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BRAND PERSONIFICATION OF
MOBILINK, U-PHONE, TELENOR, AND WARID
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ABSTRACT

The purpose of this study was review the concept of brand personification and its importance in marketing; review previously developed brand personality scales; develop brand personality scale that is brand- category and cultural specific; and use it for measuring the brand personality of Mobilink, Telenor, Warid and U-phone. Brand personification is an old concept; it evolved in early fifties when celebrities started to endorse brands. The use of famous peoples and their personalities not only helps marketers position their brands but it seduces those consumers to purchase the products who identify themselves with these stars. Aaker's (1997) research "Brand Personality Dimensions" is considered as the pioneering research on brand personification. Three different studies on brand personality scales have been used in this research for developing a brand personification scale that is brand-category and Pakistani cultural specific. A sample of one hundred and twenty was drawn. Most respondents were in the age range of (16-25 years) as suggested by the mobile service providers. The questionnaire administered to the respondents was based on rating and nominal scale; it has 27 items including personal related items. The brand personification of Mobilink was found to be "competence", ufone it was "sincerity", Telenor was "sophistication" and Warid was" excitement". Standard deviation of the respondents on the four-brand personification ranged from .78 to .87. Negative skew nesses were found in all four-brand personification ratings. The hypothesis relating to the means of α of factor "A" being equal was rejected. Similarly the hypothesis relating to the means of β of factor "B" being equal was rejected. The hypothesis stipulating that the factors A and B do not interact to affect the mean responses was also rejected.

1   **OBJECTIVE OF THE STUDY:**

The objective of this study was to review the concept of brand personification and its importance in marketing; review previously developed brand personality scales, develop brand personality scales that are both brand category and Pakistani culture specific; and use the developed scales to measure the brand personality of Mobilink, Uphone, U- Phone, Telenor, and Warid.

II   **LITERATURE SURVEY**

The market is glutted with several brands all offering similar functional attributes. Most of them make similar claims; therefore, it has become extremely difficult for firms to differentiate their products based on functional attributes. Differentiations based on

functional attributes are never long lasting as the competitors could copy the same. (McEnally & Chernatorny, 1999). Therefore, the marketers invented the concept of brand personification. "By creating the personality of the caring mother, the marketer injects emotion into the consumer's learning and valuing process. Doing so brings the brand closer to the consumer through an emotional bond. The consumers are more likely to affiliate themselves with those brands that are endorsed or associated with desirable personalities" (Levy, 1959).

The concept of brand personality is a recent phenomenon for the marketers and educationists but it is not for the advertisers as they have been using it long before the marketer started using this concept. Its evolution could be traced back to the early fifties when celebrities started to endorse brands. The use of famous peoples and their personalities not only helps marketers position their brands but it seduces those consumers to purchase the products who identify themselves with these 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. Or, 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 could be said to have a personality. "In focus groups or in in-depth interviewing, consumers 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 even shown that medical doctors (generalists as well as specialists) had no difficulty in attributing personality traits to pharmaceutical brands; moreover, these traits were actually significantly correlated to the medical prescription itself." (Kapferer, 1998). Kings writes 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". He goes on quoting research from the J. Walter Thompson advertising agency indicating that consumers do tend to attribute facets of personality to brands and talk fluently about these facets. (Kings, 1970).

Seg'ula has observed that researchers are now frequently using metaphors in focus groups discussions wherein the respondents are asked to respond on brands as if brands were a person, a movie star, an animal, and so on. Seg'ula emphasized that in mature markets consumers' buying decisions are more influenced by non-product-based features despite the fact that in focus group discussions the respondents emphasized rational motives. "Seg'ula was of the opinion that all brands must be described on three facets: the physical (what does the product do and how well does it perform?), the character (brand personality) and the style (exceptional elements for advertising and communication). Design does not describe a product but endows either its brand or corporation with values and non-material distinguishing attributes." (Seguela, 1982).

Not ever one 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, conservative

personality, despite the fact that he may consider such personality traits as boring. "Two elements thus affect an individual's relationship with a brand. First, there is the relationship between the brand-as-person and the customer, which is analogous to the relationship between two people. 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. Of course, 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 one person and other not only depends on what the other person is but also on what that person thinks of you. "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 firms fail to create a brand personality the brand will be a commodity like any other commodity in the markets. However, if the firm has been 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 identifying with your brand's personality traits." (Kapoor, 2005).

Aaker while discussing brand personality observed that "It is one of the core dimensions of the brand identity and perhaps the one closest to the consumers "(Aaker, 1996). "The personality idea responds to the tendency in contemporary society to value personal relationships. It also refers to the idea that relationships are important in social life." (Duwersloot and Tuderica, 2001).

Brassington and Pettit argue that that 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).

Erdogan and Baker hold that the most visible and commonly used method of personality creation is by means of celebrity endorsements. Public heroes, sports people, pop stars and movie stars are commonly used to lend their personality to a brand. These celebratory endorsement techniques may sound ancient but nevertheless they are still considered as effective advertisement technique. (Erdogan & Baker, 2000).

Kapoor argues that using youth as a personality characteristic for your brand does not necessarily mean that the product would be positioned for the same age group. It could appeal to all ages. Kapoor argue that if your brand is positioned as tender and caring, it will be attractive to everyone who desires these qualities. Kapoor observed that one of the reasons for Pepsi and Coke to be proactive and alive brands is the fact that

celebrities such as Amitabh Bachchan, Shah Rukh Khan, Aamir Khan, Sachin Tendulkar, regularly features in their ads. He further observed that the purpose of Pepsi and Coke advertisement are focused to young, adults who feel young and to those who would like themselves to be seen as successful as the celebratory endorsers. (Kapoor, 2001).

Kapoor also observes that "LUX" has a distinctive personally. It is considered as soft smooth and caring. The brand personification strategies of "LUX" , Pepsi and Coke are seen by Kapoor as superior as to the competitors in their categories. "Lux's personality is one of being the beauty soap of film stars and Coke and Pepsi appeal to the mind and heart. In brand building, being specific and focused helps build a unique brand personality. Generalizations are of no help at all". (Kapoor, 2001).

Brand personification has two approaches. In one the brand creates personalities for themselves. In the other approach several personalities or celebrities are associated with the product branded with product for creating brand equity. "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).

Market researchers and advertisers study what is brand equity in the eyes of customers of specific brands. If the research indicates that the brand is modern, contemporary and trendy brand then all communication and advertising efforts must focus on building and enhancing that perception. Research may also reveal that the brand has a personality which could be stable, conservative, and long term oriented and more directed towards safety rather than risk-taking. This brand personality is for a different type of target audience, and that audience. For building brand personality the firm must identify it's brand's strengths and then build up brand personalities along those lines. (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, therefore her research is considered as the pioneering research on brand personification. Her 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" (Agoulay and Kapferer, 2003).

Aaker's scales are now mostly used in brand personality research. Initially, various replication studies were carried out in the United States and subsequently different researchers in other countries used the brand scale dimension developed by Aaker.   The purpose of those studies was to assess the external validity of the scale in specific countries, evaluate the robustness of the scale and to ascertain whether the original Asker's brand personality scales   had the ability to support translations and intercultural uses.

111. **PREVIOUS STUDIES ON BRAND PERSONALITY**

Three different studies on brand personality scales have been summarized below. These have been used for developing the methodology for the current study. As noted by Aaker (1997) in the pioneering study the brand personality scales could be divided into two categories. The fist type would be ad hoc scales that are based on traits ranging from 20 to 300. Aaker was of the opinion that research based on such arbitrary scales would lack genraliziblity, reliability and validity. The second type of personality scales although are derived from personality traits but are validated by a scientifically developed methodology. (Aaker 1997)

Aaker developed a framework for identification brand personality scales that contained the following steps:

- Personality traits generation
- Stimuli selection
- Checking the reliability of the identified personality dimensions.
- Assessing the stability of the brand personality dimensions.
- Confirming brand personality dimensions.
- Representing the five brand personality dimensions: and the final set of personality trait

Aaker generated a comprehensive list of personality trait through three major sources. (1) Psychological personality scales (2) Personality scales used by marketers, and (3) Originally qualified traits. In the third category Aaker obtained the opinions of focus groups on the traits that came into their mind when they thought about two brands in three product categories. The categories were Symbolic (jeans cosmetic and fragrance), Utilitarian (computers, electronics, appliances), symbolic and Unitarian (automobile beverages, and athletic shoes). The above exercise generated a list containing 309 personality traits. In the second stage, the respondents were asked to rate all the personality traits on a scale of seven to one. While rating the personality scales the respondents were advised that since the above study is not product specific, or brand specific, therefore while rating the personality traits respondent should think about as many types of brands in various product categories as possible. (Aaker 1997).

In the next stage to ensure comprehensiveness and representative ness of the brands, Aaker adopted appropriate selection. First, she generated a list of salient and well-known brands so that the research could be administered to a sample that is broadly similar to national average demographic in the United States in the late 1990s. Secondly she selected a wide variety of brands representing a spectrum of personality types to enhance the scope of the scales; and third a range of product categories both symbolic and utilitarian was drawn upon to enhance the scale genraliziblity. (Aaker 1997).

Aaker obtained the brand list that from a study on equity trend Study (1992). That list contained 131 brands in 39 product categories. Aaker observed that using a comprehensive brand list might have increased the genraliziblity and robustness of the

measurement scale. She further added that the respondents while responding to a comprehensive list could have become tired and bored and that may have led to biased results. Aaker used a list containing 37 brands. She developed this list by segmenting the 131 brands into four brand categories in the 1992 equity brand study. The clustering was done in such a manner that each brand group contained a similar profile of brands. Finally Aaker also added one brand (Levis Jeans) in each of the four brands groups. The purpose of including the Levis jean brand in all the four brand groups was to measure variances in personality perceptions of the four segments of respondents. The finalized list of 37 brands finally used by Aaker is exhibited below: (Aaker 1997).

Exhibit 1

Brand List Used By Aaker (1997)

Brand Group 1	Brand Group 2	Brand Group 3	Brand Group 4
Crescent Tooth paste	Kodak Film	Lego Toys	Cheerios Cereal
Campbell's Soup	Hershey's candy bar	Hall mark Card	Mattel toys.
Kmart Stores	Pepsi cola soft drink	Lee Jeans	Saturn automobile
Porsche automobile	Oil of oulay lotion	Charlie perfume	Guess? Jeans
Rebook athletic boots	Amex Credit Cards	ESPN Station	Nike Athletic shoes
Michelin tires	Sony television	AT &T Phone Service	CNN Station
Diet coke cola	Advin Pain reliever	Apple computer	Revlon Cosmetic
IBM Computers	Mercedes Automobile	Lexus Automobile	Visa Credit Cards
Levis Jeans	Levis jeans	Levis Jeans	Levis Jeans

Source: Aaker (1997, Page, 350)

Aaker did not find any significant difference in the rating of Levis Jeans by the four segments of respondents, which suggests a high level of agreement regarding human characteristics associated with particular brands. Based on the personality trait list and brand list, respondents' opinions were collected. The respondents were asked to select one brand at a time, thinking of it as a person and then rating all 114 personality traits listed under each brand. Using a five-point Likert scale (1= not at all descriptive, 5= extremely describable) subjects were asked to rate the extent to which the 114 personality traits describes a specific brand. Based on the respondents' opinions, Aaker was able to arrive at a five-factor solution based on the following criteria: (Aaker 1997)

1.   All five factors had eigenvalues greater than one.
2.   All significant dips in the scree plot follows the fifth factor.
3.   The first five factors were the most meaningful, rich and interpretable.
4.   The five factor solution explained a high level of variance in brand personality (92%)
5.   The five-factor solution was the most stable and robust as illustrated by sub-sample factor analyses described subsequently (e.g. males versus females, younger verses older subjects.

Aaker found that all the traits had a high loading except the following four traits namely urban, proud, healthy, and flexible, therefore she removed these traits and rerun the factor analysis that according to her resulted in an easily interpretable five factor solution: (Aaker 1997).

Exhibit number-2

Five Dimensions of Brand personality

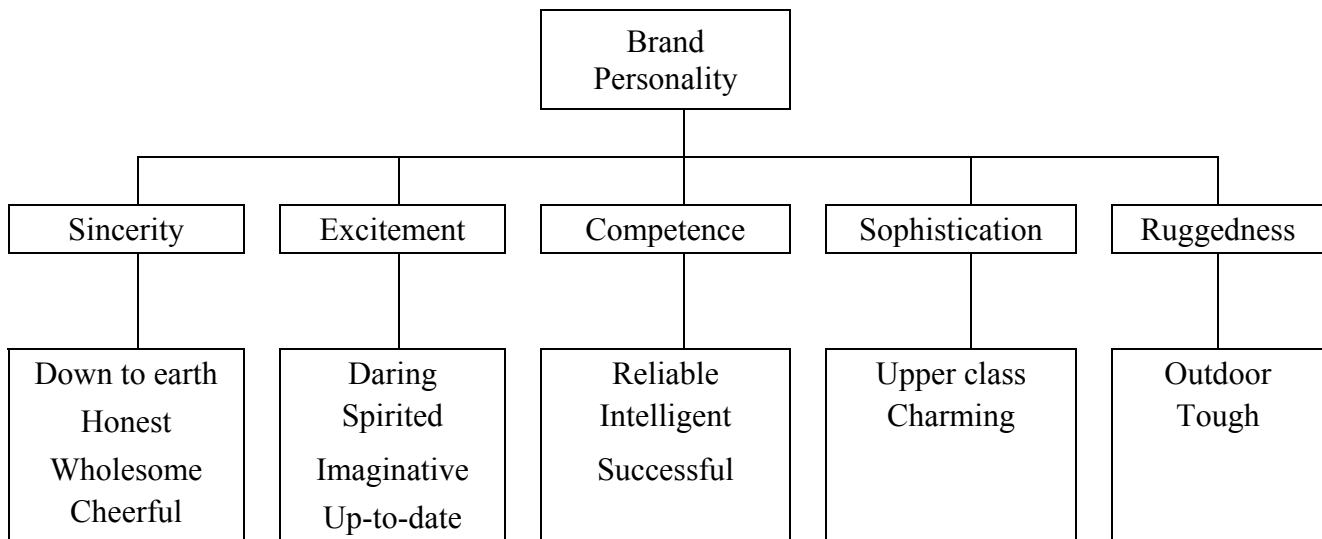| Name	Dimensions	Variance	Eigenvalue	Traits with highest Item –to-total correlation
Sincerity	1	26.5%	31.4	Domestic, honest, genuine, cheerful
Excitement	2	25.1%	27.9	Daring, Spirited, imaginative, up-to date,
Competence	3	17.5%	14.2	Reliable, responsible, dependable, efficient
Sophistication	4	11.9%	09.20	Glamorous, pretensions charming, romantic.
Ruggedness	5	8.8%	06.70	Tough, strong, outdoorsy, rugged

Source: Aaker (1997, Page, 351)

Aaker thus concluded that 'the names determined to represent the best of the types of concepts subsumed in each of the five dimensions were sincerity (e.g. typified by hallmark cards), Excitement (MTV Channels), Competence (e.g. The Wall Street Journal), Sophistication (e.g. Guess Jeans) and Ruggedness (e.g. Nike tennis shoes)'.
Aaker was of the opinion that the distinct groups may have different perceptions on personality traits, which may not be reflected in the factor analysis, and hence it could affect the genraliziblity of scales. Aaker thus carried out separate principal component factor analysis (with varimox rotation and unrestricted numbers of factors to be extracted) on four sub-samples of subjects: males (N=278), female (N=238), younger subjects (N =316) and older subject (N= 315) to ascertain its stability and genraliziblity. Aaker after examining the results of the four-principle component factor analysis qualitatively, and quantitatively concluded that her scales had stability, genraliziblity and could be used in future research as (1) The same number of factors were extracted that is five. (2) The same type of traits was identified. (3) Relatively similar weight for the five factor existed among the four subpopulation. In addition, the variance explained by each factor was also approximately the same. (Aaker 1997)

At this stage Aaker carried out a facet identification process with the objective of identifying those traits that not only represents the five dimensions comprehensively but also have a high degree of reliability. The five factors thus were factor analyzed individually. This yielded a total number of 15 facets. Sincerely and excitement each had four facet, competencies had three facets, and sophistication and ruggedness had two. Based on item-total-correlation analysis Aaker was able to reduce the number of facets and the corresponding traits. The guiding principle she used was high correlation for facets (ranging from .75 to .98) and their component (ranging .50 to .97). The personality framework, which includes the five dimensions, is presented below: (Aaker 1997)

Exhibit Number-3
Aaker's (1997) Brand Personality Framework

Brand Personality				
Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down to earth Honest Wholesome Cheerful	Daring Spirited Imaginative Up-to-date	Reliable Intelligent Successful	Upper class Charming	Outdoor Tough

Source: Aaker, 1997 p, 356

Aaker tested the reliability of personality dimensions through correlation, and cronbacha alpha. The test-retest correlation for each of the five factors was as follows: Sincerity .93, Excitement=. 95, Competence=.93, Sophistication =.75, and Ruggedness =.77. Similarly, the Cronbach' alphas were calculated for each of the five dimensions using the 42 traits scales were high: Sincerity .93, Excitement=. 95, Competence=.93, Sophistication =.91, and Ruggedness =.90. Aaker finally concluded that all the traits within each of the five dimensions had high item-to-total correlation (averaging .85, all exceeding .55), which indicates high levels of internal reliability. Aaker wanted to ascertain the extent to which the five dimensions based on the selected brands stimuli would be applicable to another set of brands. To confirm this, Aaker undertook another research in which she took 42 traits instead of 114, but the stimuli used as a confirmatory sample of brands were entirely different, as presented below: (Aaker 1997)

Confirmatory Sample of Brands

Marriott hotel	Holiday Hill Hotels
Macy's store	Sears Stores
The wall street Journal News Paper	USA To days Newspaper
Liz Claiborne Clothing	Benneton Clothing
Marlboro Cigarette	Virginia Slim Cigarette
Maytag Appliance	Kitchen Aid Appliance
Metropolitan Appliance	Prudential Insurance
Taster Choice Coffee	Maxwell House Coffee
Bic. Razors	Gillette Razor
Newsweek Magazine	People Magazine

Source: Aaker: 1997, P 353

Aaker observed that in this confirmatory research the same type of factors was identified, a similar weight for the five factors was observed.

Another research on brand personification was carried out by Aaker, Martinez, and Garolera in 2001. In this research the authors studied the applicability of Aaker's (1997) structure of personality attributes in Japan and Spain. The authors selected Japan as it represents East Asian culture and Spain because it represents Latin culture. Aaker and her coauthors studied how Japanese individuals "perceive the perceptual space of commercial brands as defined by personality attributes and stimuli and then identified the perceptual representation of brands through a factor analysis procedure involving attributes rating on a set of brands by Japanese individuals." (Aaker, Martinez, and Garolera ,2001).

The first step in this research was the selection of attributes that comprised of selecting commercial brands in two product categories, symbolic and utilitarian. The authors selected twenty-four groups randomly. "The composition of six selected group was highly symbolic or value expressive (apparels, alcohol, fragrances) and six were utilitarian (laundry detegants, medication and toots paste) and twelve were symbolic and utilitarian. (e.g. automobiles, beverages and toys)" (Aaker, Martinez, and Garolera, 2001).The authors than identified the list of commonly perceived brand in each product categories. For the identification of the most frequent brand the authors carried out a pretest in which the participants were asked "what is the first brand that comes to your mind when you think of this product category". Based on this exercised the authors were able to short list 24 brands. (Aaker, Martinez, and Garolera ,2001).

The authors randomly clustered the 24 brands into six groups each containing four brands. The clustering was done in a manner that each group would be composed of one symbolic brand, one utilitarian brand and two symbolic & utilitarian brands. Hence each brand group contained a similar profile of brands. The Authors also included one well-known brand (coca-cola) in each of the groups to assess the variation of perceptions of personality attributes for a single brand across groups. Thus the brand group was a set of
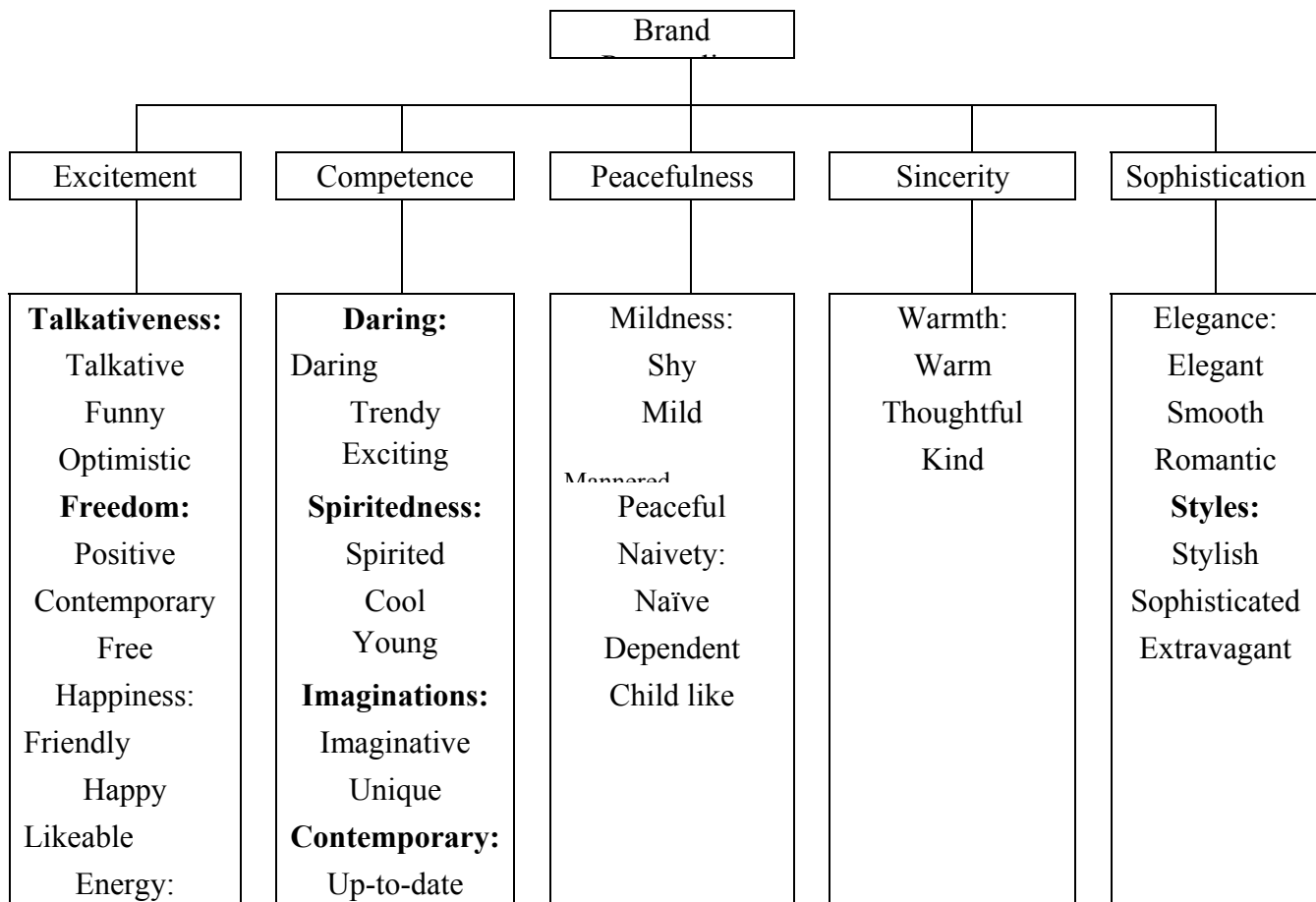
25 brands. The authors' personality attributes selection procedure comprised of three steps similar to the one used by Aaker (1997).

In steps one a comprehensive list of 138 attributes was generated. In this exercise the respondents (n = 50, 40 % females, means age =28) were asked to write down the personality attributes that first come to mind when thinking about well-known brands in 10 product categories (3 symbolic, 3 utilitarian, and 4 symbolic/ utilitarian). Another list containing 71 additional attributes was generated from the three sources that rely on brand personality research in Japan. Another list containing 44 personality traits were solicited as representative of the "Big Five" personality dimensions. Of the 255 total personality traits' attributes, three groups were eliminated, as they were found to be redundant. Thus the list was left with only 100 personality attributes. (Aaker, Martinez, and Garolera ,2001)

The respondents than were asked to rate the extent to which the 100 attributes describe a specific brand, taking one brand at a time form the earlier compiled list. The results generated are presented below:

Exhibit 5

Japanese Brand Personality Dimensions

Brand

Excitement	Competence	Peacefulness	Sincerity	Sophistication
Talkativeness:	**Daring:**	Mildness:	Warmth:	Elegance:
Talkative	Daring	Shy	Warm	Elegant
Funny	Trendy	Mild	Thoughtful	Smooth
Optimistic	Exciting		Kind	Romantic
Freedom:	**Spiritedness:**	Mannered		**Styles:**
Positive	Spirited	Peaceful		Stylish
Contemporary	Cool	Naivety:		Sophisticated
Free	Young	Naïve		Extravagant
Happiness:	**Imaginations:**	Dependent		
Friendly	Imaginative	Child like		
Happy	Unique			
Likeable	**Contemporary:**			
Energy:	Up-to-date			

Youthful Energetic Spirited	Independent Contemporary				

Japanese and American models have common determinants, except with regard to Ruggedness and Peacefulness. Ruggedness was identified in American Model and Peacefulness was identified in the Japanese model. This indicates that Ruggedness was cultural specific to America and Peaceful ness was cultural specific to Japan.
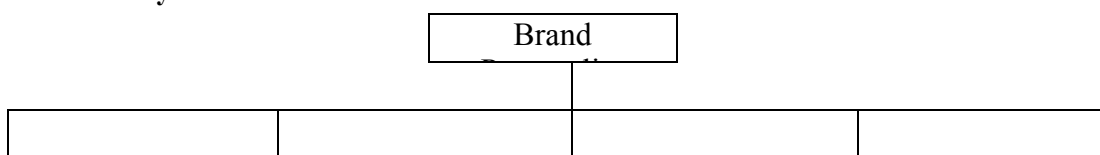
Aaker, Martinez and Garolera under took another research in which they wanted to test the generalize ability of the dimension structure uncovered in the Japanese model in a different cultural context. The authors observed that the specific focus of the study was to measure the degree to which the perceptual space of brand personality in Spain could also be organized around five dimensions. Like the Japanese study, the Spanish study also comprised of three steps including (1) stimuli selection (2) personal attribute selection, (3) finalizing the brand personality scale. (Aaker, Martinez, and Garolera, 2001).

For stimuli selection, the authors selected a set of 25 well known global brands on the basis of the identical criteria and process used in Japanese brand personality models. Then the authors generated a comprehensive list of 128-personality treat similar to the methodology adopted in the Japanese models. Another 64 personality attributed were generated from the three sources that rely on brand personality research in Spain. Finally from the total set of 266 personality attributes, three groups of attributes were eliminated because they were redundant. The number was thus reduced to 77 personality attributes. (Aaker, Martinez, and Garolera ,2001)

The method adopted for developing the brand personality dimensions was identical to the one used in Japanese study. The Spanish brand personality dimensions are presented below:

Exhibit number 6

Spanish Brand Personality Dimension

Brand

Excitement	Competence	Peacefulness	Sincerity	Sophistication
Talkativeness:	**Daring:**	Mildness:	Warmth:	Elegance:
Talkative	Daring	Shy	Warm	Elegant
Funny	Trendy	Mild	Thoughtful	Smooth
Optimistic	Exciting	**Mannered**	Kind	Romantic
Freedom:	**Spiritedness:**	Peaceful		**Styles:**
Positive	Spirited	Naivety:		Stylish
Contemporary	Cool	Naïve		Sophisticated
Free	Young	Dependent		Extravagant
Happiness:	**Imaginations:**	Child like		
Friendly	Imaginative			
Happy	Unique			
Likeable	**Contemporary:**			
Energy:	Up-to-date			
Youthful	Independent			
Energetic	Contemporary			
Spirited				

Source: (Aaker, Page number 505)

It may be noted that the three personality dimensions excitement, sincerity and sophistication were common in the three brand personality models. Only exceptions were:
- Peaceful was common in the Japanese and the Spanish model.
- Passion was only found in the Spanish model.
- Ruggedness' was found only in the American model.

1V. **METHODOLOGY**

Three personality trait models have been examined in this research. The above personality traits model could not be applied in their original form in Pakistan because those models were culture specific and the brand personality traits were for general brands. On the other hand the current research is product category specific that is on four specific mobile service providers. Therefore, there was a need to develop a brand personality scale that would be both Pakistan culture and brand category specific.

The methodology adopted for developing the brand personality scales were similar to the ones discussed in the literature survey. The required brand personality scale for the this research has been developed as follows::

1.   All facets of all the three earlier discussed models were listed down along with their sub-dimensions, ensuring that none of the facets were taken twice as the facets excitement, sophistication, and sincerity were common in all the three personality traits models. Thus a list containing seven personality trait facets and 39 sub-dimensions were developed.

2.   The compiles list was given to a focus group comprised of 42 respondents. The respondents were asked to think that the product category mobile services (category) were a person. Than the respondents were asked to rate all the personality traits on the scale of five to one. Five describing the specific traits more closely to the brand category and one least closely to the brand category.
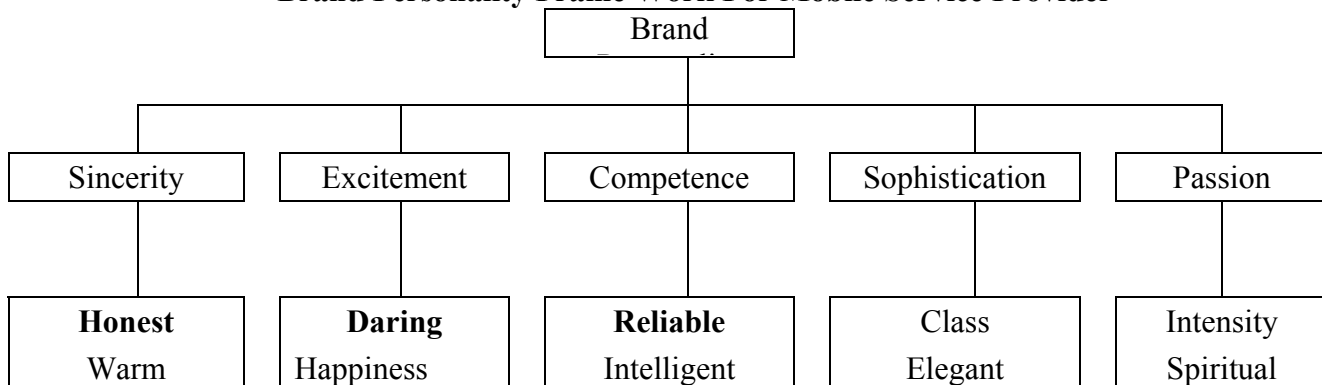
3.   The data generated through the focus groups was analyzed, and the means of the seven facets were calculated. Than Facets-to-total correlation was carried out as was done by the Aaker, which is presented below:

Sincerity	Excitement	Competence	Sophistication	Ruggedness	Peacefulness	Passion
0.80	0.93	0.94	0.79	0.47	(0.09)	0.72

The facets that have correlation of more than .70 were selected and the rest were discarded. Thus we end up with five facets sincerity, excitement, competence, sophistication, and passion. The ruggedness with a correlation of .47, and peaceful with a negative correlation of .09 was dropped.

4.   In order to make have a manageable theoretical frame work, it was decided to keep three sub-dimensions in the five selected facets. Therefore, total-to-dimension correlation was carried out for al the five facets separately, and the sub-dimensions with the highest correlation in all the five facets were selected. The summarized result is presented below.

Exhibit Number 7
Brand Personality Frame Work For Mobile Service Provider

Brand

Sincerity	Excitement	Competence	Sophistication	Passion

| **Honest** | **Daring** | **Reliable** | Class | Intensity |
| Warm | Happiness | Intelligent | Elegant | Spiritual |

| Realness | | Youth | | | Determination | | | Style | | | Craze | |

The above developed brand personality framework was used to develop a questionnaire which is appended in Appendix-1. The questionnaire has 27 items including nine related to personal data. The questionnaire was combination of nominal and rating scale.

Various meeting with the management of mobile service providers were held to obtain the estimates of the client population and the demographic characteristics of the customers. According to the service provider the population of the mobile users in Pakistan is about 18.2 million, with the following market shares: (1) Moblink-39%, (2) Uphone-21%, (3) Telenor-20%, (4) Warid-14%, (5) Paktel- 5%. The management also pointed out that the customers profile based on their data base would not represent the actual profile of the users. Most parents have four or five connection in their names which their children use. The mobile service providers were of the opinions that adult professional whether satisfied or not with the service generally do not change the service provider, as this would lead to a loss of contact. However, young adults aged (16-25) are the stratum that very frequently switches from one service provider. This age group is comparatively, imaginative and likely to understand and respond enthusiastically to the questionnaire; therefore the majority of the respondents should belong to this stratum.

Roscoe is of the opinion that 20 samples per determinant are sufficient for multivariable research (Sekaran, 2003). The present study is based on five determinants; therefore as per Roscoe, 100 samples would have been sufficient. However, 120 samples were drawn, of which 18 were incomplete and inconclusive, thus he valid questionnaires were 102. As per advice of the mobile service providers majority of the respondents (75%) were selected from the strata (16-25) and the rest from other groups.

V. **SURVEY FININGS**

The data collected through survey was analyzed through measures of central tendencies, and measure of dispersion, ANOVA, and factorial analysis.

V.1 **Brand Personality of Product Category**

The measure of central tendencies and dispersions of the five brand personality traits were worked out for the brand category. Table 1 presents the central tendencies for the product category mobile service:

Table Number -1
Measure of Central Tendencies for Product Category

	Sincerity	Excitement	Competence	Sophistication	Passion
Mean	3.30	3.23	3.05	3.19	3.01
Std. Error	0.04	0.04	0.05	0.04	0.03
Median	3.21	3.25	3.00	3.08	3.08

Mode	2.98	2.75	3.00	3.00	3.25
St. Deviation	0.42	0.38	0.48	0.41	0.26
S. Variance	0.17	0.14	0.23	0.17	0.07
Kurtosis	(1.22)	(0.55)	0.62	0.33	(0.68)
Skew ness	0.18	(0.05)	0.89	0.93	(0.42)
Range	1.48	1.67	1.92	1.50	1.08
Minimum	2.67	2.33	2.25	2.67	2.42
Maximum	4.15	4.00	4.17	4.17	3.50
Sum	336.79	329.50	310.71	325.83	306.58
Count	102.00	102.00	102.00	102.00	102.00

The above table shows that the trait "sincerity" with a mean of 3.30 was perceived by the respondents to be closer to the personality trait of the product category mobile services and "passion" with a mean of 3.01 was the least representative of this product category. It may be pointed out that the respondents' personification associations by brands vary and their ranking is not the personification of the overall brand category.

ANOVA was used to ascertain if there is a significant difference among the means of the five brand personification or not. The summarized results are presented below:

Table number 2
ANOVA Single factor: summary

Groups	Count	Sum	Average	Variance
Sincerity	102.00	336.79	3.30	0.17
Excitement	102.00	329.50	3.23	0.14
Competence	102.00	310.71	3.05	0.23
Sophistication	102.00	325.83	3.19	0.17
Passion	102.00	306.58	3.01	0.07

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	6.42	4.00	1.61	10.27	0.00	2.39
Within Groups	78.92	505.00	0.16			
Total	85.34	509.00				

The above table indicates that there is a significant difference of the respondents' opinions in the five brand personality traits. At 95% confidence level and (5, 505) degrees of freedom, significant difference exists with respect to the means of the above five personifications. The F critical value was 2.39 and F calculated was 10.27, which was greater than the F critical value. This significant difference of brand personifications

on brand category was vital. Had it been non- significant it would have raised doubt on the validity of the scale being used in this research.

V.2 **Brand Personifications by Brands**

In this section an attempt has been made to measure the brand personifications of the selected mobile service providers. The respondents had associated all the five personality traits with each of the subject mobile service providers. The details in this context are appended as Appendix-2 and the emerged personifications by brands are presented below:

Table Number 3
Brand Personifications

	Mobilink Competence	Uphone Sincerity	Telenor Sophistication	Warid Excitement
Mean	3.34	3.55	3.63	3.52
Standard Error	0.08	0.08	0.08	0.09
Median	3.67	3.75	3.67	3.67
Mode	4.00	4.00	4.00	3.00
St. Dev.	0.76	0.86	0.85	0.87
S. Var.	0.58	0.73	0.72	0.76
Kurtosis	(0.93)	(0.39)	(0.07)	(0.25)
Skew ness	(0.31)	(0.03)	(0.60)	(0.43)
Range	2.67	3.25	3.67	3.67
Minimum	2.00	2.00	1.33	1.33
Maximum	4.67	5.25	5.00	5.00
Sum	340.33	362.50	370.67	359.00
Count	102.00	102.00	102.00	102.00

The brand personification of Mobilink was found to be "competence" with a mean of (3.34). The brand personification of Uphone was "sincerity" with a mean of (3.55), Telenor's was "sophistication" with a mean of (3.63), and Warid was "excitement" with a mean of (3.52).

Standard deviation of the four brand personifications ranged between .78, and .87. This indicates that there was little polarization on the respondents' opinions on the above brand personification.

Negative skew nesses were found in all brand personification ratings. This means that the majority of the respondents' opinions are below than the means of the respective brand categories.

Again ANOVA was used to ascertain whether the four specific emerged brand personifications of Mobilink,, U-Phone, Telenore, and Warid are significant or not? The summarized results are presented below:

Table number -4
Brand Personification

Groups	Count	Sum	Average	Variance
Mobilink(Competence)	102.00	340.33	3.34	0.58
Uphone (Sincerity)	102.00	362.50	3.55	0.73
Telenor (Sophistication)	102.00	370.67	3.63	0.72
Warid (Excitement)	102.00	359.00	3.52	0.76

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	4.84	3.00	1.61	2.31	0.08	2.63
Within Groups	282.55	404.00	0.70			
Total	287.39	407.00				

It may be pointed out that the five brand personification for the product category mobile service was found out to be significantly different. However, the emerged brand personality of the four brands of mobile service providers was not found to be significantly different. At 95% confidence level and (3, 405) degrees of freedom, no significant difference exists with respect to the means of the above emerged four brand personifications. The F critical value was 2.63 is greater than F calculated value of 2.31.

The above analysis may indicate that the emerged brand personification of Moblink, UPhone, Telenore and Warid was not distinct and there could be an overlapping of brand personification. It may be pointed out that significant difference worked out on the basis of single factor ANOVA may not reflects the real significance, as the significant differences are based on multi-factors, thus there is a need to test the significant differences based on multi factorial analysis, which have been carried out in the subsequent section.

V.3   **Factorial Analysis**

The above brand personifications identified in section V.2 were based on the assumption that the top rated personifications is the brand personality of each brand. However, each brand also contains the rating of the other personality traits as well. Therefore, there was a need to carry out factorial analysis of the brands personality. For factor analysis, the variables were divided into two factors. Factor "A" compromised of Brand personality traits to be recognized as α (Excitement, Sophistications, Sincerity, Competence, and Passion). Factor "B" comprised of four companies to be recognized as β (Mobilink, Warid, Uphone, and Telenor). The factor analysis tests the following hypotheses (Keller & Warrack, 2003)

H1o: The means of the levels of the factor A are equal.
H1$_A$:   At least two means differ.

H2o: The means of the β levels of the factor B are equal.
H2$_A$:   At least two means differ.

H3o: The factor A and B do not interact to affect the means responses.
H3$_A$: The factor A and B do interact to affect the mean responses.

The above hypotheses were tested through factor analysis and the summarized results are presented below:

Table Number 5
Factorial analysis

Source of Variation	SS	df	MS	F	P-value	F crit
Sample	12.47	3.00	4.16	5.65	0.00	2.61
Columns	25.68	4.00	6.42	8.72	0.00	2.38
Interaction	113.25	12.00	9.44	12.82	0.00	1.76
Within	1,487.26	2,020.00	0.74			
Total	1,638.67	2,039.00				

The hypothesis relating to the means of α of factor A being equal was rejected, as at 95% confidence level, and (3, 4) degree of freedom the F critical value is lesser than the F calculated value of 4.65.

The hypothesis relating to the means of β of factor B being equal was rejected as at 95% confidence level, and (3, 4,) degree of freedom the F critical value of 2.38 is lesser than the F calculated value of 6.42.

The hypothesis stating that the factors A and B do not interact to affect the mean responses was rejected as at 95% confidence level, and (3, 4, 12) degree of freedom the F critical value of 1.76 is lesser than the F calculated value of 9.44.

Hence the difference in terms of both personality traits and in terms of identification of specific brand with specific personality triats was found to be significant. However the findings that the Factors A and B do interact to affect the significant in the means has been confirmed in this particular case if the results of one way ANOVA and two way ANOVA are examined. As per one way ANOVA as discussed in section V.2, the results were that there were not significant differences on the means of the emerged brand personification. Comparatively, when factorial analysis was carried out on in section V.3, of the same data, the results were entirely opposite, indicating that there is a significant difference on the emerged brand means.

V SUMMARY AND CONCLUSION

A   containing five seven facets and 39 sub-dimensions on personality traits were derived from the three studies discussed in the report. This list was administered to a focus group, and opinions were collected on rating scale. Than facet-to-total correlation was carried and all the facets with a correlation of 70% or higher were selected, and the rest two were dropped. This resulted in five facets that are   sincerity, excitement, competence, sophistication, and passion. Similarly, dimensions-to-total correlation was carried out for all the five short listed facets. Tree sub dimensions in each five selected category were selected with higher correlation. Respondents' opinions on the personality traits for the following brand Mobilink, Warid U-Phone, and Telenor were sought.

Various meeting with the management of mobile service providers were held. According to them the population of the mobile users in Pakistan is about 18.2 million, with the following market shares with Mobilink with 39%, and other ranges (5% to 21 %.)

The focus of the discussions was to have their opinions on who should be selected as the possible respondents for the study. The mobile service provider were of the opinions were of the opinion that matured adults, professional whether satisfied with the service or not generally do not change the service provider, as this would lead to a loss of contact. However, young adults age (16-25) are the stratum that very frequently switches from one service provider. This age group is comparatively, imaginative and could understand and respond enthusiastically to our questionnaire.

Roscoe is of the opinion that 20 samples per determinant are sufficient for multivariable research (Sekaran, 2003). The subject study is based on five determinants; therefore as per Roscoe, 100 samples would have been sufficient. However, 120 samples were drawn to ensure that the majority of the respondents belong to the strata (16-25) as suggested by the mobile service providers.

The questionnaire administered was to the responded was based on rating scale it has 37 items. The questionnaire is appended as appendix one..

The trait "sincerity" with a mean of 3.30 was perceived by the respondents to be closer to the personality trait of the product category and the passion with a mean of 3.01 was less close to the product category. It may be pointed out that the respondents' personification associations by brands vary and their ranking is not the same as above.

Significant difference on the brand personification of the brand category was found. At 95% confidence level and (5, 505) degree of freedom, F critical value was 2.39 was lesser than the F calculated of 10.27.

The brand personification of Mobilink was found to be competence with a mean of (3.34), of Uphone was sincerity (3.55), Telenor was sophistication with a mean of (3.63), and Warid was Excitement with a mean of(3.52).

Standard deviation of the respondents of the respondents on the four brand personification ranged moderately from .78, to .87. This indicates that there was little polarization on the respondents' opinions on the above brand personification.

Negative skew nesses were found in all the above brand personification ratings. It means that the majority of the respondents' opinions are below than the means of the respective brand categories.

For factor analysis, the variables were divided into two factors. Factor "A" compromise of Brand personality traits (Excitement, Sophistications, Sincerity, Competence, and Passion). Factor "B" comprised of four companies (Mobilink, Warid, Uphone, and Telenor). Had we not carried out the factorial analysis, then the analysis of the variance would have to be carried out four times. The factor analysis test the following hypothesis (Keller & Warrack, 2003)

The hypothesis relating to the means of α of factor A was equal was rejected as at 95% confidence level, and (3, 4,) degree of freedom the F critical value is lesser than the F calculated value of 4.65.

The hypothesis relating to the means of β of factor B was equal was rejected as at 95% confidence level, and (3, 4,) degree of freedom the F critical value of 2.38 is lesser than the F calculated value of 6.42.

The hypothesis relating to the factors A and B do not interact to affect the mean responses was rejected as at 95% confidence level, and (3, 4, 12) degree of freedom the F critical value of 1.76 is lesser than the F calculated value of 9.44.

The factorial analysis confirmed that significant difference existed both in personality traits and in personification attributed to specific brand. U phone was found to have the brand personification similar to the product category personification. In early 2006 U-phone had the second largest market share. Brand personification can be seen as influencing market personification although it is perhaps not the most important factor.

QUESTIONNAIRE

Q1. Age
○ 21 – 30   ○ 31 – 40   ○ 41 – 50   ○ 50 and Above

Q2. Qualification
○ Upton Intermediate   ○ Graduation   ○ Masters   ○ Doctoral

Q3. Gender
○ Male   ○ Female

Q4. Income of the household
○ Upto – 20,000   ○ 21,000 – 30,000   ○ 31,000 – 40,000   ○ 41,000 & Above

Q5. Household Size
○ 2 – 5   ○ 6 – 10   ○ 11 and Above

Q6. Area of residence?
○ DHA   ○ Clifton   ○ P.E.C.H.S   ○ Gulshan-e-Iqbal
○ F.B. Area   ○ North Nazimabad   ○ Saddar   ○ Others

Q7. Profession
○ Marketing   ○ Banking   ○ Engineering   ○ Doctor

○ Teacher   ○ Others

Q8. Type of Organization
○ Private   ○ Government   ○ Semi-   ○ Self Employed
                                  Government
○ Social Sector   ○ Student

Q9. Marital status
○ Singe   ○ Married

BRAND PERSONALITY QUESTIONNAIRE
Think the mobile service providers as person. Based on your imagination rate the
corresponding personality traits on the scale of five to one. Five being the trait close to
the brand and one being not close to the brand.

	Sincerity	**Mobilink**	**Ufone**	**Telenor**	**Warid**
Q10	Honest	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q11	Warm	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q12	Realness	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

	Excitement				
Q13	Daring	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q14	Happiness	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q15	Youth	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

	Competence	**Mobilink**	**ufone**	**Telenor**	**Warid**
Q16	Reliable	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q17	Intelligent	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q18	Determination	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

	Sophistication	**Mobilink**	**ufone**	**Telenor**	**Warid**
Q13	Class	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q14	Elegant	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
Q15	Style	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

	Passion	**Mobilink**	**ufone**	**Telenor**	**Warid**
Q16	Intense	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

| Q17 | Spiritual | 5 4 3 2 1 | 5 4 3 2 1 | 5 4 3 2 1 | 5 4 3 2 1 |
| Q18 | Craze | 5 4 3 2 1 | 5 4 3 2 1 | 5 4 3 2 1 | 5 4 3 2 1 |

APPENDIX 2

MOBILINK

	Sincerity	*Excitement*	*Competence*	*Sophistication*	*Passion*
Mean	2.97	2.93	3.34	3.21	2.66
St. Error	0.09	0.08	0.08	0.09	0.07
Median	3.00	2.67	3.67	3.00	2.67
Mode	3.00	2.33	4.00	2.33	3.00
St. Deviation	0.86	0.81	0.76	0.95	0.75
Sample Var.	0.74	0.66	0.58	0.90	0.56
Kurtosis	(0.89)	(0.40)	(0.93)	(0.62)	0.20
Skew ness	0.01	0.35	(0.31)	(0.31)	0.31
Range	3.33	3.33	2.67	3.67	3.00
Minimum	1.33	1.33	2.00	1.00	1.33
Maximum	4.67	4.67	4.67	4.67	4.33
Sum	302.67	299.33	340.33	327.00	271.67
Count	102.00	102.00	102.00	102.00	102.00

ufone

	Sincerity	*Excitement*	*Competence*	*Sophistication*	*Passion*
Mean	3.55	3.47	2.88	2.98	3.08
St. Error	0.08	0.09	0.09	0.09	0.06
Median	3.75	3.67	2.67	3.00	3.00
Mode	4.00	4.33	2.00	4.00	3.00
St.Deviation	0.86	0.95	0.90	0.92	0.62
S. Variance	0.73	0.89	0.81	0.85	0.39
Kurtosis	(0.39)	(0.67)	(1.08)	(0.72)	(0.74)
Skew ness	(0.03)	(0.53)	0.04	(0.05)	0.13

Range	3.25	3.67	3.33	3.67	2.33
Minimum	2.00	1.00	1.33	1.00	2.00
Maximum	5.25	4.67	4.67	4.67	4.33
Sum	362.50	354.33	293.67	303.67	314.00
Count	102.00	102.00	102.00	102.00	102.00

TELENOR

	Sincerity	Excitement	Competence	Sophisticatio n	Passion
Mean	3.41	2.99	2.74	3.63	3.32
St. Error	0.07	0.09	0.12	0.08	0.08
Median	3.33	3.00	2.33	3.67	3.33
Mode	4.00	3.00	2.33	4.00	3.33
St. Deviation	0.73	0.92	1.17	0.85	0.83
S, Variance	0.53	0.85	1.37	0.72	0.69
Kurtosis	0.48	(0.11)	(1.17)	(0.07)	(0.40)
Skew ness	(0.30)	0.04	0.46	(0.60)	(0.19)
Range	3.33	4.00	3.67	3.67	3.33
Minimum	1.67	1.00	1.33	1.33	1.67
Maximum	5.00	5.00	5.00	5.00	5.00
Sum	347.67	305.33	279.17	370.67	338.33
Count	102.00	102.00	102.00	102.00	102.00

WARID

	Sincerity	Excitement	Competence	Sophisticatio n	Passion
Mean	3.28	3.52	3.23	2.96	2.96
St. Error	0.09	0.09	0.09	0.07	0.07
Median	3.33	3.67	3.33	2.67	3.00
Mode	3.67	3.00	3.67	2.67	2.67
St. Dev.	0.95	0.87	0.86	0.70	0.74
S. Variance	0.90	0.76	0.75	0.49	0.54

Kurtosis	(0.38)	(0.25)	(0.23)	(0.12)	0.64
Skew ness	(0.49)	(0.43)	(0.38)	0.72	(0.26)
Range	3.33	3.67	3.67	2.67	3.67
Minimum	1.33	1.33	1.33	2.00	1.00
Maximum	4.67	5.00	5.00	4.67	4.67
Sum	334.33	359.00	329.67	302.00	302.33
Count	102.00	102.00	102.00	102.00	102.00

APPENDIX – 3

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