment. This is due to the fact that people with a high level of prestige sensitivity are more likely to be affected by their values when it comes to fashion brand preferences. Accordingly, fashion brand managers can devise promotional strategies that are consistent with the values of the target segment while at the same time appealing to consumers' prestige sensitivity by emphasising on the brand prestige and reputation.

Limitations of the present study and future research direction
The findings presented in this paper are constrained by a number of limitations. One limitation is the use of a self-report instrument to measure respondents' personality.
Pervin and John (1997) argue that self-report assessments in personality measurement have weaknesses since respondents tend to report positively about themselves. Although the survey was anonymous, respondents may have scored themselves high in all dimensions conventionally perceived as "positive". Future research projects can employ triangulation by asking significant others to report on individuals in concert with self reports by respondents.
The second limitation of this study is the development of our own brand personality scale (Mulyanegara et al., 2007) based on the Big Five scale, which was originally created to examine human personality. As not all dimensions of human personality can be directly correlated with brand characteristics, the scales were highly modified from the original Big Five scale and might only be relevant to a particular range of products and services. This necessitates the need for further validation and application of the scales in other product contexts, which is another avenue for future research.
Finally, the use of undergraduate students as the study sample is another limitation of this research. Whilst the group was relatively homogeneous their incomes were low. Those with higher incomes might have different perceptions and place more importance on evaluating brand preferences. Older consumers might have stronger brand loyalty or consider other factors when it comes to brand preferences due to their previous experience. Consequently, future research projects can benefit by replicating this study using a sample across a wider population. It will be interesting to investigate whether socio-economic factors moderate the relationship between personality and brand

personality. Whereas this study has examined the mediating role of prestige sensitivity, future studies could generate potentially interesting insights by considering other factors such as marketing variables, emotional appeal, buyer motives, and cultural influences as the mediating or moderating variables in predicting brand preferences.

References
Aaker, J. (1997), "Dimensions of brand personality", Journal of Marketing Research, Vol. 34 No. 3, p. 347.
Aaker, J. and Fournier, S. (1995), "A brand as a character, a partner and a person: three perspectives on the question of brand", Advances in Consumer Research, Vol. 22 No. 1, p. 391.
Allen, M.W. (2002), "Human values and product symbolism: do consumers form product preference by comparing the human values symbolized by a product to the human values that they endorse?", Journal of Applied Social Psychology, Vol. 32 No. 12, pp. 2475-501.
Ang, S.H. and Lim, E.A.C. (2006), "The influence of metaphors and product type on brand personality perceptions and attitudes", Journal of Advertising, Vol. 35 No. 2, pp. 39-53.
Azoulay, A. and Kapferer, J.N. (2003), "Do brand personality scales really measure brand personality?", Journal of Brand Management, Vol. 11 No. 2, pp. 143-55.
Baron, R.M. and Kenny, D.A. (1986), "The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations", Journal of Personality & Social Psychology., Vol. 51 No. 6, pp. 1173-82.
Beatty, S.E., Kahle, L.R. and Homer, P. (1991), "Personal values and gift-giving behaviors: a study across cultures", Journal of Business Research, Vol. 22 No. 2, pp. 149-57.
Beatty, S.E., Kahle, L.R., Homer, P. and Misra, S. (1985), "Alternative measurement approaches to consumer values: the list of values and the Rokeach value survey", Psychology & Marketing, Vol. 2 No. 3, p. 181.
Belk, R.W. (1988), "Possessions and the extended self", Journal of Consumer Research, Vol. 2, September, p. 139.
Birdwell, A.E. (1968), "A study of the influence of image congruence on consumer choice", Journal of Business, Vol. 41 No. 1, pp. 76-88.
Boote, A.S. (1981), "Market segmentation by personal values and salient product attributes", Journal of Advertising Research, Vol. 21 No. 1, p. 29.
Brody, R.P. and Cunningham, S.M. (1968), "Personality variables and the consumer decision process", Journal of Marketing Research, Vol. 5 No. 1, p. 50.
Calder, B.J. and Bumkrant, R.E. (1977), "Interpersonal influence on consumer behavior: an attribution theory approach", Journal of Consumer Research, Vol. 4, June, pp. 29-38.
Carpenter, J.M. and Fairhurst, A. (2005), "Consumer shopping value, satisfaction, and loyalty for retail apparel brands", Journal of Fashion Marketing and Management, Vol. 9 No. 3, p. 256.
Crask, M.R. and Laskey, H.A. (1990), "A positioning-based decision model for selecting advertising messages", Journal of Advertising Research, Vol. 30 No. 3, pp. 32-8.
Deeter-Schmelz, D.R., Moore, J.N. and Goebel, D.J. (2000), "Prestige clothing shopping by consumers: a confirmatory assessment and refinement of the precon scale with managerial implications", Journal of Marketing Theory and Practice, Vol. 8 No. 4, p. 43.
Dibley, A. and Baker, S. (2001), "Uncovering the links between brand choice and personal values among young British and Spanish girls", Journal of Consumer Behaviour, Vol. 1 No. 1, p. 77.
Dolich, I.J. (1969), "Congruence relationships between self-images and product brands", Journal of Marketing Research, Vol. 6, February, pp. 80-4.
Ekinci, Y. and Hosany, S. (2006), "Destination personality: an application of brand personality to tourism destinations", Journal of Travel Research, Vol. 45 No. 2, pp. 127-39.
Gardner, B.B. and Levy, S.J. (1955), "The product and the brand", Harvard Business Review, Vol. 33, April, pp. 33-9.
Goldsmith, R.E. (2002), "Explaining and predicting the consumer intention to purchase over the internet: an exploratory study", Journal of Marketing Theory & Practice, Vol. 10 No. 2, p. 22.
Goldsmith, R.E., Freiden, J.B. and Kilsheimer, J.C. (1993), "Social values and female fashion leadership: a cross-cultural study", Psychology & Marketing, Vol. 10 No. 5, pp. 399-412.
Grubb, E.L. and Hupp, G. (1968), "Perception of self, generalized stereotypes and brand selection", Journal of Marketing Research,, Vol. 5, February, pp. 58-63.
Heisey, F.L. (1990), "Perceived quality and predicted price: use of the minimum information environment in evaluating apparel", Clothing and Textiles Research Journal, Vol. 8, Summer, pp. 22-8.
Helgeson, J.G. and Supphellen, M. (2004), "A conceptual and measurement comparison of self-congruity and brand personality", International Journal of Market Research, Vol. 46 No. 2, pp. 205-33.
Homer, P.M. and Kahle, L.R. (1988), "A structural equation test of the value-attitude-behavior hierarchy", Journal of Personality & Social Psychology, Vol. 54 No. 4, p. 638.
Jones, E.E. and Davis, K.E. (1965), "From acts to disposition: the attribution process in person perception", Advances in Experimental Social Psychology, Vol. 2, Academic Press, New York, NY.

Kahle, L.R. and Kennedy, P. (1989), "Using the List of Values (LOV) to understand consumers", The Journal of Consumer Marketing, Vol. 6 No. 3, p. 5.

Kim, H.-S. (2005), "Consumer profiles of apparel product involvement and values", Journal of Fashion Marketing & Management, Vol. 9 No. 2, pp. 207-20.

Kleine, R.E., Kleine, S.S. and Kernan, J.B. (1993), "Mundane consumption and the self: a social-identity perspective", Journal of Consumer Psychology, Vol. 2 No. 3, p. 209.

Knight, D.K. and Kim, E.Y. (2007), "Japanese consumers need for uniqueness", Journal of Fashion Marketing and Management, Vol. 11 No. 2, p. 270.

Landon, E.L. (1974), "Self concept, ideal self concept, and consumer purchase intentions", Journal of Consumer Research, Vol. 1 No. 2, p. 44.

Levy, S.J. (1959), "Symbols for sales", Harvard Business Review, Vol. 37 No. 4, p. 117.

Lichtenstein, D.R., Ridgway, N.M. and Netemeyer, R.G. (1993), "Price perceptions and consumer shopping behavior: a field study", Journal of Marketing Research, Vol. 30 No. 2, pp. 234-45.

McCrae, R.R. and Costa, P.T. (1990), Personality in Adulthood, Guildford Press, New York, NY.

McIntyre, S.H. and Miller, C.M. (1992), "Social utility and fashion behavior", Marketing Letters, Vol. 3 No. 4, pp. 371-82.

Malhotra, N.K. (1988), "Self concept and product choice: an integrated perspective", Journal of Economic Psychology, Vol. 9 No. 1, p. 1.

Mulyanegara, R.C., Tsarenko, Y. and Anderson, A. (2007), "The big five and brand personality: investigating the impact of consumer personality on preferences towards particular brand personality", Journal of Brand Management (advance online publication), June.

Opoku, R., Abratt, R. and Pitt, L. (2006), "Communicating brand personality: are the websites doing the talking for the top South African business schools?", Journal of Brand Management, Vol. 14 Nos 1/2, pp. 20-39.

Pervin, L.A. and John, O.P. (1997), Personality: Theory and Research, Wiley and Sons, New York, NY.

Pessemier, E.A. (1980), "Store image and positioning", Journal of Retailing, Vol. 56, Spring, pp. 94-106.

Phau, I. and Lau, K.C. (2001), "Brand personality and consumer self-expression: single or dual carriageway?", Brand Management, Vol. 8 No. 6, p. 428.

Phau, I. and Leng, Y.S. (2008), "Attitudes toward domestic and foreign luxury brand apparel", Journal of Fashion Marketing and Management, Vol. 12 No. 1, p. 68.

Piacentini, M. and Mailer, G. (2004), "Symbolic consumption in teenagers clothing choices", Journal of Consumer Behaviour, Vol. 3 No. 3, p. 251.

Piedmont, R.L. (1998), The Revised Neo Personality Inventory: Clinical and Research Applications, Plenum Press, New York, NY.

Pitts, R.E. and Woodside, A.G. (1983), "Personal value influences on consumer product class and brand preferences", Journal of Social Psychology, Vol. 119 No. 1, p. 37.

Prakash, V. (1986), "Segmentation of womens market based on personal values and the means-end chain model: a framework for advertising strategy", Advances in Consumer Research, Vol. 13 No. 1, pp. 215-20.

Rokeach, M. (1973), The Nature of Human Values, Free Press, New York, NY.

Shank, M.D. and Langmeyer, L. (1994), "Does personality influence brand image?", Journal of Psychology, Vol. 128 No. 2, p. 157.

Sirgy, M. (1982), "Self-concept in consumer behaviour: a critical review", Journal of Consumer Research, Vol. 9, pp. 287-300.

Sirgy, M., Grewal, D., Mangleburg, T.F., Park, J.-O., Chon, K.-S., Claiborne, C.B., Johar, J.S. and Berkman, H. (1997), "Assessing the predictive validity of two methods of measuring self-image congruence", Journal of the Academy of Marketing Science, Vol. 25 No. 3, p. 229.

Summers, T.A., Belleau, B.D. and Xu, Y. (2006), "Predicting purchase intention of a controversial luxury apparel product", Journal of Fashion Marketing & Management, Vol. 10 No. 4, pp. 405-19.

Sweeney, J.C. and Brandon, C. (2006), "Brand personality: exploring the potential to move from factor analytical to circumplex models", Psychology & Marketing, Vol. 23 No. 8, pp. 639-63.

Tsu Wee, T.T. (2004), "Extending human personality to brands: the stability factor", Brand Management, Vol. 11 No. 4, p. 317.

Vinson, D.E., Scott, J.E. and Lamont, L.M. (1977), "The role of personal values in marketing and consumer behavior", Journal of Marketing, Vol. 41 No. 2, pp. 44-50.

Wojciszke, B. (1989), "The system of personal values and behavior", in Eisenberg, N., Reykowski, J. and Staub, E. (Eds), Social and Moral Values: Societal and Individual Perspectives, Lawrence Erlbaum, Hillsdale, NJ.

Zaichkowsky, J.L. (1985), "Measuring the involvement construct", Journal of Consumer Research, Vol. 12, December, pp. 341-52.

Further reading

Schwartz, S.H. and Bilsky, W. (1990), "Toward a theory of the universal content and structure of values: extensions and cross-cultural replications", Journal of Personality and Social Psychology, Vol. 58 No. 5, p. 878.

About the authors

Riza Casidy Mulyanegara is currently a teaching assistant in the Department of Marketing at Monash University. He is actively involved in research and teaching activities at the university. His current research topic is in the area of non-profit services marketing. He is examining the influence of market orientation on consumer participation with churches as the research context. Riza Casidy Mulyanegara is the corresponding author and can be contacted at: riza.mulyanegara@ buseco.monash.edu.au

Yelena Tsarenko is a senior lecturer in the Department of Marketing, Monash University. She reviews for the Journal of Asia Pacific Marketing, Academy of Marketing Science Conference and has chaired sessions at the Academy of Marketing Science, Global Business and Technology Association. She also serves as a member of the editorial board of EsicMarket – a leading Spanish bilingual marketing journal.