BRAND PERSONALITY AND SELF-ESTEEM AS PREDICTORS OF PURCHASE INTENTION OF SHOPRITE BREAD IN IBADAN METROPOLIS

*Oluwafunmilayo Adedoyin OYINLOLA
Dept. of Psychology, Chrisland University Abeokuta, Nigeria
Email: adedoyinlolaoluwa@gmail.com

and

Adeshina Akinwumi OJO
Lead city University, Ibadan, Nigeria.
Email: Ojo.adeshina@lcu.edu.ng,Pivotwws1@gmail.com

*Correspondence author

ABSTRACT

Due to inconsistencies of research findings by various researchers on the influence of various factors reported as influencing purchase intention indicated that, there is need to examine various resources and contexts surrounding the purchase of bread in order to understand the dynamics of purchasing bread and its relationship with brand personality. The research was anchored on, Brand personality model by Aaker (1997) and Self-Determination Theory by Deci & Ryan, (1995). Cross-sectional survey research design was adopted, and data was gathered from selected 288 participants (Males 180 and Females:108) with Frequency distribution for the demographic variable (age, marital status, educational qualification, and religion) revealing (SD = 10.21). Three hypotheses were tested in this study by the researcher. Results show that only brand sincerity had independent influence on purchase intention (β = .36; t = 2.79; p<.05) and demographic factors (age, marital status, educational qualification and religion) had neither joint nor independent influence on purchase intention [R = .09; R^2 = .01; F (4, 284) = .42; P>.05]. It was therefore recommended that superstores should ensure to focus more on brand sincerity of their product for proper awareness and better branding to their customers for better patronage.

Keywords: *Brand Personality, Self-Esteem, Purchase Intention*

INTRODUCTION

Background of the Study

In recent times, companies and organisations are concerned on individual consumer behaviour which gives them insight on how people perceive, feel, select, purchase, use and dispose their product. The perception or view of a customer determines what and why they buy, and how they use the product, it also transcends to their level of satisfaction of what the product gives. Meanwhile, customers are in a tough spot because they are exposed to different window of information and varieties of products, there are many choices and options available in the market place which influence their decision to purchase.

Supermarket is an interesting area where characteristics of consumer behavior can easily be seen. It is obvious especially in a developing country like Nigeria that people focus more on food products, which are survival needs than other product like cloths, mobile phones and cars. (Michael, 2013). Nevertheless, consumers are exposed to variety of food product types which is diversified in price, quality, packages and size. While a person does his shopping on a typical Sunday morning, he enters the local super market with a basket on his hand, scans for a type of bread in the store, he grabs one, checks out the box carefully, puts it back to the shelf; eventually, he picks up the other box next to it; it takes him two seconds... So, what persuade shoppers on randomly or intentionally selecting food products? What makes them decide to buy or not to buy? However, the idea of branding exposes consumers in a diversified choice and helps companies to provide one product in a branch out option to fulfill individual needs with different consumption

behavior. An organization like Shoprite have made a very great achievement in this direction by bringing up a product like Shoprite bread which many consumers find so special than many other breads from other organizations. Instead the shop itself, its locations, its atmosphere, the service it offers, the range of goods and prices, can become the brand and retailers can begin to extract the benefits which investment in branding can bring. The value which the store name acquires can be transferred to a range of goods which themselves reinforce the image of the store.

A brand can be a name, term, sign, symbol, or design, or combination of these, which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from their competitors (Kotler, 1991). To build this strong brand equity in the market, it is fundamental to understand the core dimensions of brand image, which is brand personality (Lee and Oh, 2006). According to Gordon (1993), brand image is made up of five different facets, which are user image, occasion image, product image, brand personality and salience. The more positive the brand personality is, the higher the consumers' purchase intention toward the brand would be (Wang and Yang, 2008).

Brand personality is "the set of human characteristics associated with a brand" (Aaker, 1997). The brand becomes a living person and is often attached to as metaphor. In this way, the abstract intangible assets and characteristics can be visualized in a tangible way, and customers interact with brands as if they were human beings. Like human personality, brand personality is distinctive and enduring (Aaker, 2001). As such, marketing practitioners have become increasingly aware of the importance of building a clear and distinctive brand personality (Das, Datta and Guinn 2012; Keller and Richey, 2006) as a central driver of consumer preference, usage and purchase intention (Keller, 2003). In the case of Shoprite bread, the organization of Shoprite have made a very good decision in that direction by coming up with a private label product of Shoprite bread which many customers find so special (Nworah, 2008).

The contention of most brand theorists (Temporal, 2002; Keller, 2004; Percy and Elliott, 2007) is that consumer owns the brands; as a result, the consumer looks for self-identification with the brands. For the meaning of the brand to have relevance to the consumer, the personality of the brand should embody the everyday life stories, lifestyles and pursuits of the consumers. The Brand Personality Model by Aaker 1997, gives a cognitive framework of how consumers interact with brands. There are five main dimensions of brand personality, they are sincerity, competence excitement, sophistication and ruggedness. Therefore, the brand should decode the values and beliefs, activities and interests, attitudes, aspirations and personalities of the target consumers (Holt, 1997; Kates, 2002).

Consumption of bread in Nigeria is enormous so much that in some households they can't do without eating bread in a day (Shittu, Raji and Sanni, 2007). Bread is edible in nature; some product of bread needs no other thing to be attached to it before eating. An example of this is the Shoprite bread because of its taste, many Nigerians love it, and wouldn't mind queuing for it because it is their choice of bread Nworah (2008). It is because of the massive queue for the product that has attracted the researcher to the particular product. Some do not go to the Shoprite store because of their low self-esteem thinking that it is only for the rich because of its intimidating structure and international outlook when compared to other supermarkets in Ibadan.

Many affluent as well as educated people prefer to eat these kinds of branded bread to the others that are not properly branded on street because of several factors such as hygiene, flavor, taste and many other personal reasons (Eshetu, Atlabachew, M., and Abebe, 2018). In fact, it is a common practice among companies and corporate institution that whenever they are having conference or seminar, they serve their participants breakfast with the branded bread they ordered with tea and egg or coffee (Buba, Aliyu and Albdumumini, 2021). They prefer to contract stores like Shoprite or some other eateries.

Customer satisfaction has become one of the most critical market priorities because it is generally assumed to be a significant determinant of repeat sales, positive word of mouth and customer loyalty (Ryu and Han, 2010). Consumers are price sensitive, but it is not always the case that

their consumptions are merely driven by price-factors, particularly in food consumptions. Nowadays, so many concerns are rising about the food safety; GMO (genetically modified food) is such an example (Buba, Aliyu and Albdumumini, 2021). Consumers therefore are more and more cautious on their spending. As aforementioned, many retailers get involved in private label as the fact that they can benefit from controlling over the product facilities and gaining better profitable turnover. Therefore, purchase intention of consumers of bread is the major determinant of the survival of branded bread in Nigeria. The self-determination theory (SDT) supports that man is born with an intrinsic motivation to explore its surroundings and he is able to achieve this if his self-esteem is high (Deci & Ryan, 1995 as cited in Ryan & Deci, 2004) especially when the basic psychological needs of life (relatedness, competency and autonomy) are in balance (Ryan & Deci, 2004; Reis, Sheldon, Gable, Roscoe, & Ryan, 2000 as cited in Ryan & Deci, 2004).

It is important to note that consequence of not satisfying the need of consumer can change the purchase intention of the consumer which can lead to negative word of mouth communication. When social conditions provide support and opportunity to fulfil these basic needs, personal growth, vitality and well-being are enhanced (Chirkou, Ryan, Kim, & Kaplan, 2003; La Guardia, Ryan, Couchman, & Deci, 2000 as cited in Ryan & Deci, 2004). The foregoing brings to the fore the importance of branded bread in the modern days in Nigeria.

Hence, to what extent does these store or eateries satisfy their consumers in terms of their branded bread? The question raised above informed the thrust of this research work. It is worth to note that there is a significant lack of research exploring the relationship between a brand personality and self-esteem on purchase intention in Nigerian food industry. It is against the backdrop that this study attempts to examine the above variables on purchase intention of Shoprite bread in Ibadan.

The broad purpose of this study is to examine the influence of market brand personality and self-esteem on purchase intention among people in the Ibadan metropolis of Oyo state. Specific purposes include the following:

(a) To determine whether brand personality predicts purchase intention in the Oyo state metropolis of Ibadan.

(b) To see if people in Ibadan with high self-esteem have significantly higher purchase intentions than people with low self-esteem.

(c) To find out if age, marital status, academic qualification, and religion will jointly predict a consumer's purchase intention.

METHOD

Design: This study is a cross-sectional survey with the use of questionnaire. The rationale for this choice of research design is based on the variations in the population and participants' socio-cultural and personal characteristics. This study will investigate brand personality and self-esteem as predictors of purchase intention in Ibadan metropolis. The dependent variable is purchase intention and the independent variables are brand personality and self-esteem.

Setting: This study was carried out at the Shoprite outlets at Dugbe and Ring-road in Ibadan metropolis.

Study Population: The population of interest are the consumers patronizing the Shoprite outlets at both Dugbe and Ring-Road Ibadan metropolis.

Instruments: The research instrument is a standardized self-report questionnaire, in four sections

Section A: consists of items measuring socio-demographic information of the participants, such as gender, age, marital status, academic qualification and religion.

Section B: Purchase Intention Scale was adapted from self-administered questionnaire developed by Chen (2008) and Chan et al (2009) with cronbach alpha (r = 0.68). Respondents answered on a 5-point likert format ranging from 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree, 5 = strongly agree. Cronbach alpha for this study is 0.67

Section C: Brand Personality Scale developed by Jennifer Aaker (1997) was be used. She identified five possible dimensions: Sincerity, Excitement, Competence, Sophistication and Ruggedness. The five dimensions are broadly based on the 'Big Five' human personality structure (Norman, 1963; Tupes & Christal, 1958) and include fifteen 'facets'. Respondents will answer using 5-point likert format ranging from 1=not at all descriptive to 5=extremely descriptive. Reliability of cronbach alpha is 0.70. Local reliability will be reported in this study.

Section D: Rosenberg Self-Esteem Scale (RSE)
This 10-item scale assesses an individual's feelings of self-worth when the individual compares himself or herself to other people. The scale is an attempt to achieve a one-dimensional measure of global self-esteem. It was designed to represent a continuum of self-worth, with statements that are endorsed by individuals with low self-esteem to statements that are endorsed only by persons with high self-esteem. Reliability estimate is 0.845, Internal consistency ranges from .77 to .88, test-retest ranges from .82 to .85. Response format is 4-point likert rating scale from 4=strong agree to 1=strongly disagree.

Sampling Procedure: The multistage sampling technique was utilized in the selection of participants for the study. Firstly, to ensure that participants are from the same homogeneous setting. Secondly, because Oyo State is a cosmopolitan state. Up to fifty percent of Shoprite business activities in Nigeria takes place in Ibadan. Thirdly, there are two Major Shoprite centers in Ibadan metropolis. Fourthly, all Shoprite shops have the largest concentration of their staff strength in the two centers in Ibadan. A total of 288 customers calculated using the sample size formular according to Krejcie and Morgan (1970) on the 40,000 customers as at the time of the study in Dugbe and Challenge Ibadan was used; of which 144 customers were selected from each of the Shoprite centers to represent all the customers at the time of the study. This enabled the researcher to control for homogenous setting.

Participants: from the total samples 180 were males (62.5%) and 108 were females (37.5%). The average age was 34.46 years (S.D = 10.67), ranging from 22 years to 50 years. 188 (65.3 %) were Muslims whilst 100 were Christians (34.7 %). **80** (27.8%) has **OND** while **100** (34.7%) has **HND 8** has **SSCE** (2.8%) and 100 (34.7%) has BSc. Certificate.

Procedure: Permission was first sought from the necessary authorities of the Shoprite outlets to carry out the study and among the customers within the premises of the Shoprite outlets. The researcher then proceeded to go about collecting data from respondents who were on queue waiting to buy shop rite bread and others within the Shoprite, which did not involve all customers but just those that are accidentally sampled.

Data Analysis: In analyzing the collected data, the researcher utilized the SPSS 22 package for the descriptive statistics of simple frequency and percentage to describe the respondent's characteristics. And the other hypotheses were analyzed using the appropriate statistical application. Hypothesis one was analyzed using multiple regression analysis, whilst hypothesis 2

was analyzed using t-test for independent samples and finally hypothesis 3 was analyzed using multiple regression analysis

RESULTS

The first hypothesis states that brand personality (sincerity, ruggedness, competence, excitement and sophistication) will jointly and independently predict purchase intention among residents in Ibadan metropolis. This was tested using multiple regression analysis and the result is presented on Table 1.

Table 1. Multiple Regression Summary Table Showing Brand Personality as predictors of Purchase Intention

Variables	B	T	P	R	R^2	F	P
Sincerity	.36	2.79	<.05				
Excitement	.03	.24	>.05				
Competence	.13	1.08	>.05	.49	.24	5.52	<.05
Sophistication	.05	.45	>.05				
Ruggedness	.02	.16	>.05				

Table 1 presents the joint and independent influence of brand personality (sincerity, ruggedness, competence, excitement and sophistication) on purchase intention. It is shown on Table 4.1 that brand personality (sincerity, ruggedness, competence, excitement and sophistication) jointly predicted purchase intention [R = .49; R^2 = .24; F (5, 89) = 5.52; p<.05]. Collectively, brand personality (sincerity, ruggedness, competence, excitement and sophistication) accounted for about 24% variance in purchase intention. However, only brand sincerity had independent influence on purchase intention (β = .36; t = 2.79; p<.05). This partially confirms the stated hypothesis.

The second hypothesis states that respondents with high self-esteem will significantly report higher purchase intention than those with low self-esteem. This was tested using t-test for independent samples and the result is presented on Table 2.

Table 2. T-test for Independent Summary Table Showing the Influence of Self-Esteem on Purchase Intention

Dependent	Self-Esteem	N	Mean	SD	T	Df	P
	High	123	34.23	10.12			
Purchase Intention					1.21	288	>.05
	Low	165	33.21	9.03			

Table 4.2 presents results on the influence of self-esteem on purchase intention. It is shown that self-esteem has no significant influence on purchase intention [T (288) = 1.21; P>.05]. This negates the stated hypothesis, hence was rejected.

The last hypothesis state that demographic factors (age, marital status, educational qualification and religion) will jointly and independently predict purchase intention. This was tested using multiple regression analysis and the result is presented on Table 3.

Table 3. Multiple Regression Summary Table Showing Demographic Factors as Predictors of Purchase Intention

Criterion	Predictors	B	T	P	R	R^2	F	P
	Age	.02	.03	>.05				
Purchase Intention	Marital Status	.05	.61	>.05	.09	.01	.42	>.05
	Educational qualification	.06	.76	>.05				

Religion	.04	.53	>.05

Table 3 presents results on the joint and independent influence of demographic factors (age, marital status, educational qualification and religion) on purchase intention. It is shown that demographic factors (age, marital status, educational qualification and religion) had neither joint nor independent influence on purchase intention [R = .09; R^2 = .01; F (4, 288) = .42; P>.05].

DISCUSSION

The first investigation revealed that brand personality (sincerity, ruggedness, competence, excitement and sophistication) jointly predicted purchase intention [R = .49; R^2 = .24; F (5, 89) = 5.52; p<.05] for about 24% variance on purchase intention. However, only brand sincerity had independent influence on purchase intention (β = .36; t = 2.79; p<.05).
In line with this, is the work of Baker, Hunt & Scribner, (2002) who asserted that, many world famous companies such as Procter & Gamble and Mars are structured through their brands (Baker, Hunt & Scribner, 2002), and exercise their power on purchase decisions and consumers tendency to pay the extra cost by brand (Aaker, 2001). Brand sincerity was found to independently influence purchase intention. This indicate that a shift on sincerity of the product can cause a rift in purchase intention. In line with this, Bruwer & Buller, (2005) asserted that Brand personality especially brand sincerity is instrumental for consumers and marketing, because it can create a procedure to differentiate among various brands, which is a key determinant for consumer purchase intention.
It was also discovered that self-esteem has no significant influence on purchase intention [t (286) = 1.21; P>.05]. This negates our initial prediction. This study shows that self-esteem is not a strong predictor of purchase intention of Shoprite bread. The outcome was not in congruence with the work of Howard and Sheth (1969) that confirmed that confidence as a construct was a determinant of purchase intentions. They also postulated that confidence is positively related to intention. This finding also negates Similarly, Bennett and Harrell (1975) suggest that confidence plays a major role in predicting brand attitudes and intentions to buy. Meanwhile, Sirgy (1982)'s report supports that self-concept may not always determine a consumer's behavior. Despite some evidence of a positive relationship between confidence and intention (e.g., Bennett and Harrell 1975; Howard 1977; Laroche and Sadokierski 1994), the fundamental question as to how confidence or self-esteem affects intention has not been satisfactorily resolved. This is an issue of process, which warrants more theoretical and empirical inquiry.

Finally, our thought that demographic factors (age, marital status, educational qualification, and religion) will jointly and independently predict purchase intention, was not confirmed. This was tested using multiple regression analysis. It was reported that demographic factors (age, marital status, educational qualification, and religion) had neither joint nor independent influence on purchase intention [R =.09; R^2 =.01; F (4, 284) =.42; P>.05]. It means that age, marital status, educational qualification and religion are not factors that could influence purchase intention of Shoprite bread. Even though it was also discovered that males (62.25%, 180) purchased the Shoprite bread more than females (37.5%, 108) did. This outcome was supported by the work of Mokhlis and Salleh (2009), who confirm that gender studies in consumer purchasing behavior are limited as a whole. Coughlin and O'Connor (1985) revealed that masculinity was a significant predictor of consumer purchase intentions, while Fischer and Arnold (1990) found femininity to be more significant than masculinity in shopping for holidays. However, other previous studies provided convincing evidence that male and female consumers' decision-making styles are different (Mokhlis and Salleh, 2009).

Conclusions and Direction for Future Research

The foregoing conclusions were made based on the research findings: That brand personality (sincerity, ruggedness, competence, excitement and sophistication) jointly predicted purchase intention. However, only brand sincerity had independent influence on purchase intention. This means that if the Shop-rite bread producers can be sincere and consistent with the quality and quantity of their product, consumers will be consistent on their purchase intention. The sincerity of the product will also encourage marketers to easily market the product since people are endeared towards the product already. If Shop-rite bread producers can be sincere with their product, purchase intention will be guaranteed, which will in turn consistently increase sales for the product.

The study also concludes that it is shown that self-esteem has no significant influence on purchase intention. This report is so because, Shoprite is a market for all social class. It is both for the rich and poor, more so consumable products such as Shop-rite bread, are cheaper and affordable there. More so, since there are no restrictions on purchase of item at Shop-rite, this explains why consumers do not need to be self-confident before entering Shop-rite or purchasing shop-rite bread.

In addition, this study concludes that demographic factors (age, marital status, educational qualification and religion) had neither joint nor independent influence on purchase intention. Finally, it could be concluded from this study that socio-demographic factors such as age and educational qualification were no significant determinants of purchase intention; however, brand personality contribute partially in purchase intention.

The study was carried out to fill literature gap as regards psychological determinants of perceived purchase intention of Shoprite bread in Ibadan metropolis. Series of findings were made, from which the following recommendations ensued;

It was found that brand personality (Shoprite) especially brand sincerity contributed immensely to purchase intention of product like Shoprite bread.

It was therefore recommended that producers of Shoprite bread should stick to the sincerity of the product to maintain the purchase of Shoprite bread. The marketing department of the organization should improve on their branding and try as much as possible to make little information regarding the named product Shoprite bread. This will assist in matching individuals from different ethnic background blend effectively with each other, preventing high level of brand discrimination.

The study also discovered that self-esteem does not contributes significantly to purchase intention of Shoprite bread. It should therefore be noted that self-esteem has no influence on the purchase intention of the named product.

Finally, this study recommends that more studies should be carried out on the psychological factors that contributes to purchase intention of general populace.

The study although contributes immensely by offering practical recommendation but the study is limited because it only focused on Shoprite bread, hence, reduced the generalizability of the findings of the study.

The small sample size prohibits the generality of the result to all consumers of bread. Future research should include a large sample size with participants randomly drawn from different cities in different states, thereby providing a more representative sample of the population and greater generalizability of the study findings.

Second, the cross-sectional design provided an opportunity to examine the variable at only one point in time, which means different research design could be, used in future research.

Other studies should investigate the influence of other variables that could influence purchase intention of Shoprite.

REFERENCES

Aaker, J. (1997). Dimensions of brand personality. Journal of Marketing Research, 34(3), 347–356. https://doi.org/10.2307/3151897

Aaker,J.L.,& Schmitt,B. (2001).Culture-dependent assimilation and differentiation of the self: Preferences for consumption symbols in the United States and China. Journal of Cross-cultural Psychology, 32, 561–576.

Akin, M. (2011). Predicting consumers' behavioral intentions with perceptions of brand personality: A study in cell phone markets. International Journal of Business and Management, 6(6), 193–206. https://doi.org/10.5539/ijbm.v6n6p193

Alsughayir, A., & Albarq, A. N. (2013). Examining a theory of reasoned action (TRA) in internet banking using SEM among Saudi consumer. International Journal of Marketing Practices, 1(1), 16–30.

Baker, T. L., Hunt, J. B., & Scribner, L. L. (2002). The effect of introducing a new brand on consumer perceptions of current: The roles of product knowledge and involvement. Journal of Marketing Theory and Practice, 13, 34–45. https://doi.or g/10.1080/10696679.2002.11501925

Bouhlel, O., Mzoughi, N., Hadiji, D., & Ben Slimane, I. (2011). Brand personality's influence on the purchase intention: A mobile marketing case. International Journal of Business and Management, 6(9), 210–227. https://doi.org/10.5539/ ijbm.v6n9p210

Braunstein, J. R., & Ross, S. D. (2010). Brand personality in sport: Dimension analysis and general scale development. Sport Marketing Quarterly, 19(1), 8.

Bruwer, J., & Buller, C. (2005). Country-of-origin brand preferences and associated knowledge levels of Japanese wine consumers. Journal of Product and Brand Management, 25(1), 307–316.

Buba, N., Aliyu, A. A. & Abdulmumini, A. B. (2021). Effects of Consumer Patronage on Quality Bread in Individual Households in Kaltungo Metropolis. Creative Business Research Journal, 1(2), 6-15.

Chan, J, Jiang, Z.H. and Tan, B. (2009) Understanding online interruption-based advertising: Impacts of exposure timing, advertising intent and brand image. IEEE, Transaction on Engineering Management, Vol 19(5) pp 365-379.

Chen, S.F.S., Monroe, K.B., Lou, Y.C., 1998. "The effects of framing price promotion messages on consumers' perceptions and purchase intentions", Journal of Retailing, 74 (3), pp. 353–372.

Chen, K.C (2008), A study of the relationship between the U.K consumer's purchasing intentions and store brand food products- take Nottingham city consumers for example. A Master Dissertation. The University of Nottingham

Chi, H., Yeh, H. R., and Tsai, Y. C. (2011). The influences of perceived value on consumer purchase intention: the moderating effect of advertising endorser. Journal of International Management Studies, 6(1), 1–6.

Coughlin, M. and O'Connor P.J. 1985. "Gender Role Portrayals in Advertising: An Individual Difference Analysis", NA-Advances in Consumer Research, 12, pp. 238-241.

Das, G., Datta, B. and Guin, K.K. (2012), "From brands in general to retail brands: a review and future agenda for brand personality measurement", Marketing Review, Vol. 12 No. 1, pp.90-106.

Eshetu, M., Atlabachew, M. and Abebe, A. (2018). Quality assessment of wheat bread baked in Bahir Dar City, Ethiopia. Journal of Food Quality and Hazards Control, 5: 77-80

Fischer, E. and Arnold, S.J. 1990. "More than a labor of love: Gender roles and Christmas gift shopping", Journal of Consumer Research, 17 (3), pp. 333-345.

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research: Reading. MA: Addison-Wesley.

Gordon,W.(1993),"Accessingthebrandthroughresearch",inAaker,D.andBiel,A.(Eds),Brand Equity and Advertising, Hillsdale, NJ, pp. 33-56.

Hakkak, M., Vahdati, H., & Mousavi Nejad, S. H. (2015). Study the role of customer-based brand equity in the brand personality effect on purchase intention. International Journal of Asian Social Science, 5(7), 369–381. https://doi.org/10.18488/journal.1/ 2015.5.7/1.7.369.381

Heilman, C., Lakishyk, K. and Radas, S. 2011. "An empirical investigation of in-store sampling promotions", British Food Journal, 113 (10), pp. 1252-1266. doi: 10.1108/00070701111177674.

Keller, K.L & Richey K. (2006). "The importance of corporate brand personality traits to a successful 21st century business", Brand Management, Vol. 14, No. 1/ 2 pp. 74-81; September-November.

Keller, K.L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", Journal of Marketing, Vol. 57 No. 1, pp. 1-22.

Keller, K.L. (2003), Strategic Brand Management, Pearson Education, Upper Saddle River, NJ.

Keller, K.L. (2004), "Strategic Brand Management – building, measuring, and managing brand equity", Pearson Education, New Delhi, India.

Keller, K.L. and Richey, K. (2006), "The importance of corporate brand personality traits to a successful 21st century business", Journal of Brand Management, Vol. 14 Nos 1/2, pp.74-81.

Kim, E. Y. & Kim, Y. K. (2004). Predicting online purchase intentions for clothing products. European Journal of Marketing, 38(7), 883–897. https://doi.org/ 10.1108/03090560410539302

Kotler, P.H. (1991), Marketing Management: Analysis, Planning and Control, Prentice-Hall, Englewood Cliffs, NJ.

Lammers, H. B. 1992. "The effect of free samples on immediate consumer purchase", Journal of product and brand management, 1 (4), pp. 65-71. Doi : 10. 1108/EUM0000000002974.

Lee, M.Y. and Oh, K.Y. (2006), "An exploratory study on brand personality: the case of a traditional casual brand in Korea",Journal of Fashion Business, Vol. 10 No.6,pp.79-90.

Malhotra, N.K. (1988), "Self-concept and product choice: an integrated perspective", Journal of Economic Psychology, Vol. 9.

Markus, H. R., & Kitayama, S. (1991). Culture and the self: Implications for cognition, emotion, and motivation. Psychological Review, 98, 224–

Mengxia, Z. (2007). Impact of brand personality on PALI: a comparative research between two different brands. International Management Review, 3(3), 36–46.

Michael R.Solomon. (2013). Consumer Behavior: Buying, having and being (10ed.). Pearson Education.

Mishra, U.S., Das, J.R., Mishra, B.B. and Mishra, P. (2012) "Perceived benefit analysis of sales promotion: a case of consumer durables", International Research Journal of Finance and Economics, 98, pp. 145-154.

Mokhlis, S. and Salleh, H. 2009. "Consumer decision-making styles in Malaysia: an exploratory study of gender differences", European Journal of Social Sciences, 10 (4), pp. 574584.

Narasimhan, C. 1984. "A price discrimination theory of coupons", Marketing Science, 3 (2), pp.128-147. _Ndubisi, N.O. 2005. "Gender differences in customer behavioral responses to sales promotion". Asia Pacific Management Review, 10 (3), pp. 175-185.

Ng, S., & Houston, M. J. (2006). Exemplars or beliefs? The impact of self-view on the nature and relative influence of brand associations. Journal of Consumer Research, 32, 519– 529.

Nworah U.,(2008) The Queue for Shoprite bread. iNigeria.com People country attitude. https://www.inigerian.com/the-queue-for-shoprite-bread/

Parker, B.T. (2009). "A comparison of brand personality and brand user-imagery congruence", Journal of Consumer Marketing Vol. 26, No. 3 pp. 175-184.

Plummer, J.T. (2000), "How personality makes a difference", Journal of Advertising Research, November December, pp. 79-82.

Ryu K, Han H (2010). Influence of the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-causal restaurant: moderate role of perceived price. J. Hosp. Tourism. Res. 34(3):310-329

Sharma, M. and Antil, S. 2013. "Effect of consumer response on sales promotion in organized food retailing", Tenth AIMS International Conference on Management, 6 (9), pp. 2443-2448. http://www.aims-international.org/aims10/AIMS10Proceedings/PDF/P764-done.pdf.

Shittu, T. A., Raji, A. O. & Sanni, L. O. (2007). Bread from composite cassava wheat flour: I. Effect of baking time and temperatureon some physical properties of bread loaf. Food Resource Intergrated, 40: 28

Singelis, T. M. (1994). The measurement of independent and interdependent self-construals. Personality and Social Psychology Bulletin, 20, 580–591.

Sirgy, M.J. and Danes, J.E (1982). "Self-Image/Product-Image Congruence models: Testing selected models" in Andrew Mitchell (ed.), Advances in Consumer Research: Vol. 9, Association of Consumer Research, Ann Arbor, MI, pp. 556-561.

Sirgy, M. J.(1982) "Self-Concept in Consumer Behavior: A Critical Review." *Journal of Consumer Research*, vol. 9, no. 3, pp. 287–300. *JSTOR*, http://www.jstor.org/stable/2488624. Accessed 27 May 2022.

Swaminathan, S. and Bawa, K. (2005). "Category-specific coupon proneness: the impact of individual characteristics and category-specific variables", Journal of Retailing, 81 (3), pp. 205–214.

Temporal P. (2000). Branding in Asia. The creation, development and management of Asian Brands for the global Market. New York: John Wiley & Sons Inc.

Temporal, P., (2002). "Advanced Brand Management- from vision to valuation". John Wiley & Sons, Asia Pte. Ltd.

Teng, L., Laroche, M., & Zhu, H. (2007). The effects of multiple-ads and multiple-brands on consumer attitude and purchase behavior. Journal of Consumer Marketing, 24(1), 27-35. https://doi.org/10.1108/07363760710720966Toldos-Romero, M. D. L. P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. European Business Review, 27(5), 462–476. https://doi.org/ 10.1108/EBR-03-2013-0046

Toldos-Romero, M. D. L. P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. European Business Review, 27(5), 462–476. https://doi.org/ 10.1108/EBR-03-2013-0046

Urbany, J. E., Dickson, P. R. & Kalapurakal, R. (1996). "Price search in the retail grocery Market". Journal of Marketing, 60 (2), 91-104.

Vipul, P. (2010). "Impact of demographic factors on consumer response to sales promotions: an empirical study", Advances in Management, 3 (10), pp. 60-65.

Vlachvei, A., Notta, O., & Ananiadis I.(2009). "Does advertising matter? An application to the Greek wine industry", British Food Journal, 111 (7), pp. 686–698. http://dx.doi.org/10.1108/00070700910972378.

Wang, X. & Yang, Z. (2008), "Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies? Evidence from China's auto industry", International Marketing Review, Vol. 25 No. 4, pp. 458-474.

Wang, X., Yang, Z., & Liu, N. R. (2009). The impacts of brand personality and congruity on purchase intention: Evidence from the Chinese mainland's automobile market. Journal of Global Marketing, 22(3), 199–215. https://doi.org/10.1080/08911760902845023

Yamada, A .M, & Singelis, T.M.(1999).Biculturalism and self-construal. International Journal of Intercultural Relations, 23, 697–709

Zalthman, G. (1997), "Rethinking Market Research: putting people back in", Journal of Market Research, Vol. 32, pp. 424-437. 92.

Zinkham, G.M. & Hong, J.W. (1991), "Self-concept and advertising effectiveness: a conceptual model of congruency, conspicuousness, and response mode", Advances in Consumer Research, Vol. 18, pp. 348-