



PERSONALITY IN THE BRANDS WORLD: THE SOCIAL FOUNDATION AND THE ESSENCE

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Abstract

The personality is a well-known and very old concept in psychology. A lot of studies have focused on its interpretation, analysis and measurement. Starting from the 20th century, many researchers have noticed that while describing their favorite brands, customers do infuse them unconsciously with human traits. This article sheds light on the brand personality concept, its origins and how postmodernism has facilitated its emergence in the marketing world, its essence and core and finally puts it in comparison with first human personality and later with the brand temperament in order to highlight that brand personality is wider in meaning and practice in marketing. The article finishes by exposing the advantages of brand personality and its diverse antecedents from different angles.

Keywords: Postmodernity, hyperreality, identity fragmentation, OCEAN, brand personality, human personality, brand temperament, antecedents

INTRODUCTION

In the era of the new economy characterized according to Shim (1998) by global, borderless, heterogeneous and powerful customers on one hand and trade expansion, increase of partnerships relations, intensive use of technology and uncertain and turbulent markets on the other hand, the customer perception of the brand became the focal point of both marketing scholars and practitioners. Thus, many concepts related to brands appeared in the marketing literature but perhaps the most revolutionary one is the brand personality (BP). Certainly, the



personality concept is not unfamiliar to marketers who focused for decades on the role that it plays in the consumer behavior but the attention was more and more paid to the brand anthropomorphization This latter will be explored in this section.

I Postmodernity and the emergence of the brand personality concept

As the world has evolved from modernism marked by “*universalism, functionalism and rationalism*” (Venkatesh, 1999, p2) to postmodernism that is characterized by fragmentation, the importance of the image, the information and the experience, the disappearance of many universal norms, rules and commitment, as well as a high level of nostalgia and hyperreality (Firat, Dholakia, 2006; Venkatesh, 1999; Brown, 1992), the marketing philosophy was influenced and hence many theories and concepts appeared to meet those changes and understand the postmodern consumer nature and his/her relationship with brands and possessions in general.

Some studies noticed that the consumer whose identity is fragmented seeks in the objects an identity that they want to possess, thus, the customer has many personalities depending on the brand and the product bought (Brown, 1997). Besides, having developed a particular identity for a while, an individual, in a ceaseless and perpetual changing world, attempts to rebuild that part of self-concept, to modify it, to put in latency some aspects of it or simply to give it a new look as always and normally done when one feels no more at ease with some of their physical features. The identity evolvment and change that was assumed, in the modern era, to be an exclusive inside-out process where improvements come within and consumption and commercial stimuli have no influence on it, now, on the contrary, it's been an outside-in process where possessions are no more dependant variable but an inspiring one (Kleine, Kleine, 1999); exposed to an advertisement, the consumer is attracted by the traits carried by the endorser and tries by all the ways to redefine him/her identity to conform to it.

In the same line and in a sign environment, Venkatesh (1999) noticed that through his/her relationships to products and people, the consumer redefines continuously his/her identity as “*the self is conceived of more as a product of imitative assemblage than as a unified construction*” (Venkatesh, 1999, p5). In fact, “*the consumer begins to conceive “the self” as a marketable entity, to be customized and produced, to be positioned and promoted, as a product*” (Fuat Firat, Dholokia and Venkatesh, 1993, p42). Consequently, the product has no more a merely utilitarian and material function based on its tangible features but it is full of significance associated with images and symbols (Gilmore, 1919) and becomes more and more personified and assimilated to human beings which enable customers “*define their self-images*

for themselves as well as to others" (Fuat Firat, Dholokia and Venkatesh, 1993, p42); to find and identify theirs selves.

Thus, the meaning of consumption has changed and the self is not defined in terms of "me" or "my will" but it embodies *"all that he can call his....his clothes and his house, his wife and children, his ancestors and friends, his reputation and works, his lands, and yacht and bank account. All these things give him the same emotions. If they wax and prosper, he feels triumphant, if they dwindle and die down, he feels cast down- not necessarily in the same degree for each thing but in much the same way for all"* (William, 1890, p139) which is called by Belk (1988) *"The extended self"* and defined as *"a self experienced through a concrete set of persons, places and things rather than a purely abstract set of ideas about who we are"*, the frail or delicate significance and understanding of the self demands assistance (Tuan, 1980), this latter is brought by possessions and brands that unveil some parts of it, in fact, *" we purchase to be and not to have"* (Klein, 2001, p96).

According to Belk, Solomon and Assael (1988) self identification is done by a sum of consumption, not only one brand or object, that are capable to highlight and represent diverse and even incongruous aspects of the self which confirms the idea of Brown (1997) presented above.

All these evolvments in the consumer behavior, the significance of products, brands which passed from passive objects to active partners (Fournier, 1998) and the market that turns to be a place of self-development and realization, changed the marketing that becomes a marketing of show which offers various styles, designs and forms of the same product in order to satisfy the different and even the antagonistic and opposed tastes and requirements of the treated consumers *"All consumers are not created equal"* (Hallberg G, 1995) and a marketing of images that pays a huge importance to the construction of imaginary representations, repositions and regenerates all the time new images that facilitate the consumers' identification.

Consequently, the brand management becomes among the most important weapons to survive and to face the fierce rivalry and the above changes, by infusing the brands with human personality traits and fill in the gaps between the subject (the individual, the consumer) and the object by its discontextualization of its natural and simple consumption context and its sacralization. The perceived psychological switching costs will wax which prevent the customer from even looking at the competitors brands and being attracted by their communicational messages and price discounts and reductions.

II Brand personality: the result of the personality concept transposition to brands

1- Definition of the brand personality concept and its evolution

For a long time, the attention of many scholars was paid to the analysis and the conceptualization of human personality and to which extent it influences the choice and the consumers' reactions towards specific brands but little interest was devoted in consumer behavior to brand personality.

The first people who mentioned and used this term or concept were the marketing practitioners and the advertisers but its emergence in the theory dates back to 1958 when Martineau (1958, p144) defined it as "*all the non material cues of a product*" that are able to distinguish the latter from its competitors in the consumers' eyes.

Apart from their physical (material) and functional aspects, brands are viewed as encompassing some human personality traits and "*consumers do choose them the same way they choose their friends*" (King, 1970, p144).

In this research stream, researchers endeavored to define the concept as "*the set of symbolic attributes*" (Plummer, 1984), "*the character of a brand*" (Seguela, 1982) and the materialization of the brand image using words generally attributed to human beings (Keller, 1993) but no attempt to measure it was done till 1997 when Aaker developed a theoretical framework of brand personality construct in which the following definition was presented "*...a set of human characteristics associated with a brand*" which means that when choosing a brand, the consumer infuses human traits into brands. In fact, the notion of brand personality is extremely important in crowded and mature markets where quality is no more a privilege and is taken as granted and revolutionary features of products are difficult to create and when created they are easily imitated by rivals.

Although the fame of the Aaker's brand personality definition, it was criticized. For instance, Ambroise et al (2006) claimed that the main weakness of the definition is that it comprises some traits that are exclusive to brands and have no equivalent in human personality. According to those authors, in order to facilitate to the consumers the projection of their own traits on the brand, all the non-common features between brand personality and the human one must be eliminated or at least decreased.

To do so, Ambroise et al (2006) presented an alternative definition where brand personality is "*...a set of traits of human personality associated with a brand*". The marketing literature showed some limits to this approach:

- On one hand, it was noticed that the existence of a common area between brand personality and human one that makes easier the projection of the consumer's self on the brand is without any doubt important as it was advanced by Malhotra and Sirgy

(1982, p348) who admit that “*The greater the congruence between human characteristics and those used to describe a brand, the greater the preference for the brand is*” but its existence is not indispensable to speak about brand personality because the self can be partly constructed through belongings. In fact, consumers do not always choose brands that reflect their personalities in order to “*reaffirm their self schema*” (Phau and Cheen, 2001, p430) but in some cases they acquire them to reach a desired or an ideal self (Belk, 1988) and to convey messages to their surrounding.

- On the other hand, the brand world is without any doubt disparate from the mankind one which legitimates the existence of exclusive traits that don't have equivalents in the human personality traits.

Another critique was presented by Kapferer (2003, p151) who defines brand personality as “*the set of human personality traits that are both applicable and relevant for brands*”, the difference with the definition of Aaker (1997) is that the latter doesn't use the term “traits” but “characteristics” which is so vast and includes several human features that don't refer at all to personality like the physical features, the inner values, the age and the gender...

2- Human personality and brand personality: convergence or divergence

As it was exposed in the first section of the current chapter, personality is an extremely old concept which is rooted in the human sciences' history that attempted through diverse theories to define and measure it. Its emergence in the marketing field began with the wave of researches that examined the consumer personality-consumer behavior relationship and then with its transposition to the brands' world that was the result of social, ideological and economic changes around the world as well as the consumers' new perception and assessment of brands and possessions in general.

A recent study undertaken by Reckon, Jacobs and Verlegh in (2006) where the dilemma that several managers are facing nowadays while managing their brands related to changing certain brand's features without diluting its whole image and damaging the consumers' perceptions was examined. The authors highlighted that the traits defined as “*a consumer's set of associations with regard to the brand*” (Aaker and Krishnan, 1996, p182) differ in their importance. While some traits represent the core of the brand, they are enduring and they play an acute and crucial role in creating, developing and maintaining the brand equity; others are of a less importance don't affect the image of the brand in question. Thus, the study findings are consistent with of the Freudian personality definition even when applied to brands.

In addition to the confirmation of the psychoanalytic definition of personality, this study gave support to the Allport's (1921) traits' taxonomy. Indeed, the authors differentiated between

the central traits that have a direct effect on brand and peripheral ones that are determined by the central ones. In this regard Allport had already identified four categories of traits which are the central traits, the secondary, the cultural and the cardinal ones. The existence of cultural dispositions was also supported in several studies. Only the cardinal traits had not found support. This may present an interesting research avenue.

Despite all these insights, human personality is still different from brand's one. Indeed, while the first one deals with human beings who have many proper and exclusive characteristics such as the psyche's composition (Freud), emotions, states and conflict between personal desires on one hand and social, religious and environmental factors on the second hand. The second is the result of managers' positioning strategies and consumers' perceptions.

In the following table, we try to shed light on some focal differences and similarities between the brand personality and the human one:

Table 1: Brand personality versus human personality

	Human personality	Brand personality
Definition	<p><i>"Personality is the set of relatively stable and general dynamic, emotional and affective characteristics of an individual's way of being, in his/her way to react to the situations in which s/he is... the word does not include cognitive aspects of behavior.... Is described in terms of traits"</i></p> <p>(Allport,1937)</p>	<p>Brand personality is <i>"the set of human characteristics associated with brands"</i> (Aaker, 1997). An alternative definition was presented by Kapferer (2003) in which brand personality is <i>"the set of human personality traits that are both applicable and relevant to brands"</i></p>
The culture	<p>-It influences subtly and thoroughly the personality of the human as s/he grows up thinking that <i>"it is the way things are"</i>, hence, which is accepted in a society can be totally rejected and repressed in another one.</p>	<p>-The test of applicability of Aaker's scale of BP demonstrated that whether some dimensions are cross-cultural (Sincerity, Sophistication and Competence), others differ from culture to the other.</p>
The egocentrism	<p>- Everyone has some peculiarities such as genetics, experiences and family structure that influence their behavior and worldview.</p>	<p>- Those human peculiarities or properties influence the way the consumer interprets an ad and assesses the diverse stimuli surrounding a brand and thus the traits generation.</p>

The dogmatism	- Some people stick to what succeeded in the past and prevent themselves from evolution which reinforces the stability of some traits.	-The dogmatic people represent a pitfall in front of the change process that companies follow especially when introducing new brand features, this category of people, so afraid of losing what they consider as granted, can yield using a brand if some of its traits are to be changed.
The source of traits	Mainly two sources: <u>Nature</u> that refers to genetic inheritance or temperament and <u>Nurture</u> which includes upbringing and experiences. As to George Boeree (2006), " <i>Nature and nurture do not exist independently of each other. Both body and experience are probably essential to being a person, and it is difficult to separate their effects</i> "	The communication strategy and effort of the incorporation on one hand and the consumer's assessment and perceptions on the other hand. According to Plummer (1985), the brand personality traits may be forged and influenced by direct or indirect contact that the consumer has with the brand.
When personality is formed?	Some psychologists think that the personality is formed early in our childhood and remain fixed through the rest of the life of a human being with few modifications. On the contrary, Freud highlights basically five stages of personality development (Oral Anal, Phallic, Latent and Genetal)	The brand personality traits must be created before even the construction of the product in order to position it when broadcasted in the marketplace but this doesn't reject the possibility of incorporation of new features when the company wants to relook their brand. It must be mentioned here that when repositioning is envisaged, managers must identify the traits that constitute the essence of the brand to avoid diluting the perceived image of it.

According to some psychologists and marketing scholars, establishing a link between the customer's personality traits and the brand's ones are necessary to the creation and the development of the relationship brand/ customer. Others argue that maintaining some distinctive features could be of a great importance for consumers who seek to convey a message to their surroundings through the consumption of a brand that comprises some traits they long to have.

The following table presents the most important and comprehensive scales of both human and brand personalities:

Table 2: Aaker's brand personality scale and the psychological five factors model

Authors	Dimensions	Facets (**) or items (***)
Aaker	Sincerity	(**) down-to-earth, honest, wholesome, cheerful
	Excitement	Daring, spirited, imaginative, up-to-date
	Competence	Reliable, intelligent, successful
	Sophistication	Upper-class, charming
	Ruggedness	Outdoorsy, tough
Saucier's 40 mini markers	Openness (or intellect)	(***) Creative, imaginative, intellectual, philosophical, deep, complex, uncreative, unintellectual
	Conscientiousness	Efficient, organized, systematic, practical, disorganized, inefficient, sloppy, careless
	Extraversion	Bold, extraverted, talkative, bashful, quiet, shy, withdrawn, energetic
	Agreeableness	Kind, sympathetic, warm, cooperative, cold, unsympathetic, harsh, rude
	Neuroticism (or Emotional stability)	Unenvious, relaxed, fretful, envious, jealous, moody, touchy, temperamental

Source Kapferer (2003)¹

Some psychologists asserted that the essential weakness of the transposition that Aaker had made is that she didn't try to delimit the concept which means to exclude all the dimensions that don't describe and represent personality such as gender, cognitive abilities and social class that don't figure in any human personality scale or definition.

3- Brand personality and brand temperament

An exploratory study undertaken by Capelli and Pantin-Sohier (2006) attempted to develop a framework of brand temperament, the enduring part of personality as many researchers asserted, and to present a scale to measure it. According to Strelau (1989), brand temperament is the stability of the brand strategies elaborated by practitioners as perceived by consumers. Along their article, the authors tried to highlight the main dissimilarities between the treated

¹ Cited in Azouly. A. and Kapferer. J.-N. (2003) : « Do brand personality scales really measure brand personality ? » Journal Of Brand Management ; 143-155

concept and the brand personality one from origins to items generation and scale construction. The following table summarizes the important differences between brand personality and brand temperament:

Table 3: Brand temperament versus Brand personality

Discriminating factor	Brand temperament	Brand personality
Origins	The human temperament: The study of the formal characteristics manifest in all the behaviors of a human being.	The human personality: The study of the steady traits in particular behaviors.
Operationalisation of the concept	Analogy: Items generated from the brand strategy with maintenance of the human temperament dimensions. During the operationalization, the respondents don't have to personify the brand but only to give their opinions in a questionnaire comprising items selected by experts in the field.	Transposition: human personality dimensions and items are conserved with some items generated from a qualitative research. The respondents are asked to "Imagine that the brand was a human being" and "Tell what kind of person it would be"
The selected stimuli	Only retail brands	Well-known brands representing a range of product categories (Symbolic, Utilitarian and both)
Focal point	The used media and the frequency of a communication campaign not the content of the delivered message.	The message content and the traits of the endorser.

Source: Capelli and Pantin-Sohier, (2006, p5; modified)

4- Advantages brought by brand personality concept

In light of the developments discussed above, the brand personality provides the unbreakable means for making a given brand stand out in crowded and mature markets (Rekom, Jacobs and Verlegh; 2006)². Besides, brand personality helps the company to highlight its products and to distinguish them from the competing ones especially when the consumer is operating without enough information about the intrinsic cues of the product or can not evaluate them or even has insufficient time or interest to do so (Zeithaml, 1988)³; hence, the brand personality is a basis for

² Van Rekom. J., Jacobs. G. and Verlegh. P.W. J. (2006) : « Measuring and managing the essence of a brand Personality ». Springer Science and Business Media, Vol17. 181-192

³ Cited in Gharbi. J.E. (2007) : «Théorie Marketing : Le Débat de Fond ». Livre en cours de publication

differentiation when creating new or revolutionary features is tricky and it is also a source of long-term brand equity and relationship development with the brand (Supphellen and Gronhaug, 2003)⁴.

Furthermore, the brand personality facilitates for brand managers their positioning in the consumers' minds which defend the brand against marketplace blunders and "*enhance brand name transferability to extensions in new product categories*" (Aaker et al, 2004; Aaker, 1999; Batra et al, 1993; Haigood, 1999; Phau and Kong Cheen, 2001)⁵. Finally and according to Gonzales (2002)⁶, the brand personality helps practitioners to reach the "emotional loyalty" instead of the simple "transactional loyalty" that can be easily destroyed by appealing competitors' strategies.

5- Antecedents of brand personality

After testing the Aaker's brand personality scale and the development of other ones, many researchers turned their attention to the source of brand traits. Scholars concentrated their efforts on the search of the antecedents of brand personality, in other terms; they attempted to bring clear and sufficient responses to the following question: How brand personality traits are formed? The answer isn't unique and is subject to controversial opinions. In fact, while some scholars consider the media and the company communication efforts the source of the BP traits formation, others attribute it to consumers and the way they perceive the different product material cues.

For instance, according to Batra et al (1993)⁷ and Aaker (1997)⁸, the BP traits stem from two main sources: 1) Directly from people who are "*associated with the brand*" or have a frequent contact with it like the corporation personnel, the endorsers, the sponsors, the users. Thus, the traits are forged in the eyes of external factors to the brand and broadcasted to people. 2) Indirectly from the product's features, the brand name, the signs, the symbols, the ads' style, the price and the distribution channel. This reveals the self-government and

⁴ Louis.D and Lombard. C. (2007) : "Impact de la personnalité de la marque sur la satisfaction et la fidélité u consommateur » Papier de recherche.1-30

⁵ Cited in Gouteron. J. (2006) : « L'impact de la personnalité de la marque sur la relation marque-consommateur : Application au marché du prêt-à-porter féminin ». Revue Française du Marketing; 43-59

⁶ Cited in Azoulay.A and Kapferer . J.N. (2003) : « Do brand personality scales really measure brand personality ». Brand Management, Vol11, No 2, 143-155,

⁷ Cited in Pantin-Sohier. G.and Brée. J. (2004) : « L'influence de la couleur du produit sur la perception des traits de personnalité de la marque ». Revue Française du Marketing; Vol196, No 1/5; 19-32

⁸ Aaker, J.L. (1997), "Dimensions of brand personality", Journal of Marketing, Vol. 34, 347-56.

autonomy of the brand that develops its personality independently of the users' viewpoints and messages.

As noticed by Plummer (1984)⁹ and Anderson and Rubin (1986)¹⁰, communication is the strongest and the most influential means in the creation and development of brand personality, an idea that was supported by Kapferer (1992) who emphasized the role of communication and asserted that the easiest way to infuse a brand with traits and give it a distinctive personality is by providing it with a spokesperson, a celebrity or even an animal (like for detergent products).

Another studies stream emphasized the impact of the physical and visual features on the perception of brand traits like the color the design or the material. A study undertaken by Sohier and Brée in 2004¹¹, demonstrated through a series of experiments that the color of the packaging influences the perception of BP traits especially the dimensions ruggedness and excitement. Sharing the same idea, Damak (1997,p21)¹² postulated that *"we could believe on the existence of personal characteristics through the physical appearance of the objects, in other words, on a morphopsychology' of the object"*.

Hence, the formation and even the transformation of the customer attitude and perceived brand's traits are inferred by the external and extrinsic cues of the product especially when the customer has insufficient information about the brand (Felix, 1994; Magne, 1999)¹³

This one way exertion (from company to consumer) doesn't repress or discard the role of the consumers and the importance of their opinions and assessments of the brand, the traits can be generated by *"subjective beliefs that should not necessary be objectively true and scientifically explained and supported"* (Clement and Gentrer, 1991, p183)¹⁴ and by the evaluation of the diverse stimuli surrounding the brand. Besides, the brand personality traits can be described by the human characteristics of the brand user (McCracken, 1989)¹⁵ In such case, the goal of the brand management, besides the identification of the traits that constitutes the

⁹ Cited in Goueron. J. (2006) : « L'impact de la personnalité de la marque sur la relation marque-consommateur : Application au marché du prêt-à-porter féminin ». Revue Française du Marketing; No207; 43-59

¹⁰ Cited in Okazaki. S. (2005) : « Excitement or sophistication? A preliminary exploration of online brand personality ». International Marketing Review Vol. 23 No. 3, 279-303

¹¹ Pantin-Sohier. G.and BRÉE. J. (2004) : « L'influence de la couleur du produit sur la perception des traits de personnalité de la marque ». Revue Française du Marketing; Vol 196, No1/5; 19-32

¹² Cited in Pantin-Sohier. G.and BRÉE. J. (2004) : « L'influence de la couleur du produit sur la perception des traits de personnalité de la marque ». Revue Française du Marketing; Vol 196, No1/5; 19-32

¹³ Cited in Pantin-Sohier. G.and BRÉE. J. (2004) : « L'influence de la couleur du produit sur la perception des traits de personnalité de la marque ». Revue Française du Marketing; Vol 196, No1/5; 19-32

¹⁴ Van Rekom. J, Jacobs. G and Verlegh. P.W. J. (2006) : « Measuring and managing the essence of a brand Personality ». Springer Science and Business Media, Vol 117.181-192

¹⁵ McCracken. G. (1986) : « Culture and Consumption: A Theoretical Account of the Structure and Movement of the Cultural Meaning of Consumer Goods ». Journal of Consumer Research, Vol. 13, No. 1 . 71-84.

essence of the brand and the peripheral ones, is to draw closer the consumers' traits perceptions and the planned and desired brand personality ones (Plummer, 1984)¹⁶ in order to increase the product performance, the loyalty, the attachment, the brand trust and perceived benefits both functional and symbolic or expressive.

CONCLUSION

The relationship between consumers and brands is more than a possession of an object or a product that has only an utilitarian function that allows the satisfaction of a material need (Gilmore, 1919; Ambroise, 2006; Kapferer, 2001). In fact, when walking across a store and among many brands, the customers choose the brand that is close to them in all its characteristics, a brand full of symbols and signs. Since its emergence in the marketing field, the brand personality concept has attracted many academics and practitioners that attempted to examine its importance from a consumer's angle. In fact, several researches on how a brand can help customer to express his or her own self (Belk, 1988)¹⁷ or their ideal one (Malhotra, 1988)¹⁸ or a specific dimension of the self (Kleine, Kleine and Kernan, 1993)¹⁹.

The examination of the marketing studies dealing with the brand personality concept raised many remarks. In fact, despite the great attention that was paid to this concept, the marketing literature review shows no consensus concerning its definition; each scholar from a particular background and angle presented a definition that tried to take into consideration all its aspects. To better understand the drivers of this anthropomorphization, some scholars called for a better understanding of the brand-customer relationships.

To conclude, developing a brand strategy and attempting by all the forms of communication to create brand personality dimensions in the minds of customers is not a choice offered to companies but an obligation if they want really to thrive and better their business performance especially in markets where counterfeited brands are sold everywhere in the unorganized sector.

Further researchers could focus on the question of measurement where controversies reign. Since the first brand personality scale developed by Aaker in 1997, a serious debate took

¹⁶ Plummer J.T (1984) : « How personality makes a difference ». *Journal of Advertising Research*. Vol24, No6, 27-31

¹⁷ Belk R.W. (1988): "Possessions and the Extended Self". *Journal of Consumer Research*, Vol15, 139-168

¹⁸ Cited in Belk R.W. (1988): "Possessions and the Extended Self". *Journal of Consumer Research*, Vol15, 139-168

¹⁹ 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. 3.209-235

place especially once applying it outside USA, some dimensions lost their meanings which pushed some academics to transpose the famous human personality scale “The OCEAN” to brands. This transposition was also criticized since humans and brands are not the same; in fact human beings are evolving creatures with challenges during all the phases of their lifetime while the life cycle of brands is not static but its development rhythm is less rapid than the humans’ one. Future studies can also shed light on the relationship between brand personality and other relational concepts like brand trust, brand attachment and brand loyalty. Here also there is no consensus on the bond, while some researchers consider brand personality the antecedent of the consumer-brand relationship, others do argue that that relationship gives birth to the brand anthropomorphization.

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