

185

WP: 185

# Working Paper

WP185  
WP  
1977  
(185)

IIM  
WP-185



**INDIAN INSTITUTE OF MANAGEMENT  
AHMEDABAD**

Using Personality Traits to Explain  
Consumer Behaviour : An  
Empirical Examination.

by

Ruby Roy Dholakia

W P No. 185  
Nov. 1977

The main objective of the working paper series  
of the IIMA is to help faculty members  
to test out their research findings  
at the pre-publication stage

INDIAN INSTITUTE OF MANAGEMENT  
AHMEDBAD

Using Personality Traits to Explain  
Consumer Behaviour: An Empirical Examination

By

RUBY ROY DHOLAKIA

Indian Institute of Management  
Ahmedabad

November, 1977

## A B S T R A C T

The use of personality theory in consumer behaviour research has met with more disappointments than success. The belief that individual differences in brand preference or choice behaviour are caused by personality differences has not always been supported by empirical research. Keeping the limitations of past findings in view, a study was conducted to test the relevance of personality trait theory for explaining consumption of instant coffee in India. The findings of this study help in defining the scope of the theory and their relevance for research and marketing strategy.

## USING PERSONALITY TRAIT THEORY

### TO EXPLAIN CONSUMER BEHAVIOUR: AN EMPIRICAL EXAMINATION

The consumer often has to choose a sepecific product or brand from a set of alternatives available in the market place. In the process of evaluation and selection, the consumer may adopt a set of criteria such as economy, quality, durability, taste, etc. and the alternative that most closely matches the set of criteria is purchased.

As product achieve standardization, it becomes increasingly difficult to adifferentiate them on any real, tangible attributes. In such cases consumers may select alternatives randomly, revealing no consistency in purchase patterns. To create specific preferences for products and brands, marketers start to incorporate non-physical and intangible product attributes and communicate them to the market. The consumer, therefore, learns to evaluate a product not only in terms of its physical characteristics but also with respect to its non-physical attributes.

The consumption context in India promotes this non-functional differentiation of many products. In certain limited product categories such as toilet soap, textiles, cigarettes, packaged tea, home remedies, etc., quality has standardized and a proliferation of brands has taken place. Since these alternative brands are very similar in terms of their physical/technical performance, marketers attempt to create a

differential advantage through non-physical attributes such as brand images, psychological benefits, etc.

Psychological Segmentation :

When psychological characteristics of the product, of the settings in which it is used, or of its users are employed to differentiate it from its competitive alternatives, the marketer is said to be psychologically segmenting the market. Segmentation as a marketing tool is used when the market can be differentiated in terms of its origin, location, character, responsiveness to marketing instruments, etc. (Yankelovich). Segmentation on the basis of geographical location of customers leads to selective distribution and physical availability of good. Similarly, economic segmentation based on purchasing power of customers creates price differentiations. When markets are quite homogeneous with respect to physical and/or demographic characteristics, segmentation relies upon psychological characteristics of the market.

Psychological segmentation attempts to incorporate attributes or benefits into the product such that it is perceived as a psychological object symbolizing personal attributes and goals. This is accomplished by creating a product image or personality through emphasis on traits that are used to characterize human personalities. Products achieve associations with traits such as sociable, modern, dynamic, conservative, strong, steady, etc. Consumers use these associations to build product preferences which in turn create systematic patterns in

their purchasing behaviour. One researcher observed:

the things people buy are seen to have personal or social meanings in addition to their functions. Modern goods are recognized as psychological things, as symbolic of personal attributes and goals, as symbolic of social patterns and strivings.

(Levy, p.119)

In India, psychological segmentation is common for many consumer products even though only a fraction of the total market is tapped. In this respect, India is similar to other developing countries which are characterized by low per capita but highly skewed distributions of income. Only 10-20 percent of the population account for the major portion of purchasing power and these affluent segments form the target of most consumer goods marketing. Concentrated in cities and other large urban areas, these consumers are highly similar in terms of their income, education and other socio-economic variables. Psychological segmentation, therefore, offers ample opportunity for differentiating these markets.

#### Using Personality Theory to Explain Buyer Behaviour

Sociologists and psychologists in observing consumption behaviour have attempted to answer why a product or brand is purchased. Sociologists have used social class, reference groups, peer influences, family life cycle and other concepts to explain consumer behaviour. Psychologists have attempted to go further and look for explanation at the individual consumer level. While they recognized that consumers

could be categorized into various groups and classes, this did not lead to a sufficient explanation of individual differences in behaviour. Individuals belonging to the same groups manifest distinct ways of behaving and responding so that intra-group differences remain unexplained by the use of sociological concepts.

Psychological theories, including personality theory, have been used to explain these intra-individual differences. Generally, personality refers to personal dispositions which underlie behaviour (Sanford; Lazarus). These dispositions of a person are assumed to constitute an organized totality, a more or less enduring structure that interacts with the environment. The trait school of personality theory believes that a personality is specifically made up of certain definite attributes called traits.<sup>1</sup> People are expected to differ in the degree to which they are characterized by a trait but within an individual, the traits are assumed to exert a fairly generalized influence on behaviour. The task of trait theorists has been to construct instruments which can measure these underlying traits and to compare individuals with respect to these traits (Edwards & Abbott). Various personality inventories such as the Stanford-Binet I.Q. Tests, the Minnesota Multiphasic Personality Inventory (MMPI), California Psychological Inventory (CPI), etc. have been developed to measure various personality traits.

There have been several applications of personality trait theory in marketing. One of the first to be published was a study on



the validity of psychological factors in predicting brand choice of automobiles (Evans). Since the convenient sample of white males was homogeneous with respect to other factors, it was hypothesized that personality differences should be able to predict brand choice. Analysis of the personality scores of the two groups of automobile owners revealed only one trait (dominance) to be significant at 0.05 level and three traits (exhibition, autonomy, affiliation) to be significant at 0.10 level. The relationship between actual and predicted brand use showed that use of personality variables correctly predicted 63% of the brand purchased while the use of other data permitted 70% correct predictions.

Several other studies since then have reported on the use of personality traits for explaining and predicting buyer behaviour. The results generally seem to indicate that the use of standardized personality measuring instruments yield relatively low correlations with measures of buyer behaviour. Part of the reason for this lack of apparent relationship lies in the use of standard inventories to measure personality and the use of general personality characteristics to predict brand choice behaviour.

When marketing researchers have developed specific measuring instruments or a priori hypothesized the relationship of specific personality traits and buyer behaviour, the investigations have revealed a significant relationship between personality traits and behaviour

For example, Grubb and Hupp developed a specific measuring instrument for 'self-concept' and used it to predict choice of two automobile brands. In comparison to Evans' study, Grubb and Hupp found differences to be significant at 0.01 level.

The usefulness of personality theory in predicting and explaining buyer behaviour is also contingent upon the definition and specification of the dependent variable - behaviour. Working with data generated in the Evans' study, Steiner found correlation of personality traits to increase when brand loyalty is considered and there is a greater divergence in personality differences between loyal Ford owners and loyal Chevrolet owners. Brody and Cunningham found a similar relationship between personality variables and brand loyal behaviour. Koponen found that personality variables were better able to discriminate between use and non-use of a product (filter Vs non-filter cigarettes) rather than between use of various brands.

The evidence on personality trait explanation of buyer behavior is therefore quite equivocal. Support has been strengthened when researchers have used specifically designed instruments, a priori specified the traits that are related to behaviour and when the dependent variable - behaviour - has been clearly defined and measured. While the need to specify the expected relationship between personality traits and behaviour cannot be adequately stressed, there are several difficulties in developing consumption - related personality traits

and their measuring instruments.

In the following sections, a study investigating the relationship of personality traits and brand use behaviour is reported. The study used a readily available measuring instrument with the objective of testing the relevance of personality traits in explaining buyer behaviour.

### The Study

#### Personality and Coffee Consumers in India

Coffee, as a beverage, has been available in India for a long time but its consumption has very specific regional and socio-economic characteristics. Due to climatic conditions, coffee is grown in Southern India and consumed widely there. For similar reasons, tea is the most popular drink in the rest of India. In recent years, competitive activity in the marketing of packaged and branded coffee has increased and several brands of instant coffee have been introduced.

Instant coffee has been able to make greater penetration into north, east and west Indian households since its preparation and consumption does not require any brewing skills or apparatus. Like other packaged goods, it is purchased by the more affluent segments of the urban population. While there was only one national brand before 1967, in two years three additional brands had been introduced causing some shifts in market shares.

After the availability of brand choice, the question of brand preference and brand selection needed to be answered. Some research had indicated that brand preference is not determined by physical characteristics since consumers were not able to discriminate between the brands in disguised taste tests. However, brand preference exerted itself when brand identities were known. It appeared, therefore, that brand image or brand personality was perhaps a significant determinant of brand choice behaviour.

A research study was initiated in 1972 to investigate the effect of consumer personality on the consumption of instant coffee. The assumption had been personality characteristics will tend to influence brand perception, brand preference and therefore, brand usage. The expectation was that users of a particular brand of coffee were likely to be more similar in terms of their personality profile and different from users of other brands.

### Method

95 consumers had been conveniently chosen from the household population in Calcutta. One of the criteria for sample selection was that household expenses be at least Rs. 500 per month. Within this category, quotas were fixed for the selection of consumers who were regular users of one of the four brands of instant coffee. In addition, awareness of each of the available brands was assessed before a consumer was included in the study. This, it was ensured that

differences in brand awareness did not lead to differences in brand choice for the purposes of this study. The final sample included 25 consumers for each of the three brands and 20 consumers for the fourth brand who met the qualifying conditions.

The Bernreuter Personality Inventory was used to measure six personality traits. This is a standardized test consisting of 30 items which had been tested and validated amongst a sample of Indians and a translated version was available which could be administered to the Bengali - speaking population of Calcutta. The six traits on which measures were taken included neurotic tendency, self-sufficiency, introversion-extroversion, dominance-submission, confidence and sociability.

The dependent variable was defined as regular use of a specific brand of instant coffee. We relied on respondent's definition of regular at-home use and no independent checks were made. Therefore a consumer was a regular user of one of the brands A, B, C, or D. No measures of intensity of use or loyalty of brand selection was taken although there was an implicit assumption that regularity incorporated an element of brand loyalty and high usage.

The test was administered by a trained psychologist in a personal interview conducted at the respondent's own home. Other socio-economic data were also obtained.

### The Object Set

Before the research hypotheses are presented and the results discussed, it may be important to describe specific characteristics of the coffee brands available in the market. The four brands of coffee were made and marketed by two multinational corporations, each marketing two brands. Company 1 marketed brands A and D while Company 2 offered brands B and C. These brands had been introduced so that in terms of physical product and market positioning strategies, brands A and B were similar to each other but different from brands C and D which resembled each other. Brands A and B represented one product formulation and C and D another. Thus, the consumers had a choice of four brands representing two product formulations and marketed by two companies. Furthermore, brands C and D not only constituted a different product form, both had been introduced relatively recently and therefore represented more unconventional, novel brands of instant coffee. The characteristics are summarized in Figure 1 below.

---

Insert Figure 1 here

---

### Research Hypotheses

While the study was initiated to test generally whether users of various brands of instant coffee differed with respect to

their personality traits, more specific research hypotheses were formulated. These hypotheses were tested in the study and each of them is discussed in terms of its rationale.

H 1 : The ability of personality variables to explain consumption behaviour will increase as the level of behaviour becomes more specific.

This hypothesis is developed from earlier findings that the relevance of personality traits is influenced by the specification of the dependent variable. Several studies had reported apparently diverse findings relating personality traits to behaviour such as product use (filter Vs non-filter cigarettes), brand choice (Ford Vs Chevrolet), brand loyalty (loyal Ford Vs loyal Chevrolet users), etc.

In other words, the relevance of personality traits will depend on the level of the dependent variable. If company choice is assumed to be higher level than brand choice behaviour, then it is hypothesized that personality trait explanation will be more relevant for brand rather than company choice. Similarly, if choice of a product form is assumed to be higher than brand but lower than company choice, then the relevance of personality traits will be expected to lie between the other two choice behaviours. In the context of this study, it is hypothesized that personality differences will be greatest for brand choice and least for company choice behaviour. This implies that the number of significantly different personality traits will be greater for brand than for company choice.

H 2 : The ability of personality variables to explain consumption behaviour will be dependent on the structure of the brand choice set.

Although many brands exist in the alternative choice set, marketing strategies often create clusters of similar brands. Members of a particular cluster (or product - position) are usually very similar to each other even in terms of psychological attributes. In these cases, the relevance of consumers' personality is expected to be low in explaining choice of brands within a cluster. When significant differences exist in the perception or positioning of brands, only then will consumer personality become relevant for explaining buyer behaviour.

The above reasoning follows from the consideration that even if  $n$  brands exist in the choice set, there need not be  $n$  different brand personalities. Indeed, due to marketing strategies such as "me too" positioning, several brands are likely to aspire for a particular personality or image but perhaps with different degrees of success. In these cases, the assumption that consumer personality differences will be significant will hold only if the brands also occupy different perceptual positions.

In our context, this hypothesis implies that the differences in personality profiles will be greatest for those brands which are, or perceived to be, most different from each other and least for those brands which are, or perceived to be, most similar to each other.



H 3 : Three personality traits -- introversion - extroversion, dominance-submission and confidence, will be significantly different for the users of the conventional and non-conventional brands.

In the context of the instant coffee study, it is predicted that personality traits which imply greater acceptance of, or preference for, social approval, control etc. (i.e. introversion - extroversion, dominance-submission, confidence) will be more significantly different for users of the two product clusters. This hypothesis emanates directly from past findings that a priori specification of personality traits is necessary and looking for general personality differences are not very useful. It is specifically predicted that people who are more dominant, introverted and/or confident will be consumers of the newer, less conventional brands of instant coffee.

Since products and brands are assumed to be imbued with psychological as well as physical attributes, it is hypothesized that the specific psychological dimension on which two products differ will result in the users of these two products differing also on the same psychological dimension. In other words, this hypothesis is based on the assumption that the two sets of instant coffee are likely to be perceived differently on dimensions such as social acceptability or popularity because of their relatively recent introduction and their different product formulation. Therefore, personality traits which reflect a need for, or ability to conform to/reject social acceptance

and approval will be significantly different.

Taking the characteristics of the coffee marketing environment into account, the implications for statistical comparisons for testing the research hypotheses are given in Figure 2.

---

Insert Figure 2 here

---

### Results

The personality profiles are given in Table 1 for the four groups of instant coffee brand users. The interpretation of the meaning and scores of each trait is given in one Appendix. A glance at the profiles reveals several differences in personality traits. The statistical significance of these differences are discussed in the context of the research hypotheses.

---

Insert Table 1 here

---

Support for the first hypothesis appears to be quite strong (see Table 2). While only one personality trait - neurotic tendency - is significantly different for users of brands marketed by the two companies, two traits are significant when comparison is at the brand choice level. Users of brands A and C differ with respect to

introversi~~on~~-extroversi~~on~~ and confidence ~~person~~ personality traits. If the two-tailed test, is performed at 0.10 level instead of 0.05 level of significance, then two more traits-neurotic tendency and dominance-submission-- become statistically different for the users of the two brands.

---

Insert Table 2 here

---

These personality traits, except for neurotic tendency, were found not to be statistically different when the comparison focused on company choice. This supports the hypothesis that the number of significantly different personality traits will increase as the level of behavioural choice becomes more specific. In other words, the relevance of personality traits as explanatory variable increases as the behaviour to be explained becomes more specific.

The belief that personality traits influence consumption behaviour is based on the assumption that people engage in behaviour which is congruent with or expressive of these traits. Therefore, the positioning of brands with respect to each other is an important determinant of their congruence with personality profiles. A test of Hypothesis Two therefore, included considerations of brand similarity and differences. As we can see from Table 3, support for this hypothesis is also very strong.

---

Insert Table 3 here

---

When brands are positioned very similarly, the differences in the personality profiles of the users are not statistically significant. Thus, we find no significant differences when we compare the users of brands A with brand B and the users of brand C with brand D. However, three of the personality traits - neurotic tendency, introversion-extroversion and confidence - are significantly different when we compare users of brand A,B with users of brand C,D. That is, the data support no statistically significant differences within two clusters of similar brands; but, when the comparison is between clusters, three of the six personality traits are significantly different.

Since the similarity of brands had been arrived at through independent (formulation-based) criteria and not through perceptions of the consumers themselves, we can conclude that this brand similarity within a cluster leads to attraction of similar personality types and to the attraction of dissimilar people when the cluster itself is different. If on the other hand, the categorization of brands into clusters was made from the respondent's own perceptions, one could perhaps argue that it was personality differences causing differences in object perceptions rather than object differences attracting different personality types.

Hypothesis Three can also be tested on the same data. However, cluster one of brands A, B now represent the traditional, more accepted brand category since both have been in existence for

considerably longer period of time whereas cluster 2 (of brands C, D) is not only new but also a different product formulation - hence, unconventional.

Since we have made a directional hypothesis, a one-tailed test needs to be performed. As we can see from the between-cluster difference reported in Table 3, all the three hypothesized personality traits are significantly different. Users of cluster 1 products differ on introversion-extroversion, dominance-submission and confidence.

It was specifically hypothesized that the more unconventional brands (C & D) will attract the more introverted, dominant and confident because these traits direct, facilitate or support behaviour which departs from the conventional. Investigation of the mean scores support the directional hypothesis for two traits (dominance and confidence) but not for the third trait (introversion). It appears that people who are attracted to the newer brands are less introverted but more socially dominating and confident. Perhaps, imagination and liking to live with oneself (introversion) is less important as a trait in accepting new products than tendencies to dominate in face-to-face situations and self confidence.

While no hypothesis had been made about sociability and neurotic tendency, differences in both these traits are found to be statistically significant. The users of the more unconventional brands appear to be more emotionally stable and to be socially dependent but who may also have a domineering personality. Since sociability appears to include opposite

scores of two traits for which individual predictions have been made, it was not considered because of ambiguity in interpreting group scores. The difference in personality traits can be best understood in terms of the composite trait "confidence" which incorporates social dependence, emotional stability, introversion and dominance. Since low scores on this trait indicate greater social independence, emotional stability, dominance and extroversion, the users of the more unconventional brands can be characterized by these traits. A priori, these traits appear to be more supportive of, and relevant for, behaviour which does not follow convention.

#### DISCUSSION

The relevance of personality variables to explain consumer behaviour appears to be supported by data reported in this study. The relevance increased when behaviour itself was specific and when predictions could be made about the significance and direction of individual personality traits. Thus, we found that except for neurotic tendency, no other personality trait was able to explain differences in the users of brands marketed by specific companies. However, when we examined choice at the individual brand level, a larger number of personality traits became significant. Similarly, when hypotheses were made about specific personality traits such as introversion-extroversion, dominance-submission and confidence, we found support from the data.

This provides certain guidelines for the use of personality trait theory to explain consumer behaviour. Its domain is quite limited

and specific. When research hypotheses stay within this limited boundaries, then tests can be meaningfully performed and interpreted. The difficulty often arises when no a priori hypotheses can be advanced with respect to the expected relationship of specific personality traits with the relevant behaviour.

The usefulness of personality trait theory to predict and explain consumer choice behaviour is also dependent on the nature of the choice set itself. Very frequently, the number of significantly different product profiles do not correspond exactly with the number of brands in the product set. Some brands, therefore, cluster together indicating their relative similarity. This occurs often when companies market "me too" brands which are made to be as similar to a leading brand as possible. It can also occur independently when competitors looking for a differential advantage introduce brands which are aimed to fill a current gap; accidentally, timing and positioning of the new brands can coincide to create another cluster of similar brands. In these cases, it is more meaningful to test for the personality differences of the cluster users rather than for users of individual brands.

In this study, the relevance of personality traits has been facilitated by the relatively limited number of brands in the choice set—four brands forming two clusters offered greater meaningful comparisons between clusters than thirty brands constituting seven or eight clusters. The latter is more often characteristic of the marketing environment in

countries like United States. While researchers there have selected two or more individual brands and tested for the personality differences of their users, there is an inherent limitation that may explain, besides other reasons, why personality trait theory has not been very successful in explaining these differences.

Finally, research evidence from earlier studies appear to indicate that relevance of personality theory in consumption behaviour can be more meaningfully tested when specific measuring instruments were developed to examine the consumption context. This study therefore suffered from this limitation by using a conveniently available standardized Personality Inventory which was developed for some other purpose. Although some effort was made to advance hypothesis regarding the significance and direction of specific traits, this is not fully satisfactory. A priori specification of relevant personality traits also require conceptualization and operationalizations of these traits into valid measuring instruments meaningful to a consumption context. This offers an area of research need and opportunity.

#### Conclusions

The practical implications of this study are several. It provides support for psychological segmentation as a marketing tool when more traditional bases for market division are exhausted. Although there are no data on the distribution of individual personality traits or composite



personality profiles in a population, yet marketers can build product "personalities" so as to attract particular types of customers. The success of this effort will depend on the number of alternatives in the competitive environment and the distinct differences between them.

Forming of a brand personality through various elements of the marketing mix must be supported by comparable marketing effort in order to achieve a desired market share. This is particularly critical when there are several similar brands within a cluster. Based on similarity considerations, each brand is likely to obtain a proportionate share of the market. However, the actual share obtained will be related to the marketing effort vis-a-vis competitive efforts. If a particular brand has dominated the cluster due to historical reasons, then a recent entry must be able to successfully combat the cumulative advantage of the dominant brand. While psychological segmentation is a valuable tool, it cannot be used without caution.

FOOTNOTES

1. The other approach to the study of personality is psychodynamics. The underlying assumptions of psychodynamic and trait theories are similar but they differ in their approaches, methodologies and evaluation. Psychodynamic theories tend to emphasize the unconscious and irrational foundations of behaviour.
  
2. Only brands A and C are selected for brand comparisons (H1), because both represent the more dominant brands in each cluster and are also marketed by different companies. They therefore differ from each other with respect to company, product position and brand.

### References

1. Bernreuter, R.G. The Personality Inventory. Palo Alto, Calif: Consulting Psychologists Press, 1935 - 1938.
2. Brody, Robert P. and S.M. Cunningham "Personality variables and the consumer decision process", Journal of Marketing Research, Vol.5 (Feb. 1968), 50 - 57.
3. Edwards, A.L. and R.D. Abbott "Measurement of Personality Trait: Theory and Techniques", Annual Review of Psychology, Vol. 24 (1973).
4. Evans, Franklin B. "Psychological and objective factors in the prediction of brand choices: Ford versus Chevrolet", Journal of Business, Vol. 32, 4 (1959), pp. 340-369.
5. Grubb, E.E. and G.Hupp "Perception of self, generalized stereotypes, and brand selection", Journal of Marketing Research Vol.5. (Feb.1968), 58 - 63.
6. Kassarian, H.H. "Personality and Consumer Behaviour: A Review", Journal of Marketing Research, Vol. 8 (Nov. 1971), pp. 409 - 418.
7. Koponen, A. "Personality characteristics of purchasers", Journal of Advertising Research, Vol 1 (Sep 1960), 6 - 12.
8. Lazarus, R.S. Personality. Second Edition, Englewood Cliffs, N.J.: Prentice Hall, 1971.
9. Levy, Sidney J. "Symbols for sale", Harvard Business Review, Vol.37 (July - August 1959), 117 - 124.
10. Mendenhall, W. Introduction to Probability and Statistics. Second Edition. Belmont, Calif: Wadsworth Publishing Company. 1967.
11. Sanford, N. "Personality: The Field", International Encyclopedia of the Social Sciences. Vol.11 (1968), New York: The Macmillon Company & The Free Press. pp. 587 - 606.
12. Sengupta, Subroto, "The Elite barriers to consumer goods marketing", R.K. Sirkar Memorial Lecture, Advertising Club, Calcutta, 1975.
13. Steiner, Gary A. "Notes on F.B. Evans' "Psychological and objective factors in prediction of brand choice", Journal of Business, Vol. 34. 1 (1961), pp. 57 - 60.
4. Yankelovich D. "New Criteria for market segmentation", Harvard Business Review, (Mar - April 1964), pp. 83 - 90.

<u>Brand</u>	<u>Company</u>	<u>Formulation</u>	<u>Period of Existence</u>		
A	1	Pure	Very Long	                       	Product Cluster 1 (Conventional Brands)
B	2	Pure	Long		
C	2	Blend	Short	                       	Product Cluster 2 (Non-Conventional Brands)
D	1	Blend	Short		

Figure 1 : The Object Set

Taking the characteristics of the coffee marketing environment into account, the implications for statistical comparisons for testing the research hypotheses are given in Figure 2.

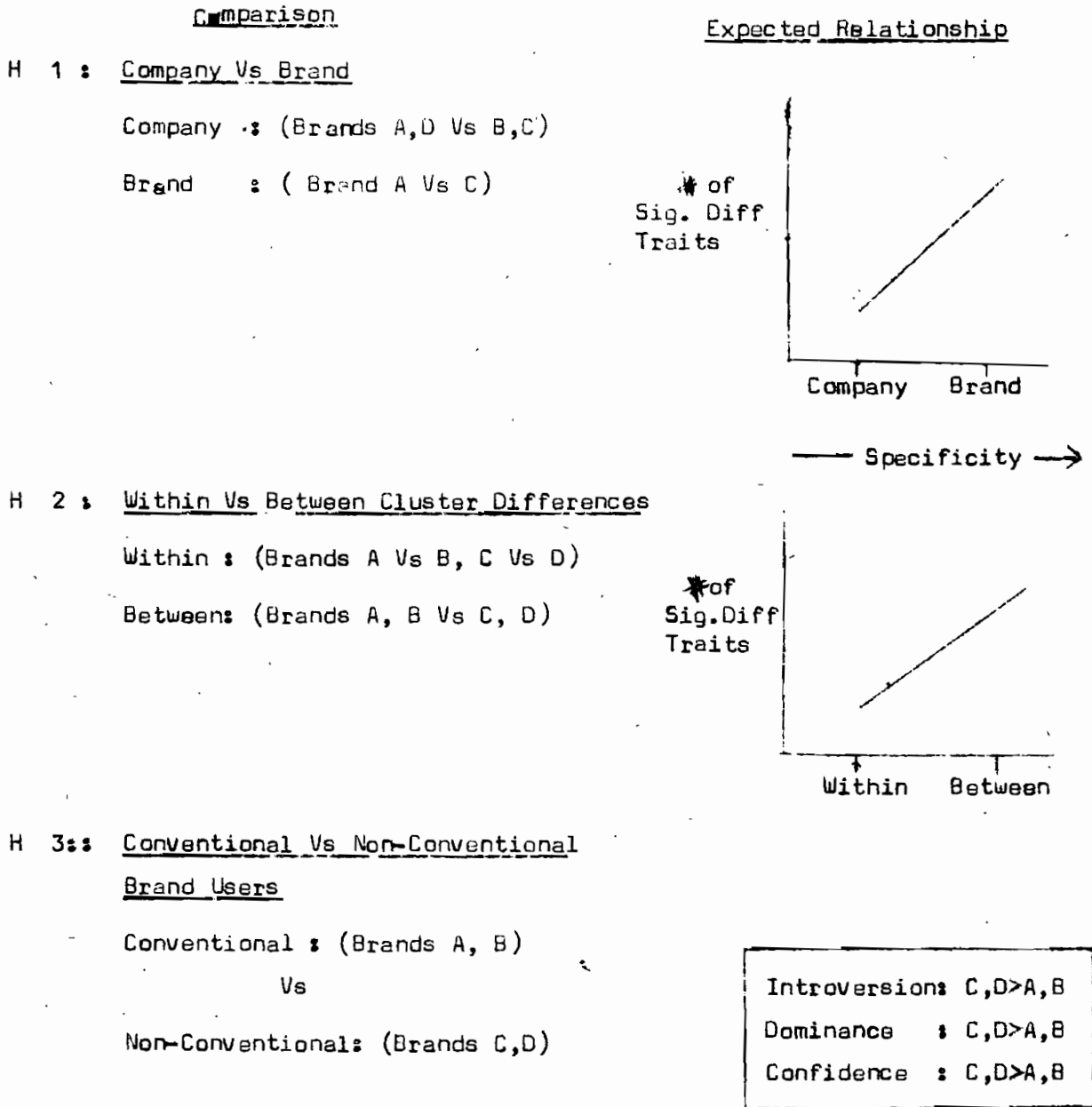


Figure 2 : The Hypothesized Relationships

Table 1  
Personality Profile of Instant Coffee Users

<u>Personality Traits</u>	<u>Brands Used</u>			
	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>
	(mean scores)			
1. Neurotic Tendency	66.84	64.50	47.32	50.52
2. Self-Sufficiency	47.74	47.75	54.16	47.68
3. Introversiion-Extroversiion	35.88	35.75	25.40	27.10
4. Dominance-Submission	36.12	39.15	46.96	43.60
5. Confidence	76.96	71.55	51.52	59.56
6. Sociability	61.80	67.20	56.44	50.08
(Sample Size)	(25)	(20)	(25)	(25)

Table - 2.

Personality Traits & Behavioural  
Specificity

Personality Traits	<u>General</u> (Company choice)	<u>Specific</u> (Brand Choice)
	(t values <sup>a</sup> )	
1. Neurotic Tendency	4.47**	1.88*
2. Self-Sufficiency	0.60	0.89
3. <del>Introversion-Extroversion</del>	0.39	1.97**
4. Dominance-Submission	0.77	1.67*
5. Confidence	0.94	2.22**
6. Sociability	0.92	0.60
(Sample size)	(50)	(45)

---

<sup>a</sup> two tailed test :  $\alpha = .10$ .  $t_{\alpha/2} = 1.645^*$   
 $\alpha = .05$ .  $t_{\alpha/2} = 1.96^{**}$

TABLE - 3

Object Differences and Personality TraitsPersonality Differences

<u>Personality Traits</u>	<u>Within Object Clusters</u>	<u>Between Object Clusters</u>
	(Brands A Vs B, C Vs D)	(Brands A,B Vs C,D)
	( t values <sup>a</sup> )	
1. Neurotic Tendency	1.0	2.24 <sup>a**</sup> b*
2. Self-Sufficiency	1.0	1.0
3. Introversion-Extroversion	1.0	2.48 <sup>a**</sup> b**
4. Dominance-Submission	1.0	1.66 <sup>a*</sup> b*
5. Confidence	1.0	2.29 <sup>a**</sup> b*
6. Sociability	1.0	1.93 <sup>a*</sup> b*
	(45; 50)	(95)

<sup>a</sup> for two tailed test -  $\alpha = .10$ ,  $t_{\alpha/2} = 1.645^*$ ;  $\alpha = .05$ ,  $t_{\alpha/2} = 1.96^{**}$

<sup>b</sup> for one tailed test -  $\alpha = .05$ ,  $t = 1.645^*$ ;  $\alpha = .01$ ,  $t = 2.326^{**}$



APPENDIX I  
 INTERPRETATION OF BERNREUTER  
 PERSONALITY INVENTORY

<u>Trait</u>	:	<u>Meaning &amp; Score Interpretation</u>
1. <u>Neurotic Tendency</u>	:	<p>Emotional stability.</p> <p>High scores indicate emotional instability and low scores stability or emotional balance.</p>
2. <u>Self-Sufficiency</u>	:	<p>Self adequacy - a quality possessed by people who prefer to be alone, rarely ask for sympathy and tend to ignore advice of others.</p> <p>High scores indicate a sense of self-adequacy while low scores mean a sense of inadequacy.</p>
3. <u>Introversiion-Extroversiion</u>	:	<p>Imaginative and liking for living with ourselves.</p> <p>High scores represent introversiion i.e. people who are imaginative and like to live with themselves. Low scores indicate extroversiion i.e. people who are not very imaginative and like company of others.</p>
<u>Dominance-Submission</u>	:	<p>Tendency to dominate in face-to-face situations.</p>

High scores indicate a domineering personality while low scores indicate submissiveness and meekness.

#### 5. Confidence

A composite trait indicating social dependence, emotional stability, introversion and submissiveness.

High scores represent social dependence, emotional instability, submissiveness. Low scores indicate social independence, emotional stability, dominance.

#### 6. Sociability

Social independence and dominance.

High scores indicate people who are socially independent but do not have a domineering personality while low scores are for people who may be socially dependent but may have a domineering personality.