Relationship Between
Brand Personification of Parent Brand and Brand Extension

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1. Introduction

The last 30 years has seen the publication of numerous research papers on topics such as brand image, brand equity, and brand personification. There has however been limited research examining the relationship between the brand personifications of the parent brand and the extended brand. To the best of the author's knowledge, only one comprehensive study on this issue has been carried out by Jarlhem & Mihailescue (2003) in which the authors have selected ethnic food industry as the stimulus, and their analysis is qualitative in nature. This study differs significantly from that of Jarlehem and Mihailescue (2003) on two counts. (1) The stimulus used in this study consists of sets of three fast moving consumer goods (FMCGs), each representing varied degree of synergy. (2) This study is quantitative in nature. It involves an attempt to derive and empirically test six different hypotheses for addressing the following questions: (a) is there any relationship between the company's perceptions and consumer's perception about the parent brand personification? (b) is there any relationship between the consumer perception of the brand personification of the parent's brand and the extended brand?

2. Literature review
Brand extension

Some of the commonly used definitions of brand extensions are as follows: Using an established name of one product class for entering another product class (Aaker 1991) a strategy commonly used by firms for using established and successful brand name for launching a new or modified product (Kotler & Armstrong, 1990). Using an established brand name for launching a new product into a product category which is new to the company is known as franchise strategy (Harman, Price & Duncan, 1990). Brand extension could be further classified into three brand categories that is: (1) horizontal extension, (2) distance extension, and (3) vertical extension (Kamal, 2003). In horizontal extension the existing product name is used for extending a new product into the same product class or into a product category new to the company (Kamal, 2003). Close extensions are those where the distance between the core product and extended product is nominal. Whereas Distance extensions involves the extension into an unrelated product category. In the latter case, overall quality association of core brand is necessary for success (Pita & Katsanism 1995). Distancing is a deliberate effort to increase the perception distance of the core brand and the extension product (Raj, 2003). Umbrella branding involves the use of the same brand name for several products. Firms following this strategy must ensure that the quality perception of the core product gets transferred to all the extensions (Erdem, 1998). Vertical extension involves the of a launch related brand in the same product category but with a different price and quality level. Vertical extension could have two possible directions. If the new product is of higher quality level and

higher pricing it will be called up-scaling. On the other hand, if the extended brand quality is low and also has a lower price it will be known as down-scaling (Kamal 2003).Vertical scaling is generally considered less risky, therefore is acceptable strategy by the management. The strategy may however not necessarily be successful for all functional products. An example is Gillette Gold tone plated-11 in prestige gift box which was not successful (Kamal 2003). Upscale extensions are more acceptable for prestige products where the requirement is to sell small quantities of the product at high price (Kamal 2003). The down scale strategy is found to be more effective in functional products such as stripped down version of computer software at low price. Where the consumers knows that the new product is inferior in terms of quality, but is appropriate in terms of prices (Kamal 2003). Down scale strategy can have an adverse impact in case of prestige branding. The core customers of prestige brand may feel that they have been cheated because of downgrading of the image of core brand. An example in the introduction of Pierre Cardin pen in India at Rs.7 which turned off the core brand users as they thought that the "designer" label was no more a prestige brand because it was now in the reach of every one (Kamal 2003).

Brand personification

The concept of brand personality is a relatively recent phenomenon for the marketers and educationists, but not for the advertisers who have been using the concept for quite a long-time. The evolution of the concept could be traced back to the early fifties when celebrities started to endorse brands. The use of famous people and their personalities not only helps marketers to position their brands, it also seduces the consumers to purchase the products who identify themselves with the stars. In other words, "consumers could perceive congruence between their (ideal or actual) perceived selves and that of the star, and hence form an attraction to the brand". Otherwise more simply, this personality endowment may merely give the brand a meaning in the consumers' eyes" (Plummer, 1984–85).

It has long been recognized that the brands have a personality. In focus groups or in-depth interviewing, consumers generally have no difficulty answering metaphorical questions

such as: 'suppose the brand is a person, what kind of person would he/she be, with what personality?' In fact, consumers do perceive brands as having personality traits. Recent research has shown that medical doctors (general practitioners, as well as, specialists) had no difficulty in attributing personality traits to pharmaceutical brands; furthermore, these traits were actually significantly correlated to the medical prescription itself. (Kapferer, 1998). Kings (1970) states that "people choose their brands the same way they choose their friends; in addition to the skills and physical characteristics, they simply like them as people". The mention of research from the J. Walter Thompson advertising agency which indicates that consumers do tend to attribute facets of personality to brands and talk fluently about these facets (Kings, 1970).

Not everyone aspires to have the personality of a competent leader, but most people would like to have a relationship with such a leader. While looking for a financial advisor or a bank, one would always look for a trustworthy, dependable, and conservative personality, despite the fact that one may consider such personality traits as boring. Two elements that affect an individual's relationship with a brand are: One, the relationship between the brand-as-person and the customer, which is analogous to the relationship between two people, and Second, there is the brand personality-that is, the type of person the brand represents. The brand personality provides depth, feelings, and liking to the relationship. A brand-customer relationship can also be based on a functional benefit, just as two people can have a strictly business relationship" (Aaker, 1996).

In real life the relationship between two persons not only depends on what the other person is, but also on what that person thinks of the other person. "Similarly, a brand-customer relationship will have an active partner at each end, the brand as well as the customer" (Aaker, 1997). Kapoor, a renowned Indian consultant, observed that firms while positioning their brands should treat it like a human being with specific characteristics. If the firm fails to create a brand personality the brand will remain a commodity, like any other commodity in the markets. On the other hand, if the firm is able to create a distinctive personality for its brand, "it will come alive for the consumer and endear itself to him. It will help your consumers in dentifying with your

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brand's personality traits" (Kapoor, 2005).

There are different ways and tools for creating brand personality including active communication. The personality has to be disseminated to come alive. Advertising is heavily used in this process of personality creation. This follows logically from the fact that personalities are particularly useful for the creation of brand associations. Brand associations influence the evaluation of alternatives stage in basic consumer buying behavior models. In this stage, and for these goals, advertising is considered to be the most effective communication tool. Brassington and Pettit (2000).

The most visible and commonly used method of personality creation is by means of celebrity endorsements. Public heroes, sports personalities, pop stars, and movie stars are commonly used to lend their personality to a brand. These celebratory endorsement techniques may sound ancient, nevertheless, it is still considered an effective advertisement technique. Erdogan and Baker (2000).

There are two approaches towards brand personification. One, the creation of an intrinsic personality of the brand itself. The other approach involves the associating of several personalities or celebrities with the product branded, the rationale being: "Celebrities or personalities who now move into another era of being branded and therefore, have consumers going after them and following their ways and their styles to enhance their own standard of living" (Kapoor, 2001).

Prior to 1997, brand personality scales were drawn arbitrarily. Aaker in 1997 carried out a research "Brand Personality Dimensions" wherein the brand personality dimensions were identified non-arbitrarily in research, is therefore considered as the pioneering research on brand personification. His research opened the gateway for a new stream of research.

"This renewed interest in a rather old concept (brand personality) signals that the metaphor of brands as people is held as increasingly more pertinent at a time when marketing stresses so much the importance of creating relationships with brands" (Azoulay & Hapferer, 2003).

Aaker's scales are now widely used in brand personality

research. Initially, various replication studies were carried out in the United States. Subsequently, different researchers in other countries also used the brand scale dimension developed by Aaker:

Exhibit 1: Aaker's (1997) brand personality framework
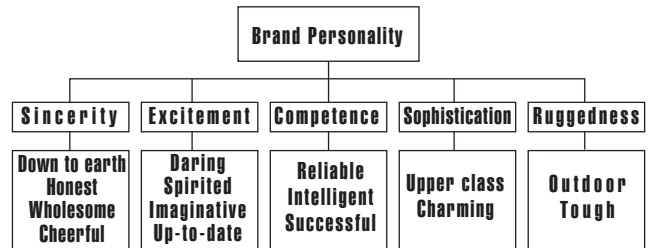
Source: Aaker, 1997, 356.

3. Methodology:

Based on literature survey, three sets of questionnaires covering the brand of three companions were developed; each containing 45 brand personality traits. The total sample size for the study was 210. One set of the questionnaire was administered to the representative of the three companies whose brand where being studied. Of the other two sets, one was administered to the respondents of parent brand, and the other was administered to the respondents of brand extension. The summary of sample allocation is presented below:

Table 1: Sample alloctions			
Parent Brand	Company's opinion on parent brand	Consumer opinion on parent brand	Consumer opinion on extended brand
Lifebuoy soap	10	30	30
Pakola drink	10	30	30
Woodward grip water	10	30	30

The respondents were asked to rate all the 45 selected traits on the scale of 1 to 5, rating five representing close association with the brand, and one representing no association at all. For the purpose of analysis, rank correlation was carried out for the traits that were ranked top by the respondents. The stimulus was selected through informal focus group discussions. While selecting the stimulus, the emphasis was on the different level of synergy between the brands and their extensions. For example, Lifebuoy and Lifebuoy Shampoo have very close synergy, Pakola Drink and Pakola Milk have close synergy, and Woodwards Gripe water and Woodwards Tooth Paste have the least synergy.

4. Survey findings

Hypothesis one

Hypothesis one postulates that there is no relationship between the company and consumer perception with regard to the brand personification of Lifebuoy Soap (Parent Brand). The hypothesis was tested through rank correlation and the summarized results are presented in Table 2.

Table 2: Company viz consumer perception on Lifebuoy						
	Mean	**R**	**Mean**	**R**	**D**	**D²**
Small town	5.00	1.00	2.93	1.00	-	-
Wholesome	5.00	1.00	2.53	700	(6.00)	36.00
Daring	5.00	1.00	2.73	4.00	(3.00)	9.00
Hard work	5.00	1.00	2.39	9.00	(8.00)	64.00
Tough	5.00	1.00	2.38	10.00	(9.00)	81.00
Cheerful	400	6.00	2.79	3.00	3.00	9.00
Young	4.00	6.00	2.43	8.00	(2.00)	4.00
Exciting	4.00	6.00	2.89	2.00	4.00	16.00
Reliable	4.00	6.00	2.55	6.00	-	-
Secure	4.00	6.00	2.72	5.00	1.00	1.00
Sigma						49
R²						0.70

A strong relationship was found between the company and the consumer perception of the brand personification of the Lifebuoy with R2 being 0.70. The reason for such a strong relationship may be attributed to the fact that Lifebuoy Soap is one of the largest selling toiletries of the company. It is targeted to rural areas and lower income group, whereas the other soaps of the company have a different positioning and perception. Furthermore, there appears to be a significant gap between the perception of the company and that of the consumers with reference to the brand personality of Lifebuoy. The company's perceptions on the ten brand personality traits were very high with rating of 5 and 4 on a scale of 5-1. The consumer perception on the same traits, on the other hand ranged between 2.93 for trait small town, and 2.38 for tough. The company therefore needs to examine, whether they really want to portray the brand personification of Lifebuoy as that perceived by their employees, or whether there is a need to realign their strategies in order to fit the consumer perceptions.

Hypothesis two

Hypothesis two postulates that there is no relationship between the consumer perception of the brand personification of Lifebuoy brand (Parent brand) and Lifebuoy Shampoo. The hypothesis was tested through rank correlation and the summarized results are presented below:

Table 3: Consumer perception on the Lifebuoy soap viz. shampoo						
	Lifebuoy soap		**Lifebuoy shampoo**		**D**	**D²**
	Mean	**R1**	**Mean**	**R1**		
Rugged	3.05	1.00	2.60	1.00	(9.00)	81.00
Spirited	2.95	2.00	2.55	8.00	(6.00)	36.00
Leadership	2.95	2.00	2.92	1.00	1.00	1.00
Trendy	2.94	4.00	2.35	9.00	(5.00)	25.00
Small town	2.92	5.00	2.57	7.00	(2.00)	4.00
Exciting	2.89	6.00	2.75	5.00	1.00	1.00
Masculine	2.87	7.00	2.55	3.00	4.00	16.00
Modern	2.85	8.00	2.65	5.00	3.00	9.00
Imaginative	2.83	9.00	2.85	3.00	6.00	36.00
Upper class	2.83	9.00	2.90	1.00	8.00	6400
Sigma						273.00
R²						(0.65)

There appears to be a strong negative relationship between the brand personification of Lifebuoy (Parent Brand) and Lifebuoy Shampoo (Brand extension) with R2 being -0.65. The reason for this inverse relationship is that Lifebuoy is generally targeted at rural areas and low-income group. These two segments, generally, in developing countries cannot afford shampoo, or even if they do, they do not use shampoo. The company therefore needs to deliberate whether they want to maintain the strong inverse relationship in the brand personification of the parent brand and extended brand. After natively, if they over a period of time, want to change the image of both the parent brand, and extended brand in order to have more synergy in the brand personification of soap and shampoo.

Table 4: Company viz. consumer perception on Pakola drink						
	Company perception		**Consumer perception**		**D**	**D²**
	Mean	**Rank**	**Mean**	**Rank**		
Honest	5	1	2.81	6	(5.00)	25.00
Sincere	5	1	3	3	(2.00)	4.00
Wholesom	5	1	3.16	1	-	-
Trendy	5	1	2.77	7	(6.00)	36.00
Spirited	5	1	2.96	4	(3.00)	9.00
Unique	5	1	2.49	10	(9.00)	81.00
Family	4	2	3.03	2	-	-
Flavoring	4	2	2.6	9	(7.00)	49.00
Cheerful	4	2	2.95	5	(3.00)	9.00
Friendly	4	2	2.69	8	(6.00)	36.00
Sigma						249.00
R²						(0.51)

Research

Hypothesis three

Hypothesis three postulates that there is no relationship between company's and consumer's perception on the brand personification of Pakola. The hypothesis was tested through rank correlation and the summarized results are presented below:

A moderately strong relationship was found between company and consumer perception regarding the brand personification of Pakola drink with R being -0.51, although this relationship is inverse. The reason for such a moderately strong inverse relationship may be the fact that Pakola is a locally bottled beverage, and it has to compete with the strong renowned brands such as Pepsi and Coke. There however, appears to be a significant gap between consumer's and company's perceptions regarding the brand personification of Pakola drink. The company's perceptions on the ten brand personality traits were high with ratings of 5 and 4 on a scale of 5-1. The consumers' perception comparatively on the same traits ranged between 3.16 for brand traits wholesome and 2.49 for unique.

Hypothesis four

Hypothesis four postulates that there is no relationship between the consumer perception of Pakola Drink (Parent brand) and Pakola Milk (extended brand). The hypothesis was tested through rank correlation and the summarized results are presented below:

Table 5: Consumer perception on the Pakola drink viz. Pakola milk

	Pakola drink		Pakola milk		D	D²
	Mean	Rank	Mean	Rank		
Technical	3.13	1.00	2.88	7.00	(6.00)	36.00
Upper class	3.03	2.00	2.52	9.00	(7.00)	49.00
Simple	3.03	3.00	2.71	8.00	(5.00)	25.00
Real	2.98	4.00	2.63	10.00	(5.00)	36.00
Spirited	2.98	5.00	2.96	1.00	4.00	16.00
Cool	2.98	5.00	2.78	6.00	(1.00)	1.00
Small town	2.93	6.00	2.83	4.00	2.00	4.00
Young	2.93	6.00	3.08	1.00	5.00	25.00
Rugged	2.93	6.00	2.95	1.00	5.00	25.00
Exciting	2.90	7.00	2.76	5.00	2.00	4.00
Sigma						221.00
R²						(0.34)

A weak negative relationship was found between the brand personification of Pakola Drink and Pakola Milk with R2

being -0.34. The reason for such a weak relationship may be that consumers in urban areas generally do not find any synergy between milk and beverages. Pakola was the first company that launched flavored milk in Pakistan. After the launching of Pakola flavored milk, the trend has changed, and now other companies have also launched flavored milk. Now, consumers have not only started drinking Pakola flavored milk, but in this case the extended brand was found to be more successful than the Pakola drink (parent brand). In this case, we may infer that the brand personification strategy being followed for the extended brand appears to be appropriate. There is however a need for the company to re-align their brand personification strategy of Pakola drink.

between the company and consumer perception regarding the brand personification of Woodwards Gripe Water. The hypothesis was tested through rank correlation and the summarized results are presented below:

Table 6: Company viz. consumer perception on Woodward grip water

	Company perception		Consumer perception		D	D²
	Mean	Rank	Mean	Rank		
Family oriented	5.00	1.00	3.08	3.00	(2.00)	4.00
Flavoring	5.00	1.00	2.33	9.00	(8.00)	64.00
Sentiment	5.00	1.00	3.05	4.00	(3.00)	9.00
Cheerful	5.00	1.00	2.59	7.00	(6.00)	36.00
Secure	5.00	1.00	2.72	5.00	(4.00)	16.00
Confident	5.00	1.00	2.68	6.00	(5.00)	25.00
Feminine	5.00	1.00	2.32	10.00	(9.00)	81.00
Real	2.00	2.00	3.13	2.00	-	-
Wholesome	2.00	2.00	3.28	1.00	1.00	1.00
Friendly	2.00	2.00	2.58	8.00	(6.00)	36.00
Sigma=						272.00
R²						0.78

A very strong relationship was found between the company's and the consumers' perceptions on brand personification of Woodwards Gripe Water with R2 being 0.78. The result is not surprising as Woodward Gripe Water is a leading brand and has been used by parents for their infants from generation to generation.

Hypothesis six

Hypothesis six postulates that there is no relationship between the consumer perception regarding the brand personification of Woodwards Gripe Water (Parent Brand)

and Woodward Toothpaste (Extended Brand). The hypothesis was tested through rank correlation and the summarized results are presented in Table 7.

	Woodward grip water		Woodward tooth paste		D	D²
	Mean	Rank	Mean	Rank		
Sincere	3.41	1.00	3.20	4.00	(3.00)	9.00
Honest	3.28	2.00	3.13	5.00	(3.00)	9.00
Wholesome	3.28	2.00	3.33	1.00	1.00	1.00
Young	3.23	4.00	3.23	3.00	1.00	1.00
Leader	3.14	5.00	3.28	2.00	3.00	9.00
Real	3.13	6.00	3.08	8.00	(2.00)	4.00
Family Oriented	3.08	7.00	2.98	9.00	(2.00)	4.00
Sentimental	3.05	8.00	3.03	6.00	2.00	4.00
Stimulating	3.05	8.00	2.85	10.00	(2.00)	4.00
Cool	3.04	10.00	3.03	6.00	4.00	16.00
Sigma						61.00
R²						0.63

Table 7: Consumer perception on Woodward gripe water and toothpaste

A very strong and positive relationship was found between the brand personification of Woodwards Gripe Water and its extension Toothpaste with R2 being 0.63. The reason for such a strong relationship was surprising because there appears to be no synergy between the parent brand and extended brand. Moreover the brand image of the Woodward was so strong that it was presumed that it would not have any correlation with the extended brand that is toothpaste.

5. Conclusion

The objective of the study was to examine the relationships (1) between the consumer and company perception on the brand personification (2) relationship between the brand personification of parent brand and extended brand. A sample size of 245 was selected that was administered to the company and consumers of parent brand and extended brand. The questionnaire contained 45 brand personality traits.

The respondents were asked to rate how close each of them were in reference to the brand. Six different hypotheses were derived that were tested through rank correlation. The summarized results are presented below:

1) A strong relationship was found between company and consumer perception of the brand personification

of the lifebuoy. The reason for such a strong relationship could be attributed to the fact that Lifebuoy Soap is one of the largest selling toiletries of the company. It is targeted to rural areas and lower income group, and the other soaps of the company have different positioning and perception. However, there appears to be a significant gap on how company and consumers perceive the brand personality of the Lifebuoy. Comparatively, the consumer perception on the same traits was similar. The company thus needs to examine whether they really want to portray the brand personification of Lifebuoy as perceived by their employees, or want to realign their strategies in order to fit consumer perceptions.

2) The hypothesis relating to no relationship on the consumer perception of the brand personification of Lifebuoy brand (Parent brand) and Lifebuoy Shampoo was substantiated. There appears to be a strong negative relationship between the brand personification of Lifebuoy (Parent Brand) and Lifebuoy shampoo (Brand extension) with R2 being -0.65. The reason for inverse relationship is that Lifebuoy is generally targeted at rural areas and low-income group. These two segments, generally, in developing countries could not afford shampoo, or even if they could they do not use shampoo. Companies thus need to deliberate whether they want to maintain the strong inverse relationship in the brand personification of the parent brand and extended brand or if over a period of time want to change the image of both the parent brand and extended brand so that there is more synergy in the brand personification of soap and shampoo.

3) A weak negative relationship was found between the brand personification of Pakola Drink and Pakola Milk. The reason for such a weak relationship could be that consumers in urban areas generally do not find any synergy in the milk and beverages. Pakola was the first company that launched flavored milk in Pakistan. After the launching of Pakola flavored milk, the trend has changed, and now other companies also have launched flavored milk. Now consumers have not only started drinking Pakola flavored milk, but in this case the extended brand was found to be more successful than the Pakola

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drink (parent brand). In this case, we could infer that the brand personification strategy being followed for the extended brand appears to be appropriate. However, the company could re-align their brand personification strategy of Pakola drink.

4) A very strong relationship was found between company and consumers' perceptions on brand personification of Woodward gripe water with R2 being 0.78. The result is not surprising as Woodward Gripe Water is a leading brand and has been used by parents for their infants from generation to generation.

5) A very strong and positive relationship was found between the brand personifications of Woodward Gripe Water and its extension toothpaste with R2 being 0.63. The reason for such a strong relationship was surprising because there is no synergy between the parent brand and extended brand. Moreover the brand image of the Woodward was so strong that it was presumed that it would not have any correlation with the extended brand that is toothpaste.

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QUESTIONNAIRE   **ANNEXURE-1**

Consumer Questionnaire on: Life Buoy (Soap)
1.   Kindly rate how these personalities agree with the characteristics of **"Life Buoy (Soap)"**

A	Down-to-Earth	Does not agree	1	2	3	4	5	Fully agree
	Family-oriented	Does not agree	1	2	3	4	5	Fully agree
	Small-town	Does not agree	1	2	3	4	5	Fully agree
B	Honest	Does not agree	1	2	3	4	5	Fully agree
	Sincere	Does not agree	1	2	3	4	5	Fully agree
	Real	Does not agree	1	2	3	4	5	Fully agree
C	Wholesome	Does not agree	1	2	3	4	5	Fully agree
	Flavoring	Does not agree	1	2	3	4	5	Fully agree
	Original	Does not agree	1	2	3	4	5	Fully agree
D	Cheerful	Does not agree	1	2	3	4	5	Fully agree
	Sentimental	Does not agree	1	2	3	4	5	Fully agree
	Friendly	Does not agree	1	2	3	4	5	Fully agree
E	Daring	Does not agree	1	2	3	4	5	Fully agree
	Trendy	Does not agree	1	2	3	4	5	Fully agree
	Stimulating	Does not agree	1	2	3	4	5	Fully agree
F	Spirited	Does not agree	1	2	3	4	5	Fully agree
	Cool	Does not agree	1	2	3	4	5	Fully agree
	Young	Does not agree	1	2	3	4	5	Fully agree
G	Imaginative	Does not agree	1	2	3	4	5	Fully agree
	Unique	Does not agree	1	2	3	4	5	Fully agree
	Exciting	Does not agree	1	2	3	4	5	Fully agree
H	Modern	Does not agree	1	2	3	4	5	Fully agree
	Independent	Does not agree	1	2	3	4	5	Fully agree
	Contemporary	Does not agree	1	2	3	4	5	Fully agree
I	Reliable	Does not agree	1	2	3	4	5	Fully agree
	Hardworking	Does not agree	1	2	3	4	5	Fully agree
	Secure	Does not agree	1	2	3	4	5	Fully agree
J	Intelligent	Does not agree	1	2	3	4	5	Fully agree
	Technical	Does not agree	1	2	3	4	5	Fully agree
	Cooperate	Does not agree	1	2	3	4	5	Fully agree
K	Successful	Does not agree	1	2	3	4	5	Fully agree
	Leader	Does not agree	1	2	3	4	5	Fully agree
	Confident	Does not agree	1	2	3	4	5	Fully agree
L	Upper-class	Does not agree	1	2	3	4	5	Fully agree
	Glamorous	Does not agree	1	2	3	4	5	Fully agree
	Good-looking	Does not agree	1	2	3	4	5	Fully agree
M	Charming	Does not agree	1	2	3	4	5	Fully agree
	Feminine	Does not agree	1	2	3	4	5	Fully agree
	Smooth	Does not agree	1	2	3	4	5	Fully agree
N	Simple & Easy	Does not agree	1	2	3	4	5	Fully agree
	Masculine	Does not agree	1	2	3	4	5	Fully agree
	Western	Does not agree	1	2	3	4	5	Fully agree
O	Tough	Does not agree	1	2	3	4	5	Fully agree
	Inspired	Does not agree	1	2	3	4	5	Fully agree
	Rugged	Does not agree	1	2	3	4	5	Fully agree

Consumer Questionnaire on: Life Buoy (Shampoo)

1.   Kindly rate how these personalities agree with the characteristics of **"Life Buoy (Shampoo)"**

A	Down-to-Earth	Does not agree	1	2	3	4	5	Fully agree
	Family-oriented	Does not agree	1	2	3	4	5	Fully agree
	Small-town	Does not agree	1	2	3	4	5	Fully agree
B	Honest	Does not agree	1	2	3	4	5	Fully agree
	Sincere	Does not agree	1	2	3	4	5	Fully agree
	Real	Does not agree	1	2	3	4	5	Fully agree
C	Wholesome	Does not agree	1	2	3	4	5	Fully agree
	Flavoring	Does not agree	1	2	3	4	5	Fully agree
	Original	Does not agree	1	2	3	4	5	Fully agree
D	Cheerful	Does not agree	1	2	3	4	5	Fully agree
	Sentimental	Does not agree	1	2	3	4	5	Fully agree
	Friendly	Does not agree	1	2	3	4	5	Fully agree
E	Daring	Does not agree	1	2	3	4	5	Fully agree
	Trendy	Does not agree	1	2	3	4	5	Fully agree
	Stimulating	Does not agree	1	2	3	4	5	Fully agree
F	Spirited	Does not agree	1	2	3	4	5	Fully agree
	Cool	Does not agree	1	2	3	4	5	Fully agree
	Young	Does not agree	1	2	3	4	5	Fully agree
G	Imaginative	Does not agree	1	2	3	4	5	Fully agree
	Unique	Does not agree	1	2	3	4	5	Fully agree
	Exciting	Does not agree	1	2	3	4	5	Fully agree
H	Modern	Does not agree	1	2	3	4	5	Fully agree
	Independent	Does not agree	1	2	3	4	5	Fully agree
	Contemporary	Does not agree	1	2	3	4	5	Fully agree
I	Reliable	Does not agree	1	2	3	4	5	Fully agree
	Hardworking	Does not agree	1	2	3	4	5	Fully agree
	Secure	Does not agree	1	2	3	4	5	Fully agree
J	Intelligent	Does not agree	1	2	3	4	5	Fully agree
	Technical	Does not agree	1	2	3	4	5	Fully agree
	Cooperate	Does not agree	1	2	3	4	5	Fully agree
K	Successful	Does not agree	1	2	3	4	5	Fully agree
	Leader	Does not agree	1	2	3	4	5	Fully agree
	Confident	Does not agree	1	2	3	4	5	Fully agree
L	Upper-class	Does not agree	1	2	3	4	5	Fully agree
	Glamorous	Does not agree	1	2	3	4	5	Fully agree
	Good-looking	Does not agree	1	2	3	4	5	Fully agree
M	Charming	Does not agree	1	2	3	4	5	Fully agree
	Feminine	Does not agree	1	2	3	4	5	Fully agree
	Smooth	Does not agree	1	2	3	4	5	Fully agree
N	Simple & Easy	Does not agree	1	2	3	4	5	Fully agree
	Masculine	Does not agree	1	2	3	4	5	Fully agree
	Western	Does not agree	1	2	3	4	5	Fully agree
O	Tough	Does not agree	1	2	3	4	5	Fully agree
	Inspired	Does not agree	1	2	3	4	5	Fully agree
	Rugged	Does not agree	1	2	3	4	5	Fully agree

Consumer Questionnaire on: Pakola Milk

1.   Kindly rate how these personalities agree with the characteristics of **"Pakola Milk"**

A	**Down-to-Earth**	Does not agree	1	2	3	4	5	Fully agree
	Family-oriented	Does not agree	1	2	3	4	5	Fully agree
	Small-town	Does not agree	1	2	3	4	5	Fully agree
B	**Honest**	Does not agree	1	2	3	4	5	Fully agree
	Sincere	Does not agree	1	2	3	4	5	Fully agree
	Real	Does not agree	1	2	3	4	5	Fully agree
C	**Wholesome**	Does not agree	1	2	3	4	5	Fully agree
	Flavoring	Does not agree	1	2	3	4	5	Fully agree
	Original	Does not agree	1	2	3	4	5	Fully agree
D	**Cheerful**	Does not agree	1	2	3	4	5	Fully agree
	Sentimental	Does not agree	1	2	3	4	5	Fully agree
	Friendly	Does not agree	1	2	3	4	5	Fully agree
E	**Daring**	Does not agree	1	2	3	4	5	Fully agree
	Trendy	Does not agree	1	2	3	4	5	Fully agree
	Stimulating	Does not agree	1	2	3	4	5	Fully agree
F	**Spirited**	Does not agree	1	2	3	4	5	Fully agree
	Cool	Does not agree	1	2	3	4	5	Fully agree
	Young	Does not agree	1	2	3	4	5	Fully agree
G	**Imaginative**	Does not agree	1	2	3	4	5	Fully agree
	Unique	Does not agree	1	2	3	4	5	Fully agree
	Exciting	Does not agree	1	2	3	4	5	Fully agree
H	**Modern**	Does not agree	1	2	3	4	5	Fully agree
	Independent	Does not agree	1	2	3	4	5	Fully agree
	Contemporary	Does not agree	1	2	3	4	5	Fully agree
I	**Reliable**	Does not agree	1	2	3	4	5	Fully agree
	Hardworking	Does not agree	1	2	3	4	5	Fully agree
	Secure	Does not agree	1	2	3	4	5	Fully agree
J	**Intelligent**	Does not agree	1	2	3	4	5	Fully agree
	Technical	Does not agree	1	2	3	4	5	Fully agree
	Cooperate	Does not agree	1	2	3	4	5	Fully agree
K	**Successful**	Does not agree	1	2	3	4	5	Fully agree
	Leader	Does not agree	1	2	3	4	5	Fully agree
	Confident	Does not agree	1	2	3	4	5	Fully agree
L	**Upper-class**	Does not agree	1	2	3	4	5	Fully agree
	Glamorous	Does not agree	1	2	3	4	5	Fully agree
	Good-looking	Does not agree	1	2	3	4	5	Fully agree
M	**Charming**	Does not agree	1	2	3	4	5	Fully agree
	Feminine	Does not agree	1	2	3	4	5	Fully agree
	Smooth	Does not agree	1	2	3	4	5	Fully agree
N	**Simple & Easy**	Does not agree	1	2	3	4	5	Fully agree
	Masculine	Does not agree	1	2	3	4	5	Fully agree
	Western	Does not agree	1	2	3	4	5	Fully agree
O	**Tough**	Does not agree	1	2	3	4	5	Fully agree
	Inspired	Does not agree	1	2	3	4	5	Fully agree
	Rugged	Does not agree	1	2	3	4	5	Fully agree

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Consumer Questionnaire on: Pakola Drink

1. Kindly rate how these personalities agree with the characteristics of **"Pakola Drink"**

A	**Down-to-Earth**	Does not agree	1	2	3	4	5	Fully agree
	Family-oriented	Does not agree	1	2	3	4	5	Fully agree
	Small-town	Does not agree	1	2	3	4	5	Fully agree
B	**Honest**	Does not agree	1	2	3	4	5	Fully agree
	Sincere	Does not agree	1	2	3	4	5	Fully agree
	Real	Does not agree	1	2	3	4	5	Fully agree
C	**Wholesome**	Does not agree	1	2	3	4	5	Fully agree
	Flavoring	Does not agree	1	2	3	4	5	Fully agree
	Original	Does not agree	1	2	3	4	5	Fully agree
D	**Cheerful**	Does not agree	1	2	3	4	5	Fully agree
	Sentimental	Does not agree	1	2	3	4	5	Fully agree
	Friendly	Does not agree	1	2	3	4	5	Fully agree
E	**Daring**	Does not agree	1	2	3	4	5	Fully agree
	Trendy	Does not agree	1	2	3	4	5	Fully agree
	Stimulating	Does not agree	1	2	3	4	5	Fully agree
F	**Spirited**	Does not agree	1	2	3	4	5	Fully agree
	Cool	Does not agree	1	2	3	4	5	Fully agree
	Young	Does not agree	1	2	3	4	5	Fully agree
G	**Imaginative**	Does not agree	1	2	3	4	5	Fully agree
	Unique	Does not agree	1	2	3	4	5	Fully agree
	Exciting	Does not agree	1	2	3	4	5	Fully agree
H	**Modern**	Does not agree	1	2	3	4	5	Fully agree
	Independent	Does not agree	1	2	3	4	5	Fully agree
	Contemporary	Does not agree	1	2	3	4	5	Fully agree
I	**Reliable**	Does not agree	1	2	3	4	5	Fully agree
	Hardworking	Does not agree	1	2	3	4	5	Fully agree
	Secure	Does not agree	1	2	3	4	5	Fully agree
J	**Intelligent**	Does not agree	1	2	3	4	5	Fully agree
	Technical	Does not agree	1	2	3	4	5	Fully agree
	Cooperate	Does not agree	1	2	3	4	5	Fully agree
K	**Successful**	Does not agree	1	2	3	4	5	Fully agree
	Leader	Does not agree	1	2	3	4	5	Fully agree
	Confident	Does not agree	1	2	3	4	5	Fully agree
L	**Upper-class**	Does not agree	1	2	3	4	5	Fully agree
	Glamorous	Does not agree	1	2	3	4	5	Fully agree
	Good-looking	Does not agree	1	2	3	4	5	Fully agree
M	**Charming**	Does not agree	1	2	3	4	5	Fully agree
	Feminine	Does not agree	1	2	3	4	5	Fully agree
	Smooth	Does not agree	1	2	3	4	5	Fully agree
N	**Simple & Easy**	Does not agree	1	2	3	4	5	Fully agree
	Masculine	Does not agree	1	2	3	4	5	Fully agree
	Western	Does not agree	1	2	3	4	5	Fully agree
O	**Tough**	Does not agree	1	2	3	4	5	Fully agree
	Inspired	Does not agree	1	2	3	4	5	Fully agree
	Rugged	Does not agree	1	2	3	4	5	Fully agree

Consumer Questionnaire on: Wood Wards Gripe water

1.   Kindly rate how these personalities agree with the characteristics of   **"Wood Wards Gripe water"**

A	**Down-to-Earth**	Does not agree	1	2	3	4	5	Fully agree
	Family-oriented	Does not agree	1	2	3	4	5	Fully agree
	Small-town	Does not agree	1	2	3	4	5	Fully agree
B	**Honest**	Does not agree	1	2	3	4	5	Fully agree
	Sincere	Does not agree	1	2	3	4	5	Fully agree
	Real	Does not agree	1	2	3	4	5	Fully agree
C	**Wholesome**	Does not agree	1	2	3	4	5	Fully agree
	Flavoring	Does not agree	1	2	3	4	5	Fully agree
	Original	Does not agree	1	2	3	4	5	Fully agree
D	**Cheerful**	Does not agree	1	2	3	4	5	Fully agree
	Sentimental	Does not agree	1	2	3	4	5	Fully agree
	Friendly	Does not agree	1	2	3	4	5	Fully agree
E	**Daring**	Does not agree	1	2	3	4	5	Fully agree
	Trendy	Does not agree	1	2	3	4	5	Fully agree
	Stimulating	Does not agree	1	2	3	4	5	Fully agree
F	**Spirited**	Does not agree	1	2	3	4	5	Fully agree
	Cool	Does not agree	1	2	3	4	5	Fully agree
	Young	Does not agree	1	2	3	4	5	Fully agree
G	**Imaginative**	Does not agree	1	2	3	4	5	Fully agree
	Unique	Does not agree	1	2	3	4	5	Fully agree
	Exciting	Does not agree	1	2	3	4	5	Fully agree
H	**Modern**	Does not agree	1	2	3	4	5	Fully agree
	Independent	Does not agree	1	2	3	4	5	Fully agree
	Contemporary	Does not agree	1	2	3	4	5	Fully agree
I	**Reliable**	Does not agree	1	2	3	4	5	Fully agree
	Hardworking	Does not agree	1	2	3	4	5	Fully agree
	Secure	Does not agree	1	2	3	4	5	Fully agree
J	**Intelligent**	Does not agree	1	2	3	4	5	Fully agree
	Technical	Does not agree	1	2	3	4	5	Fully agree
	Cooperate	Does not agree	1	2	3	4	5	Fully agree
K	**Successful**	Does not agree	1	2	3	4	5	Fully agree
	Leader	Does not agree	1	2	3	4	5	Fully agree
	Confident	Does not agree	1	2	3	4	5	Fully agree
L	**Upper-class**	Does not agree	1	2	3	4	5	Fully agree
	Glamorous	Does not agree	1	2	3	4	5	Fully agree
	Good-looking	Does not agree	1	2	3	4	5	Fully agree
M	**Charming**	Does not agree	1	2	3	4	5	Fully agree
	Feminine	Does not agree	1	2	3	4	5	Fully agree
	Smooth	Does not agree	1	2	3	4	5	Fully agree
N	**Simple & Easy**	Does not agree	1	2	3	4	5	Fully agree
	Masculine	Does not agree	1	2	3	4	5	Fully agree
	Western	Does not agree	1	2	3	4	5	Fully agree
O	**Tough**	Does not agree	1	2	3	4	5	Fully agree
	Inspired	Does not agree	1	2	3	4	5	Fully agree
	Rugged	Does not agree	1	2	3	4	5	Fully agree

Consumer Questionnaire on: Wood Wards Tooth paste

1.   Kindly rate how these personalities agree with the characteristics of   **"Wood Wards Tooth paste"**

A	**Down-to-Earth**	Does not agree	1	2	3	4	5	Fully agree
	Family-oriented	Does not agree	1	2	3	4	5	Fully agree
	Small-town	Does not agree	1	2	3	4	5	Fully agree
B	**Honest**	Does not agree	1	2	3	4	5	Fully agree
	Sincere	Does not agree	1	2	3	4	5	Fully agree
	Real	Does not agree	1	2	3	4	5	Fully agree
C	**Wholesome**	Does not agree	1	2	3	4	5	Fully agree
	Flavoring	Does not agree	1	2	3	4	5	Fully agree
	Original	Does not agree	1	2	3	4	5	Fully agree
D	**Cheerful**	Does not agree	1	2	3	4	5	Fully agree
	Sentimental	Does not agree	1	2	3	4	5	Fully agree
	Friendly	Does not agree	1	2	3	4	5	Fully agree
E	**Daring**	Does not agree	1	2	3	4	5	Fully agree
	Trendy	Does not agree	1	2	3	4	5	Fully agree
	Stimulating	Does not agree	1	2	3	4	5	Fully agree
F	**Spirited**	Does not agree	1	2	3	4	5	Fully agree
	Cool	Does not agree	1	2	3	4	5	Fully agree
	Young	Does not agree	1	2	3	4	5	Fully agree
G	**Imaginative**	Does not agree	1	2	3	4	5	Fully agree
	Unique	Does not agree	1	2	3	4	5	Fully agree
	Exciting	Does not agree	1	2	3	4	5	Fully agree
H	**Modern**	Does not agree	1	2	3	4	5	Fully agree
	Independent	Does not agree	1	2	3	4	5	Fully agree
	Contemporary	Does not agree	1	2	3	4	5	Fully agree
I	**Reliable**	Does not agree	1	2	3	4	5	Fully agree
	Hardworking	Does not agree	1	2	3	4	5	Fully agree
	Secure	Does not agree	1	2	3	4	5	Fully agree
J	**Intelligent**	Does not agree	1	2	3	4	5	Fully agree
	Technical	Does not agree	1	2	3	4	5	Fully agree
	Cooperate	Does not agree	1	2	3	4	5	Fully agree
K	**Successful**	Does not agree	1	2	3	4	5	Fully agree
	Leader	Does not agree	1	2	3	4	5	Fully agree
	Confident	Does not agree	1	2	3	4	5	Fully agree
L	**Upper-class**	Does not agree	1	2	3	4	5	Fully agree
	Glamorous	Does not agree	1	2	3	4	5	Fully agree
	Good-looking	Does not agree	1	2	3	4	5	Fully agree
M	**Charming**	Does not agree	1	2	3	4	5	Fully agree
	Feminine	Does not agree	1	2	3	4	5	Fully agree
	Smooth	Does not agree	1	2	3	4	5	Fully agree
N	**Simple & Easy**	Does not agree	1	2	3	4	5	Fully agree
	Masculine	Does not agree	1	2	3	4	5	Fully agree
	Western	Does not agree	1	2	3	4	5	Fully agree
O	**Tough**	Does not agree	1	2	3	4	5	Fully agree
	Inspired	Does not agree	1	2	3	4	5	Fully agree
	Rugged	Does not agree	1	2	3	4	5	Fully agree