



**ST. MARY UNIVERTSITY  
SCHOOL OF GRADUATE STUDIES  
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**THE EFFECT OF BRAND PERSONALITY ON ATTITUDINAL  
AND BEHAVIORAL LOYALTY IN THE CASE OF CASTEL  
WINERY S.C., ADDIS ABABA**

**BY  
ERMIAS MESHESHA**

**JUNE 2021  
ADDIS ABABA**

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**ADDIS ABABA**

**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**

**APPROVAL SHEET**

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**BY**

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## **DECLARATION**

I, the undersigned, declare that this thesis “THE EFFECT OF BRAND PERSONALITY ON ATTITUDINAL AND BEHAVIORAL LOYALTY IN THE CASE OF CASTEL WINE S.C., ADDIS ABABA” is my original work, prepared under the guidance of Temesgen Belayneh (Ph.D.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

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SIGNATURE

JUNE 2021

## **ENDORSEMENT**

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a University advisor.

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**ADVISOR**

ST, MARY'S UNIVERSITY, ADDIS ABABA

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**SIGNATURE**

JUNE 2021

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## **ABSTRACT**

*Brand personality involves attributing human characteristics to the brand, and is a way to create uniqueness by reinforcing those human psychological values to which consumers relate, beyond mere performance and functionality. The aim of this study is to investigate the effect of brand personality on the effect of attitudinal and behavioral loyalty in the case of Castel Winery S.C., Addis Ababa. Quantitative research approach with explanatory research design were applied to address the objectives of the study. The survey is conducted on Castel wine product consumers in Addis Ababa. Convenience sampling technique was adopted to select sample respondents and standardized self-administered questionnaires were used to collect the primary data. A total of 331 respondent answers and usable responses were collected and used for analysis with the help of SPSS software. Thus a results of the findings show that the overall brand personality dimensions accounted for 77.9% and 81.4% of variation in customer attitudinal and behavioral loyalty respectively. The five dimensions of brand personality namely sophistication, excitement, competence, sincerity and ruggedness affected both behavioral and attitudinal loyalty of Castel wine customers. Excitement had relatively the strongest effect ( $B = .552$ ) followed by sincerity ( $B = .309$ ) on behavioral loyalty. Whereas, ruggedness showed very weak effect ( $B = .031$ ). Whereas, sincerity ( $B = .404$ ) and sophistication ( $B = .334$ ) had the strongest effect on attitudinal loyalty. Despite the weakest influence of ruggedness on both types of loyalty, the other four personality traits are good predictors of customer loyalty towards Castel wine brands. Behavioral loyalty, in this case, escalates more if excitement and sincerity traits of Castel wine brand improved by the company. Same token, sincerity and sophistication played more role in improving attitudinal loyalty of the customers.*

**Key words:** Brand Personality, Attitudinal Loyalty, Behavioral Loyalty, Castel Winery

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Establishment of brand image and awareness through managing consumers brand knowledge has become a crucial task of marketers. Brand managers, therefore, are increasingly concerned with attaining their brands recognized and known by ensuring their distinction from competitors through developing long term relationship with their customers. But this doesn't mean that repeated purchasers are loyal to the brand for the fact that true loyalty has a strong connection to higher sales volumes, gives companies the option of premium pricing, and encourages the customers to stick with their preferred brand though alternate options are readily on hand (Giddens & Hoffman, 2002). The need to identify whether customers repeated purchase intention emanates from true (attitudinal) loyalty, the type of loyalty that brand managers strive for supporting their products, is undeniable.

Brand personality is a key element of any successful brand and needs to be viewed as a vital component of brand positioning and differentiation strategies. This is for the fact that of brand conceptualization as personalities enables them to position brands through emotional attributes and to develop enduring consumer-brand relationship. On average the normal repeated and frequent consumer is controlled completely by behavioral factors. It is also known as spurious brand loyalty characterized by consumers who are in a routine throughout life without much thought to the other options offered in the market (Aaker, 1985). Extant studies revealed that this could be happened to laziness, lack of time, or lack of financial access. Essentially behavioral loyal consumers purchase repeat brands without much thought to the overall process in general (Brown, 2011; Chapleo, 2011). The consumers choose the brand because it is habitual. On the other hand attitudinal brand loyalty allows for higher prices and more freedom to introduce more products. Because the difference between the two is the direction in which the companies choose to market their respective brands.

Building a unique and strong personality involves attributing human characteristics to the brand, and is a way to create uniqueness by reinforcing those human psychological values to which consumers relate, beyond mere performance and functionality (Aaker, 1985). Brand personality is a result of human characteristics endowment to a brand. Sincerity, excitement, competence, sophistication and ruggedness are the five generic dimensions of brand personality traits (Aaker, 1997). These traits can lead the customers to have a good relationship with a brand similar to a person results in influencing

how consumers evaluate and consume the brand (Swaminathan, Page and Gurhan-Canli, 2017). It can help the customers to express self-concept and their symbolic benefits. These traits can be built through various marketing communication strategies and shaped through both direct and indirect experience dealing with the brand (Seimiene & Kamarauskaite, 2014).

In many instances, scholars argued that consumers who possess particular personality traits will exhibit consistent behaviors associated with those traits in almost every circumstances (Randhawa, 2015). According to Rose (2010), personality of a consumer and a particular brand personality should be tightly intertwined as the latter will act as a means for the customers to express themselves via purchase and consumption. The personalities can create memorable and favourable associations which lead to higher brand loyalty (Keller, 1993). These suggest the importance of brand personality in relation to how the customers choose a brand and make purchasing decision (Biel, 1993). However, in the course of creating such personality traits through relevant marketing strategies, marketers need to identify whether such loyalty emanates from attitudinal (emotional) or behavioral (habitual) intention.

In this regard, a number of studies have been conducted on factors affecting brand loyalty and the influence of brand personality in particular (Bitadel, 2016; Adiam, 2011; Frehiwot, 2016). Results of their empirical findings, in general, wandering around consumer's preference, quality of beverage products and country-of-origin. However. In their literature, less emphasis has been given to which brand personality is more influential in creating brand loyalty. This is for the fact that identifying the consumption habit of a given product or service basically determines to design, formulate and implement an effective and efficient marketing strategy to keep loyal customers for longer. This means, knowing whether habitual or emotional loyalty helps to define strategic approach either to involve in accessing a large portion of the market share or more freedom to introduce more products and charging higher prices.

The purpose of this study was, therefore, to investigate the effect of brand personality on attitudinal and behavioral loyalty taking Castel Winery S.C. as a case study. More specifically, it is sought to understand how consumers' perceptions of brands are clearly distinct in terms of personality traits (sincerity, excitement, competence, sophistication and ruggedness) and their impact on their preference to stay loyal even if there are number of competent alternatives.

## **1.2 Statement of the Problem**

According to Aaker (1996), the theory of brand personality asserts that brands often evolve into a state where consumers perceive them to have certain characteristics, much like human personality traits. It indicates consumer's perceptions of personality traits of brands and further helps create and build meaningful consumer– brand relationships. A well-established brand personality can help leverage a set of unique and favorable brand images and thus enhance the value of brand equity through customer loyalty. Building brand loyalty can create a powerful and effective communication between marketers and consumers which brings advantages such as defending against competitors and building market share. Therefore, branding strategy, as a key element in the marketing mix and as a key component in contributing to brand equity, is increasingly viewed as a powerful tool to obtain sustainable competitive advantages as well as to fully utilize available resources (Keller, 2009). But the orientation of customer preference needs to be identified whether it emanates from habitual or emotional patronage because it's a building block to determine firm's marketing strategy. The issue is more pronounced in alcoholic beverage market for the fact that there is no as such a clear demarkation between the attitudinal and behavioral intention of consumers.

Castel winery, a family of Castel group and sister company of BGI International is one of the two wine producing country in Ethiopia. Castel group, parent company of Castel Winery, is one of the 3<sup>rd</sup> largest wine producer in the world and the 2<sup>nd</sup> largest beer and soft drinks business in Africa, whose plant is located in Ziway, south of Addis Ababa, Ethiopia. In spite its sluggish decline last year due to the corona pandemic its sales volume in 2020 has decline 16% compared to 2019. According to the Sales and marketing manager, the sales growth of company stagnates for the last four consecutive years as the customers prefer cheap and affordable wines as well as simply mixed wine cocktails such as Tekesheno (Alem Bekele, 2021).

The real challenge is to achieve sustainable growth and profitability in these emerging markets while contributing explicitly and consistently to the overall wellbeing of the society in which they have invested. Despite the exertion of huge marketing campaigns and promotional activities in the local market, the brand health tracking results revealed the lack of attention for marketing messages as well as brand association at large (Castel Winery Annual Report, 2019& 2020). Keller (2004) argues that brand association is one of a building block to create positive and impactful feelings towards a given brand and helps the buyers to recall it on account of its unique properties. On top of that, it also

differentiates it from the competitors and provides a reason for the customers to purchase the product. Strong brand personality plays significant role in contributing to the customers to create strong association with the brand concurrent with their personality.

Certainly, all brands have personality even if organizations don't design this personality, it is gradually shaped in the minds of consumers according to their activities. It involves attributing human characteristics such as sincerity, excitement, ruggedness, competence and sophistication to the brand, and is a way to create uniqueness by reinforcing those human psychological values to which consumers relate, beyond mere performance and functionality. For instance, "Red Bull" brand has an exciting, courageous, outgoing and hyper-energetic brand personality. The brand caters to athletes that need to exceed difficult challenges, and the other the fun-loving person that needs a bit of energy to get through the day and enjoy themselves (ebagdesign, 2019). Similarly, Amazon is one of the world's most trusted brands - very sincere, supported by industry-changing shipping and return policies and exceptional product accessibility. Amazon personality is sincerity and competence as it exhibits a reliable, competent, sincere and caring personality. Here, the question is "Does customer wine preference really reflect their personality?"

The research looks at traits including income, interests, and relationship status. Wine preference and wine personality quizzes and articles are all over the internet. According to a study by French Wines with Style (2018), there are about thirteen different personalities defined. Just to mention some – Merlot, Zinfandel, Malbec, Rose, etc. For example, "Rose" personality refers to a pretty pink wine that is feminine, flirty, and fun! If customer wine preference is Rosé, the customer is believed to have equal parts sweet and sarcastic with a great sense of humor, happy being and your charm easily attracts others, friends and admirers alike – Excitement Personality.

Many literatures witnessed the significance of brand personality in the course of creating brand loyalty (Chapleo, 2011; Brown, 2012; Freling, 2015). It helps in easing communication with the customers and relate to the traits that the customer possess with the personality traits that a brand has. Thus, an emotional connect is generally created amongst the brand and the customer. In Ethiopian context, a number of researches have been conducted in this area but majority focuses on the factors affecting brand loyalty as well as the effect of promotional strategies on brand equity of different brewery companies (Frehiwot, 2016; Zerihun, 2017; Sofanit, 2015). However, although brand equity is a common theme of consumer research in Ethiopia, little has been done in evaluating the effect of

brand personality on customer's loyalty in liquor and beverage industry. Most of them promote their services in different brand names with almost similar kind of promotional tools, merely media advertising even if it is currently banned. In a highly sensitive and competitive Ethiopian liquor market, dedication to create brand equity and build their respective brand identity through strong brand identity has given less attention. High brand equity levels are known to lead to higher consumer preferences and behavioral intentions which in turn resulted in long-term brand loyalty (Freling, 2011). Determining the most effective way of promotion is crucial to Wineries to direct their promotional effort appropriately so as to build sustainable brand loyalty via strong brand personality. The aim of this research was, thus, to investigate the effect of brand personality on customer behavioral and attitudinal loyalty in Ethiopian liquor market taking Castel Winery in Addis Ababa as a case. This study is believed to fill the aforementioned empirical and practical gaps through evaluating on which customer loyalty (either attitudinal or behavioral) aspect the effect of brand personality is more pronounced in Ethiopian alcoholic beverage industry.

### **1.3 Objectives of the Study**

#### **1.3.1 General Objective**

The purpose of this study was to examine the effect of brand personality on customer behavioral and attitudinal loyalty in the case of Castel Winery Plc.

#### **1.3.2 Specific Objectives**

The general objective can be achieved by addressing the following specific objectives intended to:

- i. Investigate the effect of Sincerity trait on behavioral and attitudinal loyalty
- ii. Evaluate the effect of Competence trait on behavioral and attitudinal loyalty
- iii. Analyze the effect of Excitement trait on behavioral and attitudinal loyalty
- iv. Investigate the effect of Sophistication trait on behavioral and attitudinal loyalty
- v. Analyze the effect of Ruggedness trait on behavioral and attitudinal loyalty



## **1.4 Significance of the Study**

This research tries to closely investigate how brand personality affect overall customer's brand loyalty, which personality trait highly affect behavioral and attitudinal loyalty. This study is believed to have significance for different stakeholders such as the winery managers, study participant, student and other researchers.

This study contributes to Castel Winery plc managers in charge of marketing sales & promotional activities, helping them in grasping which brand personality has a significant capability of creating long term customer loyalty. It is important to study customer's perception towards wine brand personality as giving priority to brands with prominent reputation to formulate/ implement appropriate marketing strategy.

Study participants' responses to this survey presents an interesting snapshot of how managers in winery view, design and implement their promotional strategy with regards to building their respective company's image so as to achieve sustainable customer loyalty. Besides, consumers may benefit from getting satisfaction for having a brand congruent with their personality.

Adding this research would give the student researcher an opportunity to learn research undertakings moreover it'll also help other researchers who would like to make an in-depth study in similar areas. Besides, it'll help the management to evidently identify determinant factors that lead to brand loyalty.

The study might also pave the way for further study on the effect of brand personality on customer loyalty and thereby track for possible remedy to enhance growth of sales volume and profitability.

## **1.5 Scope of the Study**

Delimitations in terms of conceptual, methodological and geographical perspective are areas of possible emphasis or significance that will not be included in this research though.

Despite the vast scope of the issues surrounding brand personality, only the impact of brand personality traits were investigated. Although antecedents of brand personality might arise from cultural differences of consumers within a given society, the study was limited to merely the behavioral and attitudinal aspects of consumer behaviors.

This study also preferred to first and foremost explore brand personality from the customers' perspective. Employees play a pivotal role in on-going customer satisfaction which leads to long term

relationship and loyalty; thus, in order to truly gauge the effectiveness of the brand personality, it is sales staffs' attitudes and perceptions toward on-going repeat sales, word-of-mouth recommendations, and customer loyalty.

The assessment was basically conducted on investigating the effect of brand personality on brand loyalty in Ethiopian liquor industry by taking Castel winery as a case. However, the scope was geographically limited to Addis Ababa, the place where about 84% of wine products' consumption were at stake compared to other regional states (Castel Winery Annual report 2019/2020). Their ease of accessibility makes them preferable for the intended study due to their economic benefits in terms of time and cost. For their homogeneity, the other liquor brands in the local market were also be intentionally excluded.

### **1.6 Limitation of the Study**

Researchers cannot be separated from the limitation; this study is still limited to customer's perception in Addis Ababa city. Moreover, adopting convenience non-probability sampling technique to select the respondents. As the study uses a convenience - nonprobability sampling technique, the findings cannot be generalized to a wider population. A larger number of responses, particularly from customers of other geographical areas, would provide greater flexibility and accuracy. Despite its limitations of explanatory study, it provides a preliminary look into the important issue of testing whether customers prefer and choose wine brands that they feel personality possess congruent with their own personalities. Brand identification and brand knowledge of wine brands in relation to behavioral and attitudinal intentions mediated by customer satisfaction also deserves future research.

Finally, there is also a clear need for empirical research that investigates whether personality dimensions vary for different wine products from different wineries at different areas. The study measure only loyalty of customer but influence of perceived value, satisfaction trust on loyalty can be measured in future research. The study used only two measures of loyalty attitude and behavior many other loyalty dimension like composite measurement of loyalty is the combination of behavior loyalty and attitudinal loyalty that explain relationship quality and consumer loyalty can be used by future researcher.

## 1.7 Definitions of Key Terms

**Brand Personality:** All personality traits used to characterize a person and associated with a brand, is a concept within the field of relational marketing (Aaker, 1991, pp. 218).

**Excitement:** This includes brands that are daring and trendy, modern, spirited or imaginative. Exciting brands are often new, contemporary and unique. (Aaker, 1991, pp. 27)

**Sincerity:** Brands are often more down-to-earth, they might be small ton originated or family oriented, and are often very honest and real with their customers. Sincere brands can also be sentimental and wholesome. (Aaker, 1991, pp. 26)

**Competence:** Brand personalities that focus on competence are reliable, hand working, and secure. They often involve a great deal of technical features and intelligence, and may link with thought-leaders, confident people, successful and cooperation. (Aaker, 1991, pp. 28)

**Sophistication:** Brands are frequently associated with the upper-class. They link things like beauty and femininity, and have a very charming voice. Some sophisticated brands are quite glamorous and exclusive too. (Aaker, 1991, pp. 31)

**Ruggedness:** Brands are bolder, and more daring than their sincere counterparts. Though they may still be honest with their customers, their focus is on outdoorsy elements, masculinity, and a sense of overall toughness or strength. (Aaker, 1991, pp. 33)

**Brand Loyalty:** Consumer behavior in marketplace that can be indicated by a number of repeated purchases of the brand as a primary choice. (Keller. 1998, pp. 53)

**Behavioral Loyalty:** A customer's loyalty is a behavior through which his/her preference structure is reflected (Aydin and Ozer, 2005).

**Attitudinal Loyalty:** a customer's loyalty is an attitude (Odin, Odin, and Valette-Florence 2001) containing a degree of natural commitment to a particular brand (Chiao and Droge, 2006; Ling and Wang, 2006). In other words, this kind of loyalty means a customer's preference, purchase intent and a long-term commitment to a particular brand as well as a tendency to comment positively about that brand's products or services.

## **1.8 Organization of the Study**

This research paper had five chapters. The first chapter presented the introduction part which consists of background of the study, statement of the problem, objective, hypothesis, definitions of key terms, significance, scope, limitation, and organization of the study. The second chapter, presented review of the related literatures of the study. The third chapter focused on research design and methodology. The fourth chapter concentrated on the data presentation, analysis and interpretation and the last chapter, presented the summary, conclusion and recommendations.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

This chapter presented theoretical, empirical and conceptual framework along with proposed hypotheses of the study. The theoretical framework that was made from the literature reviewed comprised of brand personality clarification, measuring scales, limitations, relation with customer loyalty. Empirical review gives the shortest summary of some of relevant studies while the conceptual frame work along with formulated hypotheses clearly conceptualized what to be done in this research were clearly discussed and presented.

#### **2.1 Theoretical Review**

##### **2.1.1 Branding**

Concept of branding was, historically, first used by the ancient Egyptian brick-makers who drew symbols on bricks for identification (Farquhar, 1990). Other examples of the use of brands were found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the Middle-Ages, craftsmen marked their goods with stamps as a trademark by which to differentiate their skills. The next milestone of brand evolved in North America with the growth of cattle farming as a kind of legal protection, proof of ownership and quality signals (De Chernatony and McDonald, 2003).

There are numerous definitions of a brand; different scholars provide their own explanation towards the meaning of a brand. According to Czinkota & Ronkainen (1999), the word Brand is a trademark or distinctive name identifying a product or a manufacturer. It refers a name, term, symbol, sign or design used by a firm to differentiate its offerings from those of its competitors. The brand name is the vocalizable part of the brand and the brand mark is the non-vocalizable part. Kapferer (2008) also defines brand as a name that influences buyers. He further notes that brand commands people's attention because they have element of saliency, differentiability, intensity and trust. Successful brand conveys a consistent message and create an emotional bond with consumers.

In addition, Hammond (2008) defines brand as the total emotional experience a customer has with your company and its product or service. The author describes a brand to be an experience that is implanted in the mind of customers that have experienced an interaction with a company or that got in contact with the company's staff, product or service. He also discusses the remarkable benefit that

strong brand can bring to the company. Strong brand increases company's sales volume, it will create great awareness and introduces the product or the service that the company is offering, in addition to that it builds a long-lasting customers relationship and loyalty, and in some cases it give the chance for the company to offer their product and services with a premium pricing. Companies with powerful brands also enjoy having devoted employees who believe in the brand and are loyal to it. On the other hand having a powerful brand becomes worth huge amount of money added to the company's balance sheet.

The American Marketing Association's definition of brand is the one that is supported by many authors and found in various literatures. This definition explains a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

Branding plays many roles for companies. According to Kotler (2009), Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its' rights. For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer's experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Consequently, brands act as signals for products of high quality and low perceived risk, thus, enable the consumers to capture both cognitive and noncognitive values expressed in the positive feelings or self-expression experienced (Aaker, 1996).

Ultimately, a brand is a source of competitive advantage. In order to get competitive advantage, companies should create a benefit to consumers through employing effective brand strategy. A strong brand undoubtedly does differentiate the product from similar products, having a strong brand name alone is not enough. The product itself needs to be different in some way (Blythe, 2005). A strong brand is a brand with indispensable products or with strong intangible added value. (Kapferer, 2008).

As peter and Donnelly (2007) state, for some companies, the primary focus of strategy development is placed on brand building, developing, and nurturing activities. Thus, firms should give a due consideration for the development of a strong. If marketers can create a strong brand, consumers' can easily be attracted to a company's offering. Moreover, branding results in more product variety and

choice for consumers. It helps shoppers by providing much more information about products and facilitates their purchase decision.

### **2.1.2 Brand Personality**

As with any concept, brand personality has evolved over a period of time. This has taken the form of multiple constructs and measurement scales being developed, and these have often been adapted from human personality studies. Today, brand personality represents a hybrid of human personality scales and anthropomorphisation (having human characteristics), with the dominant measurement scale within the literature being provided by Aaker (1996).

Evolution of personality scales originally stemming from individualism (Freling, 2011) which provides a key understanding of how brands develop personalities today, with the most prominent brand personality construct being comprised from early work on human personality. Evolution of brand personality theory have accepted the anthropomorphized aspect of a brand and its personality for decades. However, the term “Brand Personality” was coined before it became studied and widely accepted in academic literature. Measuring brand personality refers the development of scales is of a key within academic literature and practice (Aufreiter, 2003). Aaker’s brand personality construct is examined in terms of how it was constructed, the limitations it accepts, and those that have been suggested in relation to it by others.

Brand personality is an important component of brand image and is relevant for product differentiation in the marketplace. Aaker (1997) defined brand personality as the set of human characteristics that consumers associate with a brand. The idea behind this conceptualisation is that, akin to human beings, brands also possess a personality, and consumers, therefore, are able identify this overall personality and ascribe specific personality characteristics to brands (Venable, 2005).

The concept of brand personality acknowledges the emotional and symbolic meaning that embodies consumer appeal and provides consumers with additional reasons – beyond utilitarian or functional characteristics – to connect with a brand (Govers and Schoormans, 2005; Lau and Phau, 2007).

An ever-growing and diverse range of entities have focused on brand personality as a means to creating distinctions between products and services (Venable, 2005; Kumar, 2006). The conceptualisation of brands as personalities helps position brands through emotional attributes and develop enduring customer-brand relationships (Ahmad and Thyagaraj, 2014). Since brand

personality appears to be less imitable than other tangible product attributes, the dimension of brand personality can yield a more sustainable competitive advantage (Ang and Lim, 2006).

A number of antecedents and consequences of brand personality have been identified (Eisend and Stokburger-Sauer, 2013). Brand personality perceptions can result from interactions with human personifications of brands (e.g. company employees and other customers) and from non-human dimensions (e.g. advertisements, prices, brand name and intrinsic characteristics of products, including packaging design).

Moreover, when drawing upon the pioneering work of Aaker (1997), marketers have also been intrigued by the implications and pragmatic potential of the concept of brand personality. As a result of their stable and unique nature, brand personality perceptions can affect the type and strength of the relationships that consumers maintain with brands. Different variables have been considered in the study of the consequences of brand personality including brand loyalty (Kressmann, 2006), brand preferences (Kim, 2000), brand trust (Louis and Lombart, 2010) and brand attachment (Sung and Tinkham, 2005). A meta-analysis study on brand personality revealed that the effects of brand personality are stronger for mature brands than for brands early in their life cycle (Eisend and Stokburger-Sauer, 2013).

The brand personality scale proposed by Aaker (1997) is the most widely used brand personality measure, and it has been shown to be reliable and generalisable across different brands and product categories (Parker, 2009). The framework is comprised of five brand personality dimensions – ‘sincerity’, ‘excitement’, ‘competence’, ‘sophistication’ and ‘ruggedness’ – which subsume 42 individual aspects clustered around 15 facets. Aaker’s framework is an adaptation of the big five personality model, popular in psychology research (McCrae and Costa, 1989). In a follow up study, Valette-Florence and De Barnier (2013) concluded that dimensions within the same scale can vary between different fields of application and that ‘sincerity’ and ‘competence’ have the strongest influence on brand success variables.

### **2.1.3 Measuring Brand Personality**

This section identifies and reviews how brand personality can be measured, and discusses the most prominent frameworks within the literature. Brand personality measurements originate from both academic researchers and brand practitioners, the difference usually being that practitioner methodologies are secretive and that the intellectual rights to them belong to a company. Today, many



advertising campaigns reflect the managerial emphasis on brand personality, both in terms of traits and how best to personify brands.

As with many constructs, measurement of brand personality has evolved within academia for the last 40 years. Originally, studies were more focused upon product personality and the level of congruence between consumer identity and the product (Malhotra, 1969). He built upon these early theoretical concepts, advocating brand personality scales and the need to ensure validity. He further outlined a procedure of scale development for self-perspective, person and product concepts, which have been used within subsequent studies.

Subsequent studies have taken the form of multiple brand personality scales, all of which have been devised using different approaches. Aaker (1991) developed the first valid and robust framework, whilst Ambroise(2005) developed a scale based around French product categories. Brandon (2006) attempted to develop a framework based on the interpersonal circumflex model, and Bosnjak. (2007) tailored a scale to German product categories. In response, Geuens. (2009) proposed to develop a framework which overcame limitations of previous research, Kuenzel (2009) attempted to measure German car manufacturer brands, Heine (2009) developed a scale to measure the luxury goods category, Lee (2010) measured destination personality, and Heere (2010) focused upon sports brands. Many of the brand personality frameworks were developed for specific contexts and product categories. Work has been done on the French (Ambroise, 2005) and German cultural contexts, as well as on specific product categories. Because of these specific foci, however, such models are not always suitable for other contexts. Valetta-Florence (2012) suggests that as academic interest in brand personality has developed, there have been two main themes of research. These are the development and validity of frameworks, respectively. The most notable brand personality framework used today is that developed by Aaker (1991) and subsequently refined by Geuens(2009), who attempted to address Aaker's validity issues and shortcomings:

Aaker's framework of brand personality was constructed based upon the "Big Five" human dimensions of personality, adapted for use in the context of brands through filtration and use of other marketing scales. Aaker's scale is designed specifically within the context of Western brands, and is the most widely adopted within the literature. It has been rigorously tested and validated, resulting in known limitations. It has also been directly adapted for use in many other cultural contexts.

Geuens' framework of brand personality is a five-factor, twelve-item measure of brand personality, and was designed to include personality items only. This shows a higher affinity to the "Big Five" personality model. The study consisted of 12,789 respondents from Belgium and included 193 brands, with respondents being asked to rate twelve items within five factors. These were Activity, Aggressiveness, Emotionality, Responsibility and Simplicity. Its main strength is that it's been shown to be cross culturally valid, without any need for scale adaption.

Whilst the brand personality framework of Geuens' attempted to address the validity and limitations of Aaker's framework, only a small number of studies have adopted the scale. It has, therefore, yet to be thoroughly validated and tested. In contrast, Aaker's model of brand personality was the first robust, reliable and valid framework developed to measure brand personality, and it has served as a foundation for the majority of further studies. It was also based upon a strong theoretical background of human personality and marketing scales. Whilst the scale has recognized limitations and has been critiqued, this is as a result of well documented and rigorous testing, conducted within the body of a significant amount of research. Although his framework sought to improve the methodology through the use of multiple scales and address specific limitations of Aaker's model, it hasn't been rigorously tested, validated and adopted. As Aaker's model has been evaluated and its limitations discussed, researchers fully understand the generalizability of their study, opposed to Geuens.

### **2.1.3.1 Aaker's Brand Personality Model**

This section reviews Aaker's model of brand personality, assessing how it has been defined and developed from multiple trait sources drawn from both human and marketing scales, all of which were robustly filtered and refined. Aaker's (1996) brand personality framework enables academics to describe and measure five dimensions of the personality aspect of a brand and is defined formally as "the set of human characteristics associated with a brand. These associations may form through direct and indirect brand routes, as he clarifies with a very basic example of the Virgin personality which "flaunts the rules, has a sense of humor (maybe even outrageous), is the underdog (willing to attack the establishment) and is competent (always doing a good job with high standards).

As is the case with many brand personality constructs, traits were utilized from other personality scales. This included both psychological personality scales (204 traits) and personality scales used by marketers (113 traits from both academics and practitioners), whilst also including a dimension of original qualitative research (295), resulting in 309 no redundant personality traits. These traits were

reduced to 114, through a process of the subjects rating how descriptive a trait of a brand was, with anything below “very descriptive” being disregarded. In order to further test the final 114 traits, a sample of 37 brands which provided a range of symbolic functions, utilitarian functions and both symbolic and utilitarian functions were randomly selected. These were into 4 brand groups in order to ensure heterogeneity and to avoid subject fatigue resulting in bias. A generalizable sample of 1200 subjects was sent a questionnaire, of which 631 were returned. The subjects were asked to rate each of the 114 traits for each of the 9 brands on a 5-point Likert scale, whilst considering the brand in terms of its human characteristics.

The results were then correlation analyzed (a technique used to measure the association between two variables) and the scores were averaged across each subject. The 114 x 144 trait matrix was principal component analyzed, a scientific calculation designed to transform possibly correlated variables into a smaller set of non-correlated variables and varimax rotation was performed, which maximized the variance. This provided a clear 5 factor model which displayed high levels of variance. Each of the five factors was then factor analyzed again using a varimax rotation and an unrestricted number of facets were identified. These were Sincerity (4 facets), Excitement (4), Competence (3), Sophistication (2), and Ruggedness (2). This made up 15 facets in total, as shown in Figure 2.1. Next, the uppermost “item to total correlation” from each was calculated which provided 45 traits (3 traits for each of the 15 facets).

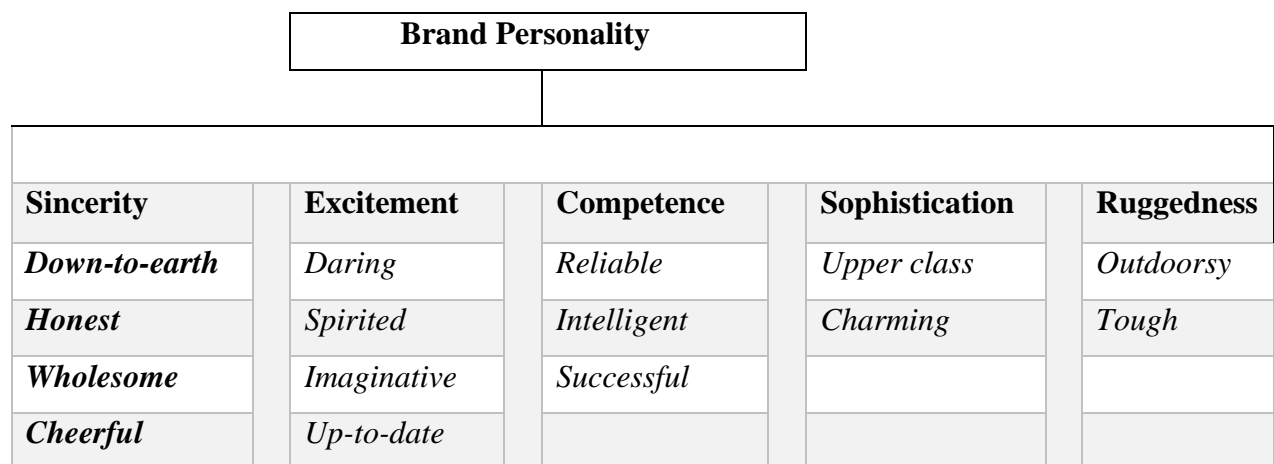


Figure 1: Aaker's Model of Brand Personality

(Source: Aaker, 1996, p.352)

In order to confirm the reliability of the scale, a random subset of 200 subjects (50 from each brand group) were posted questionnaires with 114 traits, and 81 were completed and returned. The number

of traits remained the same as previously, so as to avoid the effect of brand personality change over time. The returned questionnaire results highlighted 3 traits with test-retest correlations below .60, which were subsequently removed. In order to solidify the findings and final model, a confirmatory study was conducted. This was designed to establish the level at which the findings were dependent on the selected brand stimuli, as well as the subjects previously used. In simple terms, the study sought to investigate whether the measurement scale would still be applicable if the brands and the subjects used to test the brands were changed.

The confirmatory study consisted of a sample of 250 questionnaires being dispatched via post, with 118 being completed and returned. The questionnaire consisted of the 42 traits (as opposed to the original 114), and the organization selection included 2 groups of randomly selected independent brands (not chosen based on their perceived personality) to ensure a stringent test of the five factor model. Confirmatory factor analysis, a method for approximating the unidentified parameters in a regression model, estimated a five factor model for the 42 traits which when allowed to correlate provided a good fit. This suggested a good model, as shown in Table 2.1.

Whilst it can be argued that three of the dimensions are similar to the original Big Five model of competence (conscientiousness), sincerity (agreeableness), and excitement (extroversion), the other two dimensions of sophistication and ruggedness are very different. This indicated that whilst consumers view brands similarly to humans in some ways, brands do in fact influence consumers in a somewhat different fashion. This means that the Big Five model does indeed require tailoring to the context of brands. Most research which has adopted Aaker's framework was used within the context of consumers being asked to rate brands, usually upon a 7-point Likert scale (Jamal and Goode, 2001; Sirgy and Su, 2000). Of course, as with any piece of research there are criticisms and limitations of Aaker's framework, which impact the generalizability of research outcomes.

There have been several criticisms made of Aaker's (1996) model of brand personality (Azoulay and Kapferer, 2003). A common criticism is that the model can be difficult to replicate when considering cross-cultural studies. For this reason, there have been several further studies which modify the framework for different cultures including Japanese, Spanish, German and Dutch adaptations. The problem is compounded when the model is introduced to non-Western cultures, including Asian countries where the concept of brand personality is less meaningful and less relevant due to comparatively limited concepts of identity and personality. Historically, American individualism, an

antecedent of personality, has deep roots within the UK. Factors such as influence, affluence, open frontiers and social/geographic mobility may have been responsible for its adoption originally. The model itself is also questioned due to the exact definition of Aaker's (1996) brand personality, which incorporates other characteristics (such as age and gender) as well as personality itself. This has led researchers to question what exactly it is they are measuring (Azoulay and Kapferer, 2003). Potentially, the measurement could be engaging either with the perceived user characteristics (brand as a character), or with the perceived brand personality.

Psychologists argue that age and gender do in fact influence human personality, invariably conforming to social normalization, and for these reasons it is crucially important to define exactly what will be measured to ensure that the study is robust. The model has also been criticized for its non-generalizability, due to its methodology. Factor analysis data is used and then totaled across all consumer participants, which removes all within-brand variance. This results in data which is completely based around between-brand variance (Geuens, 2009). In other words, this model does not take into account the fact that different consumers may perceive the same brand in a different way, which would lead to variance in a single brand. As a result, it is not truly generalizable at the brand level, specifically in circumstances in which stakeholders are a component of difference. This is a serious limitation when conducting research which measures data based around aggregated consumer perceptions.

### **2.1.3.2 Wine Brand Personality**

A few studies have addressed brand personality in the wine market context. For example, Boudreaux and Palmer (2007) investigated the influence of wine labels' design elements on brand personality and the impact of brand personality on purchase intent. In their study, consumers from the U.S. evaluated experimental labels for wines identified as Cabernet Sauvignon on 10 facets of the Aaker brand personality scale. Orth and Malkewitz (2008) examined how five prototype holistic package designs (i.e. massive, contrasting, natural, delicate and nondescript) were perceived by U.S. wine consumers in terms of brand personality, using the 15 facets and five dimensions of Aaker's framework. Heslop et al. (2010) analysed how label information affects perceptions of the quality of wines. Consumers from Canada were asked to characterise fictitious Cabernet Sauvignon wines in terms of 25 personality characteristics. The previously cited study by Elliot and Barth (2012) attempted to analyse the wine label design and personality preferences of millennials. Consumers in

the 19 to 22-years-old category evaluated an experimental wine label developed by students and three commercially comparable wines in terms of 10 facets of brand personality. Antecedents of wine brand personality include the country-of-origin of wines, fictional brand names (Heslop et al., 2010) and aspects of label design, such as colour, illustration and design layout (Boudreaux and Palmer, 2007; Elliot and Barth, 2012). In addition, holistic package design concepts (Orth and Malkewitz, 2008) have been demonstrated to have an impact on brand personality perceptions. Boudreaux and Palmer (2007) concluded that the top two brand personality facets most strongly correlated with wine purchase intent are 'successful' and 'charming', followed by 'spirited' and 'up-to-date'. Their study also revealed that, although strongly conveyed by some brands, the 'ruggedness' dimension appears to be irrelevant to purchase intent. The authors hypothesised that this conclusion would likely change for wines chosen for barbecues. The study by Elliot and Barth (2012) found that 'spirited' and 'up-to-date' brand personality facets (i.e. the 'excitement' dimension) appeal to new wine consumers.

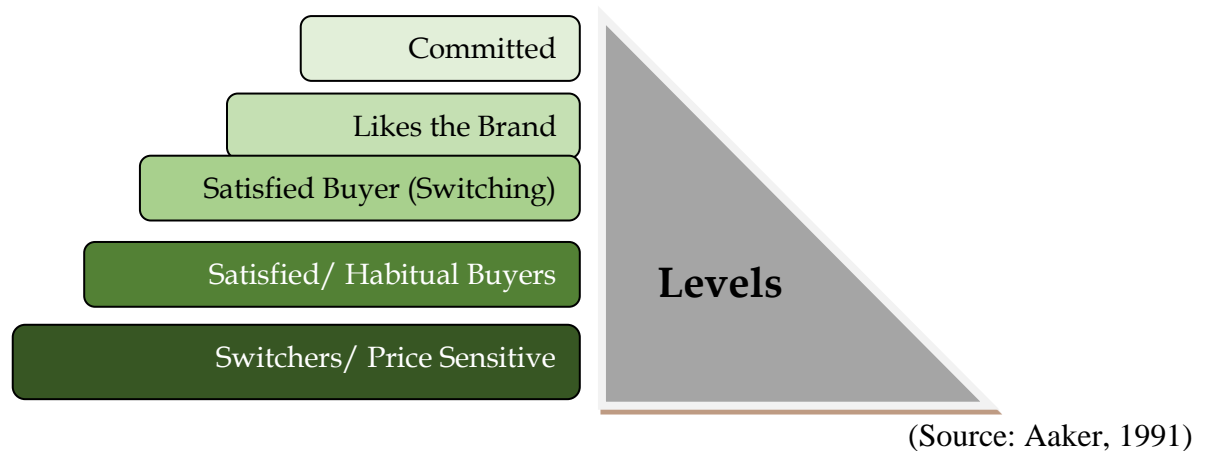
#### **2.1.4 Concepts of Brand Loyalty**

Customer loyalty to specific brands has been a big focal point of strategic marketing planning over the last years (Kotler, 1994). Strong brand can only exist given that it has a supply of brand loyal customers. Today this is considered to be an obvious fact, but this only first surfaced in the early 1980's. Before that time, companies mainly focused on trying to steal customers from their competitors and constantly get more customers. After this fact got the attention that it deserved, the focus shifted towards keeping already existing customers. This has become more and more important strategy since now in the times of countless offers, buyers tend to jump from one brand to the next (Kapferer, 1992). It can cost up to six times as much to gain a new customer compared to what it cost to retain an existing customer. On top of that, various studies indicate that depending on the industry, there is a possibility to increase profits up to 60% after reducing customer migration by a mere 5%. Thus, one of the main focuses of marketers in companies should be to create loyalty in order to create customer retention (Kapferer, 1992)

Brand loyalty refers to the extent of faithfulness of consumers to a particular brand. Brand loyalty is most commonly expressed through repeat purchases, irrespective of marketing pressure generated by competing brands. Oliver (1999) defines loyalty as a deeply held commitment to repurchase or repurchase a preferred products consistently over time, despite situational influences and marketing

efforts that might have the potential to cause switching behavioral response and as a function of psychological processes. Thus, it can be referred as a function of both attitudes and behavior (habit).

Brand loyalty is closely connected to brand equity because the more loyal the consumers are to the brand, the higher the value brand can be estimated (Aaker, 1991). Brand loyalty can qualitatively be distinguished from the other dimensions of brand equity because it is attached closer to the experience factor. Although purchase and use experience are basic factors in brand loyalty, dimensions of brand equity (Aaker, 1991). Aaker continues and categorizes the loyalty of the consumer in five different levels as depicted in Figure 2.2.



*Figure 2: Levels of Consumer Loyalty*

Aaker (1991) pointed out that brand loyalty is a variable having different level of strengths depending on a particular customer. Switchers are the customers, who keep on changing brands due to low switching costs. Habitual buyers are the people who have a habit to buy the same brand repeatedly, but do not have an emotional attachment with the product. Satisfied customers are the people who are loyal to a brand because it continuously satisfies their needs and wants (Aaker, 1991). Likes have an emotional attachment with the product and committed customers are at the top of the pyramid. These people share strong commitment and trust with the brand and value this attachment.

According to Oliver (1999) there is a social connection between the customer and brand. This social connection helps in development of the loyalty and satisfaction of the customer towards the brand. He carried out a research indicating that satisfaction plays an important role in brand loyalty; however

other factors like quality, customer's interest in the brand and social connection between customer and brand also important factor for brand loyalty development.

Dick and Basu (1994) suggest that brand loyalty favors positive word of mouth and greater resistance among loyal customers to competitive strategies. Obviously such findings encourage marketers to build and maintain brand loyalty among customers. When striving for such goals, information on factors determining the creation of brand loyalty among customers becomes an important matter. Maintaining brand loyalty remains the ultimate goal of a marketer. Brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. It occurs because the consumer perceives that the brand offers the right product features, image, or level of quality at the right price. Consumer behavior is habitual because habits are safe and familiar. In order to create brand loyalty, advertisers must break consumer habits, help them acquire new habits, and reinforce those habits by reminding consumers of the value of their purchase and encourage them to continue purchasing those products in the future.

### **2.1.5 Brand Loyalty**

Brand loyalty refers to customers' loyalty to a brand that can be observed in their tendency to purchase products or services of a particular brand as their first choice. Loyal customers are committed to a brand and this commitment leads to permanent purchase of that brand's products or services (Li, 2009). Loyal customers tend to pay more for products with their desired brand because they perceive unique values of that brand compared to other brands. When loyal customers lose their attachment to a brand, they immediately start purchasing other brands. Purchasing a familiar brand's products can save time and reduce comprehension risks (Bloemer and Kasper, 1995). Brand loyalty indices offered by Aaker (1996) include the amount of extra money that a customer is willing to pay to purchase a particular brand compared to other brands as well as his/her satisfaction and repurchase intention (Aaker, 1991).

Compared to other customers, loyal customers of an organization need less promotion activities; therefore, loyalty has a significant role to play in creating long-term benefits for an organization. Loyal customers would gladly pay more for their selected brand's products and services. Furthermore, organizations can increase their market share with the help of their loyal customers because those customers frequently purchase their brands and resist situational factors and competitors' marketing efforts (Yu, 2008).



### **2.1.5.1 Variety of Brand Loyalty**

Loyalty is continued use of product and service and the attitude of customer toward that particular organization giving product and services. Various definitions of loyalty have been proposed that are all based on the two loyalty aspects of attitudinal and behavioral (Odin, Odin, and Valette-Florence 2001). In other words, in order to increase transparency of the subject, the researchers have examined the loyalty issue through the two aspects of attitudinal and behavioral. The difference between attitude and behavior relates to the selection of particular product and services. Many authors accepted the loyalty as attitude and behavior of customer (Dick and Basu, 1994, Grewal and Brown 1996, Chaudhary & Holbrook, 2001, Brown & Chen, 2001 and Ramli & Sjahrudin, 2015).

#### **2.1.5.1.1 Attitudinal Loyalty**

Attitudinal loyalty is the other important component of brand loyalty. In terms of attitudinal approach, a customer's loyalty is an attitude (Odin, Odin, and Valette-Florence 2001) containing a degree of natural commitment to a particular brand (Chiao and Droge, 2006; Ling and Wang, 2006). In other words, this kind of loyalty means a customer's preference, purchase intent and a long-term commitment to a particular brand as well as a tendency to comment positively about that brand's products or services. However, it must be noted that this approach is valuable only when resulting in customers' behavioral loyalty. Thus, attitudinal loyalty of customers includes indices such as commitment, trust, devotion and faithfulness to a brand. (Moa, 2007).

Attitudinal Loyalty is about the customers who have positive feeling about product and service they use and attempt to influence other to use it by recommending to others (Chaudhari and Holbrook, 2001). Customer Loyalty can be measured through the consumer intention to recommend positive things about service provider, intention to encourage friends and relatives to do business with the service provider, intention to carry on purchasing services from existing service provider and intention to purchase additional service from same service provider (Zeithaml, 1996; Ramli and Sjahrudin, 2015). Attitudinal Loyalty can be a commitment or trust to a company which may not have to result in any purchase. Though the customer has a positive attitude towards a company product or service, they might have an even more positive toward another company. Attitudinal Loyalty help the company to build up an exit barrier for customer.

#### **2.1.5.1.2 Behavioral Loyalty**

In terms of behavioral approach, a customer's loyalty is a behavior through which his/her preference structure is reflected (Aydin and Ozer, 2005). Repurchasing a brand and increasing the number of products with a particular brand in one's shopping cart are examples of behavioral loyalty. In other words, behavioral loyalty means that a customer continues to purchase and use products or services provided by a specific brand for a long time. Thus, behavioral loyalty of customers includes indices such as repurchasing and recommendation to others (Kalati, 2008). Customer loyalty becomes important to an organization when it results in purchase behavior. This generates for a company indirect and tangible returns which attitudinal loyalty does not (Ramli and Sjahrudin, 2016). So another dimension of loyalty i.e. behavioral loyalty is important for a company in order to generate profitability. Behavioral loyalty is defined as the customer's intention to repurchase and patronize the product or services. It is consumer behavior related to a certain product or service over time (Gremler and Brown, 1996).

Behavioral Loyalty is important for a company in order to generate profitability. To maintain and enhance customer loyalty the company has to understand and fulfill the customer's needs and wants (Caceres & Paparoidamis, 2007). Loyal customers are committed to product and service they not only show positive attitude by repurchase, patronize recommending product and service but also show behavioral loyalty by not switching to other company. Rust (2004) proposed two additional items including consumer willingness to share information with others and consumer's willingness to test services developed by the firm. The study proposed that composite measurement of loyalty is the combination of attitudinal and behavioral loyalty.

#### **2.1.6 Brand Personality and Brand Loyalty**

Many of the studies are conducted to show the relationship between the brand personality and the customer loyalty of the customer and the consequences have been analyzed. Additionally, it is found that by involving the concept of brand personality, the brand loyalty can be enhanced. Guo (2003) also explored that brand personality has significant influence on brand preference. Because brands have their own particular personalities, consumers may treat brands as real human beings. In this case, consumers will expect the people's words, attitudes, behavior or thoughts and so on to meet their respective personality traits (Aaker, 1996).

It might be that consumers like the brands having more distinct brand personality, and it is also likely that consumers are more familiar with the brands they prefer. Consumers may likely use the brand and products in line with their own personality traits, in other words, all the marketing activities are aimed at having consumers believe and recognize a brand personality, and reinforcing the communication between the brand and the consumer, to enhance the brand's loyalty and equity.

Mengxia (2007) investigated the Influence of brand personality on consumers' brand preference, affection, loyalty and purchasing intention. The results of his study shows that brand personality has a positive influence on brand preference, affection, loyalty and purchase intention. A brand personality should be shaped to be long-lasting and consistent. Besides, it should also be different from other brands and meet consumer's demands.

Also a study conducted by Kumar (2006) sorted out the connection between brand personality and brand loyalty, and separately used durable goods (cars), and consumer goods to explore the relationship between brand personality and customer loyalty. The result shows that brand personality may influence consumers' brand loyalty to consumable goods.

Personality, as an important component of your identity, is also an important element of communication. Because a brand without personality cannot identify itself and it cannot remain in mind. Consumers are under the influence of similarities between their personalities and products when choosing among competing products (Kumar, 2006). For this reason, each brand has to apply an image that reflects its style as "consistent" and "one-sided" as a reminder. This leads to an increase in the size of the relationship between the user and the brand, thereby increasing the user's preference rate for the brand.

In this way, the consumer's confidence in the brand and the increase in loyalty also lead to a permanent differentiation that is not easy to be imitated by the rival brands. In order to provide this relationship, it is necessary for the consumers to adopt a brand and personalize the brand to establish a relationship between the brand and themselves. Brand personality increases the personal meaning of the product for the consumer and ensures that the consumer is synonymous with the product. King (1970) and Plummer (1984) focused on this issue in their research conducted on consumer behavior. King (1970) emphasized that brand personality be an important element when the consumers choose between the two brands. It has been expressed that the consumers have chosen brands in a way similar to the selection of friends, that is to say, attribute human characteristics to the brands.

## **2.2 Empirical Review**

In a study entitled ‘evaluation of the effects of brand personality on attitudinal and behavioral loyalty of customers of Hyper Star’, Azizi and colleagues (2012) found significant relationships between brand personality aspects of responsibility, agility, emotionality and courage and attitudinal and behavioral loyalty of customers. However, they found no significant relationship between brand simplicity and customers’ attitudinal loyalty. Moreover, among the five aspects of brand personality, only agility was related to behavioral loyalty of customers. Therefore, they recommended that in evaluation of the effects of brand personality on customers’ loyalty, it is better to assess attitudinal and behavioral loyalty separately.

In a study about the effects of brand personality on the Mallet Bank customers’ loyalty, Ansari and colleagues (2014) reported a significant relationship between the mentioned bank brand personality and its customers’ loyalty and stated that in service companies, customers’ loyalty increases through improved quality of perceived services and improvement of brand personality.

Zhang and colleagues (2014) studied the relationships between brand personality, customers’ satisfaction and customers’ loyalty in Chinese microblogging sites. The studied brand personality aspects in their study (capability, intimacy, arousal and complexity) were positively correlated with customers’ satisfaction while the aspect of intimacy showed the greatest impact. In this research, customers’ satisfaction was a mediator variable in the relationship between brand personality and brand loyalty. Therefore, if customers find a brand with the mentioned personality aspects, they will probably be satisfied with it and this satisfaction will lead to their loyalty to the brand.

Roosta (2015) studied the effects of brand personality and brand satisfaction on attitudinal and behavioral loyalty of the customers and confirmed positive relationships. In an investigation, Wang & Kandyngara (2014) examined the relationships between brand experience, brand personality, customers’ satisfaction and their loyalty to the HMF brand. The results showed significant relationships between brand experience, brand personality and customers’ loyalty.

In a study entitled ‘the relationships between customers’ personality traits, brand personality and brand loyalty’, Lin (2010) found positive significant relationships between customers’ personality traits, brand personality and brand loyalty.

Zhang (2007), in a study entitled ‘the effects of brand personality on preferences, attitudes, loyalty and purchase intent’, concluded that there are significant relationships between brand personality and preferences, loyalty and purchase intent of the customers.

In a study entitled ‘TOSHIBA brand personality in comparison with 4 other brands with similar World class in Iran market’, Mahmoudian (2010) found that customers’ subjective experiences are effective in choosing a product.

In another study (Kim, 2011) entitled ‘the effects of customers’ perceptions of brand personality in informal restaurants’, the effects of brand personality on brand preference, brand loyalty and word-of-mouth marketing were examined and significant relationships were reported.

In one study, Tran (2013) tried to explore the relationship between brand personality and brand quality in the hotel business in order to propose the most effective way of a hotel brand value and loyalty development. Hsu (2014) examined the perceived brand performance of foreign and domestic luxury hotel brands among Chinese domestic consumers. Findings showed that Chinese domestic consumers do not differ in their rating and satisfaction between foreign and domestic luxury hotel brands.

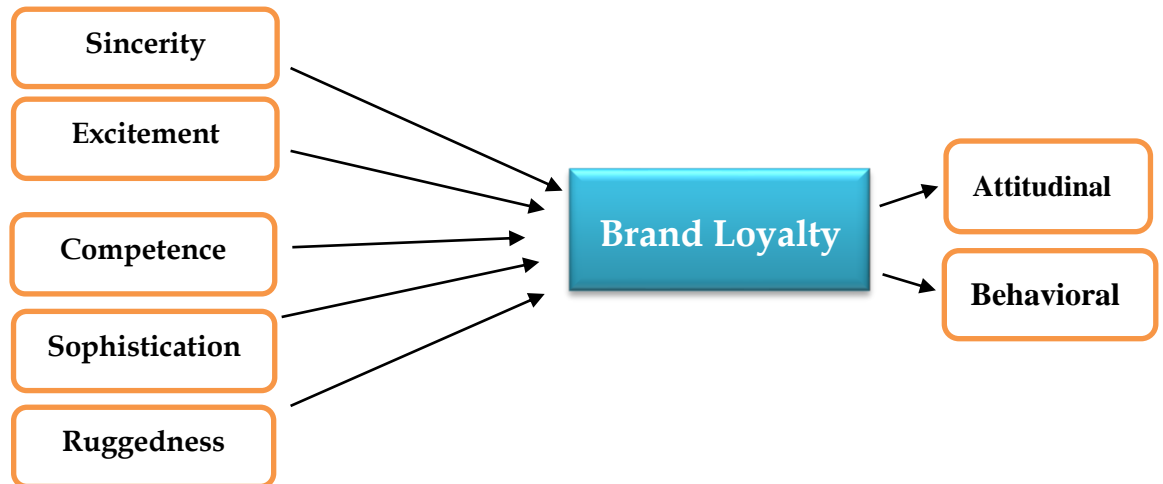
Sun (2014) studied the brands of China youth hostels for the international travel market. The findings showed that the congruity of consumers’ self-image and brand personality correlate positively with their intention to choose a youth hostel brand in China.

All these studies show that companies have made attempts to apply brand personality concept to create longterm relationship with their customers and attain their loyalty at large. For all that, more efforts are seen in tourism destinations and restaurants and little research is found exploring the applicability of brand personality in the beverage manufacturing industry, Winery in this case.

### **2.3 Conceptual Framework and Hypothesis Formulation**

Brand personality and customer loyalty factors are widely used and accepted for investigating the relationship between the consumption or purchase habit of a given product and their perceptions towards its brand. This research model depicts the relationship between brand personality and customer loyalty dimensions. Figure 2.3 presents the conceptual framework of the study. The conceptual framework considers the five brand personality dimensions namely sincerity, competency, excitement, sophistication and ruggedness as independent variables while customer (attitudinal and behavioral) loyalty as dependent variable. The model is adopted from Aaker’s (1995) and Kumar’s

(2006) previous studies which posited the relationship between brand personality and customer loyalty. The model conceptualizes consumers are likely to form favorable feelings towards a brand associated with humanized content. As a consequence, they may further establish self-brand connections with this brand. In this case, it is expected that if the customer perceives the brand to be sincere, competent, exciting, or sophisticated and rugged, then the consumer is more likely to become either attitudinally or behaviorally loyal to the brand.



(Source: Aaker, 1995; Kumar, 2006)

Figure 3: The conceptual framework

The main purpose of this study was to address the effect of brand personality on behavioral and attitudinal loyalty of Castel Winery's customers in Addis Ababa. Based on the theoretical and empirical reviews of this study, the following applied hypotheses were proposed as follows:

- H1 - Sincerity brand personality has positive and significant effect on both customer attitudinal and behavioral loyalty
- H2 – Excitement brand personality has positive and significant effect on both customer attitudinal and behavioral loyalty
- H3 – Competency brand personality has positive and significant effect on both customer attitudinal and behavioral loyalty
- H4 - Sophistication brand personality has positive and significant effect on both customer attitudinal and behavioral loyalty

H5 – Ruggedness brand personality has positive and significant effect on both customer attitudinal and behavioral brand loyalty

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

This chapter outlines and elaborates the methodologies of the study. It covers research approaches, research design, sampling techniques, sources of data collection, data collection procedures, reliability analysis, methods of data analysis and presentation as well as ethical consideration.

#### **3.1 Research Approach**

The type of research approach employed in this study is quantitative research approach method for the fact that it involved generation of data in quantitative form for analysis. Data were quantified and statistical methods are used in the data analysis to seek evidence about characteristics or a relationship between the study variables. Quantitative research is one of the research designs which engages in systematic and scientific investigation of quantitative properties and phenomena and other relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertain the natural phenomena (Abiy, 2009).

#### **3.2 Research Design**

Explanatory research is a study of functional relationships existing between two or more variables (Kothari, 2004). It is used to establish cause-and-effect relationships between variables and causal analysis is concerned with the study of how one or more variables affect changes in another variable. Hence, this study followed explanatory research design along with descriptive and inferential statistics as it described the variables of interest in the brand personality and customer loyalty measurement as well as to determine the relationship between the study variables.

#### **3.3 Population of the Study**

A population can be defined as the complete set of subjects that can be studied: people, objects, organizations from which a sample may be obtained (Shao, 2009). The population of the study were targeted customers of Castel Wine products in Addis Ababa. Addis Ababa, the capital city of Ethiopia, is currently clustered in to 11 different sub-cities. According to Ethiopian Central Statistics Agency (CSA) report on 2019, the dwellers in city are estimated roughly around 6-million but the number is expected higher for the fact that the population has been growing 3% annually and the local migrants to the capital city substantially increasing since the last two decades (World Health



Organization – WHO, 2021). Referring their demographic characteristics, 70% of the total dwellers are youngster below the age of 21 years old (Mundi, 2019). The rests 30% (1.8mil) were eligible to participate in this survey for the fact that the law of the country restricts underage citizens consumption of alcoholic beverage. Thus, the inclusion criteria for participating in this survey was dwellers living in Addis Ababa, 21<sup>+</sup> years old who consume at least one of Castel Wine products namely Acacia, Rift Valley or Cuvee Prestige.

### **3.4 Sampling Technique**

According to Zikmund (2000), there are two main sampling techniques, probability and non-probability sample. In this study, convenience and judgemental non-probability sampling techniques will be utilized. Since the sub cities are homogeneous, judgementally three metropolitan sub cities namely Bole, Kirkos and Arada sub cities, the place where most liquor stores, hotels and bar & restaurants are located, will be considered as a sampling frame. In this study, the lack of access to a list of the population under study or unavailability of the sampling frame made it difficult to obtain fully randomized sample (probability sampling). Thus purposive (judgmental and convenience non-probabilistic) sampling was applied to determine the participants.

### **3.5 Sample Size**

Sampling is the process of selecting a number of study units from a defined study population (Abiy, 2009). It is economical to take representative sample for the intended investigation when conducting census is unrealistic. Since the population of customers is unknown or infinite, Cochran formula was applied to calculate the sample size (Carvalho, 1984). Accordingly, the sample size for wine consumers was computed as follows:

$$n = \frac{z^2(p)(q)}{e^2}$$

Where:

- N - Sample size
- Z - Standard deviation given a corresponding confidence level of 95%
- P - Estimated proportion of incidence (success rate = 0.5)
- Q - (1 –p) or assumed failure rate (0.5)
- E - Proportion of sampling error or error margin in a given situation (5%)

Thus, the sample size of the intended study with 95% confidence level, probability of 50% occurrence, probability of 50% failure and 5% marginal error, is obtained as:

$$n = \frac{z^2(p)(q)}{e^2} = \frac{(1.96)(0.5)(0.5)}{(0.05)^2} = 384.16 = 385$$

A representative sample size of 385 respondents, selected conveniently, will be taken from 3- sub cities in Addis Ababa.

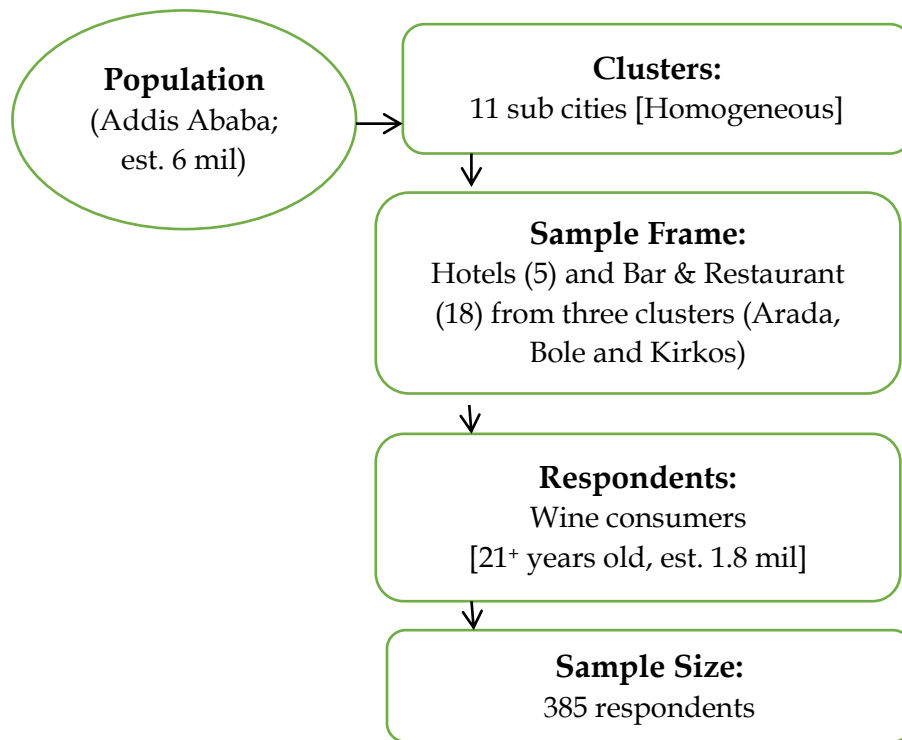


Figure 4: Study Population and Sampling Frame

### 3.6 Source of Data

According to Catherine (2007), data may be collected as primary, secondary or both. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand. On the other hand, secondary data contains relevant data that has been collected for a different purpose, but from which the conclusion is valuable for the purpose. In this study basically the primary source, quantitative data from wine consumers in the selected sub cities is used for analysis.

### **3.7 Data Collection Instrument**

Questionnaire was used to collect primary data from the targeted respondents (customers of Castel Wine products in Addis Ababa). It was prepared very carefully to be effective in collecting the relevant information. Structured questionnaires are those questionnaires in which there are definite, concrete and pre-determined questions. The questions were presented with exactly the same wording and in the same order to all respondents. Resort is taken to this sort of standardization to ensure that all respondents reply to the same set of questions.

A structured questionnaire based a 5- point Likert-scale was applied as a major instrument of data collection. The questionnaires consisted of three sections. The first section elicits information on the demographic characteristics of the respondents, the second section constitutes of items that request information on the independent variables of the study i.e., brand personality traits in terms of sincerity, excitement, competence, sophistication and ruggedness; while the third section is all about the dependent variables—brand loyalty. Brand Loyalty was also measured based on attitudinal (positive intentions towards...) and behavioral (actions in terms of repurchase, say positive words, recommend or others) loyalty. Using five-point Likert scale ranges from 1- for "Strongly disagreed" to 5- for "strongly agreed". The brand personality questions were adopted from Aaker (1996) and brand loyalty from Faizan (2011) then adjusted to fit for the context of the study.

### **3.8 Data Collection Procedure**

A pilot survey was conducted on 30 respondents at selected three hotels, excluded from the sample frame, prior to administrating the questionnaires to the targeted sample respondents so as to check whether the questioner was clear, easy to understand and straightforward to ensure that the respondents able to answer the questions with no difficulty. In addition to these, the pilot study was administered to test the appropriateness, validity and reliability of the questioner, then based on their feedbacks, some changes were made on the questionnaire before distributing to the selected respondents. Based on the sample size computed on the above formula, self-administered questionnaires were distributed to willing participants at each selected bar and restaurants to collect a total of 385 responses.

### 3.9 Data Analysis and Presentation

Data in this study is analyzed using both descriptive and inferential statistics. Descriptive statistics is used to interpret data in general and for testing hypothesis and investigating research objectives inferential method is used using statistical package for social science (SPSS) version 2.0. Descriptive statistics was applied to interpret demographic variables of the respondents and to discover the frequencies of each dimension whereas inferential statistics was for hypothesis testing such as correlation and multiple linear regression tests. Tables and graphs are used to present analysis results pictorially.

### 3.10. Validity and Reliability

To ensure the validity and reliability of this research, the researcher utilizes the criterion argued by Bryman (2007) to test the process of the research. First of all, the internal validity was fulfilled by the consistency between the research data collection and the theoretical framework. On the other hand, the external validity, which was also met by this formal theory generated, represents that the findings were used in more general area. Secondly, the researcher makes an adequate agreement in the process of the research, and the extent of the agreement determines the internal validity.

Reliability of the study shows the extent to which the researcher can confidently rely on data obtained through the use of instrument adopted to gather data, for the research work. It actually shows the extent to which the researcher can confidently rely on the information gather through the use of research instrument (questionnaire) adopted to gather data for the research work. A reliability test was carried out on the questionnaire using the Cronbach's alpha test.

*Table 1: Reliability Analysis for Variables*

Variables	No. of Items	Cronbach's Alpha Coefficients
Sincerity	6	0.880
Excitement	5	0.709
Competence	5	0.918
Sophistication	5	0.730
Ruggedness	4	0.836
Overall Customer loyalty	5	0.791
Total	27	0.811

(Source, Own Survey, 2021)

It is a coefficient of reliability used to measure the internal consistency of the scale; it represents as a number between 0 and 1. According to Zikmund (2010) scales with coefficient alpha between 0.6 and 0.7 or higher are considered adequate to determine reliability. Thus, the alpha coefficient was calculated for all factors, almost all constructs were between 0.709 and 0.918. As a result, all constructs were accepted as being reliable for the research. The Cronbach's alpha coefficient of the five brand personality tools and customer loyalty is shown on Table 4.1 below

### **3.11 Ethical Considerations**

In order to keep the confidentiality of the data given by respondents, the respondents were not required to write their name and assured that their responses were treated in strict confidentiality. The purpose of the study has already been disclosed in the introductory part of the questionnaire. Furthermore, the student researcher tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants after having gotten their full consents in verbal or written form.

## **CHAPTER FOUR**

### **DATA PRESENTATION, ANALYSIS AND INTERPRETATIONS**

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSS 2.0). The analysis comprises of both descriptive and inferential statistics. The former refers the demographic profile of the respondents and brand personalities of Castel Wine based on respondent's perception. The latter is about correlation and regression analysis of the study variables. Finally, the proposed hypotheses are tested accordingly.

Pearson correlation coefficient and Cronbach's alpha were also used to test goodness and internal consistency of the measure. Results are presented in graphical and tabular format based on the responses given by the respondents. The multi-regression analysis is applied to determine the effects of brand personality dimensions namely Sincerity, Excitement, Competence, Ruggedness and Sophistication on Customer loyalty.

In order to make the collected data suitable for the analysis, all questionnaires were screened to be complete, coded and put on SPSS for analysis. Out of the 385 distributed questionnaires, 356 responses were collected which accounted for 92.5% response rate obtained. During data editing, the collected questionnaires was checked for errors and 25 incomplete questionnaires were identified and discarded. Therefore, out of the 356 collected questionnaires, 331 were found to be valid and used for the final analysis.

#### **4.2 General Information about the Respondents**

To provide a clear picture regarding the study participants' demographic characteristics and their responses for the given questionnaires, descriptive analyses of respondents' profile and their respective perceptions on brand personality of Castel Wine company have been described below.

##### **4.2.1 Demographic Characteristics**

The results on Table 2. refers the demographic analysis of sex, age, education, income and duration since they have known and used the castel wine products. These variables help to identify the background of the respondents.

Table 2: Demographic Profiles of Respondents

Description		Frequency	Percent (%)
<b>Sex</b>	Male	119	36.0
	Female	212	64.0
<b>Total</b>		<b>331</b>	<b>100.0</b>
<b>Age</b>	< 25 years	22	6.6
	25 – 35 years	58	17.5
	36 – 45 years	74	22.4
	46 – 55 years	97	29.3
	> 55 years	80	24.2
<b>Total</b>		<b>331</b>	<b>100.0</b>
<b>Education</b>	High school	59	17.8
	Degree	173	52.3
	Masters	46	13.9
	Ph.D.	0	0.0
	Other	53	16.0
<b>Total</b>		<b>331</b>	<b>100.0</b>
<b>Income</b>	< 5,000 birr	169	51.1
	5,000 – 10,000 birr	91	27.5
	> 10,000 birr	71	21.5
<b>Total</b>		<b>331</b>	<b>100.0</b>
<b>Duration</b>	< 1year	56	16.9
	1 – 3 years	182	55.0
	4 – 6 years	62	18.7
	> 6 years	31	9.4
<b>Total</b>		<b>331</b>	<b>100.0</b>

(Source: Own Survey, 2021)

The analysis of the data collected revealed that 119 (36.0%) of respondents were male and the rest 212 (64.0%) accounted for female counterparts. This implies that female respondents consumers were relatively higher than men. Majority of them (50.5%) was found within the age range of 46 – 55 years old followed by 80 (24.2%) elders above 55 years old and 74(22.4%) adults within 36 – 45 years. Age group between 25 – 35 years and youngsters below 25 years took the last positions as they were

accounted for 58(17.5%) and 22(6.6%) respectively. The trend shows the percentage of consumers use castel wine products were increases along with their age.

Regarding their educational achievements, more than half of the respondents 173 (52.3%) are first degree holders; 59 (17.8%) high school; 46 (13.9%) masters; and 53 (16.0%) other qualifications but no Ph.D. holder was found. The implication is majority of them are educated and the possibility of getting balanced responses for the questionnaires is higher.

Majority, 169 (51.1%), of them earn below 5,000 birr while the rest 91(27.5%) and 71 (21.5%) had monthly income of 5,000 – 10, 000 birr and above 10,000birr respectively. Low income respondents use castel wine products that high income dwellers.

It was also found that the respondents have known the company product more than 6 years ago accounted for 31(9.4%) whereas 56 (16.9%) for less than a year. On the other hand, majority has the awareness within 1 – 3 years followed by 62(18.7%) from 4 – 6 years' period. This shows that there were lack of retaining customers for longer period.

The overall demographic profiles of the respondents indicate that majority of the respondents were female within the age range of 46-55, well-educated but relatively low income citizens. This has an implication that the respondents participated in this study were believed to be capable to understand the subject matter or the stated questions results in providing credible responses.

#### **4.2.2 Description of Brand Personality Dimensions**

The brand personality is the set of human personality traits that are both applicable to and relevant for brands. In this study, brand personality is measured by five factors namely sincerity, excitement, competence, sophistication and ruggedness. Based on respondents' perception, as described below.

##### **4.2.2.1 Sincerity**

Referring Table 3., the respondents agreed on that harvests the wine grape farmland responsibly (mean 4.03) and The winery utilizes organic grapes for wine beverages (mean 3.87) even though they didn't feel the company develops partnership with society (mean 3.15). The tastes of the Castel wines are sustainable for long period has mean scored value of 3.61 respondents' agreement. But they complained on company nurtures friendly relationship with the consumers (3.23). This implies that the respondents believed that the company utilize friendly relationship with its customers and need to develop partnership with society.



Table 3: Sincerity Dimension

Code	Sincerity	N	Mean	Std.
SIN1	The winery utilizes organic grapes for wine beverages	331	3.87	1.204
SIN2	The company nurtures friendly relationship with the consumers	331	3.23	1.117
SIN3	The tastes of the Castel wines are sustainable for long period	331	3.61	0.964
SIN4	It harvests the wine grape farmland responsibly	331	4.03	1.101
SIN5	It develops partnership with society	331	3.15	1.113
Average		331	3.58	1.077

(Source: Own Survey, 2021)

#### 4.2.2.2 Excitement

The results in Table 4. show that majority of respondents agreed on Castel wine is a spirited company for supplying quality wines (mean 3.70) and stylish/ colorful (mean 3.66). However, they were indifferent regarding packaging is bold enough to to show company’s creativity (mean 3.31) and The company makes imaginative ideas to promote its products (mean 3.08). On the other hand, majority were disagreed with product is unique compared to competitive wineries (mean 2.79). It can be concluded that the respondents felt company products are almost similar.

Table 4: Excitement Dimension

Code	Excitement	N	Mean	Std.
EXI1	Castel wine is unique compared to competitive wineries	331	2.79	1.276
EXI2	The company makes imaginative ideas to promote its products	331	3.08	1.640
EXI3	Its packaging is bold enough to to show company’s creativity	331	3.31	1.457
EXI4	The bottles are stylish	331	3.66	0.922
EXI5	Castel wine is a spirited company for supplying quality wines	331	3.70	0.882
Average		331	3.34	1.23

(Source: Own Survey, 2021)

#### 4.2.2.3 Competence

Table 5. shows that majority (mean 3.79) of the respondents agreed on the statement “The company supplies fine wines to the market” “Castel wine products are reliable” followed by “The company is successful in wine market”; “Castel wine products are leading in the market” with mean scored value of 3.76, 3.62, 3.53 respectively. However, they were indifferent (mean 3.33) on the statement “The

products are family oriented”. The overall competence dimension of the castel wine company was perceived slightly positive (average mean score 3.58) which requires substantial improvement.

*Table 5:Competence Dimension*

Code	Competence	N	Mean	Std.
CPT1	Castel wine products are leading in the market	331	3.53	1.338
CPT2	The company is successful in wine market	331	3.62	1.305
CPT3	Castel wine products are reliable	331	3.76	0.833
CPT4	The products are family oriented	331	3.33	1.064
CPT5	The company supplies fine wines to the market	331	3.79	0.787
Average		331	3.58	1.065

(Source: Own Survey, 2021)

#### 4.2.2.4 Sophistication

The results in Table 6. shows that majority of the respondents agreed with the Castel wines suit upper-class customers (mean 4.11) followed by Castel wine is more than a glass of wine(3.88), Castel wine bottles are glamorous(3.87) and The brand of Castel wine has sophisticated meaning (3.59). the overall sophistication dimension was perceived positively (average mean 3.84) implying that the services are easy to use, less bureaucratic and the staffs are appealing.the products are match upper class users, bottles attractive.

*Table 6:Sophistication Dimension*

Code	Sophistication	N	Mean	Std.
SOP1	Castel wines suit upper-class customers	331	4.11	1.013
SOP2	Castel wine bottles are glamorous	331	3.87	0.645
SOP3	The brand of Castel wine has sophisticated meaning	331	3.59	1.310
SOP4	Castel wine is more than a glass of wine	331	3.88	0.629
Average		331	3.84	0.887

(Source: Own Survey, 2021)

#### 4.2.2.5 Ruggedness

Referring Table 7., the results revealed that majority of the respondents strongly agreed on castel wine products are outdoorsy (mean 4.21), logo of Castel wine products reflects its toughness (mean 4.47), Staffs of Castel wine look strong (mean 4.08), and their facility has modern facility (mean

4.36). This implies that respondents perceived ruggedness of castel wine company brand personality positively.

*Table 7:Ruggedness Dimension*

Code	Ruggedness	N	Mean	Std.
RUG1	Castel wine products are outdoorsy (has good outside appearance)	331	4.21	0.898
RUG2	logo of Castel wine products reflects its toughness	331	4.47	0.847
RUG3	Staffs of Castel wine look strong (hard worker)	331	4.08	1.046
RUG4	The Castel wine has modern facility	331	4.36	0.755
Average		331	4.28	0.882

(Source: Own Survey, 2021)

#### 4.2.2.6 Customer loyalty

The results on Table 8. revealed that the overall Customer loyalty of the respondents perceived positive with average mean scored value of 3.72. This is for the reason that they believed the quality of the Wine is good (mean 3.77), trust the wine products of Castel Wine company. (mean 3.73), special attachment or emotional feelings towards the Wine. (mean 3.81), encourage others to use the products (mean 3.75) and they are loyal patron of their respective Castel wine (mean 3.56).

*Table 8: Customer Attitudinal Loyalty*

Code	Customer Attitudinal loyalty	N	Mean	Std.
BLY1	The quality of the Wine is good	331	3.77	.805
BLY2	You trust the wine products of Castel Wine company.	331	3.73	.847
BLY3	You have special attachment or emotional feelings towards the Wine.	331	3.81	.766
BLY4	You will recommend the same wine brand to your friends or relatives	331	3.75	.820
BLY5	In future you may switch to other wine brands	331	3.56	1.320
<b>Average</b>		331	3.72	0.911

(Source: Own Survey, 2021)

The overall attitudinal loyalty of the respondents revealed that they had positive perception of feelings towards Castel wine brands. This has the implication of that they trusted the product quality and intend to have positive attitude towards the company as well as the products even though a great deal of efforts has been required to gain more loyalty to their respective brands.

#### 4.2.2.7 Consumer Behavioral Loyalty

The results on Table 9. revealed that the overall Customer loyalty of the respondents perceived positive with average mean scored value of 3.95 as the respondents bought Casle wine again and again as it suits their personality (mean 4.01) and said positive words of mouth about Castel wine brands (mean 4.04), preferred Castel wine even if it costed them more (mean 3.81), recommended it to others for its product quality (mean 3.88), and confirmed that the castel wine brand is their first choice (mean 3.99). This has the implication of being loyal to the brands of castel wine even though a great deal of efforts has been required to gain more loyalty to their respective brands.

Table 9: Customer Behavioural Loyalty

Code	Customer Behavioral loyalty	N	Mean	Std.
BLY1	I bought Castel wine for it is my first choice	331	3.99	.805
BLY2	I bought Casle wine again and again as it suits my personality	331	4.01	.847
BLY3	I preferred Castel wine even if it costed me more	331	3.81	.766
BLY4	I would say positive words of mouth about Castel wine brands	331	4.04	.820
BLY5	I recommended Castel Wine to others for its product quality	331	3.88	1.320
<b>Average</b>		331	3.82	0.911

(Source: Own Survey, 2021)

### 4.3 Assumption Tests for Multiple Regression Model

Multiple regression is an analysis that assesses whether one or more predictive variables explain the dependent (criterion) variable. The regression assumptions are Multicollinearity, Multivariate Normality, Linearity and Homoscedasticity.

#### 4.3.1 Multicollinearity

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are Multicollinearity, there is “overlap” or sharing of predictive power. Thus, the impact of Multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables. “Tolerance” and “variance inflation factors” (VIF) values for each predictor is a means of checking for Multicollinearity. Tolerance value below 0.1 and VIF value above 10 percent indicate a Multicollinearity problem, (Robert, 2006).

Table 10: Multicollinearity

Variables	Collinearity Statistics	
	Tolerance	VIF
Sincerity	0.594	1.684
Excitement	0.401	2.494
Competence	0.332	3.012
Sophistication	0.437	2.288
Ruggedness	0.648	1.544

Source: Survey Result, SPSS (2021)

In this study, the results showed that the collinearity statistics analysis of variance inflation factors (VIF) value ranges from 1.544 to 3.012 which indicated there was no collinearity problem. This could be taken as a confirmation that there were no multi-collinearity issues to proceed for regression analysis.

#### 4.3.2 Homoscedasticity

Testing for Homoscedasticity lies with an assumption in regression analysis that the residuals at each level of the predictor variable(s) have similar variances. Using the plots of ZRESID against ZPRED, the distribution is checked whether the graph looks like a random array of dots evenly dispersed around zero. This is to mean that at each point along any predictor variable, the spread of residuals should be fairly constant.

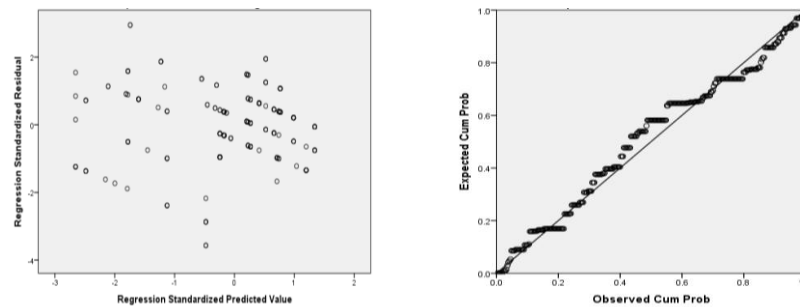


Figure 5: Scatter Plot of Linearity Test

In Figure 5., it shows that each of the overall brand loyalty against the predictor variable of brand personality. The plot shows that how the points are randomly and evenly dispersed throughout the plot. And, these patterns are indicative of a situation in which the assumption of linearity and

homoscedasticity have been met. The normal Q-Q chart plots the values you would expect to get if the distribution were normal (expected values) against the values actually seen in the data set.

The expected values are a straight diagonal line, whereas the observed values are plotted as individual points. The values that have been observed on the diagram should be exactly along the straight line if the data is normally distributed (meaning that the observed values are the same as those which you would expect of a normally distributed data set). Any difference in the points from the line is an irregular one. So, the Q-Q plot of the all variable considered in this study looks like a straight line with a wiggly snake wrapped around it then it showed little deviation from normality as clearly presented above. Figure 4.1.

### 4.3.3 Normality

To check that a distribution of scores is normal, on top of the graphical presentation above, it also needs to look at the values of Kurtosis and Skewness. Both of which have an associated standard error. The values of skewness and kurtosis should be zero in a normal distribution. Positive skewness values suggest a piling of the distribution scores to the left, whereas negative values suggest a flat dispensing. The more zero the value, the more likely the data will not be distributed normally. Both have a corresponding default. The actual importance of skewness and kurtosis is, however, not insightful in itself. Rather, the value must be taken and converted to a z value. The z-score is simply a standardize score from a distribution that has Mean of 0 and standard deviation of 1.0.

Table 11: Normality Test

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Sincerity	331	-.944	.140	1.133	.280
Excitement	331	-1.582	.140	.843	.280
Competence	331	.028	.140	1.094	.280
Sophistication	331	-1.113	.140	.803	.280
Ruggedness	331	-1.108	.140	1.137	.280
Valid N	331				

(Source, Own Survey, 2021)

As presented in Table 11, except competence variable, all brand personality dimensions' z-scores skewed to the right side but were found to be within acceptable range (skewness and Kurtosis within

-2.0 to 2.0). Therefore, it is clear then that the numeracy scores are negatively skewed, indicating a pile-up of scores on the right of the distribution.

#### 4.4 Corelation Analysis

To explore the relationship between brand personality dimensions and overall customer loyalty, Pearson correlation was first investigated. The five dimensions of brand personality were taken as independent variables and overall customer loyalty for the castel wine company was used as a dependent variable in this study.

The results on Table 12 showed that, except ruggedness, all brand personality has positive and strong relationship with overall attitudinal and behavioral loyalty.

Excitement was found to be significantly strong positive relationshion ( $r=.647, p<0.05$ ), followed by Sincerity ( $r=.597, p<0.05$ ) then Sophistication ( $r=.566, p<0.05$ ). Where as, there is is positive and moderate relationship on Competence ( $r=.483, p<0.05$ ) and Ruggedness ( $r=.395, p<0.05$ ) on customer attitudinal loyalty.

Similarly, their relationship with regards to behavioral loyalty, except moderate relation of ruggedness ( $r=.402$ ), all brand personality dimensions had positive and strong relationship with customer behavioral loyalty. Sincerity and sophestication had statistically significant strong and positive relationshio ( $r=.623$ ) and ( $r=.617, p<0.05$ ) respectively. Excitement by ( $r=.556, p<0.05$ ) and competence ( $r=.507, p<0.05$ ).

Table 12: Correlation Analysis of Variables

Dimensions	SIN	EXI	CPT	SOP	RUG	OAL	OBL
Sincerity	1.00						
Excitement	.555	1.00					
Competence	.531*	.602	1.00				
Sophistication	.508	.523	.504*	1.00			
Ruggedness	.195*	.556	.542*	.318	1.00		
Attitudinal Loyalty	.597*	.673*	.483*	.566*	.395*	1.00	
Behavioral loyalty	.623*	.556*	.507*	.617*	.402*	.680*	1.00

\*Correlation is significant at the 0.05 level

(Source: Own Survey, 2021)

This implies that dimensions of brand personality strong and moderate positive relationships with bothe attitudinal and behavioral loyalty. This could be taken as a confirmation that there were no

multi-collinearity problems to proceed for regression analysis. That means when the independent variables in this model are highly correlated with one another (greater than 0.80), they are basically measuring the same thing or they both convey essentially the same information. Thus, it can be concluded that brand personality dimensions are good predictors of customer brand loyalty in this case study.

#### 4.4.1 Regression Analysis for Attitudinal Loyalty

In order to investigate the impact of brand personality dimensions on overall Customer loyalty, both attitudinal and behavioral loyalty scores was regressed against the five brand personality dimensions namely sincerity, excitement, competence, sophistication and ruggedness. Multiple linear regression analysis was applied to investigate the relationship aiming to see the extent to which both types of loyalty dimensions are affected by brand personality dimensions.

As can be inferred from the model summary, overall attitudinal brand loyalty is explained by the predictors. In this case, it was found that the  $R^2$  value is 0.779 which implies that 77.9% of the variance in the overall attitudinal loyalty, thereby confirming the fitness of the model. Similarly, the predictors also accounted for 81.4% ( $R^2$  value is 0.814) variation in behavioral loyalty. It can be concluded that brand personaly dimensions had slightly higher claims in variation of behavioral loyalty rather than attitudinal loyalty, thereby confirming the fitness of the models.

Table 13: Model Summaries

**Model Summary**

Model	R	R <sup>2</sup>	Adj. R <sup>2</sup>	Std. Error	Sig.
1	.893 <sup>a</sup>	.779	.775	.296	.000 <sup>b</sup>

<sup>a</sup> Predictors. (Constant), Brand Personality Dimensions

<sup>b</sup>. Dependent Variable: Attitudinal Loyalty

**Model Summary**

Model	R	R <sup>2</sup>	Adj. R <sup>2</sup>	Std. Error	Sig.
1	.906 <sup>a</sup>	.820	.814	.323	.000 <sup>b</sup>

<sup>a</sup> Predictors. (Constant), Brand Personality Dimensions

<sup>b</sup>. Dependent Variable: Behavioral Loyalty

From the ANOVA analysis Table,  $F=228.960$ ,  $p<0.05$  and  $F=361.239$ ,  $p<0.05$ , a good fit was established between brand personality attributes and both attitudinal and behavioral customer loyalty



with  $P = 0.000$ . This also implies that brand personality had positive and statistically significant relation with both attitudinal and behavioral customer loyalty.

Table 14: ANOVA Tests

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	100.851	5	20.170	228.960	.000 <sup>b</sup>
	Residual	28.631	325	.088		
	Total	171.950	330			

<sup>a</sup> Dependent Variable: Attitudinal Loyalty

<sup>b</sup> Predictors. (Constant), Brand Personality (Sincerity, Excitement, Competence, Sophistication, Ruggedness)

ANOVA<sup>a</sup>

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	119.020	5	23.804	361.239	.000 <sup>b</sup>
	Residual	21.416	325	.066		
	Total	140.436	330			

<sup>a</sup> Dependent Variable: Behavioral Loyalty

<sup>b</sup> Predictors. (Constant), Brand Personality (Sincerity, Excitement, Competence, Sophistication, Ruggedness)

Regarding the contribution of each predictor variables, beta values are used for the comparison of their effect on the two constructs. It was found that all the five predictors have positive and statistically significant effect on both attitudinal and behavioral brand loyalty.

In the case of testing the individual effect of each brand loyalty dimension (sincerity, excitement, competence, sophistication and ruggedness) on behavioral loyalty, all the five variables had positive and statistically significant effect on behavioral loyalty. Specifically, excitement ( $B = .552$ ), had relatively the strongest effect on behavioral loyalty followed by sincerity ( $B = .309$ ), competence ( $B = .249$ ) and sophistication ( $B = .214$ ). Whereas, ruggedness showed very weak effect ( $B = .031$ ) on behavioral brand loyalty. Thus, the regression analysis is summarized as:

- The effect of brand personality on behavioral loyalty:

$$OBL = .460 + .214 SOP + .309 SIN + .552 EXT + .249 CPT + .031 RUG$$

Table 15: Coefficients

Coefficients <sup>a</sup>

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		$\beta$	Std. Error	Beta		
1	(Constant)	.460	.140		3.295	.001
	Sophistication	.203	.045	.214	4.532	.000
	Sincerity	.287	.030	.309	9.689	.000
	Excitement	.720	.057	.552	12.534	.000
	Competence	.229	.030	.249	7.603	.000
	Ruggedness	.111	.034	.031	1.877	.000

<sup>a</sup>. Dependent Variable: Customer Behavioural Loyalty

Similarly, the individual effect of these brand personality dimensions on attitudinal loyalty, the results also revealed that brand personality had positive and statistically significant influence on attitudinal loyalty. In this case, sincerity (B= .404) and sophistication (B= .334) had the strongest effect on attitudinal loyalty. While ruggedness (B= .187), excitement (B= .184) and competence (B= .112) had relatively weak but positive and statistically significant effects on attitudinal loyalty. Thus, the regression analysis is summarized as:

- The effect of brand personality on attitudinal loyalty:

$$OAL = .539 + .334 SOP + .404 SIN + .184 EXT + .112 CPT + .187 RUG$$

Table 16: Coefficients

Coefficients <sup>a</sup>

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		$\beta$	Std. Error	Beta		
1	(Constant)	.539	.153		3.529	.000
	Sophistication	.294	.045	.334	6.559	.000
	Sincerity	.242	.025	.404	9.797	.000
	Excitement	.118	.025	.184	4.773	.000
	Competence	.104	.046	.112	2.276	.024
	Ruggedness	.106	.027	.187	4.376	.000

<sup>a</sup>. Dependent Variable: Customer Attitudinal Loyalty

This can be taken as brand personality variables are good predictors of both behavioral and attitudinal loyalty of Castel winery customers in Addis Ababa. However, the brand personality had more

influence on on driving the customer’s brand loyalty towards Castel Winery in Addis Ababa. The most important thing is the purchase of products by customers and these could be achieved through behavioral (action) loyalty rather than attitudinal (intention) lpyalty. Thus, in this study, it is found that the overall effect of brand personalty had more effect on behavioral loyalty than attitudinal loyalty. This means that each independent variables (sincerity, excitement, competence, sophistication and ruggedness) has its own unique contribution in explaining the dependent variables (behavioral and attitudinal loyalty).

It can be concluded that the results of the regression analysis highlighted the priority areas of brand personality strategy for the fact that not all the predictors contribute equally to the behavioral and attitudinal loyaltyof Castel wine customers. Therefore, superior performance on the most important dimension may be helpful in providing long term customer patronage of their respective brands. Based on the results analyzed above, all the four proposed hypotheses H<sub>1,2,3,4</sub>, and 5 are supported. Summary of the hypotheses are presented on Table 17.

*Table 17: Summary of Proposed Hypotheses*

Code	Hypothesis	Status
H <sub>1</sub>	Sincerity has positive and significant effect on both attitudinal and behavioral loyalty	Supported
H <sub>2</sub>	Excitement has positive and significant effect on both attitudinal and behavioral loyalty	Supported
H <sub>3</sub>	Competence has positive and significant effect on both attitudinal and behavioral loyalty	Supported
H <sub>4</sub>	Sophistication has positive and significant effect on both attitudinal and behavioral loyalty	Supported
H <sub>5</sub>	Ruggedness has positive and significant effect on both attitudinal and behavioral loyalty	Supported

(Source: Own Survey, 2021)

## 4.5 Discussion

This study was aimed to examine the effect of brand personality on customer attitudinal and behavioral loyalty taking Castel Winery in Addis Ababa as a case study. Sincerity, Excitement, Sophistication, Competence and Ruggedness as significant determinants of brand loyalty as evidenced by various researchers as clearly indicated in literature review part. For the purpose of this study four hypotheses were developed, brief discussion on each hypothesis is given below.

Based on the multiple linear regression analysis, the overall model summary indicates the overall brand personality dimensions accounted for 77.9% and 81.4% of variation in customer attitudinal and behavioral loyalty respectively. This implies that the brand personality dimensions namely . Sincerity, Excitement, Sophistication, Competence and Ruggedness are good predictors of attitudinal and behavioral brand loyalty with different intensity. This findings are in support with Bahremand and Jahromi (2015) who studied on effects of brand personality on attitudinal and behavioral loyalty in the case of bank of industry.

Specifically, overall bevioral loyalty is more influenced by brand personality than attitudinal loyalty in the context of wine consumers in Addis Ababa. Excitement ( $B = .552$ ) and Sincerity ( $B = .309$ ) had relatively the strongest effect on behavioral loyalty. That means excitement brand personality in terms of Castel Wine's spritedness, its uniqueness, stylish and imaginative ideas to promote the product leads customers continue to purchase and use products or services provided by the company for a long time. Such behavioral loyalty of customers are manifested by repurchasing of the products again and again, saying positive word of mouth and recommendation to others (Kalati, 2008). Besides, in regards to the product's sincere brand personality in terms of using organic grapes (trust), creating friendly environment and relationship with customers also influence their behavioral loyalty.

In this case, sincerity ( $B = .404$ ) and sohestication ( $B = .334$ ) had the strongest effect on attitudinal loyalty. The sophistication personality of Castel wine brand interms of suiting customer's personality, its value (just more than a glass of wine) and galmourous bettle design affect their preference significantlly. Same token, purchase intent and a long-term commitment to the wine brand as well as a tendency to comment positively about it have significantly been affected by both sincerity and sophistication brand personalities of Castel Wine. These findings are in line with Moa's (2007) study which identified commitment, trust, devotion and faithfulness to a brand are indices included in attitudinal loyalty of customers.

The results also revealed that both competence and ruggedness ( $B = .031$ ) personality had relatively least effects on both attitudinal and behavioral loyalty of Castel wine products in Addis Ababa. The individual effect of these brand personality dimensions on attitudinal loyalty, ruggedness, excitement and competence had relatively weak but positive and statistically significant effects on attitudinal loyalty. These results are also supported by Boudreaux & Palmer (2007) who concluded that the top two brand personality facets most strongly correlated with wine purchase intent are ‘sincerity’ and ‘sophistication’, followed by ‘spirited’ and ‘up-to-date’. Their study also revealed that the ‘ruggedness’ dimension appears to be irrelevant to purchase intent. The study by Elliot and Barth (2012) found that ‘spirited’ and ‘up-to-date’ brand personality facets (i.e. the ‘excitement’ dimension) appeal to new wine consumers. Based on these multiple linear regression analyses outputs, the proposed four hypotheses are supported. The results of this study are in line with Krisman (2016). Therefore, brand personality should be able to create attachment and enhance the positive feelings that the customers have towards the brand. Specific brand personality would attract the customers if it is designed to fit the customer’s preferences (Lin, 2010). Therefore, it should be noted by the local brand retailers that the personality that they wish to convey with the brands have to also be aligned with the personality of the customers. It is also advisable that the local wine companies conduct marketing activities or customer loyalty programs that are suitable for the perceived personality of the brand may enhance the consumer–brand relationship and thus increases the positive word-of-mouth of the brands.

# **CHAPTER FIVE**

## **SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS**

This chapter presents the summary of major findings, conclusions based on the findings and then recommendation in terms of the findings and their respective conclusion.

The purpose of the research was to determine the effect of brand personality on customer loyalty in the case of Castel Wine S.C Addis Ababa. Some of the recommendations made can help implement the brand personality marketing practices which could be employed to bring improvement in retaining more patron customers for longer.

Primary data was collected by the use of questionnaire from a population of 385 respondents; however, 331 of the questionnaire were retrieved from the respondents and analyzed. The objectives of the study were to explore the degree of effectiveness of brand personality practices in catsel wine company to analyze the extent to which their practices affect overall customer loyalty at castel wine company in Addis Ababa.

### **5.1 Summary of Major Findings**

The findings of the study are summarized as follows:

#### *Personal Details*

- The results revealed that majority, 212 (64.0%) of the respondents, were female customer, 50.5% within the age range of 46 – 55 years, 173 (52.3%) first degree holders who earned monthly income below 5,000 birr.

#### *Brand Personality Dimensions on Behavioral Loyalty*

- The overall brand personality dimensions accounted for 81.4% of variation in customer behavioral loyalty respectively.
- Excitement (B= .552), had relatively the strongest and statistically significant effect on behavioral loyalty followed by sincerity (B= .309,  $p < .05$ ).

- Competence (B= .249) and sophistication (B= .214) had positive and statistically significant effect on behavioral loyalty.
- Whereas, ruggedness showed very weak effect (B= .031) on behavioral brand loyalty.

### *Brand Personality Dimensions on Attitudinal Loyalty*

- The overall brand personality dimensions accounted for 77.9% of variation in customer attitudinal loyalty.
- Sincerity (B= .404) and sophistication (B= .334) had the strongest positive and significant effect on attitudinal loyalty.
- While ruggedness (B= .187), excitement (B= .184) and competence (B= .112) had relatively weak but positive and statistically significant effects on attitudinal loyalty.

## **5.2 Conclusion**

The main purpose of this study was to investigate the effect of brand personality on attitudinal and behavioral customer loyalty in the case of Castel Winery in Addis Ababa. Based on previous theories and researches conducted in the areas of brand personality and its outcomes, this study could show clear links between brand personality and customer loyalty, which helps to deeply understand the individual brand personality trait's relationship and interaction between the two types, specifically attitudinal and behavioral. In this study with the analysis of the effect of brand personality on customer attitudinal and behavioral loyalty, it was found that brand personality has a significant impact on both customer attitudinal behavioral loyalty to the Castel wine brand.

Moreover, the results from the Pearson correlation coefficient test showed a significant relationship between the independent variables of study, i.e. sincerity, sophistication, excitement, competence, and ruggedness, and the amount of customer's attitudinal and behavioral loyalty to the brand. The results indicate that the majority of the respondents pay attention and give importance to the variables of sincerity, sophistication, excitement, competence, and ruggedness in their decisions and activities, the more customers will be behaviorally loyal to the brand than attitudinally loyal.

According to the results from regression analysis and regression coefficients, the highest coefficient belongs to excitement (B= .552). It had relatively the strongest effect on behavioral loyalty followed

by sincerity ( $B = .309$ ). Whereas, ruggedness showed very weak effect ( $B = .031$ ) on behavioral brand loyalty. However, sincerity ( $B = .404$ ) and sophistication ( $B = .334$ ) had the strongest effect on attitudinal loyalty. This means that for every unit of improvement in sincerity, sophistication, excitement, competence, and ruggedness the amount of customer loyalty to the brand increases. And the more it decreases the more would customer behavioral loyalty declines than attitudinal loyalty.

In conclusion, the five dimensions of brand personality namely sophistication, excitement, competence, sincerity and ruggedness affected both behavioral and attitudinal loyalty of Castel wine customers. Despite the weakest influence of ruggedness on both types of loyalty, the other four personality traits are good predictors of customer loyalty towards Castel wine brands. Behavioral loyalty, in this case, escalates more if excitement and sincerity traits of Castel wine brand improved by the company. Same token, sincerity and sophistication played more role in improving attitudinal loyalty of the customers.

### **5.3 Recommendations**

In the end, here are some suggestions:

In order for the customers to be comfortable in buying or consuming the Castel Wine, the bottles and packages should be designed and decorated carefully and sensitively using decorative light and relaxing colors, and attractive (like prestigious) bottle designs. In this regard it is suggested that opinions of experts in fields of architecture, design, and color psychology be used.

Managers are recommended to create a product that trigger customer's excitement by creating a good or unique fashion items that shown by its design or other tangible aspects. Companies should be able to create a products and activities that represent the image of the brand in order to trigger consumers to spread the word of mouth. By being able to make customers love the brand, it would be easier to encourage them to spread positive word-of-mouth.

Brand personality should be able to create attachment and enhance the positive feelings that the customers have towards the brand. Therefore, it should be noted by the Castel wine brand managers that the personality that they wish to convey with the brands have to also be aligned with the personality of the customers.

It is also advisable that the Castel wine brand managers conduct marketing activities or customer loyalty programs that are suitable for the perceived personality of the brand may enhance the



consumer–brand relationship and thus increases the positive word-of-mouth of the brands. Specific brand personality would attract the customers if it is designed to fit the customer’s preferences.

According to the results of the analysis, the Excitement, Sincerity and Sophistication factors are the most important and the most strongly correlated with Brand Loyalty. Therefore, managers can use as a basis for selection of the products and should focus on investment depending on strategies to match with their own branded services.

Competence and Ruggedness factors has low influence on Brand Loyalty. This implies that customers consider the least factor but concerned management should exert efforts in creating awareness through different communication medias. Communications programs such as advertising, public relations, promotions should take these personality features into account.

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# Appendix

## Appendix -I

### Survey Questionnaire

#### Questionnaire to be filled by Respondents

**Dear Respondent,**

My name is Ermias Meshesha, a postgraduate student of St. Mary University School of Graduate Studies. I am conducting a study to assess the effect of brand personality on attitudinal and behavioral loyalty in the case of Castel Wine S.C. in Addis Ababa. The purpose of this questioner is to gather information about consumer's perception on the brand personality of Castel wine products and their level of loyalty to the brand. Your honest and sincere responses for this questionnaire will play a great role in making the research successful. I assure you that all the responses will be treated confidentially and only be used for academic purpose. Participation is purely voluntary and no need to write your name.

I thank you in advance for offering your golden time and if you have any question, please feel free to contact me by the below contact:

Ermias Meshesha

Phone: +251 910 47 66 16

Email: [ermiasghj@gmail.com](mailto:ermiasghj@gmail.com)

#### **Part 1: General Information**

Please kindly tick on the check-boxes which suit your demographic characteristics.

1. Sex

Male

Female

2. Age

- 21 – 35 years       36 – 45 years       46 – 60 years       > 60 years

3. Education

- Certificate       Diploma       Degree       Masters & above

4. How much do you earn monthly?

- < 5,000 birr       5,000 – 10,000 birr       >10,000 birr

**PART II. Study Variables (Brand Personality, Attitudinal Loyalty, Behavioral Loyalty).**

This section is aimed to evaluate Castel Wine’s brand personality. Each statement relates to your feelings or perceptions about the service based on your experience. This part is organized in five Likert scale measurement express your level of evaluation by ticking (√) under the numbers of the five alternatives. The score levels are described as:

1- Strongly Disagree; 2- Disagree; 3- Neutral; 4- Agree; 5- Strongly Agree

Code	Description	Likert Scale				
		1	2	3	4	5
<b>Sincerity</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
SIN1	The winery utilizes organic grapes for wine beverages					
SIN2	The company nurtures friendly relationship with the consumers					
SIN3	It develops partnership with society					
SIN4	It harvests the wine grape farmland responsibly					
SIN5	The tastes of the Castel wines are sustainable for long period					
<b>Excitement</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
EXC1	Castel wine is unique compared to competitive wineries					
EXC2	The bottles are stylish					
EXC3	Its packaging is bold enough to to show company’s creativity					
EXC4	Castel wine is a spirited company for supplying quality wines					
EXC5	The company makes imaginative ideas to promote its products					
<b>Competence</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
CPT1	The products are family oriented					
CPT2	Castel wine products are leading in the market					
CPT3	The company is successful in wine market					
CPT4	Castel wine products are reliable					

CPT5	The company supplies fine wines to the market					
<b>Sophestication</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
SOP1	Castel wines suit upper-class customers					
SOP2	Castel wine bottles are glamorous					
SOP3	The brand of Castel wine has sophesticated meaning					
SOP4	Castel wine is more than a glass of wine					
<b>Ruggedness</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
RUG1	Castel wine products are outdoorsy (has good outside appearance)					
RUG2	logo of Castel wine products reflects its toughness					
RUG3	Staffs of Castel wine look strong (hard worker)					
RUG4	The Castel wine has modern facility					
<b>Attitudinal Loyalty</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
ALY1	The quality of the Wine is good					
ALY2	I trust the wine products of Castel Wine company.					
ALY3	I have positive emotional feelings towards the Castel Wine.					
ALY4	Iintend to recommend the same wine brand to your friends/ relatives					
ALY5	In future I may switch to other wine brands					
<b>Behavioral Loyalty</b>						
BLY1	I bought Castel wine for it is my first choice					
BLY2	I bought Casle wine again and again as it suits my personality					
BLY3	I preferred Castel wine even if it costed me more					
BLY4	I would love to say positive words of mouth about Castel wine brands					
BLY5	I recommended Castel Wine to others for its .					

**Thank you for your valued time, response and cooperation!!!**

Appendix – II

Survey Questionnaire (Amharic Version)

**የዳሠሣ ጥናት የጽሑፍ መጠይቅ**

ይህ የጽሑፍ መጠይቅ ፈቃደኛ በሆኑ ተሳታፊዎች የሚሞላ ነው።

**ውድ ተሳታፊ፡**

እኔ ስሜ ኤርሚያስ መሸሻ ይባላል። በቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ተማሪ ነኝ። በአሁኑ ሰዓት በካስትል ወይን ጠጅ አክሲዮን ማኅበር አዲስ አበባ ውስጥ የብራንድ (ምርት/ዓይነት) ግላዊነት በአመለካከት እና ጠባይ መሠረት የደንበኛ ታማኝነትን እንዴት ተጽእኖ ሊያሳርፍ እንደሚችል የዳሠሣ ጥናት እያካሄድኩ እገኛለሁ። የዚህ መጠይቅ ዓላማ ደንበኞች በብራንድ ግላዊነት ያላቸውን አመለካከት ካስተል ወይም ምርት እና ለዚህ ምርት ያላቸውን ታማኝነት በተመለከተ መረጃ ለመሰብሰብ ነው። ስለዚህ በሀቀኝነት እና በታማኝነት ለዚህ መጠይቅ ጥያቄዎች የሚሰጡት ምላሽ ለጥናቱ ውጤታማነት የጎላ አስተዋጽኦ አለው። የሚሰጡት ምላሽ በጠቅላላ ምሥጢራዊነቱ የተጠበቀ እና ጥቅም ላይ የሚውለውም ለትምህርታዊ ተግባር ብቻ መሆኑን አረጋግጣለሁ። የዚህ ጥናት ተሳታፊነትም ሙሉ በሙሉ በፈቃደኝነት ላይ የተመሠረተ እና ስምን መጻፍ የማያስፈልግበት ነው።

ወርቃማ ሰዓትዎን ለዚህ ጥናት መስዋዕት ስላደረጉ አስቀድሜ የከበረ ምስጋናዬን አቀርባለሁ። ማንኛውም ጥያቄ ያልዎት እንደሆነ እባክዎትን እኔን ከዚህ በታች በተመለከተው አድራሻ ለማግኘት ነጻ ይሁኑ።

ኤርሚያስ መሸሻ

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ኢ.ሜይል: ermiasghj@gmail.com

**ክፍል 1: ጠቅላላ መረጃ**

እባክዎትን ከዚህ በታች የተመለከተው የሥነ ሰው (ዲሞግራፊ) ጥያቄን በተመለከተ ያልዎትን ምላሽ በሰጥን ውስጥ ምልክት በማኖር ያሳዩ።

1. ፆታ

- ወንድ                       ሴት

2. እድሜ

- 21 — 35 ዓመት     36 — 45 ዓመት     46 — 60 ዓመት     ከ60 ዓመት በላይ

3. የትምህርት ደረጃ

- ስርተፍኬት     ዲፕሎማ     ዲግሪ     ማስተርስ እና ከዚያ በላይ

4. በወር ምን ያክል ያገኛሉ?

- ከ5,000 ብር በታች     5,000 — 10,000 ብር     ከ10,000 ብር በላይ

**ክፍል 2: የጥናቱ ግብዓት እና ውጤቶች (የብራንድ ግላዊነት፣ የባህርይ እና የፀባይ ታማኝነት)**

ይህ ክፍል ታላሚ ያደረገው የካስትል ወይንን ብራንድ ግላዊነት ነው። ከዚህ በታች የተቀመጡት እያንዳንዳቸው አረፍተ ነገሮች እርስዎ ባልዎት ልምድ ለአገልግሎቱ ካልዎት አመለካከት ወይንም ስሜት ጋር የተገናኘ ነው። ይህ ክፍል በአምስት የመመዘኛ መለኪያዎች የተቀናጀ ሲሆን ከተቀመጡት አምስት አማራጮች መካከል እርስዎ የሚስማሙበትን (✓) ምልክት በማኖር ያመልክቱ። የገለጻው ደረጃ ከዚህ በታች በተመለከተው መሠረት ይሆናል፡

- 1- በፍጹም አልስማማም      2- አልስማማም      3- የምለው የለም      4- እስማማለሁ
- 5- በጣም እስማማለሁ

ኮድ	ገለጻ	መለኪያ				
		1	2	3	4	5
<b>አክብሮት</b>						
SIN1	የወይን ምርቱ ተፈጥሯዊ የሆነ የወይን ዘለላዎችን እንደግብአት ይጠቀማል።					
SIN2	ድርጅቱ ከደንበኞች ጋር የወዳጅነት ግንኙነትን አዳብሯል።					
SIN3	ከማኅበረሰቡ ጋር የጠበቀ ግንኙነት አለው።					
SIN4	ከወይን እርሻ ወይኖችን ሲሰበስብ በከፍተኛ ጥንቃቄ ነው።					
SIN5	የካስትል ወይም ጣዕም ለረጅም ጊዜ የሚቆይ ነው።					
<b>መደነቅ</b>						
EXC1	ከሌሎች ወይኖች ጋር ሲነጻጸር ካስትል የራሱ የሆነ ልዩ ነገር አለው።					
EXC2	የካስትል ወይን ማሸጊያ ጠርሙሶች የራሳቸው የሆነ መለያ አላቸው።					
EXC3	የካምፓኒውን ፈጠራ ችሎታ ለማሳየት የሚበቃ የማሸጊያ ሥርዓትን ይከተላል።					

EXC4	ካስትል ወይን ጥራት ያለው ወይን ለማቅረብ የሚችል ድርጅት ነው።					
EXC5	ምርቱን ለማስተዋወቅ ድርጅቱ ምናባዊ የሆነ ሐሳቦችን ተግባራዊ ያደርጋል።					
<b>ተወዳዳሪነት</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
CPT1	ምርቶቹ ቤተሰባዊ ቁርኝትን ይመሠርታሉ።					
CPT2	ካስትል ወይን ገበያውን እየመራ ይገኛል።					
CPT3	ኩባንያው በወይን ገበያ ውስጥ ስኬታማ ነው።					
CPT4	የካስትል ወይን ምርቶች እውነተኛ እና ታማኝ ናቸው።					
CPT5	ኩባንያው ለገበያ ጥራት ያላቸው ወይኖችን ያቀርባል።					
<b>ጥራት</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
SOP1	የካስትል ወይን መካከለኛ ገቢ ላለው ደንበኛ ተስማሚ እና ፍላጎትን ያማከለ ነው።					
SOP2	የካስትል ወይን ማሸጊያ ጠርመሶች አንጻባራቂ ናቸው።					
SOP3	የካስትል ወይን መለያ የተለያየ ትርጉሞችን ይይዛል።					
SOP4	ካስትል ወይን ከወይን ጠርመራ በላይ ነው።					
<b>ልዩነት</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
RUG1	የካስትል ወይን ምርቶች ሲያይዘው ለዓይን ማራኪ ናቸው (ደስ የሚል ጥሩ ውጫዊ ገጽታ አላቸው)።					
RUG2	የካስትል ወይን ሎጎ ጥንካሬውን ያንጸባርቃል።					
RUG3	ካስትል ወይን ጠንካራ ሠራተኞች አሉት።					
RUG4	ካስትል ወይን ዘመናዊ የሆኑ የማምረቻ እቃዎች አሉት					
<b>የአመለካከት ታማኝነት</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
ALY1	የወይኑ ጥራት ጥሩ ነው።					
ALY2	የካስትል ወይን ኩባንያ ምርቶችን እተማመንባቸዋለሁ።					
ALY3	የካስትል ወይንን በተመለከተ አዎንታዊ ስሜት አለኝ።					
ALY4	ለንደኞቼ/ ዘመዶቼ ተመሳሳይ የሆነ የወይን ዓይነትን እንዲጠቀሙ አስተያየቴን እሰጣለሁ።					
ALY5	ወደፊት ሌላ ዓይነት ወይን ለመጠቀም ልፈልግ እችላለሁ።					

የፀባይ ታማኝነት						
BLY1	ካስትል ወይን የምገዛው ተቀዳሚ ምርጫዬ ስለሆነ ነው።					
BLY2	ካስትል ወይን በተደጋጋሚ የምገዛው ለግላዊ ባህርይ ስለሚመች ነው።					
BLY3	ካስትል ወይን ምንም እንኳን ከፍተኛ ዋጋ ቢያስከፍለኝም ምርጫዬ ነው።					
BLY4	ስለ ካስትል ወይን ምርት አዎንታዊ ነገር መናገር ያስደስተኛል።					
BLY5	ሌሎች ካስትል ወይንን እንዲጠቀሙ ሐሳቤን አቀርባለሁ።					

**ውድ ሰዓትዎን ሰውተው ስለሰጡኝ ምላሽ እና ስለትብብርዎ አመሰግናለሁ!!!**