



Research on The Preliminary Constitution of Luxury Brand Personality Dimensions

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Keywords: Luxury brand, brand personality, dimension constitution

Background and Purpose: Twenty-first Century is an individualization century. More and more people purchase luxuries during the desire of self-expression become more expanding. Luxury brand build a deeply emotional communication with consumers through product style and brand character, which make consumers forming a sense of dependability and identification, then come into being consumption custom and become a loyalty one.

The term brand personality was started to be used in 1955 (Gardner & Levy, 1955). Sirgy (1982) put forward that there should be personality for every brand, Aaker (1997) studied the dimensions of brand personality applying the theory of "BIG FIVE MODEL". At present, some scholars agree the study result that brand personality is one of the most important dimensions of brand image, which including brand performance, brand personality and brand image, rather than the only dimension (Hayes, 2000). But at the present stage, the system of brand personality dimension still has limitations when it explains the character of luxury brand. Luxury brand has special meaning and value, reflects one's social status and embodies product function and quality. On the other hand, luxury brand can build a strong relationship with consumers, which is also worthy to study.

The purpose of this study was to constitute a luxury brand personality dimension scale and provide a new method and evidence for the study of luxury brands.

Methods: This study firstly collected the brand character words from more than 40 clothing, apparel, jewelry and automobile brands, reserved those words that significantly expressed luxuries character and eliminated obscure words and initially won 84 luxury brand personality traits. In order to obtain a wide range of words, this paper collect character words from luxury brand introduction and product introduction, publicity and advertising of luxury brands, brand personality scale (Aaker, 1997). Then, this study carried out interview and questionnaire survey to the experts (luxury brand sales staff, brand manager, education expert) and consumers to select 10 words that not able to describe luxury brand personality and final brand traits decreased to 74.

A total of 165 adult education students majoring in fashion management and MBA students from two colleges in Beijing participated in the study to judge the fit of luxury brand personality by adopting Likert 7-scaled test to earn extra credit points. After eliminating incomplete responses (n=2) and respondents who exhibited extreme and consistent high or low rating patterns (n=6), the final sample was reduced to 157. The sample was comprised of approximately 41% males and 59% females. Their average age was 35.2 years old. All data completed statistical analysis by using SPSS19.0.

Findings: After using the principal component analysis to determine the number of factors, the results showed that a total of 19 factors, which eigenvalues were greater than 1, could

explain the variance of 71.744%, and extracting structure had good structure validity. 74 words of luxury personality factor of words coefficients were above 0.31, showed that individual character words had better contribution. Because of the 19 factors meaning expression were not very accurate, this paper compared the factor analysis to make appropriate split and adjustment in order to achieve meaning consistency. Compared with Brand Personality Scale, this paper finally got the following luxury brand personality scale with five dimensions, 13 facets and 74 traits.

Tale 1 Luxury Brand Personality Scale

<i>Factors</i>	<i>Facets</i>	<i>Luxury Brand Personality Traits</i>
Sincerity	Sincerity	Sincerity /wholesome/ original/outgoing/sentimental
	Kind	Kind/warmth/passion/affectionate
	Energetic	Free/confident/energetic/cool
Exciting	Imaginative	Fun/mystical/ imaginative
	Exciting	Exciting/unique/extravagant/up to date/contemporary
	Daring	Daring/positive
Reliable	Independent	Independent/naïve/revolutionary/characteristic/particular
	Intelligent	Considerate/intelligent/conservative/traditional/reserved/ peaceful/calm/smooth/smart/leader/individual/tenacious/ determined/persistent patient/
	Reliable	Reliable/hard working/knowledgeable/thoughtful
Sophisticated	Charming	Perfect/royal/trendy/upper-class charming/sexy/romantic/successful/technical/mild mannered
	Tasteful	Secure/stable/decent/elegant/good looking/classical tasteful/glamorous/sophisticated
	Bold	Fervent/masculine/bold/rugged/stylish/dignified
Ruggedness	Spirited	Spirited/ambitious

Discussions: This paper provided a new way of thinking for the study of luxury brands and an effective method for a new company to find their different identity. However, this paper itself also had some limitations, such as whether luxury brand personality traits were typical and representative, all of these have direct impact on the formation of the final traits dimensions. In the further study, the specific personality traits of brand group will be worth study in some area and the results will have a certain guiding role for brand operation.

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