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EKONOMSKA FAKULTETA

MASTER'S THESIS

GENDER DIMENSION OF BRAND PERSONALITY

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MARIJANA LIVK

AUTHORSHIP STATEMENT

The undersigned Marijana Livk, a student at the University of Ljubljana, Faculty of Economics, (hereinafter: FELU), the author of this written final work of studies with the title Gender dimensions of brand personality, prepared under the supervision of Full Professor Vesna Žabkar, Ph.D.,

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TABLE OF CONTENT

INTRODUCTION	1
1 THEORETICAL DEVELOPMENT OF CONCEPTUAL FRAMEWORK.....	2
1.1 Gender dimensions framework	2
1.1.1 Socio-cultural theory	4
1.1.2 Evolutionary theory	6
1.1.3 Hormonal exposure and the brain.....	7
1.1.4 The selectivity hypothesis	7
1.1.5 Enlightening indication of gender differences	8
1.2 Brand equity.....	8
1.2.1 Definition.....	8
1.2.2 Gender influence on brand equity	11
1.3 Brand personality	13
1.3.1 Brand personality: a history of the concepts	13
1.3.2 Brand personality definition	15
1.3.3 Brand personality measurement	17
1.4 Creation of brand personality	19
1.4.1 Identification.....	20
1.4.2 Brand personality and consumer satisfaction	22
1.4.3 Brand personality and consumer loyalty	23
1.4.4 Brand personality and purchase intention	23
1.4.5 Do brand personalities make a difference?.....	24
1.4.6 Gender influence on brand personality.....	25
1.5 Brand personality self-concept congruence	26
2 RESEARCH DESIGN AND METHODOLOGY.....	26
2.1 Research approach	26
2.2 Research framework	27
3 DATA ANALYSIS AND RESULTS.....	28
3.1 Sample description	28
3.2 Analysis of gender dimensions	30
3.3 Analysis of brand equity dimensions	33

3.3.1	Perceived quality	33
3.3.2	Brand awareness.....	34
3.3.3	Brand associations.....	35
3.3.4	Brand loyalty	36
3.3.5	Overall brand equity.....	37
3.3.6	Independent t-tests of brand equity	38
3.4	Analysis of brand personality dimensions	39
3.4.1	Independent t-tests of brand personality	41
3.5	Analysis of brand personality self-concept congruence.....	42
3.5.1	Brand trust.....	43
3.5.2	Brand effect.....	43
3.5.3	Attitude toward the brand.....	44
3.5.4	Brand preference	45
3.5.5	Purchase intention	46
3.5.6	Attitudinal brand loyalty	47
3.5.7	Behavioral brand loyalty	48
3.5.8	Likelihood of recommendation	49
3.5.9	Word-of-mouth.....	50
3.5.10	Independent t-tests of brand personality	51
4	DISCUSSIONS AND IMPLICATIONS	52
5	RESEARCH LIMITATIONS AND RESEARCH PROPOSITIONS.....	54
	CONCLUSION.....	54
	REFERENCE LIST	56
	APPENDIXES	1
	Appendix 1: Executive summary/povzetek.....	1
	Appendix 2: Survey	3
	Appendix 3: Factor analysis output – gender dimensions for female respondents (Source: Own work).....	13
	Appendix 4: Factor analysis output – gender dimensions for male respondents (Source: Own work)	17

LIST OF FIGURES

Figure 1: A conceptual framework for brand equity	10
Figure 2: Goldberg's five-factor model – description of dimensions	14
Figure 3: The main brand personality 5-dimension models	15
Figure 4: A brand personality framework	17
Figure 5: Overview of studies used in the survey	27
Figure 6: Sample demographics	29
Figure 7: Frequency of sport activity	29
Figure 8: Overall impression of Adidas and Nike	30
Figure 9: Gender dimension of brand personality traits according to Gohmann (2009) on the example of sports brands (means comparison).....	31
Figure 10: Mean comparison of differences between female and male perceiving quality on the example of sports brands (Adidas and Nike).....	34
Figure 11: Mean comparison of differences between female and male perceiving sports brand on the example of Adidas and Nike	35
Figure 12: Mean comparison of differences between females and males in associations to sports brands on the example of Adidas and Nike	36
Figure 13: Mean comparison of differences between females and males when it comes to brand loyalty on the example of Adidas and Nike	37
Figure 14: Mean comparison of differences between females and males when it comes to overall brand equity on the example of Adidas and Nike	38
Figure 15: Independent t-test overview of brand equity.....	39
Figure 16: Mean comparison of differences between females and males in perceiving the brand according to brand personality traits by Aaker (1997) on the example of sports brands	40
Figure 17: Mean comparison of differences between females and males when it comes to brand personality traits, according to Aaker (1997), on the example of Adidas and Nike	41
Figure 18: Independent t-test overview of brand personality.....	42
Figure 19: Comparing means of differences between females and males when it comes to brand trust on the example of Adidas and Nike	43
Figure 20: Comparing means of differences between females and males when it comes to brand effect on the example of Adidas and Nike	44

Figure 21: Mean comparison of differences between females and males when it comes to attitude towards the brand on the example of Adidas and Nike.....	45
Figure 22: Mean comparison of differences between females and males when it comes to brand preferences on the example of Adidas and Nike.....	46
Figure 23: Mean comparison of differences between females and males when it comes to purchasing intentions for sports brands.....	47
Figure 24: Mean comparison between females and males when it comes to attitudinal brand loyalty to sports brands	48
Figure 25: Mean comparison of differences between women and men when it comes to behavioral loyalty to sports brands	49
Figure 26: Mean comparison of differences between females and males when it comes to the likelihood of recommendation of sports brands	50
Figure 27: Mean comparison of differences between females and males when it comes to word-of-mouth on sports brands	51
Figure 28: Independent t-test overview of self-concept congruence	52

LIST OF APPENDIXES

Appendix 1: Executive summary/povzetek.....	1
Appendix 2: Survey.....	3
Appendix 3: Factor analysis output – gender dimensions for female respondents.....	13
Appendix 4: Factor analysis output – gender dimensions for male respondents.....	17

INTRODUCTION

The sports market rises tremendously due to high involvement in sports, especially fitness. This is the case since the world population generally tries to live a healthy lifestyle. According to a Global Industry Analysts study, apparel for sports activities reached almost 70 billion Euros market size in 2016. Within the next eight years, the global market for sports and fitness apparel is expected to reach more than 170 billion Euros in market size. Additionally, development in technology improves contentment and performance, which also leads to an increase in turnover of sports performance clothing. Consequently, the direction of sportswear goes more into fashion as well. Nevertheless, sportswear becomes streetwear style statement (Market insider, 2017).

The fundament of competitive advantage in the sports industry is branding (Su & Tong, 2015). Therefore, sports product group is highly competitive as it is one of the most branded groups of products in the global market (Tong & Hawley, 2009). Furthermore, it is extremely hard to get customers attention and build brand loyalty nowadays due to many rivals on the market. Therefore, sports brands are devoted to using a diverse and memorable brand identity to get shoppers' consideration and build or reshape brand loyalty. Influential and effective interaction between marketers and customers are the reason customers choose a brand over rivals. Creation of competitive advantages correspondingly increases the market share. Moreover, the efficiency of marketing communication efforts is fostered by the sports brand personality (Su & Tong, 2015). Consumers buying decisions are often determined by the idol they admire or the team they follow. Consequently, brand equity is an important strategic factor supporting sports brand managers gaining an advantage over rivals and doing clever management choices (Tong & Hawley, 2009). Brand personality helps to create value-added and to build a meaningful relationship between a consumer and the brand. Besides, brand personality signifies the consumer's perceptions of brand personalities. The value of brand equity can be improved when the unshakable personality of the brand support influences distinctive images of the brand. Furthermore, brand personality is an effectual and proficient way in product differentiation and supports influencing the performance of the brand (Su & Tong, 2015). At last, among the most important brand personality's characters, differences between genders dimensions have not been extensively noticed (Ugolini, Cassia & Vigolo, 2014).

This master's thesis will examine the literature and be empirical: gender dimensions, brand equity, brand personality, and brand personality self-concept congruence with the focus on differences between both genders. Managerial implications and conclusions follow at the end.

The purpose of the master's thesis is to present insights into brand personality. It outlines brand personality and its influence on gender dimensions with the focus on sports brands. Nowadays, marketers need to bring innovative ways of communication as the economic

situation is challenging. Consumers like to identify themselves with specific brands, and an analysis of the brand personality would be beneficial when creating new marketing strategies.

The aim is to contribute to the brand personality research and analyze how different genders perceive brand personality. Additionally, the intent is to raise awareness of gender dimensions of brand personality. The objective of quantitative empirical research is to identify how women and men perceive brand personality and what the differences are. As consumers are widely familiar with sports brands Adidas and Nike, the empirical part will focus on this specific area.

The research question is the following: **What are the differences between male and female choices of brands with regards to brand personality?** It was analyzed through a quantitative research technique (survey). The questionnaire was shared on Facebook and Gmail; the snowball sampling technique was used. The survey was completed by 100 respondents: 53 were women and 47 men.

This master's thesis has two parts: a theoretical and an empirical part. It starts with an introduction of gender dimensions and their theories. It continues with a definition of brand equity and the influence of gender on brand equity. Moreover, the history of brand personality concepts will be described and they will follow definitions of brand personality. Finally, brand personality self-concept congruence will be discussed.

The empirical part follows. It starts with a description of the methodology and then the analysis of gender dimensions, brand equity, brand personality, and, nevertheless, the analysis of brand personality self-concept congruence. The outcome of empirical analyses is presented and described. The empirical element resolves with the discussion and recommendations. It is continued by research limitations and research propositions. In the last section, final notes are apprehended.

1 THEORETICAL DEVELOPMENT OF CONCEPTUAL FRAMEWORK

1.1 Gender dimensions framework

Gender dimension is generally the study of how situations, as well as needs and challenges, differ between women and men. In society, this has a big impact on the perception and decision-making process of the individual. Gender dimensions are important to the brand and nevertheless, their measurement and contribution to branding theory have not yet been fully examined. Presently, the technique of marketers is using the assessment of positioning or repositioning tactics only to measure the differences between the genders in the perception of brand personality. The scales of measuring human personality characters do not

necessarily transfer themselves onto the explanation of personality characters related to the brand of the selected product. Consequently, their use in the measurement of brand personality is inapplicable. Thus, scales rating masculinity and femininity as human personality traits have not been confirmed in a brand personality framework (Grohmann, 2009).

Marketing insights show clearly that customers perceive brands as an extension of their self. Firstly, marketers recommend that brands have specific individualities. Secondly, buyers associate their human character traits with brands, the same as they convey to brands as they would to friends (e.g. automobile brands should be presented as rough). Consequently, it is the perspective that customers relate human personality traits on brands as well containing those in correlation with gender. As brand personality is very flexible and the associations of male and female personality traits the same as a human personality dimension, this needs to be assessed in detail. However, brands need to be concrete and not apply female or male personality traits at the same time. Consequently, it is the brand that the consumer has chosen, which also expresses the shopper's masculinity/femininity (Grohmann, 2009).

According to Grohmann (2009), masculinity and femininity are significant facets of human personality. Customers often use masculine and feminine personality traits (besides demographics, e.g. sex) to define brand personality. Hence, customers associate personality traits of the brands to human personality traits, so brands can be also divided into masculine and feminine.

Considering that gender dimensions of brand personality occur out of the customers' need to express themselves alongside various dimensions, this has an extensive influence on the consumers' choices. By the selection of a brand, the consumer expresses himself/herself. Therefore, brands use many masculine and feminine personality traits to come closer to the consumer. Consequently, personality differences between the genders are related to brands as a consumer can boost their masculinity or femininity with the selection of the brand (e.g. cosmetics and clothing brands). In reality, marketers support customers' desire for self-expression with packaging (e.g. strong colors versus nude and light colors on the roll-on spray). However, they lack correct scales to assess these approaches of brand management. It is important to examine masculinity and femininity in the brand of the selected product due to the importance of gender dimensions of brand personality. This consequently contains brand choices and their impact on marketing practice. As customers' outline human personality characteristic when infusing a brand with personality, the dimensionality of masculine brand personality and female brand personality is supposed to reflect the two-dimensional structures of masculinity and femininity. It is proposed that people have both, male personality characters (e.g. confidence, supremacy) and female personality characters (e.g. interpersonal warmth, empathy) to varying degrees in their human personality. Contrariwise, this projection is opposing some of the conclusions on gender perceptions affecting the groups of products that were defined in the literature. The reason behind could be because some academics consider masculinity and femininity together and they generate

the peaks as a range, while other researches take masculine and feminine personality traits separately (Grohmann, 2009).

Numerous scales gauging masculinity and femininity as human personality characters have been developed. Yet, these scales have not been confirmed in a relation to brand personality. Truly, their usage in the dimension of brand personality may be unsuitable since gauges gauging human personalities do not necessarily lead to a connection between human and non-human personality traits. Masculine and feminine personality traits have been used widely, especially in the psychological literature. Furthermore, it is essential and applicable to develop a gauge that gauges the masculine and feminine personality related to brands as agreed that a human personality gauge cannot be related to gauge brand personality at first. Implying that rather than to rely on gauges of male and female human personality characters, it is important to develop a measurement of personality traits for the brand exclusively (Grohmann, 2009).

Organizations promote their products to consumers differently. The research of gender exceeds beyond the obvious differences, such as expertise or interest. Acquiring insights into differences between men and women is significant for marketing and psychology researchers. Understanding the gender differences in their perception processing, emotional reactions, and at last, reactions to brand management incentives are fundamental for marketers to foresee consumers' preferences of the buying product. Thus, this understanding can be highly valued for marketing practices where differences between are crucial for the identification of the customer (Meyers-Levy & Loken, 2015).

In the master's thesis, the overview of theories according to Meyers-Levy and Loken (2015) will be provided. It summarizes the current understanding of gender differences:

1. "Socio-cultural" (Meyers-Levy & Loken, 2015, p. 131)
2. "Evolutionary" (Meyers-Levy & Loken, 2015, p. 132)
3. "Hormone and brain science approaches" (Meyers-Levy & Loken, 2015, p. 133)
4. "The selectivity hypothesis" (Meyers-Levy & Loken, 2015, p. 133)

1.1.1 Socio-cultural theory

Social and cultural strengths can be a cause for alterations between females and males. Furthermore, psychological and other ecological strengths can impact the differences between the genders. Influence of biological and learned inspirations can be recognized in socio-cultural theory. Two items indicate differences between femininity and masculinity: corporal differences between females and males and socio-cultural trigger. These are women's skills to take care of children while men's greater size, speed, and strength are the major physical variances between the sexes. Consequently, these differences led to split of labor between women and men. In domestic activities, such as taking care of children and home and cookery are female's competence to complete and reduce their time spending on activities outside. On the other side, men's competence to achieve resources, such as hunting

in the wildlife, farming, and go to war, is engorged by corporeal power and size (Meyers-Levy & Loken, 2015).

The division of the work between women and men causes the creation of different cultural views on the genders. Common beliefs that support values between male and female are beliefs rooted in culture. Cultural beliefs or so-called sex roles are developed in numerous ways. Socialization of women and men happened by imitating each other (e.g. parenting and equal performance) and educating by strengthening (e.g. punishing boys when they are feeble). Consequently, these beliefs hearten affluence of grouping by sex during a person's growing up. Females are assumed to be nurturing, sympathetic and have high emotional intellect. Therefore, females are perceived to take care of children. On the other hand, males are assumed to be self-assured, leading, possess leadership skills, and have skills in mechanics and math. Thus, males are perceived as they are good with tasks which require strength and high intensity. Thus, these stereotypes can be used to explain the separations in female and male behavior (Meyers-Levy & Loken, 2015).

Directed actions are a significant function of male and female roles or cultural beliefs between the genders. Throughout rewards or punishments for roles that are not in compliance with gender roles of expectations from society, it can affect the behavior of an individual. Societal expectations can also generate differences between women and men that otherwise might not have arisen. In addition, gender differences exist in the leadership as well. Feminine leaders are assessed more negatively than masculine. Male leaders possess argentic personalities, such as domination, directness, self-confidence, and anger. On the other hand, men cannot join occupations for women (e.g. cheerleading) or do not possess collective personalities (e.g. sympathy) (Meyers-Levy & Loken, 2015).

Male or female expectations from society can influence performance. Hence, typical or not typical, female or male performance can be enhanced or weakened. Stereotype between women and men is a performance disturbance for men in physics or leadership abilities in women. Conversely, representation of the meaning of the social and psychological context can also occur. For example, which that is not stereotypical for a certain gender can be at their highest performance (e.g. women on a mechanics exam) or professional experiences which can shelter female from pressures in stereotype (Meyers-Levy & Loken, 2015).

To control female and male behavior gender roles can be used. The male and female emotions that come from experiences can be served also as a response to the action and toughen modification in behavior in more typical ways for a certain gender. Female and male can experience higher self-assurance and positive effect when they follow the standards in gender and this is a result of men and women with weak (contrasted with strong) gender individualities. Brands with qualities which are similar to their own gender identity are preferred. As females have an ability of common likings, females will most probably be more sympathetic to ecological cues than male are expected according to the stereotype (e.g. sustainability, recycling) (Meyers-Levy & Loken, 2015).

Furthermore, roles between the genders and their behaviors should be regulated through culture and time, which is suggested by the socio-cultural approach. Cultures where gender equality is low show fragile communal belief and smaller gender differences. Meanwhile, in the cultures where gender equality is high, differences between the genders are high as well. Roles between the genders and behaviors have been adjusted through time, particularly for females. Nowadays, the wider common belief for women has extended to focus on careers and self-assertiveness. On the same side, male common belief has also been adapted. Males have increased sympathy and sensitivity. However, males still lack most of the female qualities. Nevertheless, variations in social role views, e.g. the importance of women in men-dominated occupations rise (e.g. women can finally drive in the United Arab Emirates). On the other hand, the importance of men in female-dominated roles has a weaker growth (e.g. men in ballet). Even more, men have reduced support from both genders for sex disparity (Meyers-Levy & Loken, 2015).

1.1.2 Evolutionary theory

The evolutionary theory emphasizes the influence of human biology. A human brain is created with classified plans where the natural selection is reproduced. Each specialized central premise is dedicated to resolving an occurring problem confronted by our hunting descendants. For instance, difficulties are including finding a partner, taking care of children and guiding throughout hunting. Men and women frequently had diverse worries about how to tackle these difficulties. Programs often vary by gender. Scientists researching evolution tend to recognize these programs. The aim is to clarify how and why genders behave as they do. Alike to other viewpoints, human growth can be influenced as well as the evolutionary view recognizes factors beyond biology (e.g. culture) (Meyers-Levy & Loken, 2015).

Evolutionary academics concentrate on the programs that men and women grew primarily to resolve partnering related problems in many gender studies. Meyers-Levy and Loken's (2015) study "Revisiting gender differences: What we know and what lies ahead" confirmed gender differences in the favored number of sexual mates and traits that a woman or a man desires in partner selection. Those are essential principles concerning the genders' partnering and sexual activity. Women risk in partner choice and mating (e.g. pregnancy) more. However, findings show that men confess love in a relationship as the first one to offer a sign of being ready to commit and to incite a sexual activity. To compare between the genders, men gain from threatening competitors in reproducing. Women smile more while men smile less than women, especially through their peak reproductively functioning period. This is confirmed by Meyers-Levy and Loken's study. Certainly, males restrain smiling due to increased levels of testosterone, which could potentially lead males to reveal their dominance (Meyers-Levy & Loken, 2015).

1.1.3 Hormonal exposure and the brain

Differences in behavior between females and males and cognition are caused by biological factors. Brain progress that people show can be permanently affected by pre-, neo-, and perinatal exposure to gonadal hormones. Androgens and estrogens are male and female gonadal hormones, proposed by conservative perception. However, women and men have these hormones in their bodies to some extent. Throughout perilous stages of growth only, hormone exposure can produce assorted and complex sex variances. Testosterone, usually present more in males, has a main role in producing differences between the genders. Thus, testosterone at higher levels mainly stimulates male development. On the other hand, estrogens, the hormones that are usually present at a higher level in females, do not increase feminization, but feminization is represented by default already (Meyers-Levy & Loken, 2015).

Gender differences come from children's play. This is the most conclusive evidence that prenatal hormone has and is contributed by prenatal hormone exposure. For instance, girls play with Barbie dolls and boys with cars (Meyers-Levy & Loken, 2015).

Cognitive abilities such as psychological rotations, longitudinal perception, and physics favor men. Alterations also occur in oral fluency, language, and multitasking. Those are gender differences that favor females (Meyers-Levy & Loken, 2015).

Moreover, how a female or male brain hemispheres operate was examined in Meyers-Levy and Loken's research. It was concluded that men are inclined to be more effective in their right hemisphere. On the other hand, it was found out that women are more efficient on the left side of the hemisphere. It also specifies that male hemispheres are more functionally specialized than female hemispheres. When recognizing faces and expressions, women have their advantage while men display strong in their right hemisphere. Furthermore, differences between males and females also occur in the connectivity between brain zones. The research using neuroimaging demonstrate that. It was shown that male brains are likely to benefit men's performance in tasks that involve leadership and perception. On the other hand, it was confirmed in the research that women have a better connection between the left and right brain hemispheres which helps women in multitasking (Meyers-Levy & Loken, 2015).

1.1.4 The selectivity hypothesis

The selectivity hypothesis suggests that differences between men and women are in how information is processed. Women are inclined to process information more comprehensively. On the other hand, men process incoming information more selectively. Moreover, women notice more body language and can examine extra records, which women can also interpret better than man. Women are engaged more in sensitive situations (e.g. delivering bad news) with longer conversation and firm advice. Thus, processing information can be advantageous for women. In contrast, data processing can also be a

weakness for females and can cause unwanted situations and psychological issues, such as stress and hesitancy (Meyers-Levy & Loken, 2015).

1.1.5 Enlightening indication of gender differences

Meyers-Levy and Loken (2015) outlined the differences between the genders in their study as follows:

1. Women are more communal and like to share with others while men prefer to keep for themselves and are oriented into themselves
2. When making a decision, women think twice and potentially have doubts whereas men like to take a risk and are sure of their action.
3. Women respond more to undesirable feedback while men are not so open.
4. Women process intake inclusive while men are more careful with information processing.
5. Women care more about green cues (e.g. sustainability) and accept different easier while male reactions are more background oriented.

1.2 Brand equity

1.2.1 Definition

The most cherished added value for any business is the brand. It has been extensively accepted as a fundamental cause for a choice of a shopper. Furthermore, it operates as an instrument for customers to check the variation of the products and their exclusivity. It deepens trust in purchaser and assurance in their decision-making process, which improves some of the difficulties, related to their knowledge from the past. Brand equity could be associated as a better assurance in a specific brand than in rival brands, which deepens loyalty in the purchaser and therefore, also readiness to pay a superior value of the product from a certain brand. Companies that have brand equity high are more beneficial over rivals. Furthermore, companies with high brand equity seize reward brand extensions as well, have better strength over rivals, and form barriers for rivals (Sasmita & Mohd Suki, 2015).

Brand equity can also be presented as an added value for the company with which a particular brand gives to the product. From the customer's point of view, brand equity is perceived with an increase of belongingness for an object from a certain brand (Farquhar, 1989). Aaker and Keller are most extensively quoted brand equity theorists. Even though Aaker (1991) and Keller (1993) defined brand equity differently, both described brand equity "from a consumer perspective based on consumers' memory-based brand associations and they both argued that collectively, brand equity comprises different dimensions which

underlie the incremental value that a brand provides for its consumers” (Su & Tong, 2015, p. 125).

Keller (1993) denoted brand equity as “the differential effect of brand knowledge on consumer response to the marketing of the brand” (Keller, 1993, p. 1). According to Keller (1993), brand learning is divided into two components:

- Brand awareness – associated with brand recall and recognized performance by customers,
- Brand image – associated with the set of associations related to the brand that customers keep in memory.

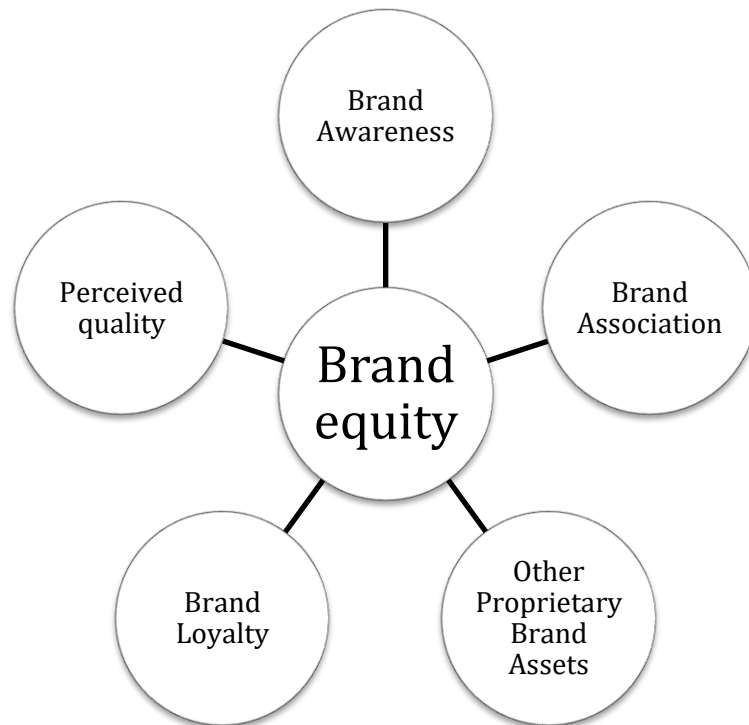
A brand can have promising or less promising customer-based brand equity, according to Keller (1993). Thus, the response of the consumer to the brand can be positive or negative. When customers are familiar with the brand and brand keeps them satisfactory, powerful, and exclusive brand associations in their brain, brand equity that is customer-centered happen (Keller, 1993; Su & Tong, 2015).

On the other hand, Aaker (1991) defined one of the most commonly acknowledged and broad interpretations of brand equity: “A set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers” (Aaker, 1991, p.15).

Brand equity, assets or liabilities should be associated with the brand name and brand mark. Furthermore, asset or liabilities can be influenced as well when the brand name or the brand symbol change. According to Aaker (1991), assets and liabilities can be divided into the below-mentioned dimensions:

1. “Brand loyalty;
2. Brand awareness;
3. Perceived quality;
4. Brand associations in addition to perceived quality;
5. Other proprietary brand assets, patents, trademarks, channel relationships, etc.” (Aaker, 1991, p. 16).

Figure 1: A conceptual framework for brand equity



Source: Aaker (1991).

The consumer can perceive brand loyalty in different ways: as a perception of an attitude, consumer point of view or perspective of behavior. Brand loyalty is when a customer feels fondness to a particular brand he/she likes (Aaker, 1991). Additionally, Oliver (1999) stated brand loyalty commitment to the brand that is very deep and when a buyer wants to consistently buy the product. Situational influences and efforts of the marketers do not have any impact to change the buying behavior to competitor brands (Oliver, 1999).

Brand awareness is when future consumer acknowledges that a specific brand is a part of a certain product category (Aaker, 1991). Brand presence in the mind of a consumer is strong. The probability that a brand name would appear in the mind of the consumer can be inferred as brand awareness. Moreover, brand awareness is developed by brand recognition and brand recall. When the consumer makes a buying decision, brand recognition confirms an experience which consumer has had with the brand before. By brand recognition, customers differentiate a certain brand because of previous experiences with the brand. When a consumer buys a certain product, brand recall helps the consumer to remember the brand. Nevertheless, brand recall occurs when buyers evoke the memory of the brand from the past (Keller, 1993).

Perceived quality is the opinion consumer has about the distinction and superiority of the product, according to Zeithaml (1988). Furthermore, perceived quality can be distinguished from real quality or objective. The idea of perceived quality in the consumer's mind can be

at a greater level instead of the actual attribute of a product. It is a judgment usually made within a mindset of a purchaser. Nevertheless, perceived quality in the consumer mind distinguishes the brand from competing brands (Zeithaml, 1988).

Brand associations are all the things that are related to the remembrance of a certain brand (Aaker, 1991). Brand associations can have a wide range of foundations and differ according to their favorability, strength and, uniqueness being as brand associations encompassing the meaning of the brand for customers (Keller, 1993). The consumer will relate to a brand more in-depth when the connotation will be grounded on many experiences customer has had with the brand or consumer will be exposed to communications marketers prepared and when buying decision will be supported with a network of other links, according to Aaker (1991). Furthermore, when corporations provide added value to the potential buyer to purchase the brand and create positive attitudes and feelings in the consumer, it happens because of brand associations providing value in the consumer (Su & Tong, 2015).

Other proprietary brand assets are an advantage over competitive brands. They include exclusive rights, trademarks, and distribution channels and the supports for the brand to win over the rival. When brand assets prevent or inhibit rivals from eroding a customer base, loyalty brand assets will be the most valuable. For instance, when competitors might want to mislead consumers by using a similar name, symbol or package, a trademark will protect brand equity from the competitors. Likewise, when the patent is strong and relevant to customer choice, it can prevent direct competition (Aaker, 1991).

When consumer perceives the quality of a product, good value of the product for the offered cost, and uniqueness of the selected brand, a shopper will be ready to pay the exceptional price. Keenness to pay the exceptional price for a brand can also happen because of previous buying experience (Netemeyer, Krishnan, Pullig, Wang, Yagci, Dean, Rick & Wirth, 2004).

1.2.2 Gender influence on brand equity

Brand attitudes, intentions to buy a product from a certain brand, consumer trust, and loyalty develop a preferred brand personality. Consequently, the level of brand equity increases as well. A brand with a likable personality assists as an affiliation partner that encourages trust and loyalty and eventually pays back from the improved possibility of choice or of even intention to purchase. Hence, a brand's personality should be striking to customers in order to be attractive. The most noticeable and comprehensible personality characteristic to others is sexual identity, according to social perception literature. Buyers easily recognize personality traits associated with gender. Additionally, the evolutionary psychology idea associates masculinity and femininity to the brand links to attractiveness to buy the product. The degree of masculinity or femininity on a person shows how other groups of individuals can criticize. Additionally, the procedure is deep-rooted in sexual selection also when it comes to choosing a partner. Personality traits that are highly feminine and masculine indicate high levels of reproductively which makes them desirable over others.

Consequently, a connection has been recognized among apparent femininity and perceived allure of female. On the other hand, there has been a connection perceived between masculinity and the allure of male. When buying a product due to social perception and evolutionary psychology theory, buyers are convinced by outstanding traits related to gender dimensions and purchase a product at the end. At last, customers use principle extension from human to brands. It is most likely that customers apply on gender in their brand evaluation when buying their future product. Brands should upsurge brand attractiveness with outstanding brand gender dimensions. As a consequence, strong brand positioning in gender (e.g. strong positioning as a feminine or masculine brand) is recognized to certainly drive brand equity. Nonetheless, neither female nor male brands (undistinguishable brands that have low levels of femininity or masculinity and/or genderless brands that are high in femininity and masculinity) show gender personalities that are mixed and hard to specify. Subsequently, undifferentiated and androgynous brands are more likely to be less attractive for the consumer. Furthermore, undifferentiated and androgynous brands can be related to lower brand equity level as well (Lieven, Grohmann, Herrmann, Landwehr & van Tilburg, 2014).

On the other side, the positive effects of androgyny have been discussed in modern culture in the current period. For instance, notwithstanding music expertise, authors, such as Jimi Hendrix, the Beatles, or Elvis Presley, with their positioning as more genderless, created an appeal to both females and males, what was also the main driver of their success (e.g. Jimi Hendrix with long hair and wearing boots with high heels or the Beatles wearing genderless dress). One of the main reasons for success of the brands Armani, Mercedes, or Calvin Klein is genderless positioning. (Lieven & Hildebrand, 2016).

It was revealed that individuals recognize and favor brand characteristics that relate to their gender group, which is also recognized as “the same sex bias” (Lieven & Hildebrand, 2016, p 182). So, females recognize the brands with female characteristics faster and men the brands with male characteristics. However, adults (e.g. heterosexual males) prefer to view the opposite-sex faces (female) what was discovered with neuroimaging research. Nevertheless, when the buyer has reversed or equal sex stimuli, he/she inclines to process at the same pace. Hence, intentions on how femininity and masculinity influence brand perception and consumer attitude towards the brand can be caused by privileged processing of a gender trigger that is the same as the birth sex of the person. For example, females prefer feminine brands more than male brands. Conventionally, the feminine gender characters are gentle and sympathetic, which are more interpersonal personality attributes. For instance, interdependence, integration, and more communal orientation are related to female attributes. On the other hand, individuality and confidence are more associated with male characteristics. Individuals tend to prefer objects that are the same as their own sex. Buyers prefer brands with gender trait that is equal to their own biological gender according to the recent study (Lieven & Hildebrand, 2016). Thus, if the brand matches customers' gender role, consumers are more likely to purchase the brand. Good gender-distinguished brands

(female or male brands) are favored and trusted more as a consumer can relate to the brand easier and make a buying decision faster (Grohmann, 2009).

1.3 Brand personality

1.3.1 Brand personality: a history of the concepts

Allport and Odbert (1936) wrote the first published list of terms about personality in 1936 (close to 20,000 terms listed). The conclusion of most of the studies was that human personality could be summarized by a minor number of items (from two items to 16). Then again, many of the studies were repeating one another. The majority of the studies listed five factors. However, the reduction of factors was done, based on the following criteria: critical factors or factors that present discrepancy between the genders are not considered in the research. Additionally, all the indicators that were judged, vague, unclear, and slangy were not considered as well. Development of the factors was done by factor analysis. Varimax rotation was done usually. The outcome of the five dimensions represented the personality traits that are stable and recurring. Temporary items for an individual have not been considered due to ambiguity and accuracy of the conclusion of the study. Notwithstanding, the “Big Five” theory by Goldberg (1990) is widely acknowledged by critiques. The theory is widely known as the five-factor model as well. The five dimensions are regularly identified as O.C.E.A.N.A. A detailed description of each of the five dimensions separately can be seen in Figure 2 below (Azoulay, 2005).

Figure 2: Goldberg's five-factor model – description of dimensions



Source: Azoulay (2005).

A small number of adjectives that are representative enough of the factor they load on can be indicated by five extents. On one extension, those adjectives have a high loading number while it has a low loading factor on any other extension. Thus, adjectives with high loading factor are termed “markers” of the Big Five (Goldberg, 1990; Saucier, 1994). Markers were established to prevent interviewee’s exhaustion with diminution the length of questionnaires. Consequently, a psychologist can do a quick assessment of a person. For a better overview, the main brand personality 5-dimension models by Saucier can be seen in Figure 3 below (Azoulay, 2005).

Figure 3: The main brand personality 5-dimension models

Authors	Dimensions of the Model	(**) Facets or (***) items
Aaker (1997)	Sincerity Excitement Competence Sophistication Ruggedness	(**) Down-to-earth, honest, wholesome, cheerful. Daring, spirited, imaginative, up-to-date. Reliable, intelligent, successful. Upper-class, charming. Outdoorsy, tough
Ferrandi, Fine-Falcy & Valette-Florence (1999)	Sincérité Dynamisme Féminité Robustesse Convivialité	(**) Sincère, honnête, vraie, digne de confiance, sure, consciencieuse, saine, réaliste, intelligente, authentique. Charmante, séduisante, élégante, douce, féminine, sentimentale, passionnante. Branchée, moderne, jeune, pleine d'imagination, actuelle, pleine d'entrain, audacieuse. Robuste, solide, charismatique, occidentale. Amicale, gaie, familiale, sympathique, provinciale.
Koebel & Ladwein (1999)	Domination Compétence Consciencieuse Masculinité Expansivité Séduction	(***) Unique, indépendante, sûre d'elle, contemporaine, leader. Fiable, robuste, technique, sûre. Réaliste, travailleuse, organisée, intelligente, honnête. Masculine, virile, rude. Audacieuse, imaginative, fougueuse, dans le vent, gagnante, gaie. Envoûtante, séduisante, belle, sentimentale, féminine, excitante, distinguée.
Ferrandi & Valette-Florence (2001)	Introversion Amabilité Consciencieux Neurotisme Ouverture	(**) Réservé, timide, renfermé. Chaleureux, Compatissant, gentil. Organisé, efficace, méthodique. Envieux, susceptible, jaloux. Imaginatif, créatif, malin.
Saucier's (1994) 40 minimarkers used by Ferrandi & Valette- Florence (2001)	Extraversion Agreeableness Conscientiousness Neuroticism (or Emotional Stability) Openness (or intellect)	(***) Bold, extraverted, talkative, bashful, quiet, shy, withdrawn, and energetic. Kind, sympathetic, warm, cooperative, cold, unsympathetic, harsh, rude. Efficient, organized, systematic, practical, disorganized, inefficient, sloppy, careless. Unenvious, relaxed, fretful, envious, jealous, moody, touchy, temperamental. Creative, imaginative, intellectual, philosophical, deep, complex, uncreative, unintellectual.

Source: Azoulay (2005).

1.3.2 Brand personality definition

As mentioned above, brands having personalities were mentioned for the first time back in the past. However, the first to openly present animism and anthropomorphism concept as a clarification of a brand as a human were actually Aaker (1997) and Fournier (1998). Besides, they were stating that the theory and methodology of human psychology to brand psychology is necessary. Thus, brand animism and brand anthropomorphism are significant,

which Aaker and Fournier introduced as the first theorists in this field (Avis, Aitken & Ferguson, 2012).

Additionally, brands do not have only social value but also emotional value to the consumer. Brands have a personality and they also express the personality of a consumer, which is also the reason why the consumer can relate to the brand (Kotler & Gertner, 2002).

A brand could be a trigger that could relate socially with a buyer. Consequently, the buyer feels attached to the brand and its product. The reactions to those social triggers could outline the personality, according to Sullivan (1953). Social prompts reactions could differentiate from a person to a person and it also depends on what stage a person is in life. Sullivan called that “reactions dynamism” (Sullivan, 1953, p. 123) and it outlines consumer behavior patterns or emotions that repeat (Sullivan, 1953).

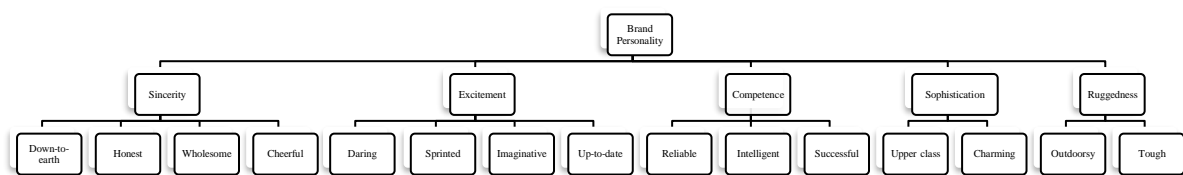
Aaker described brand personality as a “set of the human characteristics associated with a brand” (Aaker, 1997, p. 347). To exemplify this, alcoholic drink Belvedere personified inclines to be labeled as a cool, fashionable, up-to-date, and in the thirties. Meanwhile, alcoholic drink Stolis personified inclines to be labeled as an intelligent, conventional, elder male. Brand personality has a function that expresses for the brand itself, whereas the attributes that are related to the product incline to offer to the consumer more practical function. Brands can be used symbolically as well because customers often personify brands with human personality attributes. For a purchaser, it is easy to think about brands as if they would be celebrities, idol or any other famous personality from history. Thus, it is also easier for a purchaser to relate to the buying product. Therefore, marketers use anthropomorphization (e.g. Dior uses feminine shaped bottles), characterization (e.g. green giant Jolly), and the formation of the images as a part of marketing approaches to inspire the brand with personality attributes. Human personality attributes are associated with a brand incline to be insistent and distinguishing. Personality attributes that McDonald's triggers are American and very authentic. These are the attributes that distinguish McDonald's from its rival brands. Therefore, the better relationship between the human personal attributes the better the popularity of the brand is. However, due to the lack of knowledge of psychology and its connection to brand personality research has been limited (Aaker, 1997).

Consumer and brand personality has a different formation event though consumer and brand personality attributes might have the same concept. Behavior, corporeal structures, demographic features, attitudes, and individual views influence the personality traits of the consumer and how they are perceived. On the other hand, direct or indirect consumer interaction does an impact on traits of brand personality. Furthermore, brand's employees or celebrity endorsers are related to the brand and people relate their personalities with a brand. It happens because the personality attributes of the people linked to the brand are transferred straightforwardly to the brand. Not only personality attributes are linked to the brand but also demographic features, such as sex, age, and status. For example, cigarettes Virginia

slims are acknowledged as a female brand while cigarettes Marlboro are perceived as a male brand with male characteristics (Aaker, 1997).

According to Aaker (1997), brand personality has five main extents and each of the five dimensions contains several facets. Further division can be seen in Figure 4.

Figure 4: A brand personality framework



Source: Aaker (1997).

By separating these extensions, brand personality attributes can be differentiated in the various ways in which the brand personality affects the potential shopper (Aaker, 1997).

1.3.3 Brand personality measurement

Consumer favorability can be driven by the connection between the brand and human trait fondness. Two types of brand personality are used to study how the relationship between brand and human character may drive. Ad hoc measure from 20 to up to 300 traits is the first type of measure of the relationship between brand and consumer traits. However, those measures incline to be too theoretical and are often established for the purpose of an explicit study. As a consequence, key personality characters may not be included in the measures. Measures are often questioning the reliability and validity as the personality attributes are frequently chosen randomly. The other type of measure of brand personality is more theoretical and grounded on personality traits of an individual that has not been related to brand personality traits. Thus, the cogency of measuring brand personality traits is often dubious (Aaker, 1997).

A connection between expertise and brainpower was revealed when researchers were studying certain terms personality brand has and its scale in comparison with consumer personality traits. Furthermore, the connection between the roughness of the brand and

sociability was examined. Roughness includes “outdoorsy and tough” (Maehle & Supphellen, 2011, p. 97) elements, which is similar to elements of extroversion “adventurous and bold” (Maehle & Supphellen, 2011, p. 97). Moreover, there might be a connection between “extraversion and agreeableness” (Maehle & Supphellen, 2011, p. 97) with elements of “excitement and sincerity” (Maehle & Supphellen, 2011, p. 97). Numerous writers were disputed (e.g. Aaker, 1997; Caprara, Barbaranelli & Guido, 2001; Maehle & Supphellen, 2011).

Sincerity corresponds to “warmth and acceptance” (Maehle & Supphellen, 2011, p. 97), according to Aaker (1997). Meanwhile, Aaker (1997) states that excitement about the brand has some elements of “sociability, energy, and activity” (Maehle & Supphellen, 2011, p. 97). Responsibility, dependability, and security” (Maehle & Supphellen, 2011, p. 97) are a part of the competency. It was discovered that certain brand personality dimensions and personality traits of the consumer are alike (Maehle & Supphellen, 2011).

Consumer’s direct or indirect interfaces with a brand can affect how traits of a brand personality are perceived (Su & Tong, 2015).

How a buyer perceives brand personality is indicated by brand personality. Moreover, the personality of the brand support forms consequential affiliation between a buyer and the brand. Influencing brand images to be unique can be done by the deep-rooted personality of the brand. Consequently, brand personality helps also with refining the brand equity. (Su & Tong, 2015).

Furthermore, brand performance can be influenced by brand personality, as it is a dexterous way of separation among rivals. As personality of the brand is seen as a successful way to do product differentiation, the competence of marketing communications increases as well, consequently (Su & Tong, 2015).

The way consumer perceives the quality of the brand and his attitude towards the brand is caused by brand personality. Additionally, brand personality also triggers intentions to buy a product in the future and the belief in the brand. In the end, brand attachment, commitment to the brand, brand effect, and brand influence occur due to the personality of the brand (Su & Tong, 2015).

An extensive consideration in marketing and especially in the research of consumer was given by the thought that brand personality trait transmits to personality traits of a consumer. The entire consumer experience can be reflected by the brand personality. The idea of personality does not consider only human. It can include also beings that are not human, such as brands. Conclusions from the past declared that buyers could develop affiliations to the brand. In order to build a relationship, consumers relate to brands with different personalities (e.g. enthusiastic or self-confident). Hence, the metaphorical and meaningful use of brands among buyers could happen (Tong & Su, 2014).

People incline to transmit human personality traits from human to brand which was suggested by anthropomorphic findings. Anthropomorphizing brand is a normal process, as the consumer likes to explain circumstances because of the consumer's own practices and can relate to the brand easier. When perceiving brand personality traits, a shopper feels more connected and assured about the brand. By anthropomorphizing, the consumer prevents to question the product or service of a certain brand. Enlightenment of the reason why brands have a character is developed by the idea of the self-developed extension, in accordance with Belk (1988). A buyer acknowledges brand with the support of the brand personality. Consumers believe that they can express their own character through the brand. Self-congruity research proposed by Sirgy (1982) mentions a strong connection between human and brand personality traits. Customers evaluate and consequently make a purchasing decision with the persona how the brand is perceived and expressed, which was also proposed by the self-congruity idea. Consumers decide for a product and a service that they can find themselves in the brand and its personalities (Tong & Su, 2014).

1.4 Creation of brand personality

Brand personality is not essentially rooted in the brand. Throughout corporate communication of a corporation and reactions of a consumer, brand personality is frequently added intentionally and sometimes added without intentions likewise (Maehle & Supphellen, 2011).

Conventional perspective is that personalities relate with also through the people who characterize the brand. To exemplify: a user that typically uses a certain brand, brand's employees, chief executive officer, and nonetheless, the asset of a brand. This is how brand personality is formed directly from people that represent the brand to the brand (Maehle & Supphellen, 2011).

Yet, a human can attribute personality characteristics to non-human objectives, such as brand, also an indirect way. Brand personality can be formed indirectly by an observer defining personalities of a brand, as explained by Allen and Olson (1995). Based on the behaviors, the brand triggers actions of a marketing mix and brand management conclusions can be made. Most personality traits are generated through acknowledgments that were formed on behavior interpretations. Hence, the personality of the brand should be spawned over time with the entire brand marketing mix. The entire brand marketing mix includes the value of the product, places of the store, elements of the product, the added value of the product, wrapping, symbols, promotions, and nevertheless, advertising in media (Maehle & Supphellen, 2011).

Aaker (1997, p. 347) outlined brand personality as a "set of human characteristics associated with a brand". As conceptualization includes nearly everything connected to the consumer and to the brand, conceptualization is too comprehensive heedlessly of how branding could benefit from the conceptualization. Hence, it has been theorized that personality of the brand

is established on the basis of human personality traits that can apply to the brand and also be relevant in coherence with Azoulay and Kapferer (2003). Personalities of the brand are used to explain brands, exclusively (Carlson & Donovan, 2013).

1.4.1 Identification

Researchers found out that social sympathy transmits to a shopper. The consumer can express feelings of belongingness with an item and can also be explained with identification. If the consumer had a strong identification to a brand, consumer purchase intentions will be increased. Thus, a consumer will tend to spend a more and positive point of view of consumer brand will gain (Carlson & Donovan, 2013).

Personality traits are frequently assigned to brands. For example, Apple is trendy and cool. When using products that are branded, buyers can express themselves with certain personality traits product is associated with. Humans do not develop a connection with other humans. However, humans can establish affiliation also with the brand they like due to personality traits. An individual that has the same personality trait as the branded product will easily establish affiliation not only for the product but also for the brand (Aaker, Fournier & Brasel, 2004). Hence, branded products that have a personality trait which the consumer likes and desires will be fundamental for the purchaser to establish a strong connection to the brand. Even though many companies think that is related to a sports asset, it is more cost effective if the consumer can relate to the personality traits that sport asset stands for. Sports assets have special personality traits that are hard for the consumer to accomplish. Those personality traits are highly desirable. Moreover, by creating and sustaining personality of the brand that is figurative, sports assets and luminaries incline to inspire attitudes related to the brand. Likewise, important celebrities with its personalities also tend to inspire behaviors that correspond with the real or desired consumer's state (Carlson & Donovan, 2013).

A generation of impressions that are outstanding and inspiring in the brain of the customer is facilitated by the brand personality of a certain organization. Consequently, a brand personality helps inaugurate and even supplement brand equity. Moreover, a brand personality that is a distinguishing from its rivals, influential, preferred by consumers, and nevertheless stable is an added value for the brand. A brand personality can also make a correlation between brand managers and purchasers. Subsequently, the successful way how to distinguish a certain brand from a competitors' brand personality has been acknowledged and it is an essential tool for marketers to create a communication strategy. The consumer perceives brand personality as expressing himself through the brand. Likewise, the consumer sees also figurative worth in the personality traits of the brand. To reach the consumer's dreams, the consumer might use a brand with the desired traits and thus the creation sells affiliation with the brand (Su & Tong, 2016).

Nowadays, there are many brands in the market that would like to make a profit. High competition has forced marketers to think differently and find something which other brands do not have to offer. Marketers need to think way further than practical or functional features. Furthermore, the brand that has personality features that are expressive and figurative can drastically affect the behaviors of the consumer. Brand managers use brand personality traits to inspire consumers and distinguish from the competitor brand. The use of personality traits of a human inspires the buyer to acknowledge the product or service (Bennett & Kang, 2016).

Moreover, individuals have a need or desire for identification and frequently like to fulfill this need through products and brands. When the consumer selects a product of a certain brand with desired traits, it allows the consumer to grow strong affiliation to the brand with a noticeable and exclusive personification of the consumer. Nevertheless, brand managers can use brand possessing human personality traits as a successful communications tool for distinguishing brands from its rivals. Consequently, marketers can use brand personality as a sustainable competitive advantage (Bennett & Kang, 2016).

Interest in brand personality in marketing research boosted due to the prominence of the brand used as a tool for distinguishing from competitors and, especially, brand personality figurate meaning. Consequently, researchers have been significantly developing instruments that you can rely on and that gauge brand personality extents. Moreover, scientists that are in sports management are progressively keen to measure dimensions of brand personality within the sports industry. Brands that are a part of the sports industry are usually associated with the following personality traits: being proud, socially active, attending sports happenings, success, and perceiving athletes as role models. As already mentioned, Aaker (1997) explicates the reason why customers like to relate human personality traits to brand personality traits with anthropomorphism concept. Therefore, Aaker's research brings significant value to scientists. A scientist can understand the figurative value of the brand with the research. Furthermore, the theory explains how to measure the human traits of a brand. On the opposite side, Aaker's research about brand personality dimensions and Aaker's framework were appraised by many authors because the study contained demographic personality traits (e.g. age, sex, social class) and traits that are not personality related. Furthermore, the next criticism is applied to measure that does not implicate to individual brands within the individual category of a product or a service. Then, there is also a problem that the brand personality's element has no pattern in the structure. Even though much research tried to improve brand personality dimension in sports industry it did make an impact. Research conclusions did not influence brand personality dimensions developed by Aaker or Big Five dimensions of human personality traits. In spite of that, brand personality learning has been established in the sports industry quite tremendously. However, there is no academic background to resolve the critiques from various authors (Bennett & Kang, 2016).

In order to support the idea of brand personality among the consumers, relating human personality traits to brands philosophy of anthropomorphism can be used to make this connection. Anthropomorphism countenances researches brand personality in the sports industry to find a reason behind why customers buying sports product make a connection between consumer personality attributes and personality attributes of the selected sports brand. Furthermore, the consumer's belief that brands have a mystical soul also supports the ideation of brand personality (Bennett & Kang, 2016).

Any consumer brand can possess personality attributes from a human. Researchers that investigate brand personality might apply lexical theory follow. Lexical or verbal approach proposes that variances in personality incline develop prearranged as attributes of the human personality. Likewise, personality attributes are described as long lasting and the consumer can keep brand personality traits in their mind for a long time (Bennett & Kang, 2016).

1.4.2 Brand personality and consumer satisfaction

Business practices that are consumer-focused satisfaction are fundamental for successful stories, not only in the sports industry but elsewhere. In the past, the contentment of the customer could be divided into two forms:

- Consumer satisfaction when purchasing: the buyer assesses the purchase after the buying decision has been made and the consumer buys a product;
- Consumer inclusive satisfaction: the consumer evaluates the complete brand, not based on only one purchase but on more purchases. This type of satisfaction is formed over a long period which makes the consumer's judgment about the brand more reliable. General satisfaction is the aim of every organization and also triggers an investment of the company into overall customer satisfaction (Su & Tong, 2016).

Fulfillment of a consumer necessitates that the buyer needs to rely on the brand and consumer also has a need for a sentimental experience. Consummation of a customer with buying experience and a brand, in general, was outlined as gratification in the past. It represents the customer experience with the brand and satisfies desire, necessity, and aspiration. The overall consumer experience is pleasurable. Moreover, it can be described as sentimental adjudication of the customer at the end of the purchasing experience. It can also be the consumer's comparison of expectations versus the actual performance of the product. Hence, in the consumer's eyes, the fulfillment is an outcome of standard gratification in contrast with irritation of buying experience. Brand personality can also influence customers' processing of information about the product and consumer can take it as a fundamental. It affects consumer's overall brand judgment and nevertheless, it also impacts customer attitude towards the brand and consumer buying behavior (Su & Tong, 2016).

1.4.3 Brand personality and consumer loyalty

In the past, the focus of organizations was obtaining consumers. Nowadays, this has changed to obtaining consumer and also keeping them in the long term. Organizations acknowledge the impact of the profit when consumers are loyal. There are two views of loyalty:

- Recurring purchases of the product from a specific brand – behavioral loyalty (Su & Tong, 2016, p. 431)
- Psychological commitment to the brand that a customer makes in the process of buying, not necessarily buying recurrently – consumer loyalty (Su & Tong, 2016, p. 431)

In the past, attitudinal standpoint and perceptions of a customer were defining the devotion of the consumer. Nowadays, in the ever-changing world, customers always desire to please their need being loved and being close to their own persona. On the other hand, organizations progressively reply with a unique brand personality trait. Their products or services have to attract and get consumers. Organizations try to sell their products with exclusive characteristics and thus, they generate a brand image. With the development of the brand with unique brand identity consumers will be able to identify themselves more easily (Su & Tong, 2016).

For the significant and maintainable sentimental distinction from the rival brands, brand personality with distinguishing personality traits can be implemented. The theory facilitates consumers to attribute an identity to the brand, and consequently, funds the connection with the brand. Customers like to express their emotions and their traits using brands with similar personality traits. Hence, the brand personality provides expressive or figurative values to the customers, which can also influence the value of the brand. Relationships between a customer and a brand that are strong and significant are perceived among the organization as the most valued in ambiguous circumstances. Buying a product or a service from the same brand can save the time of the consumer and, correspondingly, diminish ambiguity and risks of buying products from an unknown brand. The way the consumer perceives brand is generated and maintained in the mind of the consumer with the support of brand personality. Likewise, brand personality traits can have a huge influence on a consumer in terms of trust and affection towards the brand. High level of brand commitment will initiate strong sentimental reply from the consumer to the company. More positive are the feelings of a customer towards the brand and its product better will the brand steadfastness be. A well-established brand with its personality traits can trigger a deeper relationship between the customer and the brand. Even if buyers search for diversity, consumer brand loyalty can be reached with the creation of a unique brand with distinct personality traits (Su & Tong, 2016).

1.4.4 Brand personality and purchase intention

A consumer's positive or negative assessment of the brand can be described as an attitude towards attitude. Brand equity is highly correlated with the image of a brand and the attitude

towards the brand. The higher the level of brand equity is the higher is the level of fondness for the brand consumer. Accordingly, the consumer's intentions to buy and re-buy are triggered with higher brand equity, which emphasizes that brand equity are crucial. Consequently, brand image supports to create brand equity with its element personality attributes (Toldos-Romero & Orozco-Gómez, 2015).

If a consumer likes the image of the brand, the consumer is inclined to buy a product or at least considers it. Consequently, one of the most crucial disputes in marketing has been a brand personality, which has been well acknowledged. Brands have developed solid meaning in minds of consumers. This also helps a consumer to recover information about a brand from the consumer's brain and it helps the consumer to make a buying decision. Consequently, brand personality has a huge role as it helps to distinguish the brand from a competitor with unique and preferred personality traits. It triggers connotations in brains of a consumer and thus builds and pushes brand equity on a higher level. Thus, personality traits are crucial elements of a brand for a successful brand. However, the influence of brand personality on purchase intentions has not been recognized extensively among the brands. It has been discovered that personality attributes have a substantial impact on the selection of brand-consumer (Toldos-Romero & Orozco-Gómez, 2015). In addition, Lim (2003) discovered that the impact of brand personality was stronger for products that require more time to buy and are not consumable.

Aaker (1997) scaled the level of consumer attitude towards the brand. Aaker (1997) found out that the personality of a brand is highly connected to the consumer's attitude and this is what makes the competitive advantage of the brand. A consumer feels excited and competent toward Apple and Visa and has a positive attitude. The consumer connects ruggedness with Levi's. This also makes a positive attitude towards the brand. On the other hand, the consumer can perceive ruggedness negatively as well, e.g. negative attitudes towards the brand Burger King. A BMW or a Ferrari consumer associates sophistication with a positive attitude towards the brand. To complete, sincerity and competence are brand personality dimensions that are related to attitude based on the above very optimistically. Thus, this could be a reason why some brands use those personality dimensions to express their brands. For instance, as consumers like genuine and authentic, numerous brands represent their personality with those two personality traits. Besides, a brand personality attribute that has heavily impacted the buying decision is also excitement. The customer would always prefer to buy an exciting figure to a boring one (Toldos-Romero & Orozco-Gómez, 2015).

1.4.5 Do brand personalities make a difference?

Various brands want to distinguish themselves among rivals. Brands use packaging, benefits, ingredients, and many other unique features for distinguishing. Consumers choose them based on their preferences. This can be visible from the drinks we drink and clothes we wear. Those distinguishing factors trigger a purchase intention. Every brand has its own divergent personality traits and activates consumer to start thinking about the product as a potential

purchase. The way consumers select their friends they also select their products or services based on personality. Brand personality shapes in a long run. a well-defined brand personality can support brand to increase the market share. Therefore, the personality brand would not be successful without the brand (Sheena & Naresh, 2012).

1.4.6 Gender influence on brand personality

The brand attachment between a customer and the brand could be defined with brand personality. When a customer perceives a higher similarity between the brand and consumer personality, a more solid brand attachment will be developed. The competitive advantage of the brand is in brand personality attributes. Successful brands should do in-depth research of brand personalities for unique positioning or transposing of the brand in a certain industry. However, even though many companies acknowledged what are their distinctive brand personalities, companies did not observe gender dimensions (Ugolini, Cassia & Vigolo, 2014).

As described by Grohmann (2009), gender dimensions of brand personality are outlined as a “set of human personality traits associated with masculinity and femininity applicable and relevant to brands” (Grohmann, 2009, p. 106). Even though differences between masculinity and femininity are significant for a brand, they have not been considered in Aaker's (1997) framework. Gender differences in the brand personality have not been widely explored (Ugolini, Cassia & Vigolo, 2014).

As gender differences were not researched, Grohmann (2009) established a measurement to gauge masculinity and femininity of the brand. Masculine brand personalities are: adventurous, aggressive, brave, daring, dominant and sturdy (Grohmann, 2009, p. 108). Meanwhile, feminine brand personalities represent the following traits: expressing tender feelings, fragile, graceful, sensitive, sweet, and tender (Grohmann, 2009, p. 108). Fascinatingly, Grohmann (2009) found out that masculine brand personalities and female brand personalities are two completely diverse elements. Thus, brands can be divided into four groups based on gender dimensions (Ugolini, Cassia & Vigolo, 2014, p. 77):

- “High-masculine/low-feminine brands
- Low-masculine/high-feminine brands
- Low-masculine/low-feminine brands (undifferentiated brands)
- High-masculine/high-feminine brands (androgynous brands)”

The organization can influence the masculinity or femininity of the brand. When a company uses the female asset, female brand personality is emphasized and the consumer perceives the brand as feminine. Likewise, when a brand uses a sharp logo, the consumer perceives the brand as masculine (Ugolini, Cassia & Vigolo, 2014).

1.5 Brand personality self-concept congruence

Brand personality influences the reactions of a consumer with an instrument of correspondence when buying a product. There is a positive outcome when the brand personality is similar to customer's personalities. Furthermore, customers prefer brands that are similar to the brand and correspond to their personality. It allows the customers to improve their desired vision of themselves and it works also as motivation and support to achieve goals. Correspondence between the customer and brand personality can be accomplished only if their dimensions are harmonized with one of the most significant customer personality attributes. An essential element of a personality concept is a gender identity. A purchaser can recognize maleness or feminineness with the support of gender identity. Moreover, brands often use an extension of personality traits from the consumer to the brand. When customers' gender is the same as the selected brand, a buyer is expected to favor product more as it is easier for the consumer to get a connection with the product (Grohmann, 2009).

On the other side, it is not necessary that customers always favor similarity between personality traits of the customer and brand personality traits, the research shows. A reason behind is the situation of the buying decision. Another reason could be the category of the product or even the image of the brand. The personality of the brand is intensely impacted by the group of a product the consumer considers buying. To conclude, the personality of the brand is heavily impacted by the object group or even the industry (Azoulay, 2005).

2 RESEARCH DESIGN AND METHODOLOGY

2.1 Research approach

Quantitative empirical research was done to explore the personalities of sportswear brands and their correlation with gender dimensions.

The main objectives of the quantitative empirical research were the following:

- To identify what are the differences between genders perceiving sports brands, such as Adidas and Nike.
- To explore the understanding and perception of sports brands.
- To explore options on how the knowledge of gender differences should be incorporated in the brand communication strategy.
- To be able to identify the differences between the genders from the theoretical knowledge in order to develop practical recommendations for positioning the brands.

According to the above-outlined objectives, the following research question has been conducted:

What are the differences between the male and the female perception of the brand with regards to the brand personality and brand equity on the example of a sports brand?

The research question was analyzed through quantitative study technique and it was conducted through an online survey. Fundamentals of the research instrument are questionnaires of the authors listed in Figure 5.

Figure 5: Overview of studies used in the survey

Author	Study	Likert Scale
Aaker (1997)	A brand personality framework	1 until 5
Grohmann (2009)	Masculine and feminine brand personality traits	1 until 9
Grohmann (2009)	Brand-related consumer responses measured in brand personality self-concept congruence study	1 until 7
Tong & Hawley (2009)	A conceptual framework for brand equity	1 until 5
Ugolini & Cassia & Vigolo (2014)	Brand personality and gender	No scale

Source: Own work.

The questionnaire was created with an online Internet survey tool 1KA. To ensure general readability and sufficiency of the questionnaire, the survey was tested on four randomly selected people erstwhile to launching. The hyperlink to the online survey was shared through Facebook. The questionnaire was also sent via email and forwarded further (snowball sampling). It was created in the English language. The following statistical methods were used for the analysis: the factor analysis, the analysis of variance, and the mean comparison.

2.2 Research framework

A research framework was created to answer the above-mentioned question on the example of the sportswear industry. Survey participants needed to choose among the top two most valuable sport apparel brands they are most familiar with (Adidas or Nike) (Su & Tong, 2015) and answer questions accordingly, implying to the chosen brand. The survey consisted of 25 questions separated into the following parts:

- Demographical questions;
- Gender dimensions;
- Brand equity dimensions;
- Brand personality dimensions;
- Brand personality self-concept congruence.

The survey results were divided based on gender in order to develop conclusions and to understand the differences in selecting the brand between women and men regarding the brand personality. A complete survey can be found in the Appendix.

The research centers on brand personality, the leading brands and the brands that are familiar to consumers are considered in the study. How a consumer perceives brands may differ by the product category and by the brand. Close rivals for easier assessment of personality disparities will be considered. Nevertheless, brands creating sports footwear, apparel, and accessories were selected for the study (Arora & Stoner, 2009).

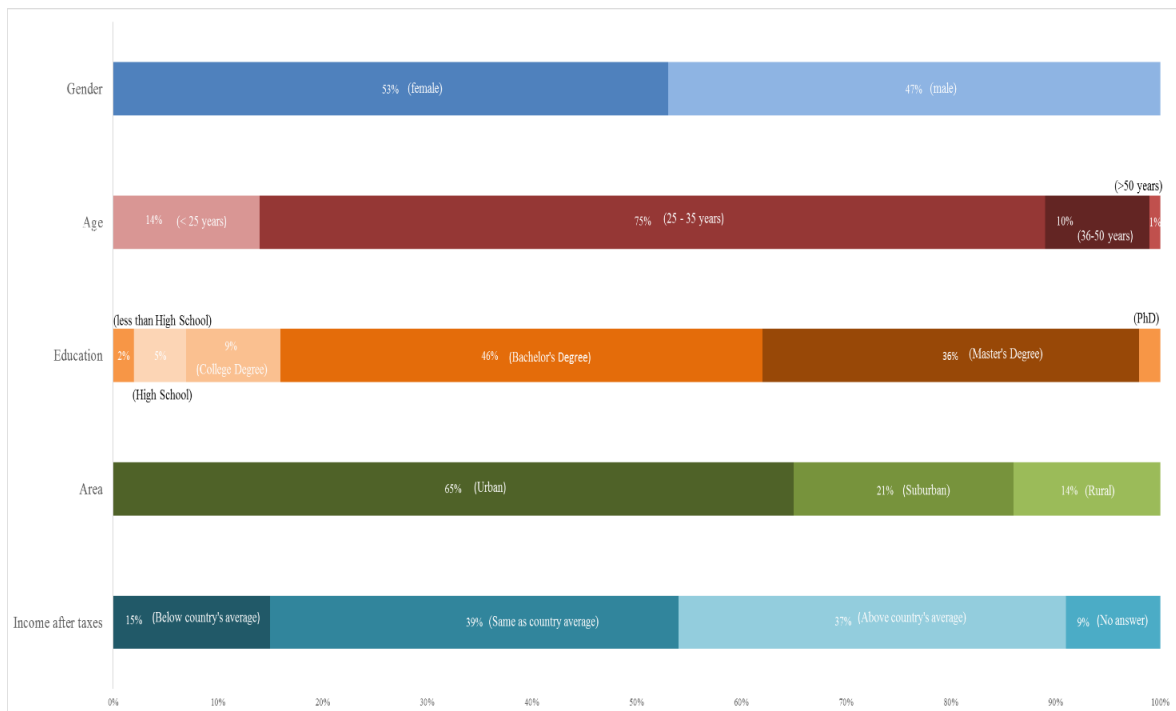
3 DATA ANALYSIS AND RESULTS

3.1 Sample description

Gathering of the data was happening from January 2, 2018, to February 4, 2018. The survey was completed by 100 (n = 100) respondents. The sample is still convenient even though the number of respondents is small. The outcome needs to be treated with a certain degree of restraint.

The sample consisted of 100 respondents, of which 53 (53%) were female and 47 (47%) male. Most of the respondents, 65%, currently live in an urban area. 21% of respondents currently live in a suburban area and only 14% of the respondents currently live in a rural area. Furthermore, 15% of the participants earn below the average monthly salary in their country. 39% of the participants earn on average. 37% of the participants earn above the average salary while 9% of the participants did not want to answer this question. Educational classes divided the participants into the following levels: 2% of respondents finished less than high school, 5% of the respondents finished high school, 9% of the respondents obtained a college degree, 46% of the respondents obtained bachelor's degree, 36% of the respondents obtained master's degree, and only 2% have PhD. According to the age structure, the respondents were born in 1989 on average. Detailed information about sample demographics is presented in Figure 6.

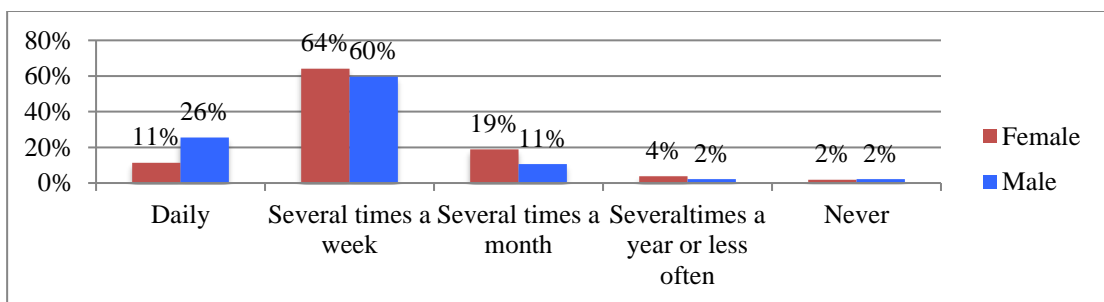
Figure 6: Sample demographics



Source: Survey (n = 100; f = 53, m = 47).

As can be seen in Figure 7, respondents do a lot of sports. In general, respondents do sports several times a week: women 64% and men 60%. Further distribution can be seen in Figure 7.

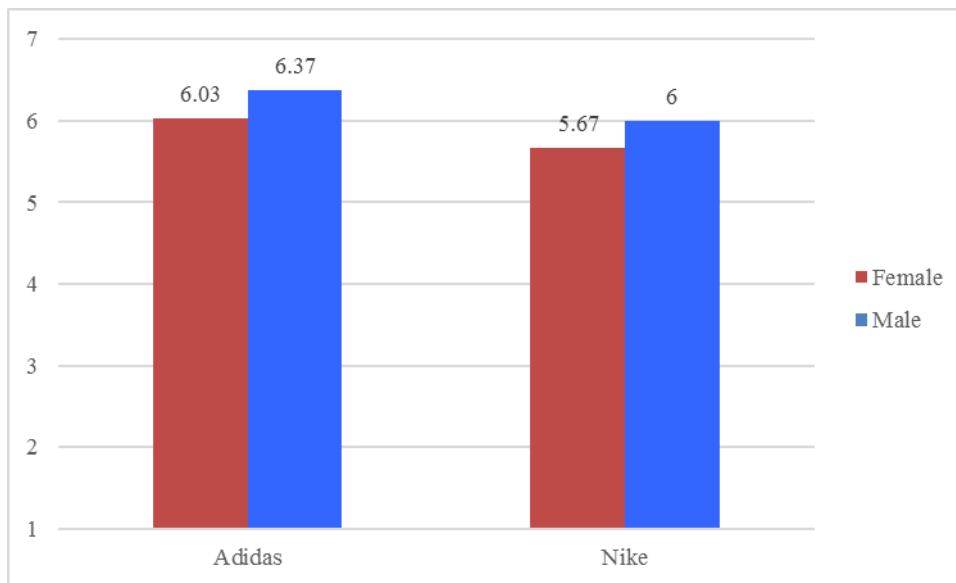
Figure 7: Frequency of sport activity



Source: Survey (n = 100; f = 53, m = 47).

Male respondents have a better overall impression of the brand: they rated more than 6 out of 7 with both brands (Adidas and Nike). Nonetheless, even female respondents have a very good overall picture of both brands. For a more detailed overview, please see Figure 8.

Figure 8: Overall impression of Adidas and Nike



Source: Survey ($n = 100$; $f = 53$, $m = 47$).

To the question *have you bought a product from Adidas/Nike in the last 5 years*, almost all respondents (female and male) responded that they bought Adidas product in the last 5 years. Respondents who chose Nike as a brand they are most familiar with were 80% females and 88%, males. They bought the product in the last 5 years, which means that respondents are very familiar with both brands (Adidas and Nike).

As it is in the interest of the master's thesis to see how the gender differences are perceived on an example of a sports brand and to have a bigger sample, responses on both, Adidas and Nike, were combined for further analysis (female ($n = 53$) and male ($n = 47$)).

3.2 Analysis of gender dimensions

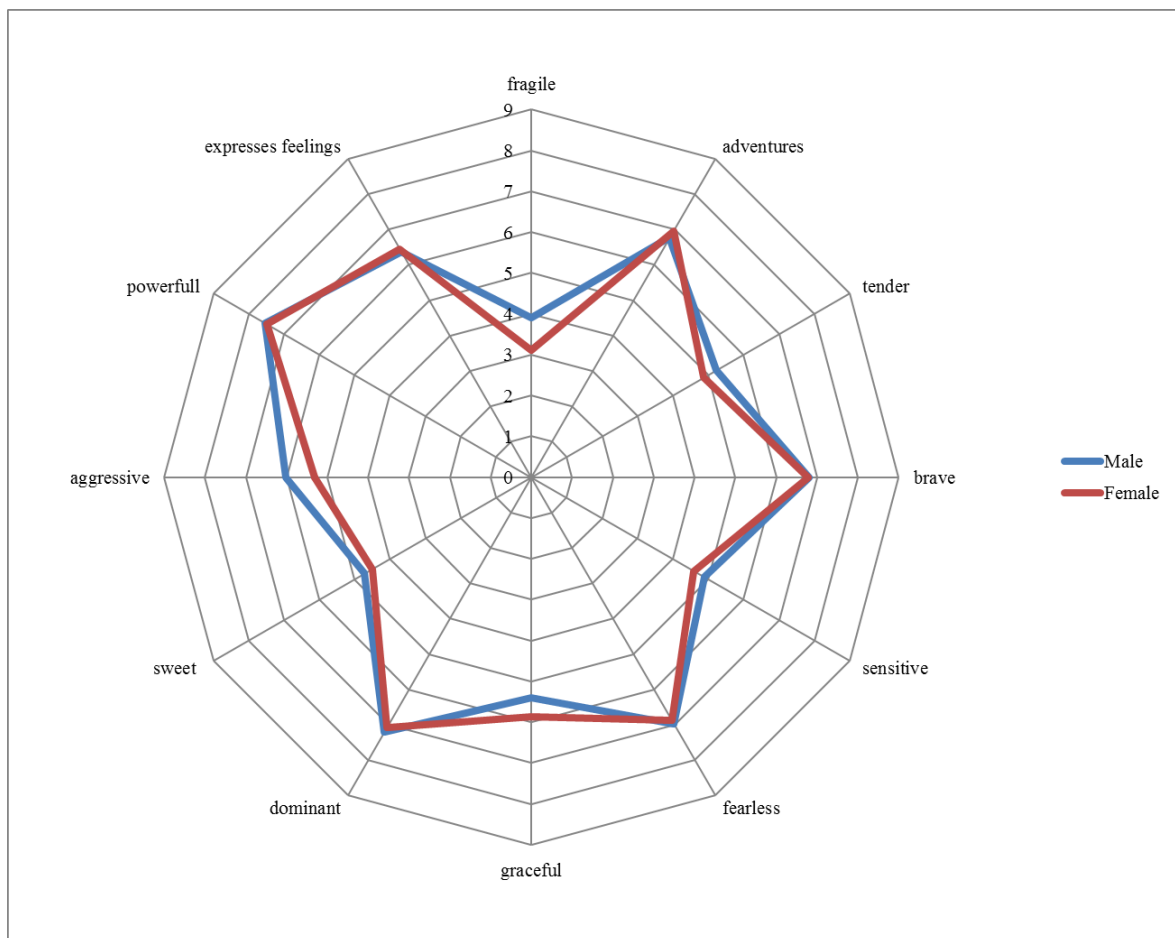
The objective of the gender dimension analysis was to recognize the brand personality dimensions as perceived in the mind of respondents. In the survey, respondents were asked to evaluate brand personality traits based on Grohmann (2009) gender dimensions personality attributes. Traits were evaluated on a 9-point Likert scale, with 1 as extremely non-descriptive and 9 as extremely descriptive. As the objective of this research is to look into differences between female and male perception of the brand, the survey analysis was divided based on gender: female and male. Consequently, two-factor analysis output was produced: one for male and one for female.

To answer the question “how would you describe Adidas/Nike brand?”, the answers were provided in advance: “powerful, adventurous, dominant, fearless, brave, and aggressive” (Grohmann, 2009, p. 108), which are in particular male characteristics, and “expressing feelings, graceful, tender, sensitive, sweet, and fragile”, which are female characteristics for

the brand, according to Grohmann (2009, p. 108). All answers were rated on the 9-point Likert scale.

Comparing means between genders identified that genders perceive a brand regarding the personality traits differently. Among the 12 traits, according to Grohmann (2009), female respondents perceive sports brands (Adidas, Nike) as powerful, dominant and adventurous, which was also the top three-rated answer on the 9-point Likert scale. Interestingly, male respondents perceive sports brands in almost the same way – powerful, dominant, and fearless. However, Grohmann's (2009) traits do not show significant differences between females and males. In order to test that, the ANOVA one-paired test (significant level is 0.05) was used. Therefore, the hypothesis that women perceive brands differently was rejected.

Figure 9: Gender dimension of brand personality traits according to Gorhmann (2009) on the example of sports brands (means comparison)



**Scale: 1 = not at all descriptive; 9 = extremely descriptive*

Source: Survey (n = 100; f = 53, m = 47).

In order to understand the variances between men and women, different statistical methods were used. The further hypothesis has been developed on an example of sports brands (Adidas and Nike responses combined): Women and men have similar brand personality traits (Grohmann, 2009).

In order to test the hypothesis, factor analyses were completed, one for female respondents and one for male respondents. The interest of the research was the following:

1. Correlation Matrix & Descriptive statistics
2. KMO & Bartlett's Test
3. Commonalities
4. Total Variance Explained
5. Scree Plot
6. Component Matrix
7. Rotated Component Matrix
8. Component Transformation Matrix

Two 12 x 12 correlation matrixes were examined with the factor analysis using a principal component analysis with varimax rotation. Bartlett's tests are significant for female and male output. Both outputs show that variables are not normally distributed. Each of the three/two factors following criteria was used:

1. Eigenvalues of all three/two factors were higher than one.
2. A significant incline in the Scree plot followed the three/two factor.
3. The first two/three factors were the most interpretable.
4. The three/two-factor solution explained a high level of variance in brand personality (female 60%, male 66%) (Mazzocchi, 2008).

Most of the variables have factor loadings on other factors (more than 0.7). However, the factor analysis for female respondents' produced 3 loading factors, out of all two had Cronbach's alpha 0.789 and 0.711, and the third one had Cronbach's alpha 0.4. Therefore, the third factor was not considered as part of further analysis (Mazzocchi, 2008).

Cronbach's alphas were calculated for each of the loading factors. Please see below the overview of Cronbach's calculations for female and male respondents.

Table: Overview of personality traits (Grohmann, 2009) according to different genders

FEMALE RESPONDENTS	MALE RESPONDENTS
--------------------	------------------

<p>1st factor = Cronbach's alpha 0.785 –</p> <p>MALE TRAITS:</p> <ul style="list-style-type: none"> • Adventures • Brave • Fearless • Dominant • Powerful • Expresses feelings 	<p>1st factor = Cronbach's alpha 0.812 –</p> <p>MALE TRAITS:</p> <ul style="list-style-type: none"> • Adventures • Brave • Fearless • Dominant • Powerful • Expresses feelings
<p>2nd factor = Cronbach's alpha 0.711 –</p> <p>FEMALE TRAITS:</p> <ul style="list-style-type: none"> • Fragile • Tender • Sensitive • Graceful 	<p>2nd factor = Cronbach's alpha 0.83 –</p> <p>FEMALE TRAITS:</p> <ul style="list-style-type: none"> • Fragile • Tender • Sensitive • Graceful • Sweet • Expresses feelings

**Scale: 1 = not at all descriptive; 9 = extremely descriptive*

Source: Survey (n = 100; f = 53, m = 47).

In the appendix, outcomes of the factor analysis for Grohmann's (2009) female and male personality traits can be found.

3.3 Analysis of brand equity dimensions

Quantitative method tested the differences between genders on the following constructs: “perceived quality, brand awareness, brand association, brand loyalty, and overall brand equity” (Tong & Hawley, 2009, p. 264). Each of the constructs has particular assumptions. Besides, each of the assumptions was evaluated on the 5-point Likert scale where 1 meant that the respondent strongly disagrees and 5 meant that the respondent strongly agrees (Tong & Hawley, 2009). Each of the assumptions was verified with the one-way ANOVA. Using the outcome of the one-way ANOVA comparison between the genders was made.

3.3.1 Perceived quality

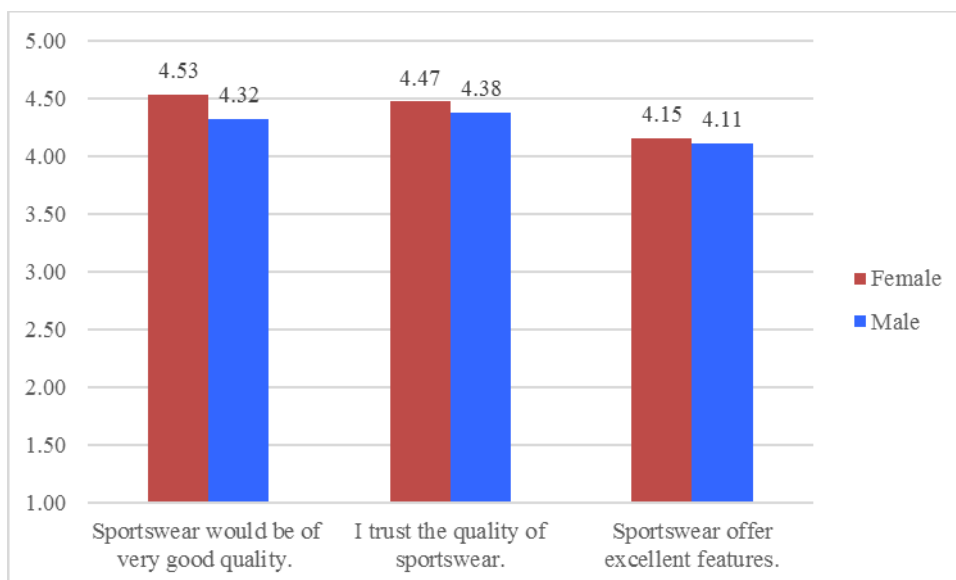
Perceived quality was weighed based on three assumptions and the results can be found in Figure 10 (Tong & Hawley, 2009). Hypotheses were developed in order to perceive the differences between female and male perceiving quality for sports brand:

H0: There is no difference between female and male perceiving quality for sports brands.

H1: There is a difference between female and male perceiving quality for sports brands.

When it comes to perceived quality, a one-way analysis of variance was not significant for all three assumptions. Thus, there is no significant evidence to reject the null hypothesis and to conclude that there is a no significant difference in how genders perceive quality for sports brands, although in tendency. Below, the mean comparison between the genders and the three assumptions can be seen.

Figure 10: Mean comparison of differences between female and male perceiving quality on the example of sports brands (Adidas and Nike)



**Scale: 1 = strongly disagree; 5 = strongly agree*

Source: Survey (n = 100; f = 53, m = 47).

3.3.2 Brand awareness

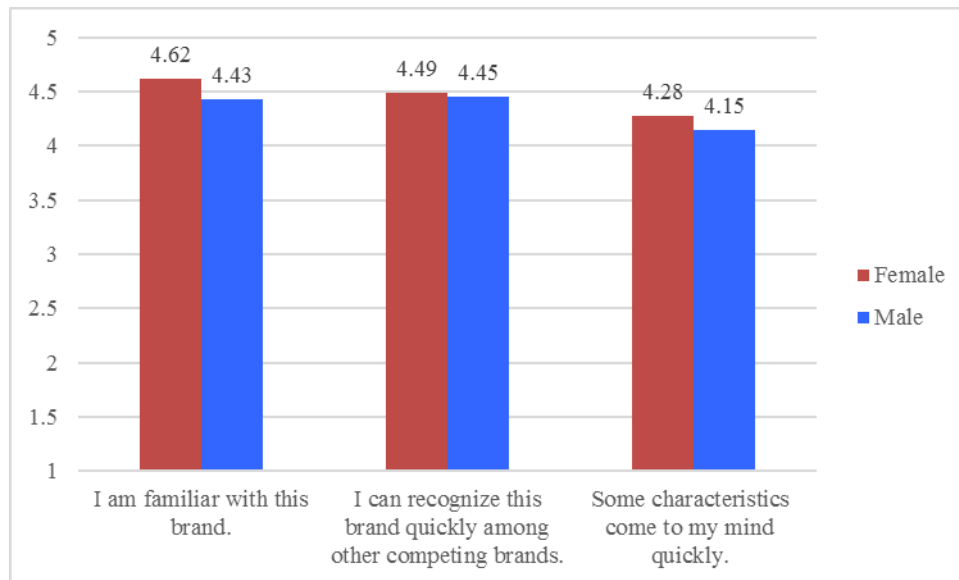
Brand awareness was evaluated based on three assumptions that can be found in Figure 11 (Tong & Hawley, 2009). Hypotheses were developed in order to see the differences when it comes to awareness of sports brand:

H0: There is no difference between females and males when it comes to the awareness of sports brands on the example of Adidas and Nike.

H1: There is a difference between females and males when it comes to the awareness of sports brands on the example of Adidas and Nike.

When it comes to brand awareness, ANOVA was not significant for all three assumptions. Thus, there is no significant evidence to reject the null hypothesis and to conclude that there is a no significant difference in how genders are aware of sports brands. A comparison between the genders and three assumptions can be seen in Figure 11.

Figure 11: Mean comparison of differences between female and male perceiving sports brand on the example of Adidas and Nike



**Scale: 1 = strongly disagree; 5 = strongly agree*

Source: Survey (n = 100; f = 53, m = 47).

3.3.3 Brand associations

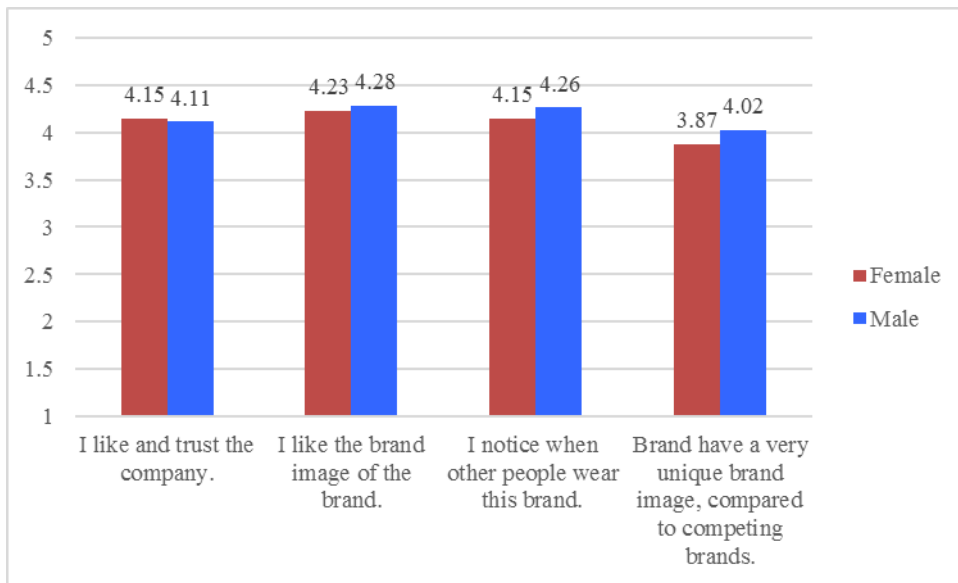
Brand associations were assessed based on four assumptions. They can be found in Figure 12 (Tong & Hawley, 2009). Hypotheses have been developed in order to perceive the differences between female and male associate sports brand:

H0: There is no difference between females and males when it comes to associations for sports brands on the example of Adidas and Nike.

H1: There is a difference between females and males when it comes to associations for sports brands on the example of Adidas and Nike.

ANOVA was not significant for all four assumptions about brand associations. Thus, there is no significant evidence to reject the null hypothesis and to conclude that there is a no significant difference between genders when it comes to brand associations. In Figure 12, the mean comparison between genders and four assumptions can be seen.

Figure 12: Mean comparison of differences between females and males in associations to sports brands on the example of Adidas and Nike



*Scale: 1 = strongly disagree; 5 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

3.3.4 Brand loyalty

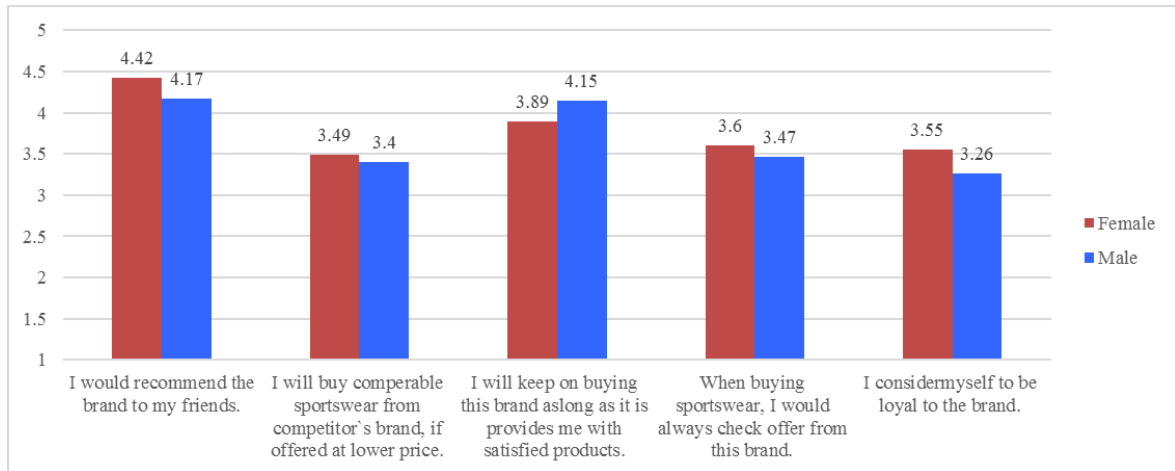
Brand loyalty was weighed based on five assumptions that can be found in the table below (Tong & Hawley, 2009). Hypotheses were developed in order to understand the differences in brand loyalty between females and males on the example of sports brand:

H0: There is no difference between females and males when it comes to brand loyalty for sports brands on the example of Adidas and Nike.

H1: There is a difference between females and males when it comes to brand loyalty for sports brands on the example of Adidas and Nike.

A one-way analysis of variance was not significant for all five assumptions concerning brand loyalty. Thus, there is no significant evidence to reject the null hypothesis and to conclude that there is no significant difference in genders when it comes to brand loyalty. Below, the mean comparison between the genders and four assumptions can be seen.

Figure 13: Mean comparison of differences between females and males when it comes to brand loyalty on the example of Adidas and Nike



*Scale: 1 = strongly disagree; 5 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

3.3.5 Overall brand equity

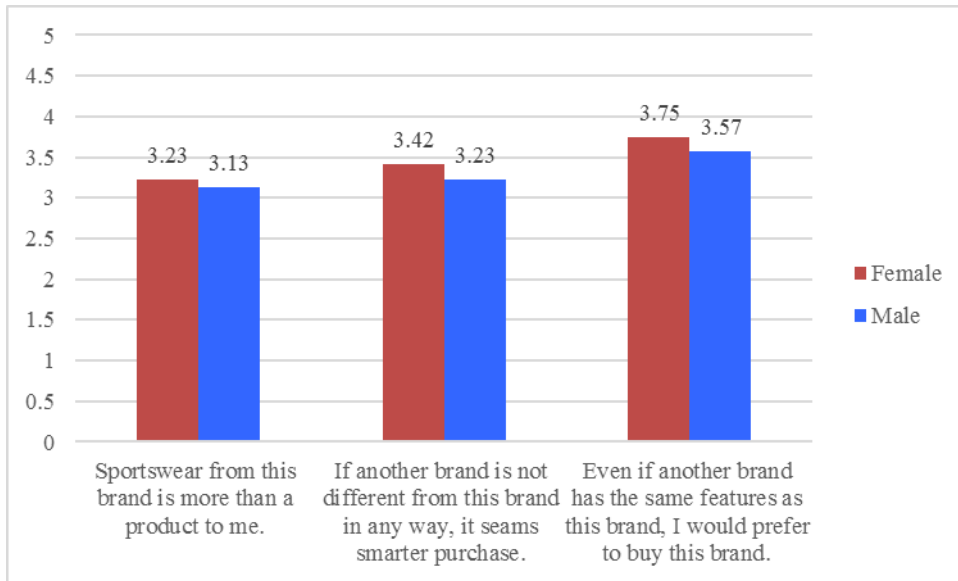
Overall brand equity was assessed based on three assumptions and they can be found in Figure 14 (Tong & Hawley, 2009). Hypotheses were developed in order to understand the differences in overall brand equity between females and males on the example of sports brand:

H0: There is no difference between females and males when it comes to overall brand equity for sports brands on the example of Adidas and Nike.

H1: There is a difference between females and males when it comes to overall brand equity for sports brands on the example of Adidas and Nike.

ANOVA was not significant for all three assumptions about overall brand equity for sports brands. Thus, there is no significant evidence to reject the null hypothesis and to conclude that there is no significant difference in genders when it comes to overall brand equity. Below, the mean comparison between the genders and four assumptions can be seen.

Figure 14: Mean comparison of differences between females and males when it comes to overall brand equity on the example of Adidas and Nike



*Scale: 1 = strongly disagree; 5 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

3.3.6 Independent t-tests of brand equity

As testing buckets of sentence did not show any significance, independent t-tests have been performed. Nevertheless, almost all the sentences showed no difference between both genders. A detailed overview can be found in Figure 15.

Figure 15: Independent t-test overview of brand equity

Sentance	Gender	Mean	SD	p value	significant?
Sportswear from Nike would be of very good quality.	Female	4.60	0.57	0.22	NO
	Male	4.28	0.82		
I trust the quality of sportswear from adidas/Nike.	Female	4.57	0.57	0.45	NO
	Male	4.45	0.65		
Some characteristics of adidas/Nike come to my mind quickly .	Female	4.25	0.76	0.14	NO
	Male	4.13	0.92		
I can recognize adidas/Nike quickly among other competing brands.	Female	4.51	0.72	0.85	NO
	Male	4.51	0.72		
I am familiar with the brand adidas/Nike.	Female	4.66	0.59	0.11	NO
	Male	4.53	0.75		
adidas/Nike has a very unique brand image, compared to competing brands.	Female	3.83	0.94	0.91	NO
	Male	4.00	0.98		
Sportswear from adidas/Nike offer excellent features.	Female	4.13	0.79	0.88	NO
	Male	4.06	0.84		
I notice when other people wear adidas/Nike.	Female	4.25	1.13	0.97	NO
	Male	4.19	1.09		
I like the brand image of adidas/Nike	Female	4.32	0.64	0.04	YES
	Male	4.26	0.87		
I like and trust the company.	Female	4.11	0.87	0.99	NO
	Male	3.98	0.97		
I consider myself to be loyal to adidas/Nike	Female	3.53	1.29	0.67	NO
	Male	3.06	1.29		
When buying sportswear, I would always check adidas/Nike offer.	Female	3.72	1.20	0.08	NO
	Male	3.40	1.45		
I will keep on buying adidas/Nike as long as it provides me satisfied products.	Female	3.83	1.16	0.32	NO
	Male	4.13	0.99		
I will buy comparable sportswear from competitor's brand, if offered at lower price.	Female	3.49	0.858	0.810	NO
	Male	3.29	0.86		
I would recommend adidas/Nike to my friends.	Female	4.47	0.64	0.48	NO
	Male	4.11	0.92		
Even if another brand has the same features as adidas/Nike, I would prefer to buy adidas/Nike	Female	3.85	1.23	0.71	NO
	Male	3.47	1.10		
If another brand is not different from adidas/Nike in any way, it seams smarter purchase.	Female	3.42	1.12	0.31	NO
	Male	3.20	0.99		
adidas/Nike sportswear is more than a product to me.	Female	3.21	1.36	0.07	NO
	Male	2.85	1.20		

*Scale: 1 = strongly disagree; 5 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

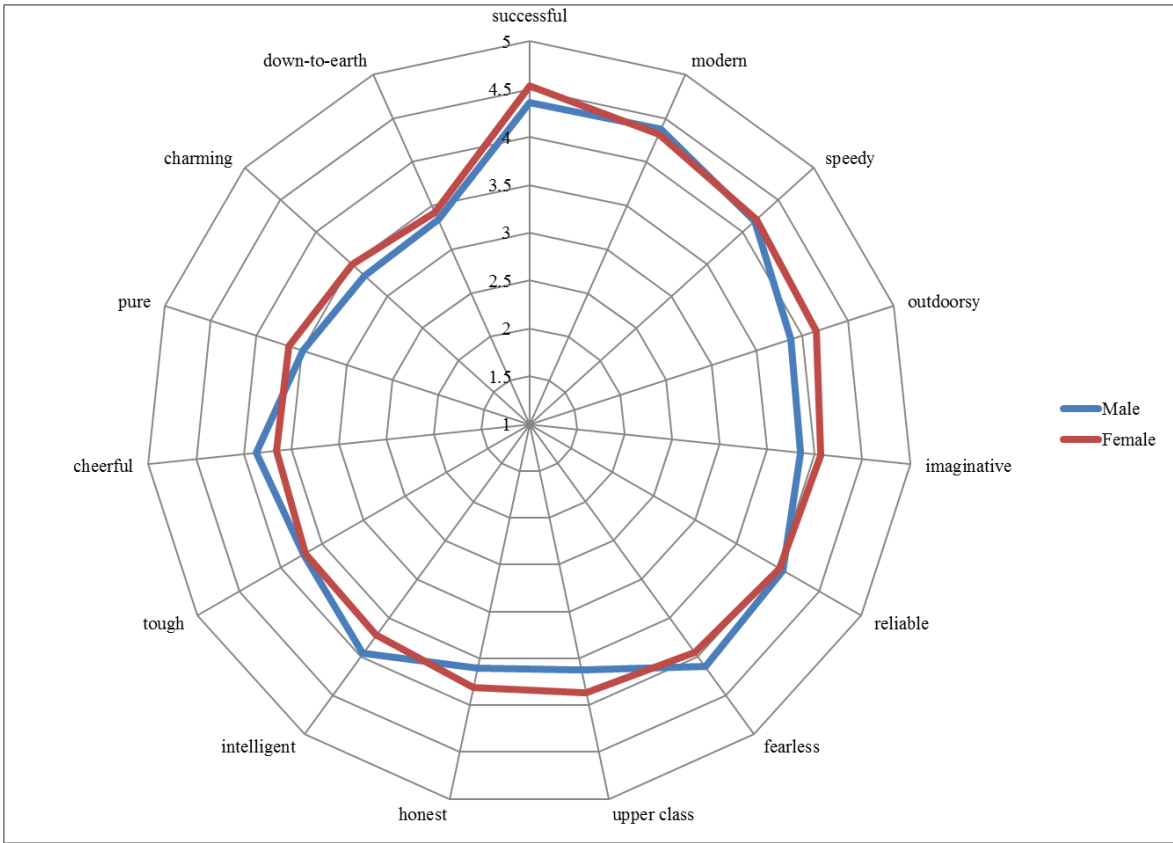
3.4 Analysis of brand personality dimensions

According to Aaker (1997), brands can be described with the following characteristics: “down-to-earth, honest, pure, cheerful, daring, spirited, imaginative, up-to-date, reliable, intelligent, successful, upper class, charming, outdoorsy, and tough” (Aaker, 1997, p. 353). In the quantitative research, survey participants were asked: “While evaluating the subsequent set of attributes, please ask yourself: If this sportswear brand was a person, how would you describe him/her?” (Su & Tong, 2015, p. 128). Answers were provided in advance and personality traits were sourced from Aaker's personality dimensions. Observations can be found in Figure 16.

Mean comparison between genders identified personality traits how different genders perceive a brand. Among 15 Aaker's traits, female respondents perceived sports brands

(Adidas, Nike) as successful, modern, and speedy which were also the top three-rated answers. Interestingly, the male respondents perceived sports brands in the same way – as successful, modern, and speedy. Conversely, brand personality traits, according to Aaker, do not show significant differences between females and males. In order to test that, the ANOVA one-paired test (significant level is 0.05) was used. The hypothesis that women perceive brands differently than men was rejected.

Figure 16: Mean comparison of differences between females and males in perceiving the brand according to brand personality traits by Aaker (1997) on the example of sports brands

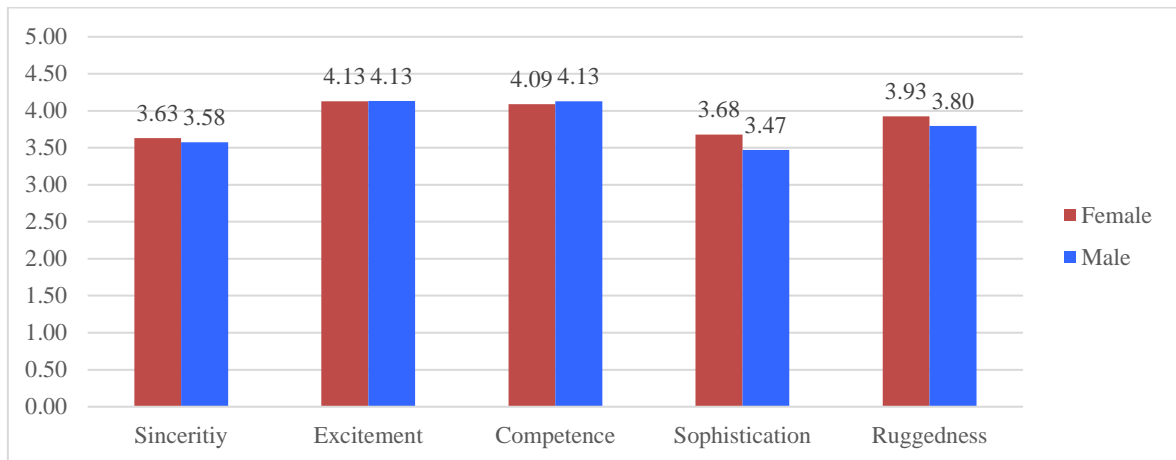


**Scale: 1 = extremely non-descriptive; 5 = extremely descriptive*

Source: Survey (n = 100; f = 53, m = 47).

Likewise, 15 traits proposed by Aaker (1997) describe five dimensions of brand personality: “sincerity, excitement, competence, sophistication, and ruggedness” (Su & Tong, 2015, p. 128). Contrariwise, brand personality traits, according to Aaker, do not show significant differences between genders. In order to test that, the ANOVA one-paired test (significant level is 0.05) was done. The hypothesis that women perceive brands differently than men was rejected.

Figure 17: Mean comparison of differences between females and males when it comes to brand personality traits, according to Aaker (1997), on the example of Adidas and Nike



**Scale: 1 = extremely non-descriptive; 5 = extremely descriptive*

Source: Survey (n = 100; f = 53, m = 47).

3.4.1 Independent t-tests of brand personality

As testing buckets of sentence did not show any significance, independent t-tests were performed. Nevertheless, almost all the sentences did not show any differences between the genders. A detailed overview can be found in Figure 18.

Figure 18: Independent t-test overview of brand personality

Sentances	Gender	Mean	SD	p value	significant?
down-to-earth	Female	3,42	0.89	0.19	NO
	Male	3,34	1.07		
honest	Female	3,81	0.81	0.19	NO
	Male	3,60	0.90		
pure	Female	3,64	0.86	0.09	NO
	Male	3,49	1.06		
cheerful	Female	3,66	0.98	0.05	YES
	Male	3,87	0.79		
fearless	Female	3,94	1.02	0.62	NO
	Male	4,13	0.82		
speedy	Female	4,19	4.19	0.23	NO
	Male	4,17	4.17		
imaginative	Female	4,06	0.97	0.31	NO
	Male	3,85	1.02		
modern	Female	4,32	4.32	0.65	NO
	Male	4,38	4.38		
reliable	Female	4,02	0.93	0.33	NO
	Male	4,06	0.99		
intelligent	Female	3,72	0.95	0.60	NO
	Male	3,96	0.91		
successful	Female	4,53	0.70	0.62	NO
	Male	4,36	0.74		
upper class	Female	3,87	0.86	0.02	YES
	Male	3,62	1.05		
charming	Female	3,49	1.14	0.82	NO
	Male	3,32	1.11		
outdoorsy	Female	4,15	0.69	0.01	YES
	Male	3,87	1.01		
tough	Female	3,7	0.82	0.38	NO
	Male	3,72	0.95		

*Scale: 1 = extremely non-descriptive; 5 = extremely descriptive

Source: Survey (n = 100; f = 53, m = 47).

3.5 Analysis of brand personality self-concept congruence

Nevertheless, the analysis of the brand personality self-concept equivalence was conducted in order to test the differences between men and women on the following constructs: “brand trust, brand affect, attitude toward the brand, brand preference, purchase intentions, attitudinal brand loyalty, behavioral brand loyalty, likelihood of recommendation, and word-of-mouth recommendation” (Grohmann, 2009, p. 113). Every extent has particular assumptions and each of the assumptions was evaluated based on the 7-point Likert scale. The one-way analysis of variance was completed to evaluate the null hypothesis that there is no difference between genders perceiving the quality of sports brands (n = 100).

3.5.1 Brand trust

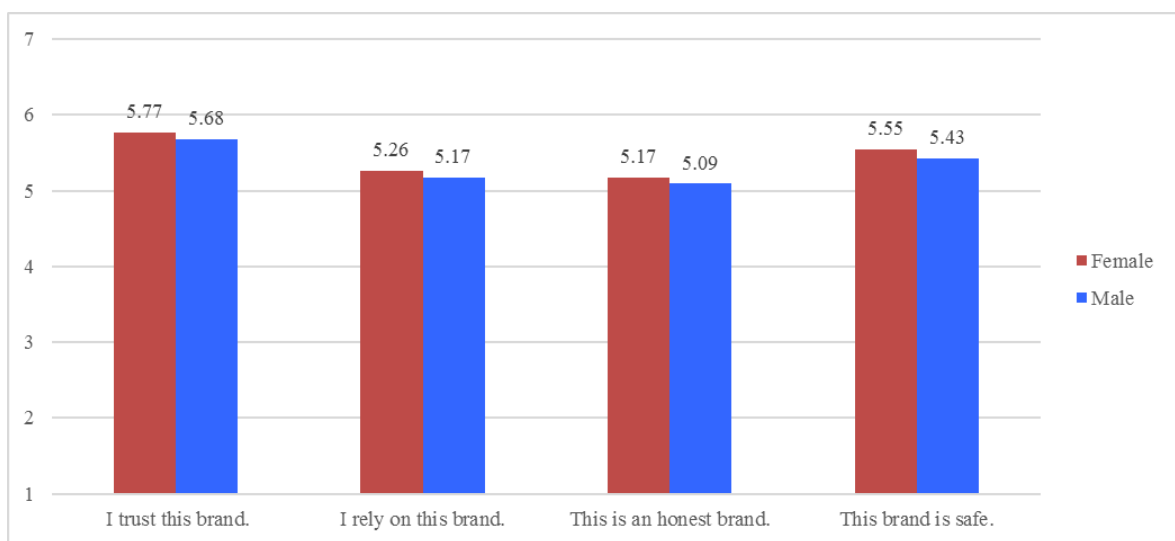
Brand trust was assessed based on four assumptions. They can be found in Figure 19 (Grohmann, 2009). Hypotheses were developed in order to understand the differences in brand trust between females and males on the example of sports brands:

H0: There is no difference between females and males when it comes to brand trust for sports brands on the example of Adidas and Nike.

H1: There is a difference between females and males when it comes to brand trust for sports brands on the example of Adidas and Nike.

ANOVA was not significant for all four assumptions concerning brand trust. Thus, there is no significant evidence to reject the null hypothesis and conclude that there is a no significant difference between genders when it comes to brand trust. The mean comparison between both genders and four assumptions can be seen below.

Figure 19: Comparing means of differences between females and males when it comes to brand trust on the example of Adidas and Nike



**Scale: 1 = strongly disagree; 7 = strongly agree*

Source: Survey (n = 100; f = 53, m = 47).

3.5.2 Brand effect

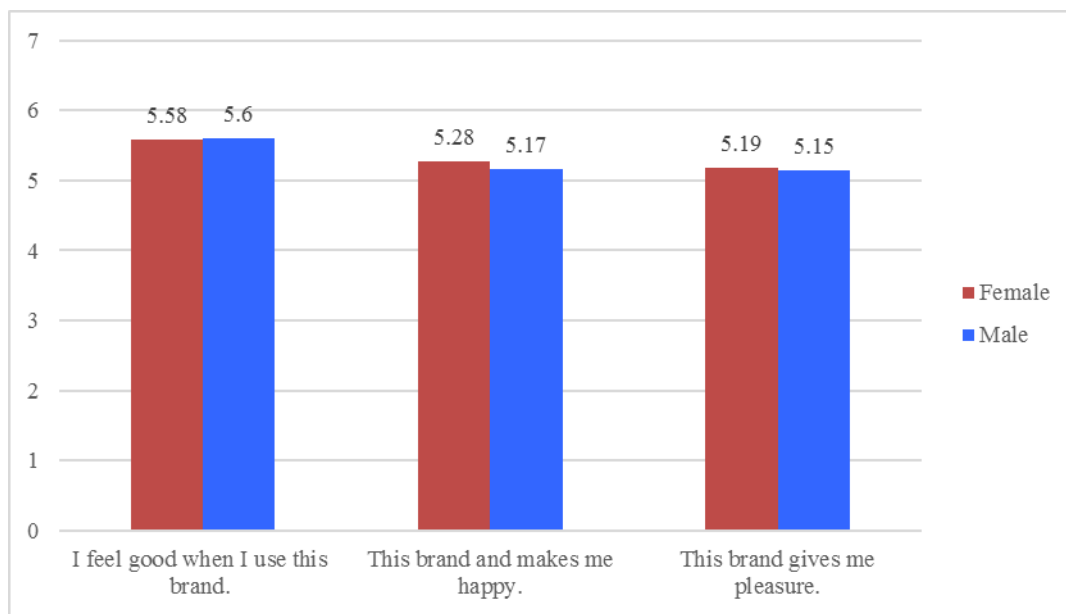
The brand effect was evaluated based on three assumptions and they can be found in Figure 20 (Grohmann, 2009). Hypotheses were developed in order to see the differences in the brand affect between females and males on the example of sports brands:

H0: There is no difference between females and males when it comes to brand effect for sports brands on the example of Adidas and Nike.

H1: There is a difference between females and males when it comes to brand effect for sports brands on the example of Adidas and Nike.

ANOVA was not significant for all three assumptions concerning brand effect. Thus, there is no significant evidence to reject the null hypothesis and conclude that there is no significant difference between genders when it comes to brand effect. Below, the mean comparison between both genders and three assumptions can be seen.

Figure 20: Comparing means of differences between females and males when it comes to brand effect on the example of Adidas and Nike



*Scale: 1 = strongly disagree; 7 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

3.5.3 Attitude toward the brand

Moreover, the attitude toward the brand was investigated (Grohmann, 2009). Hypotheses were developed in order to see the differences in attitude toward the brand between females and males on the example of sports brands:

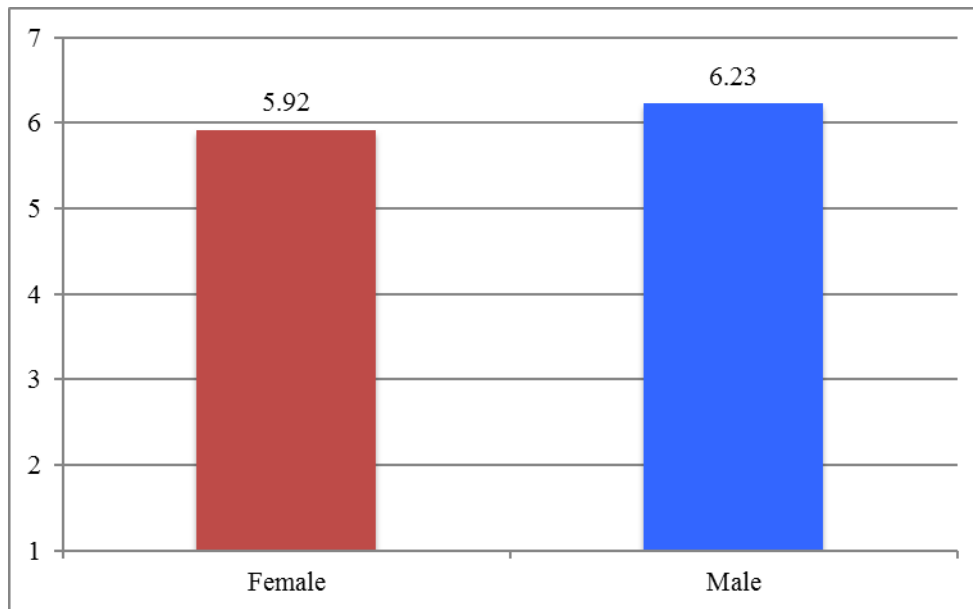
H0: There is no difference between females and males when it comes to attitude toward sports brands on the example of Adidas and Nike.

H1: There is a difference between females and males when it comes to attitude toward sports brands on the example of Adidas and Nike.

The one-way ANOVA was not significant about the attitude toward the sports brands. Thus, there is no significant evidence to reject the null hypothesis and conclude that there is no

significant difference between genders when it comes to attitude toward sports brands. Below, the mean comparison between both genders can be seen.

Figure 21: Mean comparison of differences between females and males when it comes to attitude towards the brand on the example of Adidas and Nike



**Scale: 1 = strongly disagree; 7 = strongly agree*

Source: Survey (n = 100; f = 53, m = 47).

3.5.4 Brand preference

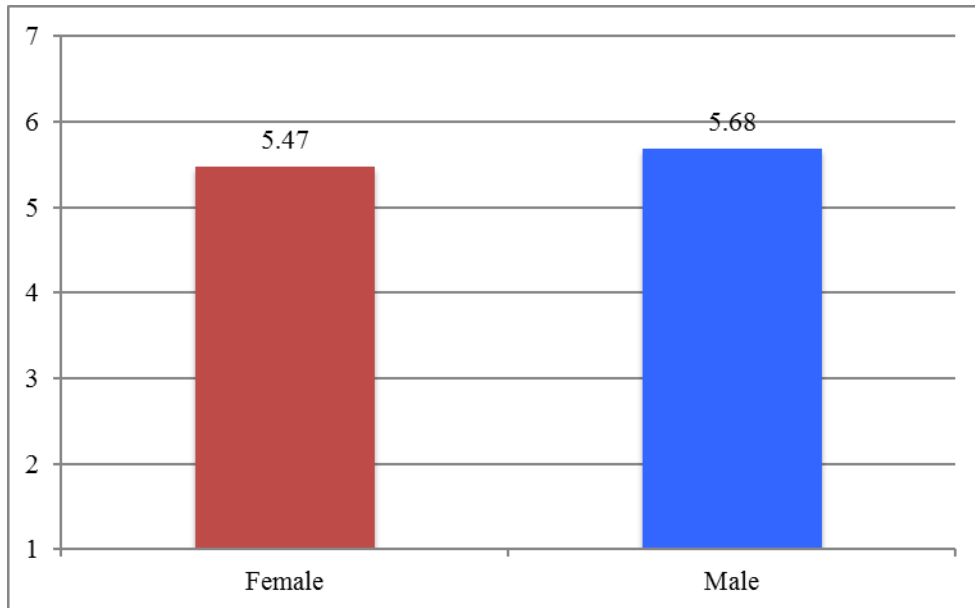
The brand effect was evaluated based on three assumptions and they can be found in the figure below (Grohmann, 2009). Hypotheses were developed in order to see the differences in the brand preference between females and males on the example of sports brands:

H0: There is no difference between females and males when it comes to brand preference for sports brands.

H1: There is a difference between females and males when it comes to brand preference for sports brands.

ANOVA was not significant about brand preference for sports brands. Thus, there is no significant evidence to reject the null hypothesis and conclude that there is no significant difference between genders when it comes to brand preference for sports brands. The mean comparison between both genders can be seen in Figure 22.

Figure 22: Mean comparison of differences between females and males when it comes to brand preferences on the example of Adidas and Nike



*Scale: 1 = strongly disagree; 7 = strongly agree

Source: Survey ($n = 100$; $f = 53$, $m = 47$).

3.5.5 Purchase intention

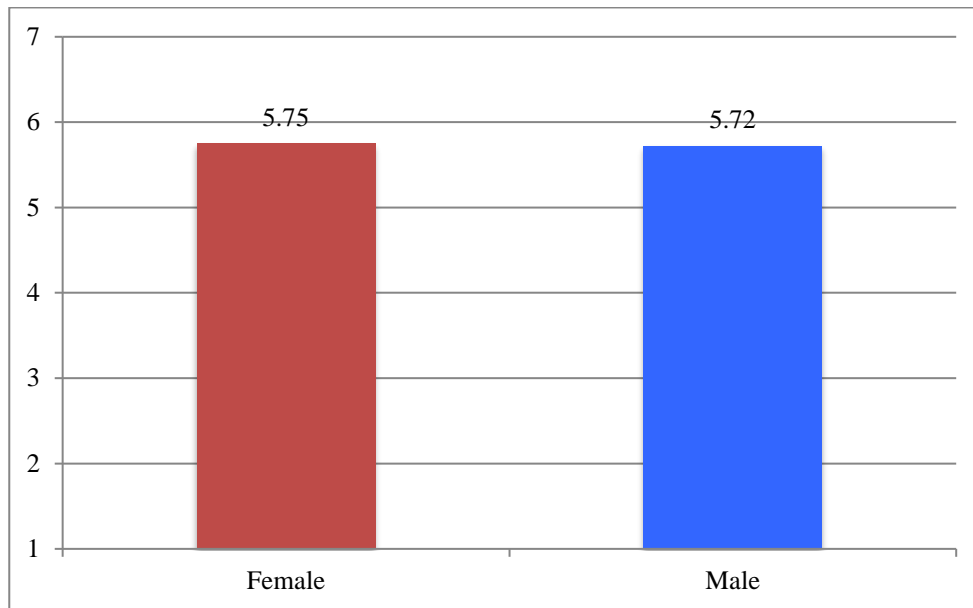
Likewise, purchase intention was evaluated (Grohmann, 2009). Hypotheses were developed in order to see the differences in the purchase intention between females and males on the example of sports brands:

H0: There is no difference between females and males when it comes to purchasing intention for sports brands.

H1: There is a difference between females and males when it comes to purchasing intention for sports brands.

ANOVA was not significant about the purchase intention for sports brands. Consequently, there is no significant evidence to reject the null hypothesis and conclude that there is an insignificant difference between genders when it comes to the purchase intention for sports brands. Below, the mean comparison of the differences between both genders can be seen.

Figure 23: Mean comparison of differences between females and males when it comes to purchasing intentions for sports brands



*Scale: 1 = strongly disagree; 7 = strongly agree

Source: Survey ($n = 100$; $f = 53$, $m = 47$).

3.5.6 Attitudinal brand loyalty

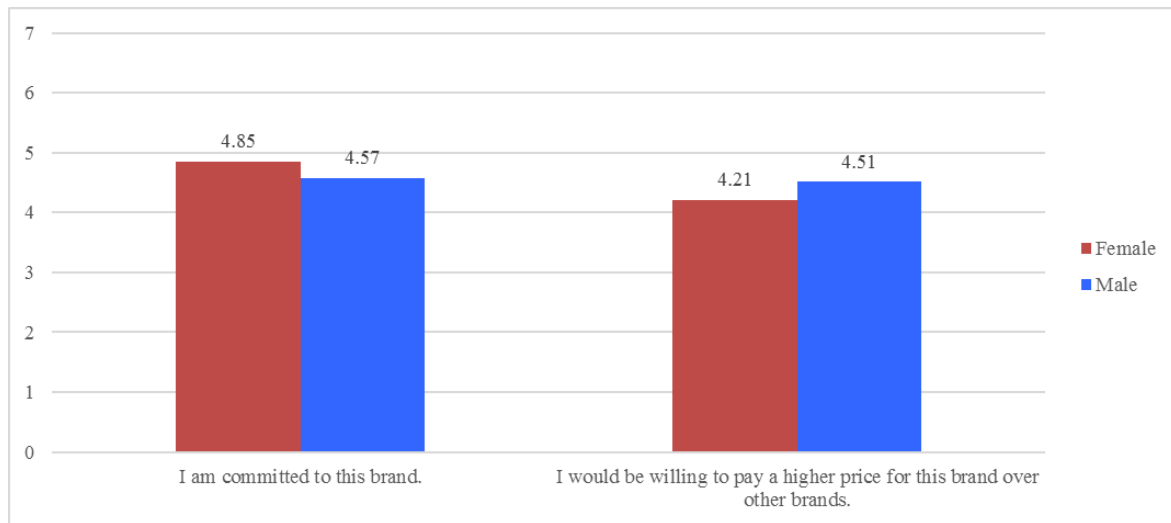
Attitudinal brand loyalty was assessed based on two assumptions (Grohmann, 2009). Hypotheses were developed in order to see the differences in attitudinal brand loyalty between women and men on the example of sports brands:

H0: There is no difference between females and males when it comes to attitudinal brand loyalty to sports brands.

H1: There is a difference between females and males when it comes to attitudinal brand loyalty to sports brands.

ANOVA was not significant about attitudinal brand loyalty for sports brands. Hence, there is no significant evidence to reject the null hypothesis and conclude that there is no significant difference between genders when it comes to attitudinal brand loyalty to sports brands. Below, the mean comparison between the genders can be seen.

Figure 24: Mean comparison between females and males when it comes to attitudinal brand loyalty to sports brands



**Scale: 1 = strongly disagree; 7 = strongly agree*

Source: Survey (n = 100; f = 53, m = 47).

3.5.7 Behavioral brand loyalty

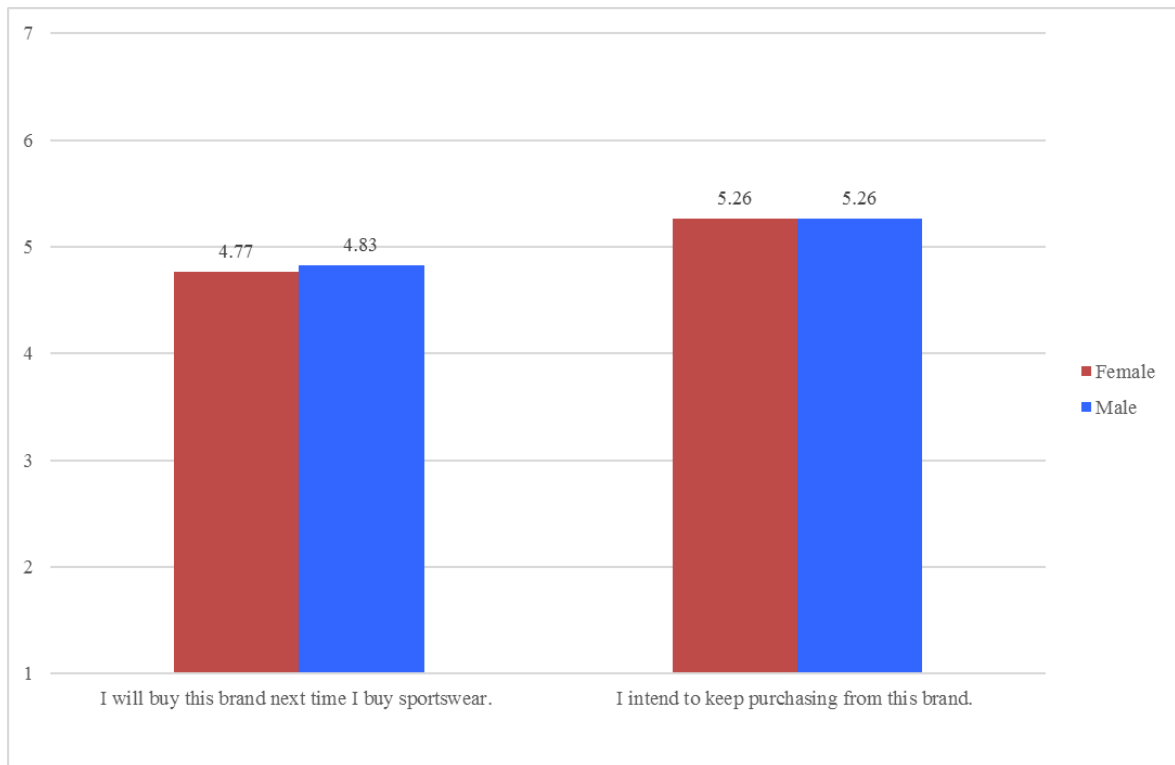
Behavioral brand loyalty was weighted based on two assumptions (Grohmann, 2009). Hypotheses were developed in order to see the differences in behavioral brand loyalty between women and men on the example of sports brands:

H0: There is no difference between females and males when it comes to behavioral brand loyalty to sports brands.

H1: There is a difference between females and males when it comes to behavioral brand loyalty to sports brands.

ANOVA was not significant about behavioral brand loyalty for sports brands. There is no significant evidence to reject the null hypothesis and to conclude that there is no significant difference between both genders when it comes to behavioral brand loyalty to sports brands. Below, the mean comparison between both genders can be seen.

Figure 25: Mean comparison of differences between women and men when it comes to behavioral loyalty to sports brands



*Scale: 1 = strongly disagree; 7 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

3.5.8 Likelihood of recommendation

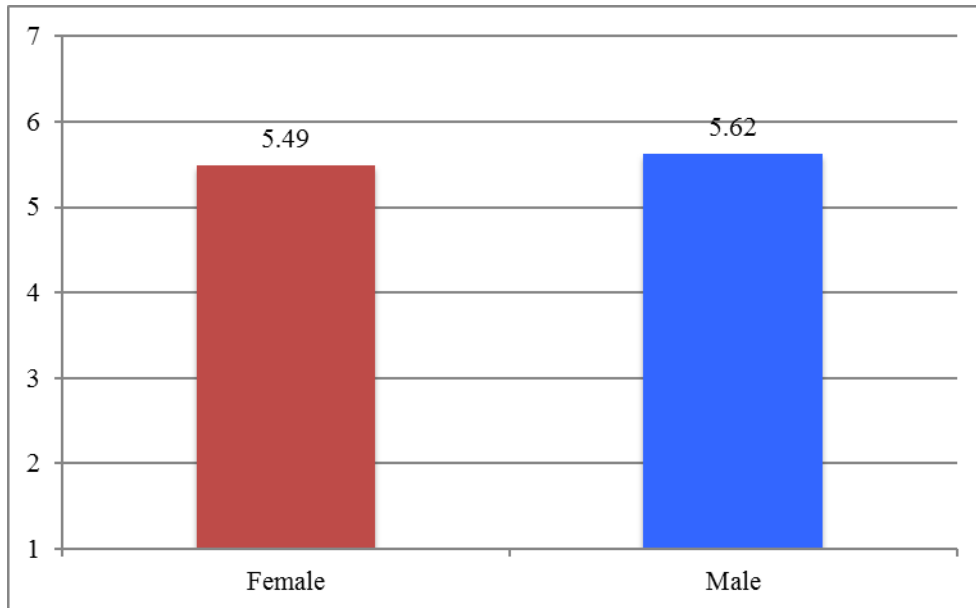
Likelihood of recommendation was assessed in the research based on two assumptions (Grohmann, 2009). Hypotheses were developed in order to see the differences in the likelihood of recommendation between women and men on the example of sports brands:

H0: There is no difference between females and males when it comes to the likelihood of recommendation of sports brands.

H1: There is a difference between females and males when it comes to the likelihood of recommendation of sports brands.

ANOVA was not significant with regard to the likelihood of a recommendation for sports brands. Thus, there is no significant evidence to reject the null hypothesis and conclude that there is no significant difference between genders when it comes to the likelihood of a recommendation for sports brands. Below, the mean comparison between both genders can be seen.

Figure 26: Mean comparison of differences between females and males when it comes to the likelihood of recommendation of sports brands



*Scale: 1 = strongly disagree; 7 = strongly agree

Source: Survey ($n = 100$; $f = 53$, $m = 47$).

3.5.9 Word-of-mouth

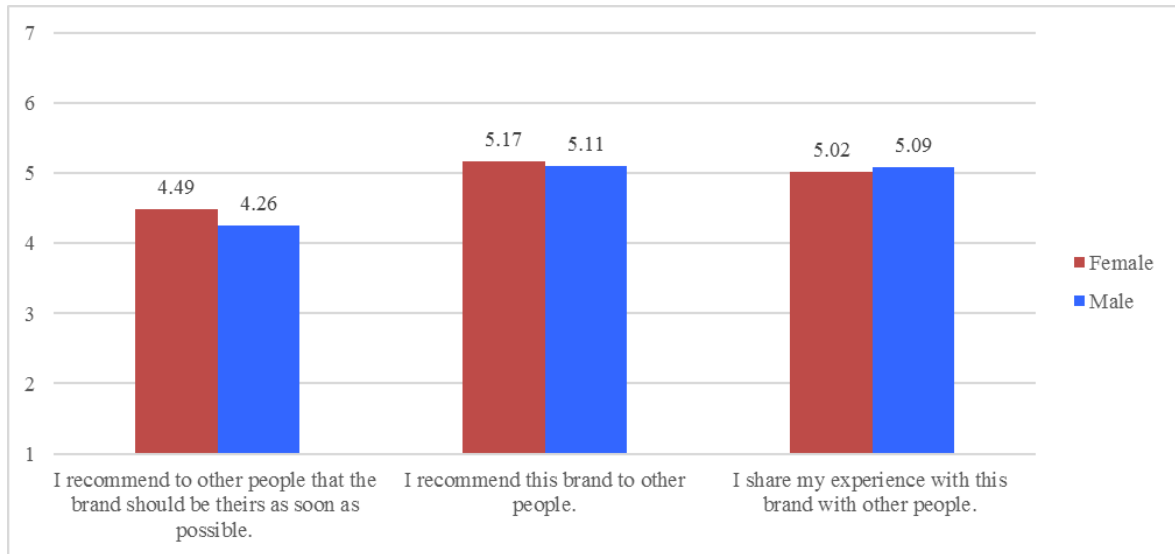
Word-of-mouth was evaluated in the research based on three assumptions (Grohmann, 2009). Hypotheses were developed in order to see the differences in word-of-mouth between women and men on the example of sports brands:

H0: There is no difference between females and males when it comes to word-of-mouth on sports brands.

H1: There is a difference between females and males when it comes to word-of-mouth on sports brands.

ANOVA was not significant about word-of-mouth for sports brands. Therefore, there is no significant evidence to reject the null hypothesis and conclude that there is no significant difference between genders when it comes to word-of-mouth on sports brands. Below, the mean comparison between both genders can be seen.

Figure 27: Mean comparison of differences between females and males when it comes to word-of-mouth on sports brands



*Scale: 1 = strongly disagree; 7 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

3.5.10 Independent t-tests of brand personality

As testing buckets of sentences did not show any significance, independent t-tests were performed on the statements sourced from Grohmann's (2009) gender dimensions. Nevertheless, all sentences did not show any differences between both genders. A detailed overview can be found in Figure 28.

Figure 28: Independent t-test overview of self-concept congruence

Sentance	Gender	Mean	SD	p value	significant?
I trust this brand.	Female	5.77	1.14	0.20	NO
	Male	5.68	1.35		
I rely on this brand.	Female	5.26	1.53	0.62	NO
	Male	5.17	1.46		
This is an honest brand.	Female	5.17	1.28	0.34	NO
	Male	5.09	1.43		
This brand is safe.	Female	5.55	1.12	0.94	NO
	Male	5.43	1.19		
I feel good when I use this brand.	Female	5.59	1.25	0.40	NO
	Male	5.60	1.47		
This brand and makes me happy.	Female	5.28	1.50	0.34	NO
	Male	5.17	1.37		
This brand gives me pleasure.	Female	5.19	1.51	0.68	NO
	Male	5.15	1.38		
I am committed to this brand.	Female	4.85	1.91	0.752	NO
	Male	4.57	1.79		
I would be willing to pay a higher price for this brand over other brands.	Female	4.21	1.86	0.94	NO
	Male	4.51	1.88		
I will buy this brand next time I buy sportswear.	Female	4.77	1.66	0.904	NO
	Male	4.83	1.63		
I intend to keep purchasing from this brand.	Female	5.26	1.64	0.416	NO
	Male	5.25	1.50		
I recommend to other people that the brand should be theirs as soon as possible.	Female	4.49	2.03	0.283	NO
	Male	4.25	1.84		
I recommend this brand to other people.	Female	5.17	1.71	0.60	NO
	Male	5.11	1.68		
I share my experience with this brand with other people.	Female	5.02	1.60	0.57	NO
	Male	5.09	1.43		
Indicate degree of liking or preferences for ADIDAS/nike relative to other brands in the same product category?	Female	5.47	1.27	0.99	NO
	Male	5.68	1.16		
How likely you are to recommend adidas/nike to a friend?	Female	5.49	1.58	0.858	NO
	Male	5.62	1.44		
What is your overall impression of the brand?	Female	5.93	0.92	0.95	NO
	Male	6.23	1.07		
How likely you intend to purchase sportswear from the brand adidas/nike in the near future?	Female	5.76	1.51	0.90	NO
	Male	5.73	1.51		

*Scale: 1 = strongly disagree; 7 = strongly agree

Source: Survey (n = 100; f = 53, m = 47).

4 DISCUSSIONS AND IMPLICATIONS

Branding is the biggest value added of rivals in the sports industry. Thus, organizations in the sports industry are keen to use a brand identity that is very divergent and unforgettable in order to attract consideration of a buyer. The outstanding brand identity of the firms helps build brand loyalty as well (Su & Tong, 2015). The master's thesis aims to explore the differences between females and males in the perception of brands. An objective of this research is to better understand the brand personality in the context of sportswear brands.

Customers do ascribe personality traits to brands based on the outcome of quantitative research. When it comes to the gender of the brand, male brands can be explained with the following traits: adventurous, brave, fearless, dominant, powerful, and expressing feelings. On the other side, female brands can be described as fragile, tender, sensitive, and graceful. The outcome is similar to the study done by Grohamnn (2009) where personal characteristics of the brands were explored.

Furthermore, the mean comparison between the female and male respondents revealed that among 12 traits, developed by Grohmann (2009), female respondents see sports brands (Adidas, Nike) as powerful, dominant and adventurous, which were also the top three-rated answers on a 9-point Likert scale. Intriguingly, male respondents comprehend sports brands in a very similar way: powerful, dominant, and fearless. According to Grohmann (2009), these traits identify sports brands (Adidas, Nike) as masculine and these brand personalities are explained as male traits.

The same has been done to understand the differences in perceiving brands between both genders with traits according to Aaker (1997). Among the 15 brand personality traits, women perceive sports brands (Adidas, Nike) as successful, modern, and speedy, which were also the top three-rated answers. Interestingly, male respondents perceive sports brands in the same way: successful, modern, and speedy. These traits are segments of a dimension: excitement.

Every consumer perceives brand in a different way, which is caused by the interaction with the brand consumer. Moreover, brands can have flexible personalities. Brands show their personality based on the behavior that needs to be initiated in the consumer and convince them to buy a product or service. Consequently, the message to the consumer should stay unique. However, messages to the consumer should be consistent and should not neglect. A message from the brand is based on different interaction of the consumers. Besides, brands sometimes intend to deliver different brand personalities depending on the target group of the brand and circumstances. In any case, companies should always have an innovative way of approach to the consumer. In the case, if a brand does not deliver an innovative message to the consumer, the consumer will not notice the brand and its product or service (Azoulay, 2005).

Additionally, independent t-tests have been performed. They did not show many differences between genders. Variances are significant when it comes to liking the brand image of the brand, which might be due to higher attachment to the fashion on the female side. Moreover, there are few differences between women and men when it comes to brand personality, especially for the cheerful, upper class, and outdoorsy. Each of the traits represents an individual dimension of Aaker's framework (1997). Therefore no further conclusions can be done.

To understand the gender dimensions of the brand personality is fundamental for the positioning of the new brands, chaining the positioning, and also recognizing alternatives in positioning. Moreover, acknowledging the gender dimensions of the brand personality can help marketers to chart perceptions of the buyer that buys products of their rivals. Additionally, it influences the reactions of the consumer to the selected brand. Nevertheless, masculine or feminine personality traits highlight a certain celebrity endorsement that represents the brand can also shape consumer perception of the brand (Grohmann, 2009).

5 RESEARCH LIMITATIONS AND RESEARCH PROPOSITIONS

This master's thesis has various limitations that can be created as new opportunities for future research. The research was conducted on a snowball sample. The sample was relatively small. Therefore, trends in differences that were found were not significant. Confidence intervals with small samples are relatively large. Therefore, it is more difficult to point to significant differences between both males and females. Moreover, the quantitative study had a homogenous sample, as survey respondents were very sporty (more than 60% of the survey participants practice sports several times per week). Moreover, 65% of the survey respondents live in an urban area. Furthermore, three-quarters of survey respondents are in the age group from 25 to 35. Thus, it would be interesting to examine a much more diversified sample of consumers (different age group, a different way of living) which could provide more insightful conclusions about gender dimensions of brand personality (Seimiene & Kamarauskaite, 2014).

Besides, only two brands were explored, Adidas and Nike. It is hard to generalize based on two companies only. Consequently, other brands that offer the same or different products should be considered for future research (Sorayaei & Hasanzadeh, 2013).

Likewise, dominant sports brands (Adidas and Nike) were selected for the study, which could potentially affect the outcome of the research. Adidas and Nike are the leading brands in the market. Both brands have the biggest market share in the sports product and the most influential voice of the brand. Besides, when a consumer hears that sportswear Adidas and Nike are always on the top of the mind of a consumer, selected brands have excessive brand awareness, consequently. Adidas and Nike, which are the leading brands in sportswear, will hardly perform unsuccessfully. Therefore, less known brands should be considered in the study (Azoulay, 2005).

In addition, the name of the brand, logo, and marketing strategy should be considered in the study. Those are the fundamentals of the brand personality and would provide a deeper understanding of brand personality and consumer response to various brand personalities (Grohamnn, 2009).

Lastly, psychological studies argue that Aaker's brand personality dimension framework might not hold for all cultures of the world. A consumer from one culture perceives a brand differently than a consumer from another culture. Research should be done in various languages and cultures to provide insightful and concrete outcome (Azoulay, 2005).

CONCLUSION

Organizations use many different approaches to convince a consumer. Successful brands stay on the top of the consumer's mind. Due to high competition in the sports industry, marketers need to emphasize the personality of the brand to ensure the consumer will be

convinced by their products (Sheena & Naresh, 2012). The consumer frequently uses brands to create, emphasize, and speak consumer's personality through the brand. The consumer uses the personality of the brand to express his own personality. Brand personality can be used as an extension or replication of the consumer personality. More similar brands are to the consumer, the consumer will be fonder to be convinced by the brand as the consumer can be identified with the brand more easily. The consumer might be closer to the brands that have a positive character, as recommended by academics. The brand personality that is preferred by the consumer will influence the buying decision of the consumer. Preferred brand personality will trigger special positive emotions in the consumer and consequently increase intensities of trust and loyalty. High level of brand trust and brand loyalty is essential for product differentiation (Su & Tong, 2016).

The quantitative research showed that it is important to understand the gender dimensions of the brand personality. The main verdicts clarify:

- Masculine brands can be explained with the following traits: adventurous, brave, fearless, dominant, powerful, and expressing feelings. However, female brands can be described as fragile, tender, sensitive, and graceful.
- Sports brands are seen as powerful, dominant, and adventurous by both genders. These are masculine brand personalities.
- Sports brands are also seen as successful, modern, and speedy, composed by brand personality dimension framework by Aaker (1997): excitement.

Finally, marketers need to emphasize the importance of the personality traits of the brands to gain a competitive advantage and build a successful brand. Concrete and positive brands attract more consumers. Therefore, brand personality insights should be fundamental in creating or reshaping marketing strategies (Sheena & Naresh, 2012). When creating new marketing strategies or reshaping the old, marketers usually struggle with resources. Therefore, the focus on brand personality traits could be beneficial for marketers to prioritize and re-assign resources where needed the most.

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APPENDIXES

Appendix 1: Executive summary/povzetek

Športna dejavnost postaja vse pomembnejša aktivnost svetovne populacije. Pomen športa je čedalje večji in tržni delež v športni panogi strmo narašča. Zelo pomembni so tudi tehnološki napredki, predvsem tisti, ki izboljšujejo samo izvedbo in udobje pri športu. Navsezadnje so športni izdelki prisotni tudi v modnem svetu in v vsakodnevnem življenju (Market insider, 2017).

Mnoga podjetja s športnimi izdelki se zavedajo pomena učinkovitega trženja. Športna industrija je izredno konkurenčna na globalni ravni, še posebej, ko gre za športna oblačila (Tong & Hawley, 2009). Glavna konkurenčna prednost v športni industriji ostaja oblikovanje blagovne znamke oziroma »znamčenje«. Športne blagovne znamke so namenjene uporabi raznolike identitete, s katero naj bi pritegnili kupca in posledično tudi razvili zvestobo do blagovne znamke. Osebnost blagovne znamke pomaga pri učinkovitih trženjskih pristopih. Razvoj blagovne znamke lahko zelo vpliva na komunikacijo med strankami in tržniki. Predstavlja konkurenčno prednost pred tekmeci in poveča tržni delež (Su & Tong, 2015). Poleg tega ima blagovna znamka tudi strateško vlogo, saj si lahko tržniki z blagovno znamko pomagajo pri strateških odločitvah (Tong & Hawley, 2009). Osebnost blagovna znamka pripomore pri ozaveščanju potrošnikov glede blagovne znamke. Poleg tega pomaga graditi smiselno razmerje med potrošnikom in blagovno znamko. Dobro uveljavljena osebnost blagovne znamke lahko vpliva na prepoznavnost blagovne znamke in posledično izboljša vrednost blagovne znamke (Su & Tong, 2015). Kljub temu so bile razlike med spoloma še neopažene pri najpomembnejših blagovnih znamkah (Ugolini, Cassia & Vigolo, 2014).

Magistrsko delo obsega pregled literature in empirični del, v katerem je bil glavni poudarek namenjen identifikaciji razlik med spoloma. Namen magistrskega dela je vpogled v osebnost blagovne znamke, s fokusom na športnih znamkah (Adidas in Nike). Dandanes gospodarski položaj prinaša številne izzive športni panogi, zato morajo tržniki uporabiti inovativne načine trženja. Potrošniki se pogosto identificirajo z blagovnimi znamkami, zato analiza in razumevanje blagovne znamke predstavljata temelj novim marketinškim strategijam. Pomembno je razumeti, kako spol vpliva na ozaveščanje osebnosti blagovne znamke in kaj so tiste glavne razlike.

Empirični del je pokazal naslednje ugotovitve za lažje razumevanje razlik med spoloma pri ozaveščanju blagovne znamke:

- Moške blagovne znamke imajo naslednje osebnostne značilnosti: pustolovske, pogumne, neustrašne, prevladujoče, močne in izražajo občutke. Ženske blagovne znamke pa so krhke, nežne, občutljive in elegantne.
- Oba spola dojemata športne blagovne znamke kot močne, dominante in pustolovske, kar predstavlja moške lastnosti (Grohmann, 2009).

- Potrošniki dojemajo športne blagovne znamke kot uspešne, moderne in hitre, kar predstavlja lastnosti komponente vznemirljivosti po Aakerjevih (1997) dimenzijah.

Potrošniki pogosto uporabljajo blagovno znamko pri komuniciranju svoje lastne osebnosti. Poleg tega se potrošniki z blagovno znamko identificirajo in izražajo svoja osebna načela. Potrošniki imajo raje blagovne znamke, s katerimi si delijo podobna ali enaka načela. S tem se povečata zvestoba blagovni znamki ter zaupanje v blagovno znamko (Su & Tong, 2016). Zaradi zgoraj navedenih razlogov morajo tržniki pri načrtovanju trženjskih strategij navsezadnje upoštevati razlike med spoloma za povečanje tržnega deleža (Sheena & Naresh, 2012).

Appendix 2: Survey

Gender dimension of brand personality

Kratko ime ankete: Gender dimension of brand
personality

Število vprašanj: 25

Anketa je zaključena.

Aktivna od: 02.01.2018

Avtor: marijana.livk@gmail.com

marijana.livk@gmail.com

Dne: 26.11.2017

Opis:

Aktivna do: 02.04.2018

Spreminjal: marijana.livk@gmail.com

marijana.livk@gmail.com

Dne: 08.02.2018

Dear participant, I am working on my master thesis about gender dimension of brand personality on an example of buying habits of sportswear. Every question has only one possible answer. Your responses will be kept strictly confidential. Survey should take only 7–8 minutes to complete. Do not forget that your feedback is valuable and will help me finish my studies. :)

Q1 – How often do you take part in physical activities such as sports, going to the gym, going for a walk?

- Daily
- Several times a week
- Several times a month
- Several times a year or less often
- Never

Q2 – For continuation of the survey please pick one of top sports brands you are most familiar with:

- Adidas
- Nike

Q3 – Have you bought sportswear from this brand in the last 5 years?

- Yes
- No

Q4 – Why?

Q5 – What is your overall impression of ADIDAS as a brand?

- 1 (very negative)
- 2
- 3
- 4

- 5
- 6
- 7 (very positive)

Q6 – What is your overall impression of NIKE as a brand?

- 1 (very negative)
- 2
- 3
- 4
- 5
- 6
- 7 (very positive)

Q7 – How likely do you intend to purchase sportswear from ADIDAS in the near future?

- 1 (extremely unlikely)
- 2
- 3
- 4
- 5
- 6
- 7 (extremely likely)

Q8 – How likely do you intend to purchase sportswear from NIKE in the near future?

- 1 (extremely unlikely)
- 2
- 3
- 4
- 5
- 6
- 7 (extremely likely)

Q9 – When assessing the following attributes, please ask yourself: “If ADIDAS were a person, how would you describe him/her?”

	1 (not at all descriptive)	2	3	4	5 (extremely descriptive)
Down-to-earth					
Honest					
Pure					
Cheerful					
Fearless					
Speedy					
Imaginative					
Modern					
Reliable					
Intelligent					
Successful					
Upper class					
Charming					
Outdoorsy					
Tough					

Q10 – When assessing the following attributes, please ask yourself: “If NIKE were a person, how would you describe him/her?”

	1 (not at all descriptive)	2	3	4	5 (extremely descriptive)
Down-to-earth					
Honest					
Pure					
Cheerful					
Fearless					
Speedy					
Imaginative					
Modern					
Reliable					
Intelligent					
Successful					
Upper class					
Charming					
Outdoorsy					
Tough					

Q11 – Can you please rate the following statements about ADIDAS:

	1 (strongly disagree)	2	3	4	5 (strongly agree)
Sportswear from Adidas would be of very good quality.					
I trust the quality of sportswear from Adidas.					
I can recognize Adidas quickly among other competing brands.					
I am familiar with the Adidas brand.					
Adidas has a very unique brand image, compared to competing brands.					
Sportswear from Adidas offer excellent features.					
I notice when other people wear Adidas.					
I like the brand image of Adidas.					
I like and trust the company.					
I consider myself to be loyal to Adidas.					
When buying sportswear, I would always check Adidas' offer.					
I will keep on buying Adidas as long as it provides me products I am satisfied with.					
I will buy comparable sportswear from competitor's brand if offered at lower price.					
I would recommend Adidas to my friends.					
Even if another brand has the same features as Adidas, I would prefer to buy Adidas.					
If another brand is not different from Adidas in any way, it seems a smarter purchase.					
Adidas sportswear is more than a product to me.					

Q12 – Can you please rate the statements below about brand NIKE:

	1 (strongly disagree)	2	3	4	5 (strongly agree)
Sportswear from Nike would be of very good quality.					

	1 (strongly disagree)	2	3	4	5 (strongly agree)
I trust the quality of sportswear from Nike.					
I can recognize Nike quickly among other competing brands.					
I am familiar with the Nike brand.					
Nike has a very unique brand image, compared to competing brands.					
Sportswear from Nike offers excellent features.					
I notice when other people wear Nike.					
I like the brand image of Nike.					
I like and trust the company.					
I consider myself to be loyal to Nike.					
When buying sportswear, I would always check Nike's offer.					
I will keep on buying Nike as long as it provides me products I am satisfied with.					
I will buy comparable sportswear from competitor's brand if offered at lower price.					
I would recommend Nike to my friends.					
Even if another brand has the same features as Nike, I would prefer to buy Nike.					
If another brand is not different from Nike in any way, it seems a smarter purchase.					
Nike sportswear is more than a product to me.					

Q13 – How would you describe ADIDAS as a brand?

	1 (not at all descriptive)	2	3	4	5	6	7	8	9 (extremely descriptive)
Fragile									
Adventures									
Tender									
Brave									
Sensitive									
Fearless									
Graceful									
Dominant									

	1 (not at all descriptive)	2	3	4	5	6	7	8	9 (extremely descriptive)
Sweet									
Aggressive									
Powerful									
Expresses feelings									

Q14 – How would you describe NIKE as a brand?

	1 (not at all descriptive)	2	3	4	5	6	7	8	9 (extremely descriptive)
Fragile									
Adventures									
Tender									
Brave									
Sensitive									
Fearless									
Graceful									
Dominant									
Sweet									
Aggressive									
Powerful									
Expresses feelings									

Q15 – How would you agree with following statements below about ADIDAS?

	1 (strongly disagree)	2	3	4	5	6	7 (strongly agree)
I trust this brand.							
I rely on this brand.							
This is an honest brand.							
This brand is safe.							
I feel good when I use this brand.							
This brand makes me happy.							
This brand gives me pleasure.							
I am committed to this brand.							
I would be willing to pay higher price for this brand over other brands.							

1 (strongly disagree) 2 3 4 5 6 7 (strongly agree)

I will buy this brand next time I buy sportswear.

I intend to keep purchasing from this brand.

I recommend to other people that the brand should be theirs as soon as possible.

I recommend this brand to other people.

I share my experience with this brand with other people.

Q16 – How would you agree with following statements below about NIKE?

1 (strongly disagree) 2 3 4 5 6 7 (strongly agree)

I trust this brand.

I rely on this brand.

This is an honest brand.

This brand is safe.

I feel good when I use this brand.

This brand makes me happy.

This brand gives me pleasure.

I am committed to this brand.

I would be willing to pay a higher price for this brand over other brands.

I will buy this brand next time I buy sportswear.

I intend to keep purchasing from this brand.

I recommend to other people that the brand should be theirs as soon as possible.

I recommend this brand to other people.

I share my experience with this brand with other people.

Q17 – Indicate the degree of liking or preferences for ADIDAS in relation to other brands in the same product category?

- 1 (very poor)
- 2
- 3
- 4
- 5
- 6
- 7 (very good)

Q18 – Indicate the degree of liking or preferences for NIKE in relation to other brands in the same product category?

- 1 (very poor)
- 2
- 3
- 4
- 5
- 6
- 7 (very good)

Q19 – How likely are you to recommend ADIDAS to a friend?

- 1 (unlikely)
- 2
- 3
- 4
- 5
- 6
- 7 (likely)

Q20 – How likely are you to recommend NIKE to a friend?

- 1 (unlikely)
- 2
- 3
- 4
- 5

- 6
- 7 (likely)

X-GENDER - Please indicate your gender:

- Female
- Male

Q21 - Which of the following answers best describes the area you currently live in?

- Urban
- Suburban
- Rural

Q22 - What is your average monthly income after the deduction of taxes?

- Below the average in my country.
- Average in my country.
- Above the average in my country.
- I do not want to answer.

Q23 - What is your highest completed level of education?

- Less than high school
- High school
- College degree
- Bachelor's degree
- Master's degree
- Advanced graduate work or PhD

X-AGE – What year were you born?

Appendix 3: Factor analysis output – gender dimensions for female respondents
 (Source: Own work)

Figure 1: Correlation Matrix and descriptive statistics

	1	2	3	4	5	6	7	8	9	10	11	12	Mean	SD
1. Fragile	1												3.11	1.97
2. Adventures	.02	1											6.96	1.41
3. Tender	.44	.11	1										4.87	1.90
4. Brave	.00	.25	-.04	1									6.77	1.55
5. Sensitive	.33	-.06	.50	.11	1								4.60	1.85
6. Fearless	-.03	.32	-.01	.66	.26	1							6.87	1.62
7. Graceful	.20	.19	.38	.29	.47	.41	1						5.87	2.05
8. Dominant	.09	.22	.09	.41	.16	.60	.48	1					7.08	1.43
9. Sweet	.03	-.14	.26	.00	.48	.13	.33	.17	1				4.51	2.27
10. Aggressive	.05	.09	.08	.18	.16	.33	.19	.34	.26	1			5.30	2.01
11. Powerful	-.24	.37	.06	.35	-.10	.46	.34	.63	.12	.29	1		7.49	1.30
12. Expresses feelings	-.03	.32	.22	.41	.31	.36	.50	.30	.05	.11	.26	1	6.45	2.06

*Note: $N = 53$.

Figure 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.70
Bartlett's Test of Sphericity	Approx. Chi-Square	212.65
	df	66.00
	Sig.	0.00

*Note: $N = 53$.

Figure 3: Communalities

	Initial	Extraction
fragile	1.00	0.50
adventures	1.00	0.53
tender	1.00	0.64
brave	1.00	0.53
sensitive	1.00	0.72
fearless	1.00	0.69
graceful	1.00	0.64
dominant	1.00	0.64
sweet	1.00	0.70
aggressive	1.00	0.44
powerfull	1.00	0.63
expresses feelings	1.00	0.52

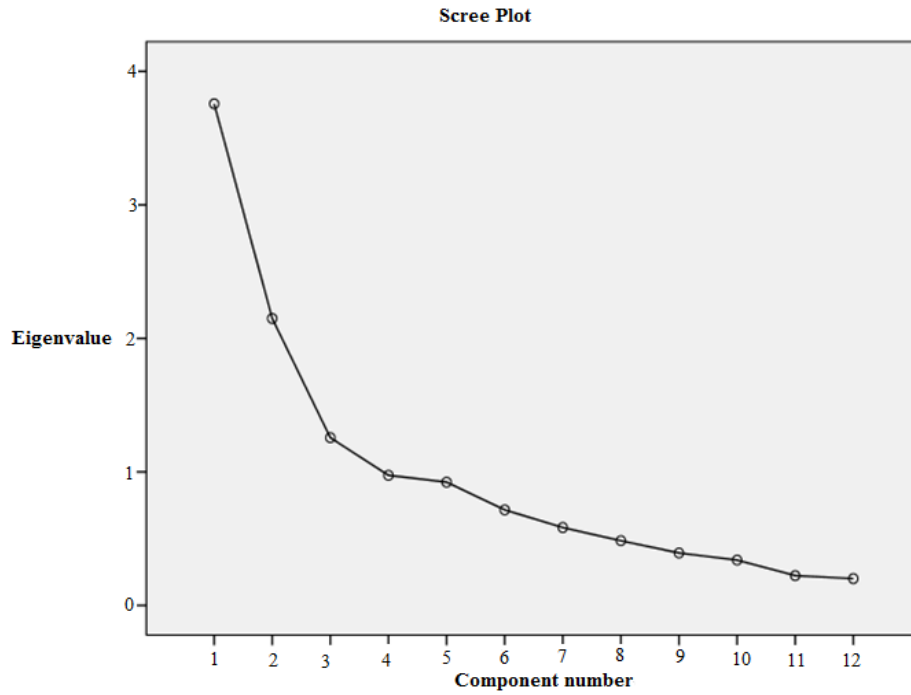
*Note: Extraction Method: Principal Component Analysis, N = 53.

Figure 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.76	31.31	31.31	3.76	31.31	31.31	3.34	27.82	27.82
2	2.15	17.91	49.22	2.15	17.91	49.22	2.21	18.45	46.27
3	1.26	10.47	59.69	1.26	10.47	59.69	1.61	13.45	59.69
4	0.97	8.12	67.81						
5	0.92	7.69	75.50						
6	0.72	5.69	81.47						
7	0.58	4.86	86.33						
8	0.48	4.04	90.38						
9	0.39	3.27	93.64						
10	0.34	2.83	96.47						
11	0.22	1.86	98.33						
12	0.20	1.67	100.00						

*Note: Extraction Method: Principal Component Analysis, N = 53.

Figure 5: Scree Plot



*Note: $N = 53$.

Figure 6: Component Matrix

	Component		
	1	2	3
fragile		0.60	0.35
adventures	0.41	-0.32	0.51
tender	0.35	0.67	
brave	0.63	-0.34	
sensitive	0.47	0.70	
fearless	0.78		
graceful	0.74		
dominant	0.76		
sweet	0.35	0.47	-0.60
aggressive	0.46		-0.47
powerful	0.63	-0.46	
expresses feelings	0.62		0.37

*Note: Extraction Method: Principal Component Analysis, $N = 53$.

Figure 7: Rotated Component Matrix

	Component		
	1	2	3
fragile		0.69	
adventures	0.60		-0.41
tender		0.79	
brave	0.73		
sensitive		0.74	0.41
fearless	0.79		
graceful	0.53	0.53	
dominant	0.72		0.34
sweet			0.79
aggressive	0.32		0.58
powerful	0.73		
expresses feelings	0.61	0.36	

**Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations. N = 53.*

Figure 8: Component Transformation Matrix

Component	1	2	3
1	0.87	0.36	0.34
2	-0.46	0.84	0.28
3	0.18	0.40	-0.90

**Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. N = 53.*

Appendix 4: Factor analysis output – gender dimensions for male respondents
 (Source: Own work)

Figure 9: Correlation Matrix and descriptive statistics

	1	2	3	4	5	6	7	8	9	10	11	12	Mean	SD
1. Fragile	1												3.11	1.97
2. Adventures	.10	1											6.96	1.41
3. Tender	.54	.26	1										4.87	1.90
4. Brave	-.06	.61	.01	1									6.77	1.55
5. Sensitive	.53	.16	.50	.13	1								4.60	1.85
6. Fearless	-.03	.28	-.11	.73	.15	1							6.87	1.62
7. Graceful	.31	-.03	.39	.08	.54	.20	1						5.87	2.05
8. Dominant	-.11	.20	.19	.48	.33	.45	.13	1					7.08	1.43
9. Sweet	.45	-.01	.67	.03	.64	.00	.55	.23	1				4.51	2.27
10. Aggressive	-.01	.17	.16	.42	.18	.46	.30	.46	.18	1			5.30	2.01
11. Powerful	-.06	.33	.10	.47	.17	.56	.23	.59	.09	.28	1		7.49	1.30
12. Expresses feelings	.20	-.05	.29	.21	.40	.22	.36	.33	.43	.12	.19	1	6.45	2.06

*Note: N = 47.

Figure 10: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.66
Bartlett's Test of Sphericity	Approx. Chi-	252.21
	df	66.00
	Sig.	0.00

*Note: N = 47.

Figure 11: Communalities

	Initial	Extraction
fragile	1.00	0.65
adventures	1.00	0.87
tender	1.00	0.72
brave	1.00	0.80
sensitive	1.00	0.69
fearless	1.00	0.71
graceful	1.00	0.57
dominant	1.00	0.63
sweet	1.00	0.76
aggressive	1.00	0.43
powerfull	1.00	0.56
expresses feelings	1.00	0.49

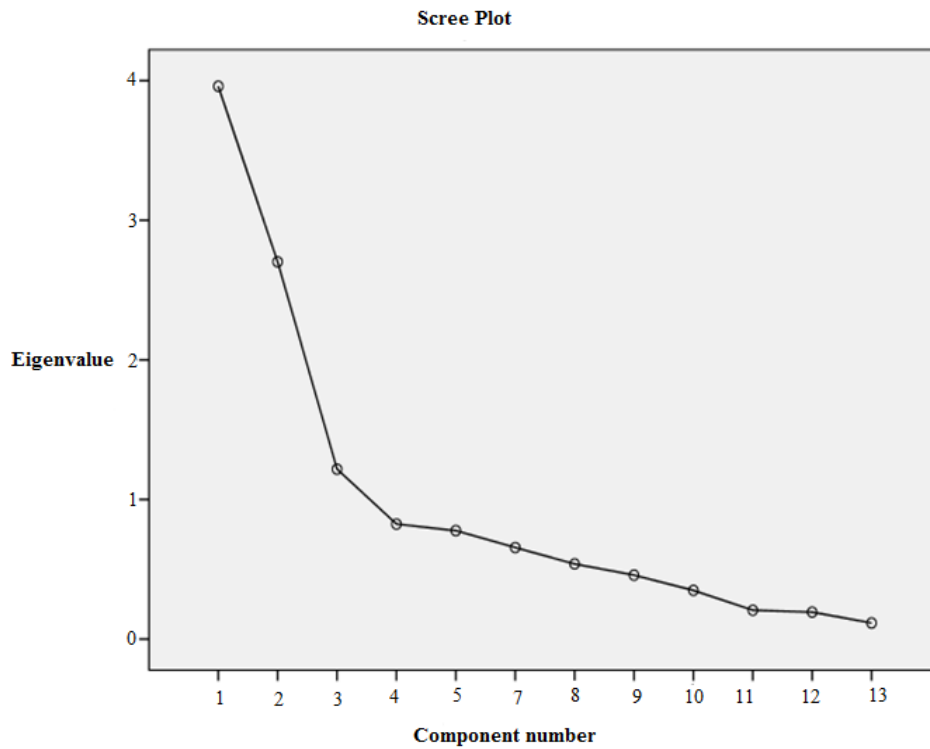
*Note: Extraction Method: Principal Component Analysis. N = 47.

Figure 12: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulati	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.96	33.00	33.00	3.96	33.00	33.00	3.30	27.51	27.51
2	2.70	22.52	55.53	2.70	22.52	55.53	3.24	27.03	54.54
3	1.22	10.15	65.67	1.22	10.15	65.66	1.34	11.13	65.67
4	0.82	6.87	72.54						
5	0.78	6.47	79.01						
6	0.66	5.47	84.48						
7	0.54	4.49	88.97						
8	0.46	3.82	92.79						
9	0.35	2.91	95.70						
10	0.21	1.73	97.43						
11	0.19	1.61	99.04						
12	0.12	0.96	100.00						

*Note: Extraction Method: Principal Component Analysis. N = 47.

Figure 13: Scree plot



*Note: $N = 47$.

Figure 14: Component Matrix

	Component		
	1	2	3
fragile	0.39	-0.60	0.37
adventures	0.40	0.35	0.77
tender	0.58	0.54	0.31
brave	0.59	0.64	
sensitive	0.70	-0.44	
fearless	0.57	0.61	
graceful	0.61	-0.35	
dominant	0.65	0.38	
sweet	0.64	-0.58	
aggressive	0.55	0.30	
powerfull	0.58	0.47	
expresses feelings	0.55		-0.38

*Note: Extraction Method: Principal Component Analysis. 3 components extracted.
 $N = 47$.

Figure 15: Rotated Component Matrix

	Component		
	1	2	3
fragile	0.73		
adventures		0.32	0.87
tender	0.81		
brave		0.78	0.44
sensitive	0.80		
fearless		0.83	
graceful	0.65		
dominant		0.77	
sweet	0.85		
aggressive		0.63	
powerfull		0.74	
expressesfeelings	0.49	0.36	-35.00

**Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 6 iterations. N = 47.*

Figure 16: Component Transformation Matrix

Component	1	2	3
1	0.70	0.71	0.12
2	-0.71	0.66	0.23
3	0.08	-0.25	0.97

**Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. N = 47.*