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THE IMPACT OF SELF-CONCEPT AND BRAND PERSONALITY ON BRAND CHOICE – EXPLORING THE HANDBAG MARKET IN JEDDAH

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ABSTRACT

Brands represent value to consumers in a multi-dimensional manner. Those products with non-functional attributes could influence the consumer's decision to purchase. Brand personality is not set to any particular Personality theory and does not relate to any particular personality inventory. Brand personality is created by how marketers and advertisers intend to project it. Self-concept is also linked with brand and consumer personality characteristics. This study explores the extent to which congruence between self-concept and brand personality influences brand evaluation and purchase inclination. Questionnaire and interview approaches are used to gather the survey results among the ladies in Jeddah. The findings suggest that there is a link between consumer's personality, brand personality and consumer's self-concept.

Keywords: Brand product, handbag, self-concept, personality theory

INTRODUCTION

Marketing is one of the important factors for a successful company .the understanding of consumer is leading to reach marketer goal. The marketer has discussed how self-concept and brand personality topic can effect on consumer. Self-concept is a necessary part of Emotional experiences and it plays a critical role in determining consumer brand Relationships. Brands bring typical meanings for each individual and they help them develop and communicate their self. The concept of the understanding consumer has changed, where the consumer does not always buy products according to their characteristics of concrete. Consumer sometimes purchases a product that affected by the image reflected his self-concept and his personality.

The most crucial skill to the success of any marketing strategy understands the consumer behaviour (Kumra, 2007). Brand relationships have clearly explained that understanding the emotional components of such relationships is highly relevant to marketing. Brand personality is the set of human

characteristic. Give the product a personality it helps to strengthen the relationship with the consumer. Brand aims to create a personality for the brand to build emotional relation with consumer.

The consumers would purchase their counterfeit products as status symbols to categorizing themselves into a respected social group where they want to belong (Grossman & Shapiro, 1988; Wilcox et al. 2009). By wearing counterfeit products of luxury brands, the consumers may determine others people wearing the original luxury products or not (Gistri et. al., 2009). The world's 100 largest luxury goods companies reported generated luxury goods sales of US$217 billion in fiscal year 2016 and is expected to rise over the next several years (Deloitte, 2018).This is due to their regular consumer buying more luxury product from time to time (Silverstein & Fiske 2003). Consumer thinks that luxury brand can boost their self-esteem and upgrade themselves in the social group. (Mandel, Petrova & Cialdini 2006; Rucker & Galinsky 2008, 2009).

The consumer culture in the Middle East has been affected by the religion of Islam and Arabic language (AlMakrami, 2011). Arabic consumer tends to buy unique style while staying bound to strong social codes, respecting traditional values and family code and they tend to luxury as it a tradition of conspicuous consumption of the Middle East (JUDY. D, 2013). Therefore, this study identifies the processes by which congruence between self-concept brand personalities that influences brand choice.

METHODOLOGY
This study is performed via a mixed study approach (quantitative and qualitative) comprises questionnaire of 10 questions to sample of girls in Jeddah.
Quantitative
Quantitative refers to the systematic empirical investigation of social phenomena via statistical, mathematical or numerical data or computational techniques. It involves various study instruments to collect data such as questionnaires etc. As in this study, a questionnaire was given to 10 randomly selected entrepreneurs in Jeddah.
Qualitative
Qualitative study is a method of inquiry employed in many different academic disciplines, traditionally in the social sciences, but also in market study and further contexts. As in this study, an interview was conducted with one of the most successful entrepreneurs in Saudi Arabia.
Designing the Questionnaire
A questionnaire is a means of eliciting the feelings, Beliefs, experiences, perceptions, or attitudes of some sample of individuals. As a data collecting instrument, it could be structured or unstructured. The questionnaire can influence the response rate achieved in the survey, the quality of responses obtained and consequently the conclusions drawn from the survey results.
Sample Size and Population
Sampling can be defined as the method or the technique consisting of selection for the study or study. Sampling method is the process or the method of drawing a definite number of the individuals, cases or the observations from a

particular target, selecting part of a total group for investigation. A sample of ladies in Jeddah was targeted for the survey and about 62 responses successfully completed the questionnaire and interview.

RESULT AND DISCUSSION

Fig. 1 shows the age group of the respondents. Among the 62 participants, the majority participants about 48% are fall into age group 21 to 23 years. There are 18% of the participants are from age group 18 to 20 years. While, the age group of 24 to 26, 26 to 29 and above 30 are contributed by 11%, 8% and 15% respectively.

Fig. 2 show most of the participants about 58% are with bachelor's degree background and 32% has completed their high school only. There are also 7% and 3% are master's degree holders and doctorate degree holders respectively. All the participants have attended school and none of the participants own a professional degree.

The questionnaire result indicated about 93.55% of the participants is interested in handbag. Fig. 3 shows that about 56% of them are shop their handbag from Jeddah, 15% through online and 29% through other resources.

Fig. 4 shows majority of the participants about 39% purchase their handbag once in 6 months. There are 30% and 26% of the participants purchase their handbag once a year and once in 3 months respectively. Only 5% of the participant has admitted they purchase their handbag once a month.
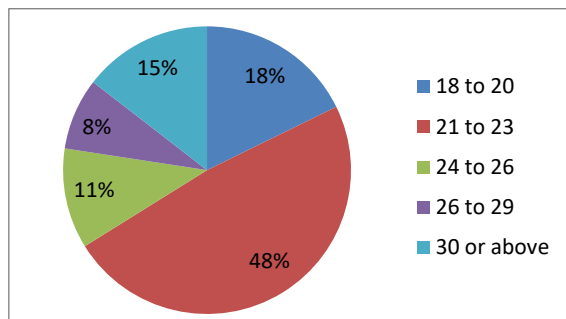

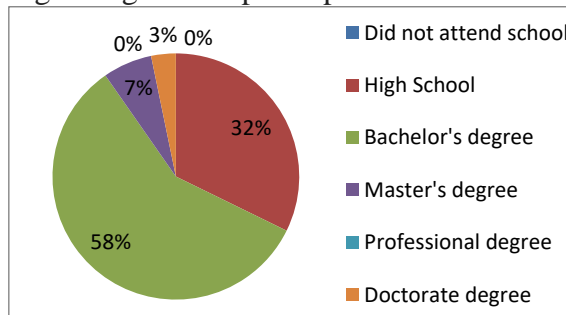Fig. 1. Age of the participants

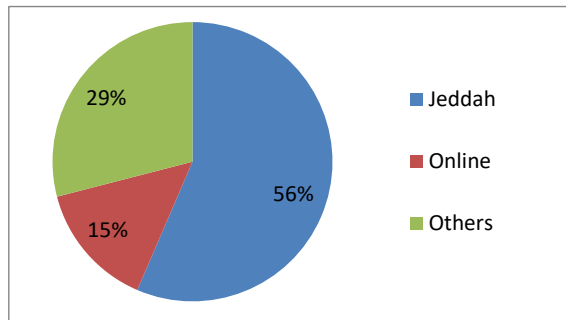Fig. 2. The highest education level of the participants
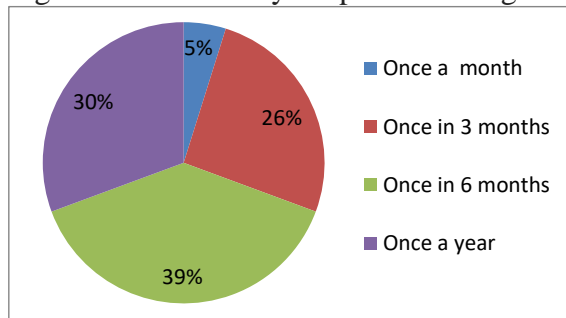
Fig. 3. Where do they shop for handbag?

Fig. 4. The frequency of them purchase handbag

Fig. 5 shows that majority of the participants about 56% prefers the handbag price in between the range 500 to 1000SAR. There are 11% and 23% of the participants prefer the price 1000 to 2000SAR and 2000 to 4000 SAR respectively. About 10% of the participants would prefer their handbag price more than 4000SAR.

Fig. 6 shows the general determining factor of the participants for handbag purchases, 42% for the handbag design, 31% for the handbag brand name and 27 % for the handbag quality.

Fig. 7 shows the favourite handbag brands of the participants. About 29% of the participants prefer Michael Kors, 26% prefers Louis Vuitton, 21% prefers Gucci and the remaining prefer others brand.

Fig. 8 signifies the attraction of the handbags from the opinion of the participants. Majority about 64% of the participants are attracted by the design of the handbag and 15% attracted by the name of the brand. There are 10% and 8% of the participants are attracted by the price and logo of the handbag respectively. Besides that, there are 3% of the participants attracted by the advertisement of the brand.
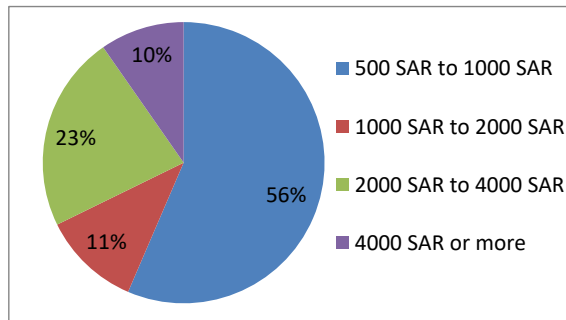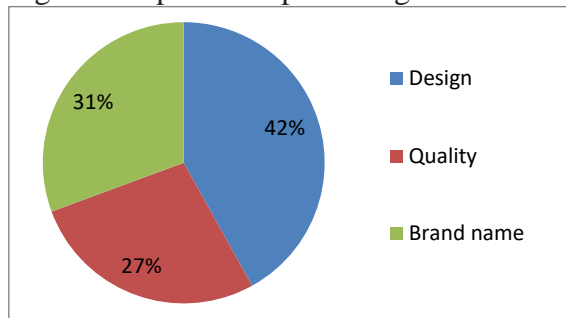
Fig. 5. The preferred price range

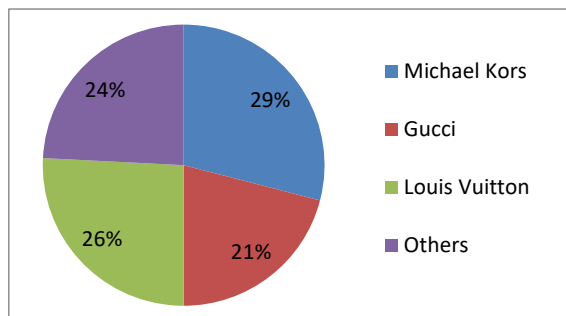Fig. 6. Determining factor for handbag purchases
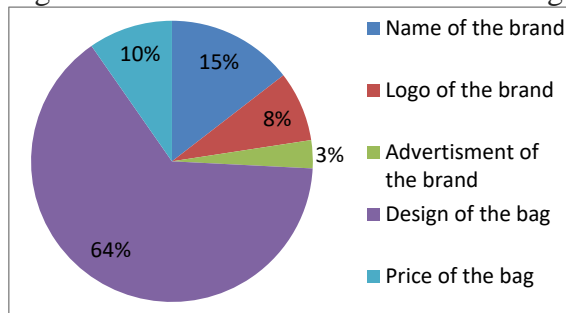
Fig. 7. Preferred band name of the handbag

Fig. 8. The attraction of the handbag

Fig. 9 outlines all the possible reasons of purchase specific brand for the handbag. Majority of the participants about 36.5% and 43.2% are strongly agreed and agreed that they purchase the handbag because it matches with their personality respectively. There are 32.4% and 25.4% of the participants disagree and strongly disagree that they purchase the handbag because all of their friend have the same brand respectively. About 56.3% of the participants purchase specific brand for the handbag, because they have been buying from this brand for long time. About 41.1% of the participant disagree that they buy

the specific brand because of the mother favourite's brand. The factor of advertising and promotion derivers their purchase only support by 37% of the participants and 26% disagreed. About 86.3% of the participants agreed that they purchase the specific brand for the handbag because they love various design by this brand. In addition, about 52.7% of the participants feel satisfied and proud when they have the specific brand of handbag.
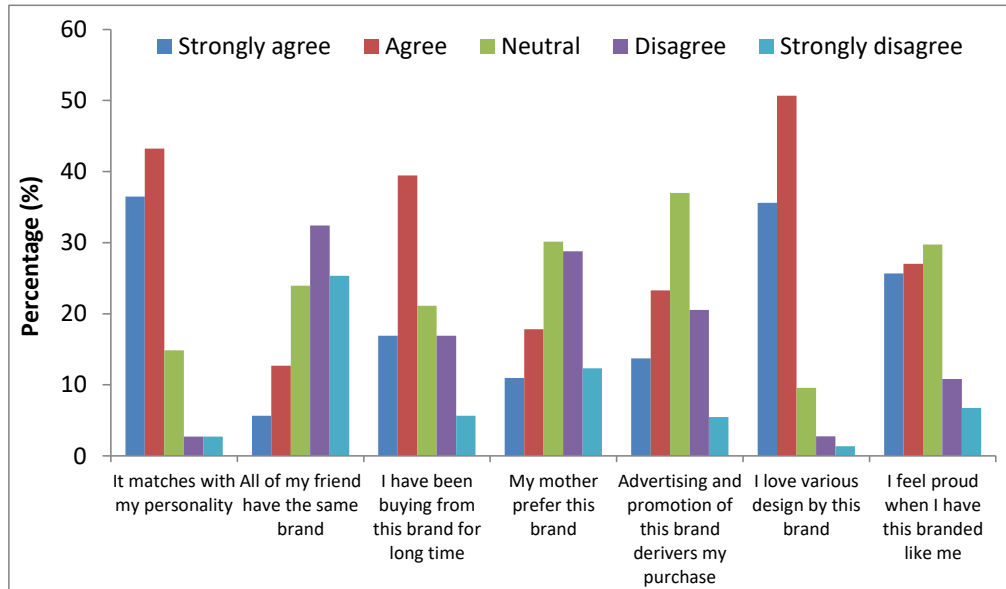

Fig. 9. The reasons of purchase specific brand for the handbag

The obtained results show that how Jeddah ladies are interested about handbag and they are motivated to purchase a brand which has congruence with their self-image. The purchase decision towards a brand is by the self-concept. The consumer behaviour and influence product evaluation through understanding of self-concept and brand personality can build a strong relationship between brand and consumer. Engagement with a specific brand is positively related to brand engagement in self-concept (global brand engagement). There is a positive relation between brand personality and the consumer's self-image. Brand personality affects positively toward consumer's level of preference towards the brand. Brand personality influences the consumer intention of future behaviour towards the brand in a positive way. Brand image, Quality, price, Family, Social roles and status and Age and way of life affect brand awareness and consumers' destination choice. The brand used social case to effect on consumers, by making consumer involved with a social cause that has a positive impact on purchase intention. Purchase behaviours and consumer satisfaction differ between nationalities. The brand should meet customers' expectations to create loyal customers. Brand image play big role in consumers' destination choice. The company focusing on build brand personality to make better satisfy for their customers' needs and to establish long-term relationships. The most complex in terms of influencing the buyer's choice is Luxury products, how owning luxury products reflected one's personality, social image, and their position.

CONCLUSION

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Understanding how consumer preferences vary over time is an important issue in brand Choice studies. This study results show that when it comes to buying handbag, customers' purchase decisions are influenced by the extent of their personality or the brand personality. The brand personality and human personality affect brand buyer and brand loyalty. The congruence between brand personality and self-image increases not only consumer satisfaction but also consumer-brand relationship. When consumers understanding brand personality is congruent with their self-image, their satisfaction increases and consumer-brand relationship quality develops. Marketers do not have to make much effort to build a strong relationship with customers. Rather, satisfying consumers with a set of benefits such as product attributes, functional quality and price will be a more powerful strategy for low involvement products.

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