Applying the Factor Analytical Approach towards Aaker's Brand Personality Model from an Islamic Perspective

by
Muhammad Ahmed & Muhammad Tahir Jan*

Department of Business Administration
International Islamic University Malaysia
P.O. Box 10, Jalan Gombak, 50728 Kuala Lumpur
MALAYSIA

ABSTRACT

Given current technologies, marketers are employing several techniques to differentiate their brands from others due to intense competition and low switching cost. Brand personality is one is one such approach. Aaker's brand personality model with its five dimensions (sincerity, excitement, competence, sophistication, and ruggedness) has been used extensively in the field of marketing. Despite considerable research on Aaker's model, scholars have also criticised it based on issues such as generalisability across countries and cultures. Considering religion an important yet ignored element of culture, this paper highlights the criticism on Aaker's model from which we propose an Islamic brand personality model that we empirically test using exploratory factor analysis (EFA). Six factors emerged during EFA with a cumulative variance of 67.389 per cent. As per the findings, three new dimensions (humbleness, cooperation, trustworthiness, and justice) appeared during the analysis along with few pre-existing factors such as sincerity, competence, and excitement. Interestingly, the new dimension of trustworthiness and justice resulted in the highest contribution in terms of reliability and percentage of variance i.e. 0.90 and 13.859, respectively. The Islamic brand personality model can be applied on Islamic brands/organisations in order to evaluate their brand personality which will ultimately help marketers position their brands effectively.

Corresponding author:
* *Assistant Professor, Email: tahirjan@iium.edu.my*

1.0   INTRODUCTION

Brand personality is defined as "the set of human characteristics associated with the brand" (Aaker, 1997). It has a significant influence on how customers decide, intend to buy, and develop a strong brand relationship (Bouhlel, Mzoughi, Hadiji, & Slimane, 2009; Louis & Lombart, 2010). Due to the usage or ownership of a particular brand (Johar, Sengupta, & Aaker, 2005; Ouwersloot & Tudorica, 2001), brand personality helps customers express their actual self (what they actually are), ideal self (what they want to be), or social self (Belk, 1988; Malhotra, 1988).

Differentiating between brands is extremely important for businesses today because of the highly competitive environment and the availability of multiple alternatives. Thus, it is important for marketers to differentiate their brands from others. Caprara, Barbaranelli, and Guido (2001) argued that a person's personality characteristics makes him/her different from other people, likewise some distinct attributes of a brand distinguished it from other brands. This is known as differentiation strategy and brand personality helps marketers create such differentiation (Thomas & Sekar, 2008). Brand personality also develops and sustains competitive advantage (Freling & Forbes, 2005; Pankaj Aggarwal, 2004). It also affects brand trust (Bouhlel, Mzoughi, Hadiji, & Slimane, 2011) and creates a strong customer-brand relationship (Sung & Kim, 2010).

Aaker has offered both the definition (mentioned earlier) and measurement of brand personality. Her brand personality model consists of five dimensions namely sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). Despite the contributions of Aaker's model, the criticisms highlights the generalisability issue which Aaker (1997) mentioned as one of the limitations and implies that different results might occur if this model is applied in different populations. Lee and Kang (2013) argued that culture being an important part of a country may question the generalisability of this model due to the different consumer perceptions about brand personality. Brand personality has been studied in different countries (or cultures) and several studies have supported this assumption, whilst few studies have offered new and alternative dimensions to replace the existing ones (Aaker, Benet-Martinez, & Garolera, 2001; Yang Y. & Cho E.H., 2002). Others have found few dimensions unrelated to brand personality and are weak in relation to other brand related concepts (Eisend & Stokburger-Sauer, 2013).

Similarly, most brand personality research has been conducted in countries that are individualistic and non-Muslim. Minimal research has been conducted on Muslims or Muslim majority countries such as Malaysia with a collectivist culture. This cultural gap can be extended towards religion, which is an important element of culture. There is little research in this regard. Recently the concept of halal brand personality has been discussed with the help of Aaker's brand personality model (Borzooei & Asgari, 2013). There is a dearth of knowledge regarding the relationship between brand personality and the extent to which a person is associated with religion. In addition, previous research on brand personality has been conducted mostly on product-brands (Wang, Yang, & Liu, 2009). Moreover, brand personality within the service industry such as banks or insurance companies is still understudied.

Our reasoning for conducting a study in Muslim countries is due to the fact that Muslims comprise some 21% of the world population (CIA Factbook, 2009). Over 50 countries in the continents of Asia, Africa and Europe, are majority Muslim with Islam considered the fastest spreading religion in the world (Saeed, Ahmed, & Mukhtar, 2001). There are 57 member countries under OIC (Organization of the Islamic conference) with a joint gross domestic product (GDP) of approximately US$ 8 trillion before 2008 (Alserhan, 2010). Hence, it is important to cultivate this lucrative market, which is possible only if their religious beliefs and views about organisations and brands are clearly understood.

For organisations, future research on brand personality can help in better understanding Muslim consumers and eventually support attracting this huge market. Research on brand personality of Islamic brands will enable the adoption of a personality that a Muslim consumer likes in a typical Islamic organisation, and will ultimately increase customers' loyalty and commitment.

2.0 HUMAN PERSONALITY AND BRAND

Personality is defined as, "the sum total of ways in which an individual reacts to and interacts with others (Robbins & Judge, 2014, p. 154). Another definition describes personality as the, "tendency to show coherent modes of cognition, affect and behaviour" (Costa & Mccrae, 1998, pp. 103-121). When personality is discussed, it ultimately relates to a person's numerous characteristics (McCrae & Costa, 1987). Researchers labelled these characteristics as personality traits. These traits are, "enduring characteristics that describe an individual's behavior". It may involve one's "thinking, feeling and acting" (McCrae & Costa Jr, 1997, p. 509).

People generally recognise each other by their names and/or personalities. This is also true of brands. In marketing, a brand reflects, reflects, "a name, term, sign, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers" (O'guinn, Allen, & Semenik, 2003). Caprara *et al*. (2001) maintained that the above features help differentiate a brand from others just as people differ from each other in their personalities. Plummer (1985) highlighted the notion of brand with the three unique characteristics of physical qualities, functional properties, and brand personality. This research focuses only on the last feature i.e. brand personality.

Relationships are developed among two or more individuals during their interaction based on the qualities discussed above. Several researchers claim that people not only form relationships among themselves but also with the brands (Aaker, 1997; Carroll & Ahuvia, 2006; McAlexander, Schouten, & Koenig, 2002; Thomson, MacInnis, & Whan Park, 2005). According to Aaker (1996), the interaction among people is somewhat similar to the connection they make with the brands. For example, "Whenever I need to reach somewhere in time, my bike does not cooperate at all". The word 'cooperate' is generally used for human beings but here it is used to refer to brand. It is important to note that the connection between a person and a brand is made only when the personalities of both are alike (Ganesan, 1994; Thomson *et al*., 2005). When this connection grows strong, it ultimately helps customers achieve comfort (Aaker, 1999; Swaminathan, Page, & Gürhan-Canli, 2007), uphold self-identities (Hess, 1995) and acquire a higher level of confidence (Biel, 1993). Moreover, the extension of the association between consumer and brand cultivates the emotional relationship (Bouhlel *et al*., 2011).

3.0   THE NOTION OF BRAND PERSONALITY

The above discussion on customer-brand relationship implies that brands are metaphorically perceived as humans. The domain that explains this phenomenon is known as brand personality (Chang & Chieng, 2006). The concept of brand personality was initially studied under marketing and advertising (Martineau, 1958), in addition to a subject within the study of human personality (Plummer, 1985).

Aaker (1997) defined brand personality as, "the set of human characteristics associated with the brand". The idea of brand personality relates more towards how the human personality is associated to the brand rather what the brand does to consumers (Belk, 1988). Brand and human personality are distinguishable. The notion of brand personality formed by the consumers is imaginary and mirrors human attributes (Lee & Kang, 2013). Two factors contribute towards creating brand personality. One directly relates to the product such as price or packaging whereas others are indirect such as consumer's experience or word-of-mouth (Batra, Lehmann, & Singh, 1993; McCracken, 1989). It also matters whether it is a company-brand or product-brand. Wang *et al.* (2009) explained that product-brand personality has a direct impact on consumers' decision making whereas the effect of company-brand personality is indirect and less noteworthy. On the other hand, few scholars have found company-brand personality superior than product-brand personality based on values, brand credibility, and the attachment with product traits and gains (Keller, 2003; Keller & Richey, 2006). This research focuses solely on the company-brand aspect.

## 4.0   AAKER'S BRAND PERSONALITY FRAMEWORK

Initially, there were two categories of scales that helped Aaker (1997) in the development of brand personality instrument. The *ad hoc* scales were atheoretical in nature and suffered from numerous shortcomings. For example, they were established only for a particular purpose, had missing important attributes, and faced reliability as well as validity issues. The second type of scales were theoretical and based on human personality measurements which were not yet authenticated in the brands' setting resulting in the poor reflection of certain determinants in the context of brands leading to validity issues (Aaker, 1997).

At that point, researchers in the field of consumer behaviour were expected to come up with their own definitions (Kassarjian, 1971). Aaker (1997) filled the gap by providing both the definition as well as measuring instrument for brand personality. Sources that were used in order to develop the brand personality framework include personality scales from psychology e.g. the Big Five model. In addition, the personality scales used by marketers and the original qualitative researches on brands' attributes were considered.

Aaker (1997) defined brand personality as, "the set of human characteristics associated with the brand". There are five underlying determinants of the brand personality construct, namely sincerity, excitement, competence, sophistication, and ruggedness. Together, these dimensions contain 42 items. It is claimed that the brand personality model is reliable, valid, and generalizable across all categories (Aaker, 1997). Although several brand personality models were later devised afterwards, Freling, Crosno, and Henard (2011) considered Aaker's framework still valid and prevalent for brand personality measurement.

The above-mentioned dimensions exhibit several attributes. For example, sincerity reflects a brand that families use for practical purposes. It shows that the brand is fair and just, by providing what it promises (Aaker, 1997). Excitement is concerned with a brand which is spirited, exciting, imaginative, independent, and up-to-date (Thomas & Sekar, 2008). This dimension is more related to consumers' emotional responses (Sung & Kim, 2010). Competence refers to a brand's reliability, success, and intelligence. It reflects the perception of consumers regarding brand knowledge, capability, and performance to fulfil consumers' needs and job completion (Coulter & Coulter, 2002). Sophistication refers to the brand that exhibits an upper class (good looking, glamorous, sophisticated), charming (feminine, smooth, gentle), whereas ruggedness dimension is related to a brand that is outdoorsy and tough in terms of being masculine, western, active, and athletic (Aaker, 1996).

FIGURE 1: AAKER'S BRAND PERSONALITY MODEL

Aaker's Brand Personality Model

Sincerity — Excitement — Competence — Sophistication — Ruggednes
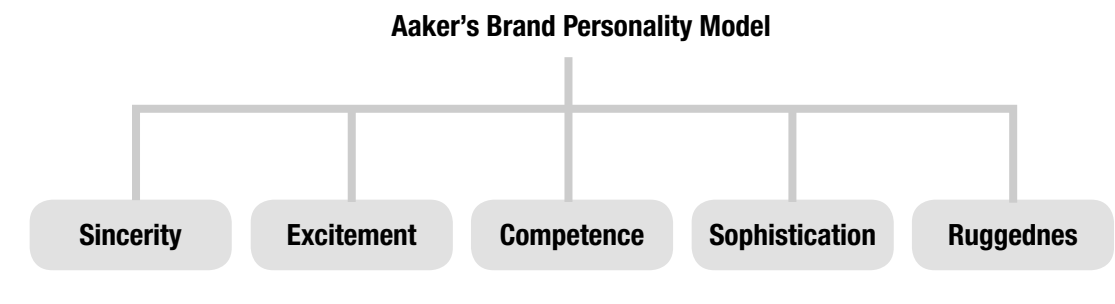
5.0   LATER RESEARCH ON AAKER'S MODEL

Several studies have been published on brand personality. Wang and Yang (2008) classified these studies into three major directions. One is concerned with brand personality dimensions across countries, another is related to antecedents of brand personality (see Lau and Phau, 2007) and the last refers to the consequences of brand personality (see Freling & Forbes, 2005).

Similarly, Eisend and Stokburger-Sauer (2013) have compiled both the antecedents and the consequences of brand personality in their meta-analysis. Antecedents are related to advertising such as hedonic benefit claim (Lim & Ang, 2008), product characteristics such as country of origin (Peterson & Jolibert, 1995), consumer demographics (Age, Gender, Nationality), and consumer psychographics such as self-confidence (Bearden, Hardesty, & Rose, 2001). The consequences of brand personality include brand attitude for example (Ajzen & Fishbein, 1977), brand image e.g. (Chernev, Hamilton, & Gal, 2011), brand commitment (Fournier Susan, 1998), and behavioural/ purchase intentions (Chaudhuri & Holbrook, 2001). Furthermore, moderating variables have also been operationalised such as product type e.g. (Troy, Hirunyawipada, & Paswan, 2008) and life cycle (Sethuraman, Tellis, & Briesch, 2011).

Brands generally strive for developing an element of differentiation based on distinct attributes. It is important because several brands are trying to fulfil similar needs of the customers at the same time. This leads towards immense competition and sometimes customers are indecisive while making a choice based on physical characteristics. Here the role of brand personality and

brand image come into play (Sung & Kim, 2010). Many studies reveal that brand personality plays an important part in the ways consumers decide, intend to buy, and uphold a strong brand relationship (Bouhlel *et al*., 2009; Louis & Lombart, 2010). Furthermore, brand personality also supports customers expressing their actual self (what they actually are), ideal self (what they want to be), or social self (Belk, 1988; Malhotra, 1988).

6.0   CRITICISM ON AAKER'S MODEL

Aaker's model has been criticised by many researchers. Even Aaker herself identified limitations in her model. An imperative shortcoming of the brand personality model is the population, on the basis of which the model has been drawn. The model represents the US population only and Aaker (1997) predicts that the model may bring different results if applied on various population groups or countries. Markus and Kitayama (1991) explained that the population may differ based on cultures for example, individualistic (autonomous, independent and unique) or collectivist i.e. conformist and interdependent cultures. The presumption that Aaker's model may produce different outputs if applied in other cultures or countries is because of the dissimilar customer perceptions regarding brand personality (Lee & Kang, 2013).

There are many cross-cultural studies based on Aaker's brand personality model. For example, comparing brand personality between Korea and US exhibited two unique dimensions in each culture. In the case of Korea, the unique dimensions are passive, likeableness, and ascendancy whereas the US culture showed white collar and androgyny are linked with occupational status and gender roles (Sung & Tinkham, 2005). Another study in Korea found a new dimension i.e. 'Cute' along with four pre-existing dimensions of Aaker's model (sincerity, excitement, sophistication and ruggedness). Cute is characterised by "attributes such as primness, pettiness, cuteness, and coyness" (Yang Y. & Cho E.H., 2002).

Similarly, brand personality has been studied in three countries namely Japan, Spain, and the US. Few common as well as unique dimensions appeared. The common dimensions between Japan and US are sincerity, excitement, competence, and sophistication whereas dimensions unique to each culture are peacefulness in the case of Japan and ruggedness related to the US. Between Spain and the US, the common dimensions are sincerity, excitement, and sophistication whereas unique dimensions are passion from Spain and competence, and ruggedness from the US (Aaker, Benet-Martínez, & Garolera, 2001).

Furthermore, a study on Ford's brand personality in Chile found that ruggedness is not strongly associated with brand personality (Rojas-Méndez, Erenchun-Podlech, & Silva-Olave, 2004). The dimensions of ruggedness and excitement of brand personality have also showed weak relationship with brand attitude and brand commitment (Eisend & Stokburger-Sauer, 2013).

In an Indian context, 10 items of Aaker's brand personality model has been found inappropriate (Thomas & Sekar, 2008). Even the definition of brand personality has been questioned. It has been claimed that the definition of brand personality offered by Aaker has numerous socio-demographic features in addition to personality (Azoulay & Kapferer, 2003; Bosnjak, Bochmann, & Hufschmidt, 2007; Eisend & Stokburger-Sauer, 2013).

The above discussion implies that the stability of Aaker's model varies in different countries and cultures. Additionally, the literature on brand personality reflects that most of the research

on brand personality has been conducted on product brands rather than service brands (Wang *et al*., 2009). Hence, there is a dearth of knowledge with respect to brand personality within the service sector.

7.0   BRAND PERSONALITY FROM THE ISLAMIC PERSPECTIVE

Several studies based on brand personality have been done in different countries and cultures. However, religion being an important part of culture has been largely overlooked. For example, a conceptual paper on the notion of halal brand personality has been investigated in relation to other variables such as brand trust and purchase intention (Borzooei & Asgari, 2013). It has been argued that Muslim consumption is affected by the level of his/her religiosity or religious attachment (Mukhtar & Butt, 2012). Considering this gap in the, the present study proposes an Islamic brand personality model based on Muslim characteristics in a Muslim majority country (Malaysia) in the light of the Qur'an and Hadith, as there are a few dimensions of Aaker's model that match with the teachings of Islam for example sincerity and competence.

Aaker (1997) described sincerity in terms of a brand that is fair, fulfils its promises, and helps like a friend. Fulfilment of promises and sincerity are highly emphasised in Islamic. Allah has described fulfilment of promises as one of the characteristics of the prophets. Allah says in the Qur'an, *"And mention in the Book, Ishmael. Indeed, he was true to his promise, and he was a messenger and a prophet" (Quran, Maryam, 19:54)*. With regard to the importance of sincerity, prophet Muhammad (SAW) said, "The man who has left his world in the condition that he had performed acts sincerely for the one and only Allah, had established prayer and had paid zakat, then Allah is pleased with him"(Ibn Maja). Al-Ghazali (2006) highlighted the significance of sincerity saying that, "The heart which is bereft of sincerity cannot be acceptable, as the rock with some dust on it cannot grow any grain when rain falls on it".

Competence, according to Aaker (1997) is elaborated in terms of reliability, success, and intelligence of a brand. Coulter and Coulter (2002) elaborated the term intelligence in relation to brand's knowledge, as capabilities and fulfilment of promises perceived in the minds of consumers. Islamic teachings consider man as the best creation among all the creatures which differentiates him among others. In the Qur'an, Allah says, *"Surely We created man of the best stature" (Qur'an, At-Tin, 95:4)*. Secondly, the importance of acquiring knowledge and skills is very clear in the Qur'an. Allah says, *"Read, and your Lord is the most gracious, Who imparted knowledge by means of the pen. He taught man what he did not know" (Qur'an, Al-Alaq, 96:3-5)*. Prophet Muhammad (SAW) emphasised the acquisition of knowledge. He said, "Seeking knowledge is a duty upon every Muslim" (Majah, Book of Sunnah, Hadith no 224).

Aaker (1997) describes excitement in terms of being excited which may reflect going to extremes, whereas Islam teaches moderation. In Islam, moderation or Wasatiyah is indicated in the qur'anic verse which states, *"Thus We have made you [Muslims] a Wasat nation, that you be witnesses over mankind and the Messenger Muhammad be a witness over you." (Qura'n, Surat Al-Baqara, 2:143)*. Although the word 'excitement' may reflect extremes, the underlying items such as daring, independent, spirited etc. do not contradict the teachings of Islam. Therefore, considering the exploratory nature of this research, the dimension of excitement along with its items are retained and used in the analysis.

For the purpose of proposing an Islamic brand personality model, the fourth dimension of brand personality of sophistication needs to be eliminated from the model. Sophistication is explained in terms of being upper class and glamorous (Aaker, 1997). Islam does not support these characteristics. Allah says in the Qur'an, *"And do not turn your cheek away from people, and do not walk on the earth haughtily. Surely, Allah does not like anyone who is arrogant, proud (Qur'an, Luqman, 31:18).* Hazrat Abu Hurairah (RA) reported that Prophet (SAW) said, "While a man was walking, dragging his dress with pride, he was caused to be swallowed by the earth and will go on sinking in it till the day of resurrection." (Bukhari, Book 4, Vol 56, Hadith No 692).
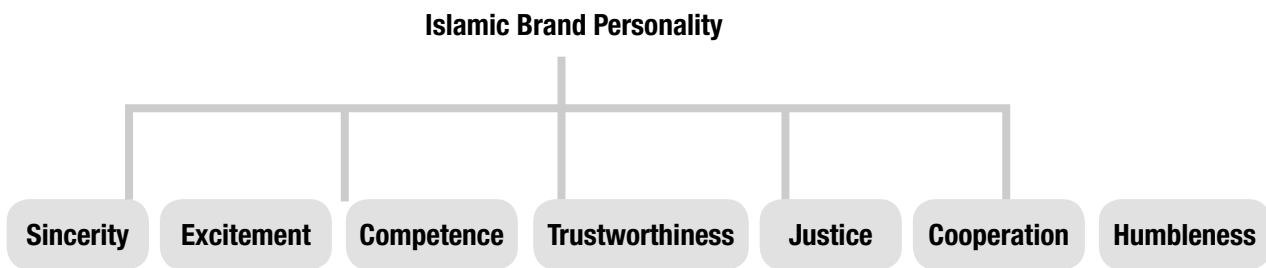
Ruggedness according to Aaker (1997) is related to a brand that is tough, athletic, and masculine. This dimension might be more appropriate for products such as Nike shoes rather than services such as banking or insurance. As discussed above, much of the work on brand personality has focused on product-brands rather than the service industry. This paper aims to fill this gap and thus ruggedness does not fit into the context of the service sector and is hence eliminated.

Furthermore, the four dimensions of trustworthiness, justice, cooperation, and humbleness have been proposed and combined with the three pre-existing brand personality dimensions (sincerity, competence, and excitement). Trustworthiness has been added based on its importance in relation to being a true Muslim. As far as the service industry is concerned such as banks for example, trust (al-Amanah) plays a vital role between Islamic banks and customers. About trust in relation to deposits, Allah says in the Qur'an, *"Surely Allah commands you to render back trusts to their owners" (Qur'an, Al-Nisah, 4:58).*

Another important attribute in relation to Muslim personality (in this research, Islamic brand personality) is justice. Islamic emphasis on being just is in every aspect of one's life. A verse from the Qur'an states that, *"If you judge, judge in equity between them" (Qur'an, 5:42).* Fall (2009) maintains that justice is an essential characteristic required to be a true Muslim. Cooperation is also considered an important attribute of a Muslim personality and means, "helping each other in doing good, not evil" (Al-Ammar, Ahmed, & Nordin, 2012). Islam advises people to be cooperative as it is beneficial not only for individuals but for the whole society. However, cooperation must be backed by good intention or for better purpose. Allah says in the Qur'an *"Help you one another in al-Birr and at-Taqwa (virtue, righteousness and piety); but do not help one another in sin and transgression. And fear Allah. Verily, Allah is severe in punishment" (Qur'an, 5:2).* Another trait of a Muslim personality is humbleness. It is one of the characteristics that Allah likes the most in people and rewards them not only in this world but also in the hereafter. Allah says, *"Successful indeed are the believers, those who humble themselves in their prayers" (Qur'an, 23:1-2).*

Since Aaker (1997) has defined brand personality as a, "set of human characteristics associated with the brand", therefore Islamic brand personality can be described as a, "set of Muslim characteristics associated with the Islamic brand". As per the definition of Islamic brand personality, four new dimensions (mentioned earlier) that are Muslim personality characteristics can be applied in the context of Islamic brand personality.

FIGURE 2: PROPOSED ISLAMIC S BRAND PERSONALITY MODEL

Islamic Brand Personality

| Sincerity | Excitement | Competence | Trustworthiness | Justice | Cooperation | Humbleness |

8.0   RESEARCH METHOD

This research employs a quantitative approach with cross-sectional design under the positivist domain. We explore brand personality from an Islamic perspective. The research population is under-graduate and post-graduate students with a sample of 300 respondents. For this purpose, a self-administered questionnaire was developed based on the extensive review of literature with two sections. Section A inquires about brand personality perception whereas Section B comprises the demographics. This questionnaire was then distributed among 300 students based on convenience sampling. A total of 210 questionnaires were returned which is appropriate (McCroskey & Young, 1979). However, only 200 were selected for final analysis and the remaining were screened out due to incompletion.

The research instrument was developed with the help of scales, and validated and reported by different scholars. Sincerity, competence, and excitement were adapted from Aaker's brand personality model (Aaker, 1997). As per the definition of brand personality i.e. set of human characteristics associated with the brand, the new proposed definition in the context of Islamic brand personality is a, "set of Muslim characteristics associated with the Islamic brand". Many scholars (mentioned in the literature section) have worked on Muslim personality characteristics. For the purpose of this research, the four new dimensions of humbleness, cooperation, justice, and trustworthiness were adapted from few studies (Al-Ammar *et al.*, 2012; Fall, 2009) and combined with the three dimensions of Aaker's model.

SPSS computer software was used for data analysis. Firstly, the data was keyed in followed by cleaning and screening. Secondly, descriptive analysis was undertaken in order to explore the profiles of respondents. Thirdly, reliability test were employed in order to establish the psychometric properties of the scale. Lastly, exploratory factor analysis (EFA) was carried out to explore the dimensions with respect to the items given.

9.0   ANALYSIS AND RESULTS

Results from the descriptive statistics indicate that the majority (60 %) of the respondents were females. A higher percentage of respondents (82.5%) fall in the age bracket of 20 to 29 year, thereby reflecting the perception of the youth. In addition, the majority (65%) of the respondents were locals whereas internationals were only 35%. Lastly, the classification of respondents in terms of their current education i.e. PhD, Masters and Bachelors is 16.5%, 20% and 63% respectively.

9.1   RELIABILITY

Cronbach's alpha was calculated to examine the consistency of the measurement scale. As per rule, the closer the value of Cronbach's α to 1, the more the instrument is consistent. Value of α obtained from the present research is 0.962, hence reflecting higher stability and consistency (see Table I).

TABLE I: RELIABILITY OF FULL SCALE

Cronbach's α	Cronbach's α based on standardized items	No. of Items
.962	.962	46

9.2   EXPLORATORY FACTOR ANALYSIS (EFA)

In order to produce possible underlying factors, EFA with Varimax rotation was applied. Firstly, the adequacy of the results was assessed based on statistical assumptions i.e. correlation and communality. The majority (2/3) of the correlation values were greater than 0.3 which fulfilled the requirement (Hair, 2006; Hair, Black, Babin, & Anderson, 2010). Similarly, all the values under communalities were adequate as per the criteria i.e. above 0.5 (Hair *et al.*, 2010). Moreover, sample sufficiency was checked through Kaiser-Meyer-Olkin (KMO) and was found to be 0.925, which is higher than 0.8 and hence satisfactory. Furthermore, the result of Bartlett's Test of Sphericity was also found significant at p<0.001 thereby reflecting adequate correlation between the variables.

Secondly, EFA released six factors following the cut-off criteria of 1 for the eigenvalue. The six factors attribute to 67.389% of the total variance. The first factor (Factor 1) merged items from trustworthiness and justice in to a single construct. Therefore, it was named as Trust_Just. The remaining factors were named Competence (Factor 2), Excitement (Factor 3), Cooperation (Factor 4), Humbleness (Factor 5), and Sincerity (Factor 6) respectively. Items loaded upon their respective factors are shown in Table II along with eigenvalues and percentages of variance.

Lastly, in order to check the internal consistency of the factors, Cronbach's α was applied separately on each factor. The results indicate that the individual α values obtained, range from 0.722 to 0.90 which reflects reliability as well as internal consistency of the items. Reliability of each factor is shown in Table III.

TABLE II: EXPLORATORY FACTOR ANALYSIS (EFA)

Items	Factor 1 Trust_Just	Factor 2 Competence	Factor 3 Excitement	Factor 4 Cooperation	Factor 5 Humbleness	Factor 6 Sincerity
Trus1	0.810					
Trus5	0.759					
Trus2	0.728					
Jus1	0.639					
Jus2	0.634					
Trus3	0.599					
Comp5		0.729				
Comp7		0.729				
Comp8		0.714				
Comp4		0.654				
Comp6		0.606				
Comp9		0.599				
Exc5			0.730			
Exc4			0.707			
Exc3			0.688			
Exc6			0.685			
Exc7			0.618			
Exc8			0.538			
Coo3				0.789		
Coo4				0.785		
Coo5				0.769		
Coo1				0.674		
Coo2				0.549		
Hum2					0.747	
Hum1					0.70	
Hum3					0.617	
Sin2						0.735
Sin9						0.716
Sin7						0.701
Initial eigenvalues	12.218	2.021	1.568	1.465	1.258	1.012
% of variance	13.859	12.65	12.165	11.71	9.582	7.423
Cumulative %	13.859	26.509	38.674	50.384	59.966	67.389

TABLE III: RELIABILITY OF DIMENSIONS

Factor	Number of Cases	Number of Items	Cronbach's α
Trust_Just	200	6	0.90
Competence	200	6	0.879
Excitement	200	6	0.840
Cooperation	200	5	0.891
Humbleness	200	3	0.864
Sincerity	200	3	0.722

10.0   DISCUSSION AND CONCLUSION

Cronbach's alpha was calculated to examine the consistency of the measurement scale. As per Several studies have been conducted based on Aaker's brand personality model. Results vary in such a way that few scholars obtained new dimensions as part of brand personality model (Sung & Tinkham, 2005; Yang Y. & Cho E.H., 2002). Others have found existing dimensions e.g. ruggedness, unrelated to brand personality (Rojas-Méndez *et al*., 2004) and are weak in relation with other brand related concepts such as brand attitude and brand commitment (Eisend & Stokburger-Sauer, 2013). The definition of brand personality has itself has been challenged (Azoulay & Kapferer, 2003; Bosnjak *et al*., 2007).

Based on the above discussion, changes in the original model were also anticipated in the present research. Statistical results of EFA (see Table II) reflect those changes. During the analysis, underlying items of Sincerity were reduced to three. Similarly, few items of Competence and Excitement were also eliminated. Previous research also reported item reduction (Thomas & Sekar, 2008).

As mentioned in the literature section, new dimensions (cooperation, humbleness, trustworthiness & justice) were combined with the pre-existing dimensions of brand personality. Factor analysis merged two of these dimensions i.e. trustworthiness and justice in named as Trust_Just. This merger is aligned with the results of a past study on Muslim personality characteristics (Al-Ammar, 2008). Interestingly, the EFA results reveal that the Trust_Just dimension accounted for the highest percentage of variance and held maximum reliability among all the dimensions. Although few items from new dimensions were eliminated due to low factor loadings, EFA retained all the dimensions.

Overall, the proposed Islamic brand personality model comprises six underlying factors as revealed by EFA and it is internally consistent as evidenced by the values of Cronbach's α on each dimension. The Islamic brand personality model can be confirmed in future researches and applied on Islamic organisations. Additionally, the model can help researchers investigate the relationship between Islamic brand personality and other brand related concepts such as brand trust and attitude.

REFERENCES

Aaker, D. A. (1996). *Building Strong Brands*. USA.

Aaker, J. (1999). Brand Personality: A Path to Differentiation. in *Brands Face the Future*, 13-21.

Aaker, J. L. (1997). Dimensions of Brand Personality. [Article]. *Journal of Marketing Research* (JMR), 34(3), 347-356.

Aaker, J. L., Benet-Martinez, V., & Garolera, J. (2001). Consumption Symbols as Carriers of Culture: A Study of Japanese and Spanish Brand Personality Constucts. *Journal of personality and social psychology*, 81(3), 492.

Aaker, J. L., Benet-Martínez, V., & Garolera, J. (2001). Consumption Symbols as Carriers of Culture: A Study of Japanese and Spanish Brand Personality Constucts. *Journal of Personality and Social Psychology*, 81(3), 492-508. doi: 10.1037/0022-3514.81.3.492

Ajzen, I., & Fishbein, M. (1977). Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research. *Psychological bulletin*, 84(5), 888. doi: 10.1037/0033-2909.84.5.888

Al-Ammar, F. K. (2008). *Intellectual Characteristics of a Muslim Personality and Job Characteristics as Determinants for Organizational Citizenship Behavior among Yemeni Secondary School Teachers in Sanaa*. (PhD Thesis), International Islamic University, Malaysia.

Al-Ammar, F. K., Ahmed, I. H., & Nordin, M. S. (2012). Moral Character of Muslim Personality: Scale Validation. *Journal of Education and Practice*, 3(16), 118-128.

Al-Ghazali, M. (2006). *Muslim S Character*: Adam Publishers.

Alserhan, B. A. (2010). On Islamic Branding: Brands as Good Deeds. *Journal of Islamic Marketing*, 1(2), 101-106. doi: 10.1108/17590831011055842

Azoulay, A., & Kapferer, J.-N. (2003). Do Brand Personality Scales Really Measure Brand Personality? *The Journal of Brand Management*, 11(2), 143-155. doi: 10.1057/palgrave.bm.2540162

Batra, R., Lehmann, D. R., & Singh, D. (1993). The Brand Personality Component of Brand Goodwill: Some Antecedents and Consequences. *Brand equity and advertising*, 83-96.

Bearden, W. O., Hardesty, D. M., & Rose, R. L. (2001). Consumer Self-Confidence: Refinements in Conceptualization and Measurement. [Article]. *Journal of Consumer Research*, 28(1), 121-134.

Belk, R. W. (1988). Possessions and the Extended Self. [Article]. *Journal of Consumer Research*, 15(2), 139-168.

Biel, A. L. (1993). Converting Image into Equity. In Aaker D.A. & Biel A. (Eds.), *Brand Equity and Advertising* (pp. 67-82). Hissdale, NJ: Lawrence Erlbaum Associates.

Borzooei, M., & Asgari, M. (2013). The Halal Brand Personality and Its Effect on Purchase Intention. *Interdisciplinary Journal of Contemporary Research in Business*, 5(3).

Bosnjak, M., Bochmann, V., & Hufschmidt, T. (2007). Dimensions of Brand Personality Attributions: A Person-Centric Aproach in the German Cultural Context. *Social Behavior and Personality: an international journal*, 35(3), 303-316. doi: 10.2224/sbp.2007.35.3.303

Bouhlel, O., Mzoughi, N., Hadiji, D., & Slimane, I. B. (2009). Brand Personality and Mobile Marketing: An Empirical Investigation. *Proceedings of World Academy of Science: Engineering & Technology*, 53.

Bouhlel, O., Mzoughi, N., Hadiji, D., & Slimane, I. B. (2011). Brand Personality's Influence on the Purchase Intention: A Mobile Marketing Case. *International Journal of Business and Management*, 6(9), p210.

Caprara, G. V., Barbaranelli, C., & Guido, G. (2001). Brand Personality: How to Make the Metaphor Fit? *Journal of economic psychology*, 22(3), 377-395.

Carroll, B. A., & Ahuvia, A. C. (2006). Some Antecedents and Outcomes of Brand Love. *Marketing Letters*, 17(2), 79-89.

Chang, P. L., & Chieng, M. H. (2006). Building Consumer–Brand Relationship: A Cross–Cultural Experiential View. *Psychology & Marketing*, 23(11), 927-959.

Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65(2), 81-93. doi: 10.1509/jmkg.65.2.81.18255

Chernev, A., Hamilton, R., & Gal, D. (2011). Competing for Consumer Identity: Limits to Self-Expression and the Perils of Lifestyle Branding. *Journal of Marketing*, 75(3), 66-82. doi: 10.1509/jmkg.75.3.66

CIA Factbook. (2009). Electronic Country Data. *Retrieved on May*, 15, 2009. Retrieved from https://www.cia.gov/library/publications/the-world-factbook/

Costa, P. T., & Mccrae, R. R. (1998). *Trait Theories of Personality*. Plenum Press, New York.

Coulter, K. S., & Coulter, R. A. (2002). Determinants of Trust in a Service Provider: The Moderating Role of Length of Relationship. *Journal of Services Marketing*, *16*(1), 35-50. doi: 10.1108/08876040210419406

Eisend, M., & Stokburger-Sauer, N. E. (2013). Brand Personality: A Meta-Analytic Review of Antecedents and Consequences. *Marketing Letters*, 1-12.

Fall, A. A. (2009). *Development and Validation of a Muslim Personality Scale*. (PhD Thesis), International Islamic University, Malaysia.

Fournier Susan. (1998). Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research, 24*(4), 343-353. doi: 10.1086/209515

Freling, T. H., Crosno, J. L., & Henard, D. H. (2011). Brand Personality Appeal: Conceptualization and Empirical Validation. *Journal of the Academy of Marketing Science, 39*(3), 392-406.

Freling, T. H., & Forbes, L. P. (2005). An Empirical Analysis of the Brand Personality Effect. *Journal of Product & Brand Management, 14*(7), 404-413. doi: 10.1108/10610420510633350

Ganesan, S. (1994). Determinants of Long-Term Orientation in Buyer-Seller Relationships. *The Journal of Marketing*, 1-19.

Hair, J. F. (2006). *Multivariate Data Analysis*. Upper Saddle River, NJ [etc.]: Pearson Prentice Hall.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). New Jersey: Pearson Prentice Hall.

Hess, J. (1995). Construction and Assessment of a Scale to Measure Consumer Trust. *American Marketing Association, Chicago, IL, Summer*,(6), 20-26.

Johar, G. V., Sengupta, J., & Aaker, J. L. (2005). Two Roads to Updating Brand Personality Impressions: Trait Versus Evaluative Inferencing. *Journal of marketing research, 42*(4), 458-469. doi: 10.1509/jmkr.2005.42.4.458

Kassarjian, H. H. (1971). Personality and Consumer Behavior: A Review. [Article]. *Journal of Marketing Research (JMR), 8*(4), 409-418.

Keller, K. L. (2003). *Strategic Brand Management* (2 ed.). Upper Saddle River, NJ: Pearson Education.

Keller, K. L., & Richey, K. (2006). The Importance of Corporate Brand Personality Traits to a Successful 21st Century Business. [Article]. *Journal of Brand Management, 14*(1/2), 74-81. doi: 10.1057/palgrave.bm.2550055

Lau, K. C., & Phau, I. (2007). Extending Symbolic Brands Using Their Personality: Examining Antecedents and Implications Towards Brand Image Fit and Brand

Dilution. *Psychology and Marketing, 24*(5), 421-444. doi: 10.1002/mar.20167

Lee, H. J., & Kang, M. S. (2013). The Effect of Brand Personality on Brand Relationship, Attitude and Purchase Intention with a Focus on Brand Community. *Academy of Marketing Studies Journal, 17*(2).

Lim, E. A. C., & Ang, S. H. (2008). Hedonic Vs. Utilitarian Consumption: A Cross-Cultural Perspective Based on Cultural Conditioning. *Journal of Business Research, 61*(3), 225-232. doi: http://dx.doi.org/10.1016/j.jbusres.2007.06.004

Louis, D., & Lombart, C. (2010). Impact of Brand Personality on Three Major Relational Consequences (Trust, Attachment, and Commitment to the Brand). *Journal of Product & Brand Management, 19*(2), 114-130.

Malhotra, N. K. (1988). Self Concept and Product Choice: An Integrated Perspective. *Journal of Economic Psychology, 9*(1), 1-28.

Markus, H. R., & Kitayama, S. (1991). Culture and the Self: Implications for Cognition, Emotion, and Motivation. *Psychological review, 98*(2), 224-253. doi: 10.1037/0033-295X.98.2.224

Martineau, P. (1958). The Personality of the Retail Store. Harward Business Review, 36, 47-55.

McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building Brand Community. *Journal of Marketing, 66*(1), 38-54.

McCracken, G. (1989). Who Is the Celebrity Endorser? Cultural Foundations of the Endorsement Process. [Article]. Journal of Consumer Research, 16(3), 310-321.

McCrae, R. R., & Costa Jr, P. T. (1997). Personality Trait Structure as a Human Universal. American psychologist, 52(5), 509.

McCrae, R. R., & Costa, P. T. (1987). Validation of the Five-Factor Model of Personality across Instruments and Observers. *Journal of personality and social psychology, 52*(1), 81.

McCroskey, J. C., & Young, T. J. (1979). The Use and Abuse of Factor Analysis in Communication Research. *Human Communication Research, 5*(4), 375-382. doi: 10.1111/j.1468-2958.1979.tb00651.x

Mukhtar, A., & Butt, M. M. (2012). Intention to Choose <It>Halal</It> Products: The Role of Religiosity. *Journal of Islamic Marketing, 3*(2), 108-120. doi: 10.1108/17590831211232519

O'guinn, T., Allen, C., & Semenik, R. (2003). (3rd ed.): OH: South Western.

Ouwersloot, H., & Tudorica, A. (2001). *Brand Personality Creation through Advertising*: Maastricht Accounting and Auditing Research and Education Center (MARC).

Pankaj Aggarwal. (2004). The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior. *Journal of Consumer Research, 31*(1), 87-101. doi: 10.1086/383426

Peterson, R. A., & Jolibert, A. J. P. (1995). A Meta-Analysis of Country-of-Origin Effects. [Article]. *Journal of International Business Studies, 26*(4), 883-900.

Plummer, J. T. (1985). How Personality Makes a Difference. *Journal of Advertising Research, 24*(6), 27-31.

Robbins, S. P., & Judge, T. A. (2014). *Organizational Behavior* (16 ed.): Pearson Education, Limited.

Rojas-Méndez, J. I., Erenchun-Podlech, I., & Silva-Olave, E. (2004). The Ford Brand Personality in Chile. *Corporate Reputation Review, 7*(3), 232-251. doi: 10.1057/palgrave.crr.1540223

Saeed, M., Ahmed, Z., & Mukhtar, S.-M. (2001). International Marketing Ethics from an Islamic Perspective: A Value-Maximization Approach. *Journal of Business Ethics, 32*(2), 127-142. doi: 10.1023/a:1010718817155

Sethuraman, R., Tellis, G. J., & Briesch, R. A. (2011). How Well Does Advertising Work? Generalizations from Meta-Analysis of Brand Advertising Elasticities. *Journal of marketing research, 48*(3), 457-471. doi: 10.1509/jmkr.48.3.457

Sung, Y., & Kim, J. (2010). Effects of Brand Personality on Brand Trust and Brand Affect. *Psychology and Marketing, 27*(7), 639-661. doi: 10.1002/mar.20349

Sung, Y., & Tinkham, S. F. (2005). Brand Personality Structures in the United States and Korea: Common and Culture-Specific Factors. *Journal of Consumer Psychology, 15*(4), 334-350. doi: http://dx.doi.org/10.1207/s15327663jcp1504_8

Swaminathan, V., Page, K. L., & Gürhan-Canli, Z. (2007). "My" Brand or "Our" Brand: The Effects of Brand Relationship Dimensions and Self-Construal on Brand Evaluations. *Journal of Consumer Research, 34*(2), 248-259.

Thomas, B. J., & Sekar, P. (2008). Measurement and Validity of Jennifer Aaker's Brand Personality Scale for Colgate Brand. Vikalpa: *The Journal for Decision Makers, 33*(3).

Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology, 15*(1), 77-91.

Troy, L. C., Hirunyawipada, T., & Paswan, A. K. (2008). Cross-Functional Integration and New Product Success: An Empirical Investigation of the Findings. *Journal of Marketing, 72*(6), 132-146. doi: 10.1509/jmkg.72.6.132

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, 25*(4), 458-474. doi: 10.1108/02651330810887495

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.

Yang Y., & Cho E.H. (2002). The Study of Korean Brand Personality Scale Development and Validation. *Korean Journal of Consumer and Advertising Psychology, 3*(2), 25-53.