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**A márkák személyisége és a márka imázs jelentősége a vásárlók saját
viselkedésére és személyiségére.**

**The personality of brands and the significance of brand image on consumers' own
behaviour and personality.**

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Introduction

Research area

All huge brands have a certain outlook or image. They communicate their values to the public through their brand identity, which includes the logo the colour scheme, the basic shapes used in the design, the uniform of the staff, the layout and interior design of the retail outlets, the visual materials scattered around the stores in the form of sales signs, promotional banners etc. Even the salespeople's communication style, whether it is formal or informal "laid-back" says a lot about a business and a brand. E.g.: Apple and Ikea are both famous for their friendly, informal, casual staff members. Based on all of these attributes, consumers form an image of each and every brand and they will decide, whether they like to be associated with them or not. The buyers don't purchase a certain product (e.g.: smart phone) from a certain brand (e.g.: Apple) only for the price or the characteristics of the product itself. Consumers purchase certain brands and shop at certain locations while they boycott others because they would like to be part of a group.

They don't buy goods and services, they buy lifestyles and ultimately parts of their personalities. Owning a smart phone from a certain brand or wearing clothes from a certain retailer, even choosing one energy drink over the other, or shopping at Spar instead of Lidl have significant social consequences and day-to-day effects on our lives. The terms "Duchebag with the BMW" or "Spoiled brad with the iPhone" or "Lazy slob with his Kőbányai beer" are often heard and used. On social media and amongst social groups there are constantly huge "brand wars": Apple Vs Android; Xbox Vs Play Station; Monster Vs Red Bull; McDonald's Vs Burger King and so on. There are even many Memes and jokes on the web titled "There are two kinds of people" followed by images from one brand compared to the other. I am (as the researcher) a strong believer that most of our personality traits come from brands and stores we shop at and we adapt their image and archetype to our own. This topic is rather fascinating in my opinion and many small brands are unaware of this phenomenon, even though they could capitalize on it just like huge brands (Apple) do.

Research aims

The leading aims of this paper are the following:

- To observe and find out the percentage of consumers' whose personality traits are in line with the brands they like / use.
- To be able to identify the biggest companies who influence consumers the most.

- To find out why the public and consumers are attracted to certain brands and are repelled by others.
- Look into the tools that companies use to build their brand archetypes in a way that is appealing to society.
- Be able to come up with some simple rules, or a so called “formula” that can be used by smaller start up brands as well.

Research questions

In order to achieve these aims the paper should raise the following questions:

1. In what proportion consumers’ own perceived personality is in line with the personality of the brands they like / use?
2. What tools do brands use to convince / influence these consumers in their decision to adapt a brand’s personality?
3. How many brands do an average consumer chooses to adapt to their personality and what are the strongest most influential ones?
4. Do consumers adapt more affordable brands as well or only high-end luxury products?
5. What archetype is the most influential when it comes to brand personality?

Research methodology

This issue focuses on the general public’s opinion, so everyone should be considered as the sample regardless of their age, gender, occupation, etc. Since the research topic is based mainly on feelings and attractions towards certain companies. The data that must be collected in order to be able to answer all of the above-mentioned questions should be mainly qualitative. That being said some numerical quantitative data is also crucial to get an adequate understanding over the significance of the number of people who adapt brands’ values as their own and the ratio of them. In conclusion the research should include a mixed method, (both qualitative and quantitative). Through the use of standardized questioners filled out by respondents (respondent-completion). Quaestiones will be mixed with a lot of bright images from specific companies and brands to boost the interest factor and also to provide some visual aid to the responders when they need to decide on their feelings. The secondary research will include going through books, scientific journals, and articles. Mostly concerned about branding, brand personality, brand identity, and brand image. These topics will be examined from multiple angles such as marketing, graphic design and a bit of psychology. The primary research will take place online via a google forms questionnaire and will be analysed in excel.

Literature review

Defining brand and the necessity of brand building

Before discussing brand personality, defining brand and branding is critical. Brand is a complex term. It has been explained by many authors before in different ways. The majority of the definitions share the same ideas which are that a brand is a picture that consumers form in their heads about the company, it is a group of assets that can add or take away value from a business. (Aaker, 1998; Van Ham, 2001) „A brand is more than a product (Aaker, 1998, p. 95)” Brands are significant because they add value for consumers and for businesses as well. For the consumers a strong brand provides a sense of reliability, “we know what we get” this reliability means trust and ultimately can lead to brand loyalty. Which can provide the business a competitive advantage on the market. (Brown, 2022)

For a business, building a strong brand is indispensable, especially in today’s society where social media and the development of the web exposes consumers to new brands every day. If a company wants to stand out from the crowd and noise, it has to have strong unique presence. (Jones, 2019) Most brands, are rather similar in looks, feel and personality despite their efforts to be separated from others. They are mostly lookalikes of each other. (Sharp, 2010) Brand building in the modern environment is a challenging task, that contains many internal and external barriers. However, building a brand is a necessity. Having only a functionally superior product or an innovative idea is not sufficient enough to build a strong brand. Customer perception is the real thing that matters. (Aaker, 1998)

Personality (Arche)types and traits – the Jungian model, MBTI and the Big Five

In his work, *Psychological Types* (1921) Jung aimed to describe how consciousness orients itself to reality. According to him, „most people can be divided into those who spontaneously embrace the world and those whose first impulse is to shy away from direct contact with outer reality” (Odajnyk, 2012: 14).

Jung’s description of personality types is based on this dichotomy (i.e. people naturally approach to the world either by embracing it or by shying away from it). In his study Jung examined the peculiarities of the basic psychological functions (thinking, feeling, sensing, intuition, and rationalism) of extraverted and introverted types (Jung 1974, p. 466). Jung himself also stated in his early work that these types cannot be found as purely as he describes them (“I have no desire to give my readers the impression that these types occur at all frequently in such pure form in actual life” (Jung 2014, p.565)), still his typology can be highly criticised for thinking in dichotomies. In his later works, Jung dismissed the theory that new-borns acquire a certain type of behaviour by learning it, instead, these are innate instincts, physiological triggers that the body perceives. These instincts, orientations can be depicted in human (at personal which rests upon a collective level) unconscious as well, in form of symbolic images, which he calls archetypes. These structural components of the psyche can manifest in different patterns, so although they are not inherited, they have a nature of having the potential to be represented. (Jung 1981, p. 5)

Based on the above, Jung identified and described twelve archetypes on which later brand archetypes were based. The MBTI model (Myers-Briggs Type Indicator) is also based on Jung’s typology, identifying 16 personality types. It is rather controversial and highly criticized because of the rigid dichotomy which oversimplifies human personality and being unreliable (Sipps, Alexander & Friedt 1985).

Another widely used personality trait model is the Big 5 (openness, conscientiousness, extraversion, agreeableness, neuroticism) of which two traits are based on Jung’s extrovert/introvert and feeling/thinking dimensions.

Studies (Haan et al, 1986, Hampson & Goldberg, 2006, Harries et al 2016) have proved that personality traits do not change significantly and human personality changes only gradually, some traits can be relatively stable throughout our lives.

Criticism of Jung and his archetypes.

Jung's theory of archetypes has been criticized from beginning to the present day, his archetypes are so well known and used in many territories of life that it has gotten criticism from multiple fields. (Hogenson, 2019) Most criticism of his time came from other psychologists. One of the loudest voices was Weston La Barre who accused Jung with the false use of symbols, and committing multiple mistakes when building the twelve archetypes. One of which was that he built his model from the characters in folklore and stories which are not organic human beings but rather fictional figures. (Drake, 1967) Archetypes are very ambiguous and based on fictional personas like heroes, villains and other "artificially" written characters. Which means that they only include the surface of a real human personality. (Saurav, 2018)

Most modern critical opinions state that the root of the twelve archetypes is based on roles whose understandings have changed significantly since the formation of the categories by Jung. Which means that they are not unusable only needed to be updated. (Saurav, 2018)

Another issue is that archetypes are only a starting framework. By using only archetypes to determine people's behaviour and building relationships solely according to them might lead to false outcomes in personal and professional aspects of life. (Saurav, 2018)

Most critics call out Jung and the model for the oversimplification of human personality, but to the relation to branding and brand personality the researcher believes that the model is still accurate and sufficient to be able to deduct a connection between human archetypes and the brand archetypes they find appealing.

Understanding the meaning and importance of brand personality

According to Wally Olins "A brand is simply an organisation, or a product, or a service with a personality" To study and grasp the impact and importance of brand personality, the understanding of the meaning brand personality and human personality traits is required first. (Deole, 2016) Individuals' personality traits exact definition go as follows "Human personality should be considered as stable psychological features giving meaning to human actions and experiences (Louis & Lombart, 2010, p. 115)" However the term brand personality has not been accurately defined so far. The phrase has multiple definitions. (Louis & Lombart, 2010) Most of them rather flexible within limits, but they all revolve around the same original definition made by Aaker which states that: "brand personality is defined as the set of human

characteristics associated with a brand”. By anthropomorphizing a brand communication between customers and company becomes easier. (Bairrada, et al., 2018) An emotional bond can be created amongst the brand and its customer, when said customer can relate to certain personality traits. This bond can result in trust and loyalty towards the product, company and brand. (Deole, 2016)

Brands are able to have their own personalities because human beings feel the need to personify objects in order to help their interactions with the intangible world. All contacts, whether direct or indirect, that consumers have with a brand generate and impact the perceptions of the brand personality traits. (Louis & Lombart, 2010)

There are multiple models that distinguish and group people based on personalities, and brands use these groups as well to form their corporate images and characters. Some models use five groups others seven or more, but all of them are alike when it comes to overarching principles. (Kulkarni, et al., 2019) According to literature on personality studies, the most often used and widely accepted theory is called the „Big Five.” Developed by Paul Costa and Robert R. McCrae. (Banerjee, 2016) This theory distinguishes five human personality traits: extraversion, openness, agreeableness, conscientiousness, and neuroticism. (Costa & McCrae, 1990).

- Extraversion is characterized by, high excitement, being optimistic, talkative and an ambitious individual
- Openness is associated with creativity and love towards novelty and aesthetic.
- Agreeableness means warmth and being kind and helpful towards others
- Conscientiousness is basically the dependability, and perseverance of an individual, being trustworthy and trusting in others.
- Neuroticism is a related to of emotional instability and having high anxiety often times., (Costa & McCrae, 1990 Kulkarni, et al., 2019)

Jennifer L. Aaker also produced a model where she came up with five dimensions of personalities based on the “Big five” and related it to brand personality. These were the following: competence, excitement, sincerity, ruggedness and sophistication. (Kulkarni, et al., 2019)

- Competence is the dimension that is associated with being intelligent, reliable and confident in most situations.

- Excitement describes being creative, brave and daring to take risks.
- Sincerity meant being practical, realistic and honest.
- Sophistication is connected to the qualities like, having good looks, being upper class, being dashing and charming.
- While ruggedness meant being rough, tough, manly and durable. (Aaker, 1997)

Both theories are often referenced in modern research papers and are frequently taken as principle when searching for new territories on the field of brand personality, because they have proved that brand personality solely based on consumer personality traits. Which confirms the possibility that an individual chooses brands over others due to their own inner beliefs. (Louis & Lombart, 2010) Knowing and understanding the character types of the “Big Five” can help out a brand in influencing their customers not just to purchase products but to advocate the brand and share their generated content as well. An experimental study made by Kulkarni and his research team (Kulkarni, et al., 2019) concluded that people who had extroversion, openness and experience as their strongest traits were most likely to share viral ads that had informational value and were not capitalizing on emotional appeal.

The reason for this may be the fact that audiences who are open and extrovert are always ready to discover new ideas and innovations and they try to share it with their social groups taking credit for the new find (Kulkarni, et al., 2019). This study proved that marketers should not be solely concerned with demographic segmentation when it comes to advertising and selling, but rather look for more inner characteristic and beliefs. „Understanding the factors shaping brand preference may help marketers frame communication and positioning strategies. One of the key concepts in this context is personality” (Banerje S., 2016, p.1). These days algorithms and programs can build personas from Facebook and other social media profiles with relative ease and group people within the five categories. (Kulkarni, et al., 2019) Creating a strong brand personality and brand archetype is a vital tool that companies can and should use in their design, communication and marketing, Consumers tend to choose brands that have a very strong brand and corporate personality. Which means that by allocating time and effort to build a strong character for the brand can spare companies financial resources on advertising and product development (Banerjee, 2016).

Criticism of the Big five and the “Brand personality theory”

According to the models designed by Aaker and Costa & McCrae, values and preferences are expressed in an individual's personality traits. (Banerjee, 2016) Most papers and researchers accept and build on this theory but there are some authors who argued and criticized the lack of empirical evidence. Matthew Shank and Lynn Langmeyer claimed that the result of their study “indicate a weak relationship between human personality and consumer behaviour.” (Shank & Langmeyer, 1994, p. 157) and suggested that the application of personality traits to create a market segmentation is rather still controversial.

Other writers like Gary Davies, José Rojas-Méndez, Susan Whelan, Melisa Mete, and Theresa Loo based their criticism on the same principle which was once again the lack of empirical proof. They have argued that brand personality is not directly related to human personality traits. The authors have gathered voices and information to claim that Aaker's brand personality spectrum did not fully represent the range of personality types and traits, and that in her assembly, she did not use factors that are only inner attributes but rather looks and appearances. Like ruggedness or being charming or good looking. (Davies, et al., 2017) They also argued that there is not much evidence that supports the theory that human personality is relevant in forming a brand image or that brands have a personality similar to humans at all.

They have challenged Aaker and the Big five and identified “a number of concerns, most notably that the Big 5 human personality framework in itself cannot be regarded as a theory, as it was derived from the data it is supposed to explain and is therefore not independent of what it is meant to explain (Davies, et al., 2017, p. 122)”

Critics have also stated that personality is a more complex way of self and that companies do not possess the complexity to actually have a personality in the eyes of the consumer, and that image and character is rather an artificial construct and not an organic, human personality. (Shank & Langmeyer, 1994) “Signaling theory” was suggested as a more reasonable form to describe relationships between consumers and brands. (Davies, et al., 2017) This hypothesis states that one party, the sender (in this case the company) sends an information and the receiver party (in this case the consumers) interprets in a way. (Connelly, et al. 2011) The company or brand only signals some very specific and well sorted aspects from themselves which they believe will make them success on the market, consumers can use these signals to build their own image and communicate it to others. (Davies, et al., 2017) Image is not organic nor human it is a manufactured, synthetic result formed by professionals, in the heads of the general public. (Shank & Langmeyer, 1994)

Apart from the technical argument of signal sending vs personality building. All papers and authors agree on the topic that consumers do not chose brands merely for their functional offerings. Brands allow customers to show their identities (Banerjee, 2016) patrons have deep emotional relationships with their brands, and look at them as living breathing entities. (Gouda, 2016) It is safe and reasonable to state that most customers prefer products that are in line with their own inner beliefs / personality, or in other words that „consumer’s brand preference is consistent with the consumer’s personality. (Banerjee, 2016, p.1) It is also well established by both supporters and critics that brand personality or „signaling” influences purchase intention and perception of products and companies. And people are confident to build personalities with brands and products. (Shank & Langmeyer, 1994; Wijaya, 2013)

Since all models are based on simplifying the subject they aim to describe, Jung’s archetypes can serve as a good starting point for investigating the connection between human personality and the brand they are attracted to.

Brand Archetypes - the twelve character types based on Carl Jung’s typology

Marketers and designers are constantly working on developing brand archetypes and shaping and improving existing organizational personalities. (Banerjee, 2016) A brand archetype is the personification and placement of the brand within the twelve persona groups created by psychiatric Carl Jung. (Yuan, 2022) Author Carol S. Pearson also came up with a unique take on the twelve Jungian archetypes in her book *Awakening the Hero's Within*. She wrote about the twelve heroic archetypes that are constantly reappearing in myths, stories, fairy tales and religion. Person’s system has been adapted and utilized in a wide range of fields including marketing, graphic design, storytelling and game development. (Bretous, 2021)

Each Archetype is rather complex and is constructed from the following checkpoints:

- having a goal,
- a fear,
- a problem,
- a given way they respond to a task and
- a gift / virtue (Pearson, 2015)

The twelve archetype and their attributes go as follows:

The **innocent's or "child's"** goal is to remain in safety, it has a fear of abandonment and an awe of the world, when faced with a problem it denies to seek help. (Pearson, 2015) It shies away from anything that is painful or can cause suffering, it is considered pure, happy and optimistic. (Owings, 2020) Brands that are targeted towards kids can be placed in this archetype like Nickelodeon (Bretous, 2021)

The **hero or warrior** always seeks to show off its competence and strength. (Owings, 2020) Its goal is to always win and it is mostly afraid of feeling or showing weakness. It never backs down from a challenge and is gifted with courage and honesty, this type is very common for sporting brands like Nike (Bretous, 2021)

The **creator or artist** always likes to keep busy and think outside of the box, it always has multiple projects in the works, and its main goal is to create something new and fresh. (Yuan, 2022) Tony Stark from Iron Man (Owings, 2020) Steve Jobs from Apple (Wijaya, 2013) and Elon musk from Tesla are grate examples of creators.

The **magician or wizard** seeks power and knowledge. It believes that anything is possible, (Bretous, 2021) it has a tendency towards manipulation and is not shy to deceive others to get its ways, also it can act as a teacher, and guide others to achieve their goals. (Yuan, 2022) Entertainment and beauty brands like Netflix, MAC and Marie Clair are often times considered as this archetype. (thehartford.com, 2022)

The **Sage** lives for the truth and for the pursuit of knowledge. Its weakness is fear and deception and it is gifted with wisdom and nonattachment. (Pearson, 2015) Companies with focus towards education, are known to act like a sage for example: Coursera, BBC and Discovery (Bretous, 2021)

The **explorer or seeker** has the goal to find fulfilment and new experiences. It is relentless, ambitious and adventurous. (thehartford.com, 2022) It fears conformity the mainstream and being trapped in society (Pearson, 2015) Examples include, Red Bull, Jeep and other outdoor and adventure brands (Bretous, 2021; thehartford.com, 2022)

The **lover** longs for intimacy and places senses in the main focus. (Bretous, 2021) It fears being alone and would rather risk losing its identity than its loved one. (Owings, 2020) Popular lover archetypes can be observed in brands like chocolate, wine, fragrance, and cosmetics which promote indulgence. (Bretous, 2021)

The **ruler's** main goal is to implement order in the world, it is always after responsibility and the need to control its and others lives. (Yuan, 2022) Its greatest fear is being dethroned. It has

power and status. This archetype is often found in luxury car brands like Mercedes Benz or BMW. (Bretous, 2021; thehartford.com, 2022)

The **rebel or outlaw** (destroyer), craves freedom, liberty and to destroy mediocrity. Its motto is that “rules are meant to be broken” (Horgen, 2016) It seeks power but only until it has enough to make a change, it places focus on disruption of standards (Bretous, 2021) Apple started out as a pure perfect outlaw archetype, until it turned into a creator. (Dvornechcuck, 2022)

The **jester’s or fool’s** primary goal is enjoyment, it fears non-aliveness, and when facing with a problem its solution is to play tricks, fool around and trust fate. (Pearson, 2015) Jesters live every moment to its full potential and this skill lets them to pay attention to detail that others might miss. (Owings, 2020) In term of brands they enjoy giving customers a good time and be spontaneous famous examples are IKEA and Ben & Jerry’s. (thehartford.com M., 2022)

The **Caregiver** protects others, it offers assistance and help for whom ever seeks it. It is known from its generosity. It seeks altruism and self-sacrifice. (Yuan, 2022) Non-profit organizations and sustainable green brands like Vetta, Pact and WWF are considered this type. (thegoodtrade.com, 2022)

The **everyman or orphan** pines for belonging to somewhere or someone. its fear is standing out from others and from the order of the world, it does not want to make change, its aim is just to stay alive. (Owings, 2020) In branding this archetype is used for a wide variety of companies mostly that offer a wide range of activities / products like eBay and Home Depot. (thegoodtrade.com, 2022)

Brand archetypes are the most important part of brand personality, they provide an intuitive language that describe the brand’s essence. They also help to identify the brands relationship with consumers. The consumer does not have to be consciously aware of the archetype to get a psychological connection with it. The personification of a brand according to one of the twelve categories described above is one of the most persuasive tools in the process of building a legendary and meaningful brand. (Siraj & Kumari 2011)

Brand archetypes can be applied for companies, brands and even for celebrities or famous CEOs. (Horgen, 2016) Both the corporate personality of the organization and the separate individual personality of a brand / product can influence a customer and these two can be different but also need to be in harmony with each other, since both can influence the consumers brand preference. When consumers get exposed to advertisements focusing on the organization and a different ad spotlighting the product personality, both commercials have a high probability to influence the image they build of the company. (Banerjee, 2016)

Apple the giant tech enterprise is a good example for this “harmonic difference”. Apple had established its presence as a powerful outlaw archetype with its world famous 1984 Super Bowl ad. (Dvornechcuck, 2022) Their outlaw motto was that “rules are made to be broken,” which expressed the company’s core belief and desire to rebel against mediocrity and overthrow everything that is not working. (Bretous, 2021) This archetype was closely related to the founder and CEO Steve Jobs himself who was banished and then later returned and saved the company with his revolutionary ideas. Jobs himself was the embodiment of the company’s outlaw feel, with his turtleneck and jeans and rebellious behaviour. (Horgen, 2016) While his products had a more calm, elegant and fun image. The combination of the two provided Apple’s personality, which is described as non-corporate, artistic, sophisticated, creative, someone who thinks different. (Dvornechcuck, 2022)

Individual brand personality and corporate personality are also significant. Which means that consumers don’t separate product from brand and brand from company when making a purchase decision. Instead of compartmentalizing the brands’ the corporate and their own personalities they merge them all into one. (Banerjee, 2016)

Luxury brands - the field that capitalizes the most on brand personality

Luxury products are getting more and more recognition amongst people (specially youngsters) since society is rapidly moving towards increasing personal wealth and income, being rich or well off can be a favourable status to be in, and people like to show their uniqueness, financial position, and career progress to the world. (Bairrada, et al., 2018; Monfared, et al., 2020) The precise definition of “luxury product” or just “luxury” on its own cannot be found, researchers were not able to provide a clear, exact definition for it. “The use of the term luxury products can have an external source (wealth or social status) or an internal source (quality or self-esteem) (Monfared, et al., 2020, p.128) „ A common ground in definitions is that luxury goods are not a necessity, they are highly desired and the demand for them increases parallel to consumers’ wealth. Items can be electronic goods as computers and smartphones, high-end auto mobiles, yachts, clothing and jewellery. (Kenton, 2021)

Consumers’ personality is mostly affected by high end luxury products. (Monfared, et al., 2020) In the day-to-day life brands and companies are constantly need to fight for attention

and endorsement. Creating an emotional bond between their product and the crowd is the key in modern brand marketing. (Bairrada, et al., 2018) Multiple research teams in multiple countries have examined the field of luxury products. And the results showed notable similarities: Luxury fashion brands target market includes people in the age group 18-28. (Kashif, et al., 2021) Youngsters tend to purchase luxury fashion brands with larger significance than other age groups, (Monfared, et al., 2020) since they are more likely to be open for new experiences, feel the need to show status to others, and be more fashion-conscious. (Kashif, et al., 2021) Social studies have also proved that young adults are still more perceptible to influence than older generations and they strive more for self-expression and uniqueness (Knoll, et al., 2017)

Self-expression is the most important factor to take into consideration when looking at consumer needs. It can be divided into two parts, The first one is called the inner self and the second one is the social “outer” self. The inner self focuses on perceiving whether the product / brand is representing the individuals’ personality or not, while the social self, concerns about whether the product will enhance image amongst peers and members of social groups (Kashif, et al., 2021) When looking at the Indian luxury car market, corporate identity, brand personality and consumer personality have to be in line to develop satisfaction for both inner and social self. Consumers purchase luxury vehicles not solely for their functionality but also for their looks and feel. Individuals like to show who they are to the rest of the world. (Banerjee, 2016) „The strong motivations for buying luxury products include: making pleasure for the person, being a symbol of success, gaining social prestige, portraying the desired image, demonstrating the financial ability to buy expensive products and meeting psychological needs such as trust, friendship and emotion. (Monfared, et al., 2020, p.129) „

The possession of a luxury brand can cause positive emotions in the owners’ head towards the brand. This happens when the individual experiences a boosted social status from consuming the brand, they want to impress their external environment with their purchase and if they feel that they were successful that triggers the positive emotional response. (Kashif, et al., 2021) brand image also determines the feel of quality in consumers. A positive brand image can help companies to showcase their products as high quality. Consumers form positive ideas and relations towards companies and their idea of quality and innovation stays the same even if the company gets surpassed in any of these attributes by competitors. (Wijaya 2013)

When it comes to marketing of fashion brands the personality trait uniqueness is vital to take into consideration. This is the trait that „forces” people to express their need to be seen and be celebrated in society. These consumers are the one who choose unique, one of a kind, limited-edition dresses, phones and custom-made cars. (Monfared, et al., 2020) A powerful Consumer- brand link is of utmost importance for fashion marketers (mostly on the high-end luxury part of the spectrum). The development and nurturing of this relationship is one of the most demanding part of fashion marketing, because the customers seek individuality and exclusivity but also expect a certain familiar look with luxury clothing. (Kashif, et al., 2021) Marketing experts on the fashion field should use this uniqueness factor and monitor the customers personalities and desires as frequently as possible to be able to predict and deliver the best most desired luxury products. (Mulyanegara & Tsarenko, 2008) The study conducted by Monfared and his team suggests that people who purchase luxury products generally have fewer money problems, so they have the resources to care about their inner needs more freely without restrictions. Brands that showcase a high self-expressiveness potential in image and in design are the ones that are preferred by patrons. “In other words, consumers with the need for uniqueness are looking for unique and specific designs to show everyone their true identity without fear of being disapproved or ridiculed. (Monfared, et al., 2020, p. 142)”

The majority of papers and researches conducted on the field of brand personality are concerned with luxury goods. According to the researcher’s best knowledge FMCG goods and other affordable products are not well discussed and examined. This paper will try to fill that gap on the field by looking at lower-priced brands and products as well, from their brand image and personality point. According to one paper found in this field: Personality can play a huge role not only at luxury goods but on more reasonable purchases as well, like coffee. Even coffee shop managers should study and focus on personality traits to be able to create a brand image that is in line with its target audiences. Coffee is not a necessity, that means when choosing a coffee shops consumers don’t just look for the need to fulfil their craving, they also look for the atmosphere, the logo, the design of the cups, the whole aesthetic and feel in a package. (Kim, et al. 2017)

A complicated relationship with brands I - brand Loyalty and brand love

Relationship marketing as a subject of brand loyalty and love gained popularity in recent years (Le, 2020) “Brand loyalty represents the positive emotional association consumers

attach to a specific product or a brand. (Palko, 2021)” It has two aspects, attitudinal and behavioural loyalty. It entails the action of purchasing and repurchasing from the same brand and company over time, the willingness to pay for overpriced products, and the complete and utter refusal of switching brands. Brand loyalty will ultimately result in brand love. Loyalty turned into love, motivates customers to advocate the brand and protect it from outside attacks. (Le, 2020)

According to Aaker brand love is the anthropomorphism of a romantic human relationships, just like a brand archetype is an anthropomorphism of a human personality. The relationship between brand love and brand personality is strong. Consumers fell in love with the emotional aspect of the brand, not with the exact benefits or functions. (Aaker, 1997) By creating a lovable brand marketers can gain much more than just selling more products, research has found that people tend to trust brands who they feel connected to, more with their personal data, and are willing to give out information more freely. “Respondents who perceive human characteristics in their clothing brands more readily share their personal information when a clothing brand requests it. (Bairrada, et al., 2018, p. 41)”

The ability for self-expression and attraction contributes towards brand love in a larger significance than quality, functionality, or user experience. To achieve brand loyalty and love companies should strengthen their symbolism and identity by placing emphasis on the construction of well-built archetypes and visual elements such as logo, packaging, name, typography. (Kashif, et al., 2021)

Consumers are also more forgiving for brands if they mess up “within character” A famous example is Apple which had two major scandals until 2018. The first one was child labour and human rights violation, and the second one was a technical glitch in their map application. Despite the former being a more ethically unacceptable, the public were more concerned about the latter (Hassey, 2018) since Apple is known to be a “bad guy” but not a sloppy one.

Celebrity endorsements has been confirmed to result in better ratings when it comes to advertisement also it helps customers to get to know the brand better which can ultimately lead to brand loyalty and brand love. (Löfgren & Li 2010) Celebrity endorsement means the act when a brand soaks up the personality of a someone famous. Individuals in the public strive to become the heroes or villains they see in celebrities, they try to dress, act and be similar or the

same in some parts of their lives. Companies have been utilizing this relationship by getting celebrities to advocate their brands using their charisma, charm, and looks to influence customers. (Arora, et al., 2020) Through celebrity endorsement brands can highlight their image, style and show and communicate their values and personality to the consumers. (Kashif, et al., 2021)

Celebrities are considered human brands since in many cases their archetypes are manufactured as well. Oftentimes the general public does not really know the celebrity itself but rather their character portrayed in movies, which are built for certain roles by writers. The relationship between brand and celebrity needs to be in harmony, marketing experts should find celebrity archetypes that match their brand's. If these two are not in congruency the brand may lose customer loyalty and miss out on brand love. (Arora, et al., 2020)

A complicated relationship with brands II - brand jealousy and brand hate

The possession of a luxury brand can cause positive emotions in the owners' head towards the brand. This happens when the individual experiences a boosted social status from consuming the brand, they want to impress their external environment with their purchase and if they feel that they were successful, that triggers the positive emotional response. But this can work the other way as well. When a brand does not provide the desired boost or expectations, negative feelings can arise. These negative emotions are the ones referred to as brand hate. (Kashif, et al., 2021)

Brand love describes the phenomenon that consumers experience a romantic relationship with brands to an extent of possession and dispossession. They spend a significant amount of time obtaining certain products (mostly luxury items like expensive phones, electronic equipment, cars, clothing or jewellery / watches) as a result of their hard work they expect exclusivity and can experience jealousy when others in their social circle own the same products. Especially someone who they feel dreadful for. (Kashif, et al., 2021) Individuals want to stand out, so they can show their identity to the world. This is mostly true for the ones who tend to purchase luxury goods which are an expression of their individualism and social stand. (Monfared, et al., 2020) If they see their social group own the same product or a product from the same brand just in a cheaper less exclusive form, they could experience brand jealousy which could lead to brand hate and ultimately brand suffering. And spreading NWOM (negative word of mouth).

Anti-brand communities are used for expressing and sharing negative emotions and feelings towards brands. The reasons for joining an anti-brand community include high level of negativity and hate within the consumers. (Brandão & Popoli, 2021) If consumers passionately hate a brand or a product, they will speak up about it actively within their social groups or on forums on the web or social media, this can happen even to luxury fashion brands despite their efforts of influencing the customers in a positive way. (Kashif, et al., 2021) In anti-brand communities the common grounds that were judged were, social responsibility issues, overall company behaviours, human rights issues, poor product quality, (Brandão & Popoli, 2021) but even new slightly redesigned images and logos were enough for hate to generate. (Shah, 2020) Hate is the basis on which the anti-brand communities are founded and it is the key factor that drives consumers into joining the community. The hate groups targeted towards large brands like Apple and McDonalds were the most active, research showed that the main incentive of joining one of these anti-brand communities were negative purchasing experience in the past. (Brandão & Popoli, 2021)

A strong and relatable brand archetype can mitigate the damage that brand hate can cause, even if an individual is dissatisfied with some aspects of the purchased product. Still in the eyes of its social group he has an elevated status due to the ownership of said (luxury) product and feels connected to the brand emotionally. This could mean that “the consumers while hating the brand can still feel that a brand is offering functional value (Kashif, et al., 2021, p. 630)”

Research Methodology

Secondary research

As mentioned in the introduction the secondary research was concerned about branding, brand personality, brand identity, and brand image. By examining it from multiple angles (marketing, graphic design and a bit of psychology) the paper can provide a full understanding and view of the topic brand personality and the tools that corporations and brands use to influence their consumers.

Primary research

A standardized questionnaire was created that was aimed for the general public. The online questioner was available in the Summer of 2022 and focused on two main topics. **The**

first one was finding out the consumers perceived personality based on the twelve Jungian archetypes. It must be noted that the questionnaire asked were not the original 72 that is the most capable to help categorize people according to the twelve groups, since this paper is discussing the relationship between the brands people like / use / want and their image they like to show to the public, the questionnaire built by the researcher was only concerned about the participants perceived personality (the image they think of themselves / they would like others to see it as well.) The respondents were asked to pick one from twelve descriptions that describe them the most. The twelve descriptions were written based on the mix of the real archetype test made by Jung and Pearson:

1. I am a rule breaker, a maverick, and a reformer. who likes bending the rules and disrupting the status quo.
2. I don't shy away from deception to get my way and feel like nothing is impossible.
3. I am fearless, courageous, but also, goal oriented and willing to take risks to do what needs to be done.
4. I like to build meaningful relationships and feel loving towards people in general
5. Others see me as fun, when life gets dull, I like to shake things up and make people laugh.
6. I am friendly, helpful, respectful, and just a regular genuine person. who doesn't like standing out from the crowd.
7. I put the needs of others before my own, giving makes me happier than receiving.
8. People look to me for direction, I prefer to be in charge and doesn't like to be outdone.
9. I like to think outside of the box, and turning my dreams into realities, I always have multiple projects in the works.
10. I believe in goodness, and assume that people I meet are trustworthy, I'd like to make the world a better place.
11. I live for the truth and the pursuit of knowledge by collect information objectively without making judgments.
12. I am relentless, ambitious and adventurous, I like to experience new things. And feel at home in the wilderness and nature.

After the first round they were asked to pick a second description that suited them the second best, since the biggest criticism of Jung was that personalities are more complex than just one category. At the second round the option "Nothing else describes me." was also provided for those who did not find anything else that suited them.

The second part of the survey was asking participants about the businesses and brands they identify with / love the most. This love could be towards the taste, feel, advertisements campaign, social media presence, brand identity, other forms of communication, or even the behaviour of the CEOs. As mentioned in the literature review all aspects of a business come together as one in the heads of the consumers to form the personality that they will eventually might love. The questionnaire presented 60 brands altogether, five from each of the twelve archetypes to be able to get an accurate estimate, which consumer archetypes prefer which brands the most, and are the brands' archetypes in line with their consumers, and if so in what proportion.

The participants could choose from the 60 brands as much as they preferred. The brands were a mix of all fields including, cars and vehicles, clothing and fashion, FMCG, fast-food, etc. Also, they were a mix from all price ranges from luxury goods like Rolex to the cheapest energy drinks or snacks like Monster or m&m's. With this mix the results will be able to identify which categories are the most influential ones and also whether price has anything to do with being attracted to a brand's personality or the same attraction and identification can be found in more affordable products and brands as well.

One last issue that needs to be mentioned, that the sampling was not representative. The responders were mostly college-students (age 19-25) in Business Schools or other universities studying law, politics, etc. The questionnaire did not include any demographic separation since according to Jung, people's personality or the way they see themselves does not change neither with age nor with education or wealth.

134 responses were given for the questions and the result will be analysed in the next section with the help of google forms analytics and excel. The results will present all the brands selected broken down to each archetype and also at the end the list of brands that people picked the most regardless of their archetype. In the upcoming parts the results will be assessed and the research questions will be answered.

Research Results

The first sections aim was to identify the respondents' perceived personality and group them into one of the twelve archetype groups.

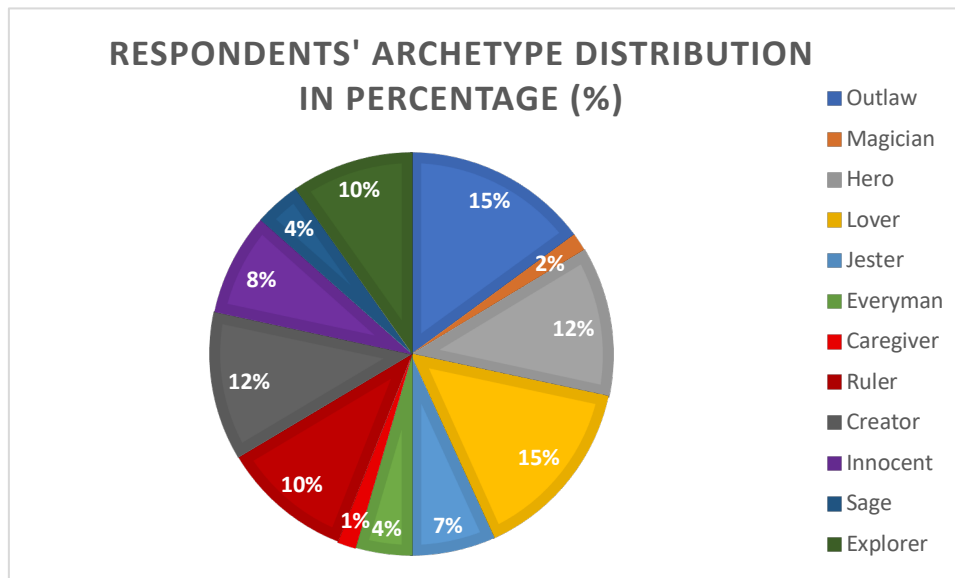


Figure Nr. 1. Personality distribution,

From the 134 responders the distribution was quite uniform (Fig.1). The most “popular” archetype was Lover and Outlaw with 15-15% while the least selected was Caregiver and Magician with only 1,5%.

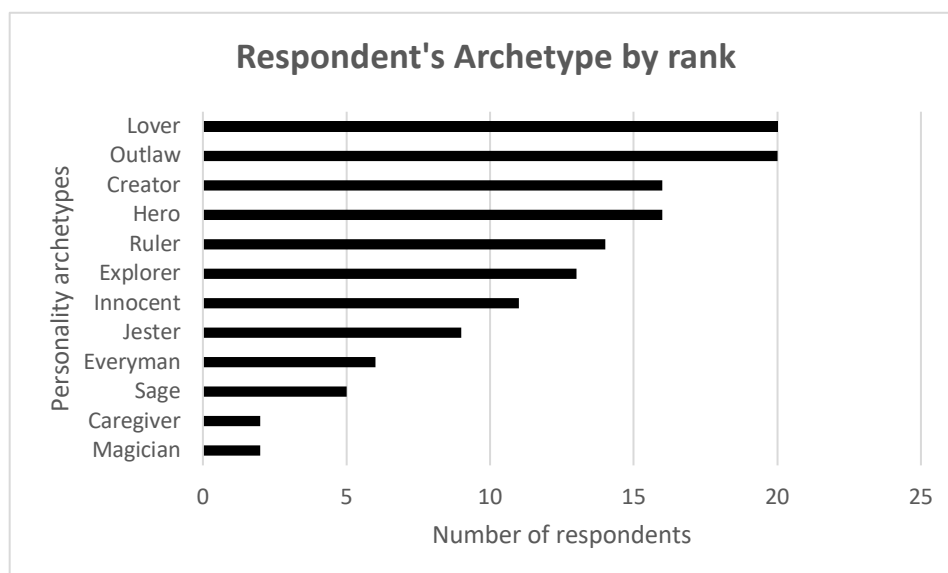


Figure Nr. 2. Personality distribution

Lover and Outlaw were both picked 20-20 times while Caregiver and Magician only twice (Fig.2). The upcoming pages will showcase the brand preference distribution of each

archetype. The number of selected brands have been added within their respected categories (all five outlaw brands will count as one towards the “Outlaw brand category”) in order to be able to observe the parallel between the human archetype and its representation in the selected brands. Also, each secondary archetype frequency will be displayed under the primary archetype category.

Outlaw

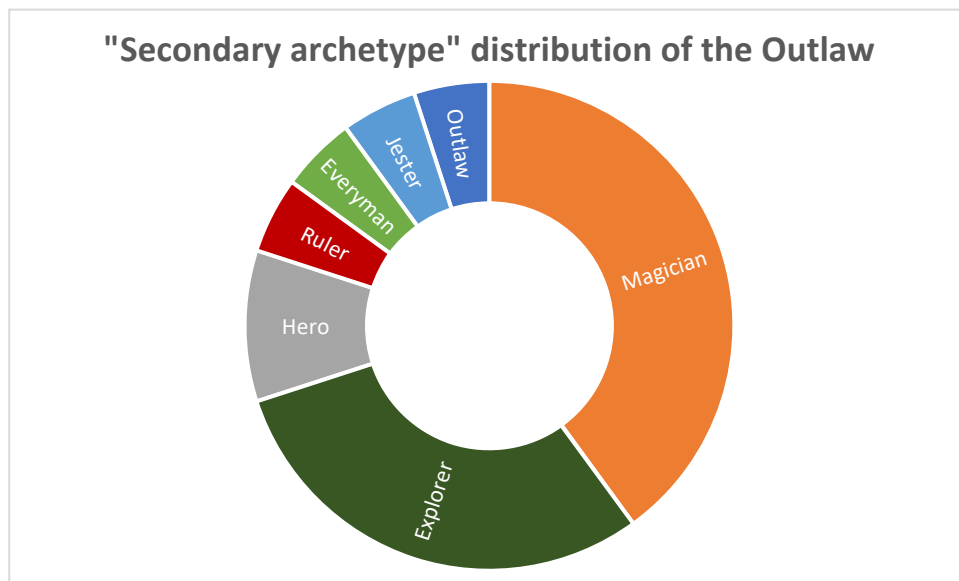


Figure Nr. 3. Personality distribution of outlaw

Within the outlaw category 175 brands were selected altogether. From that 175 the 49 were the Outlaw personality. The brands were Netflix, Harley-Davidson, Virgin, Binace, Diesel. Despite the Outlaws' secondary personality majority being the Magician, the brand

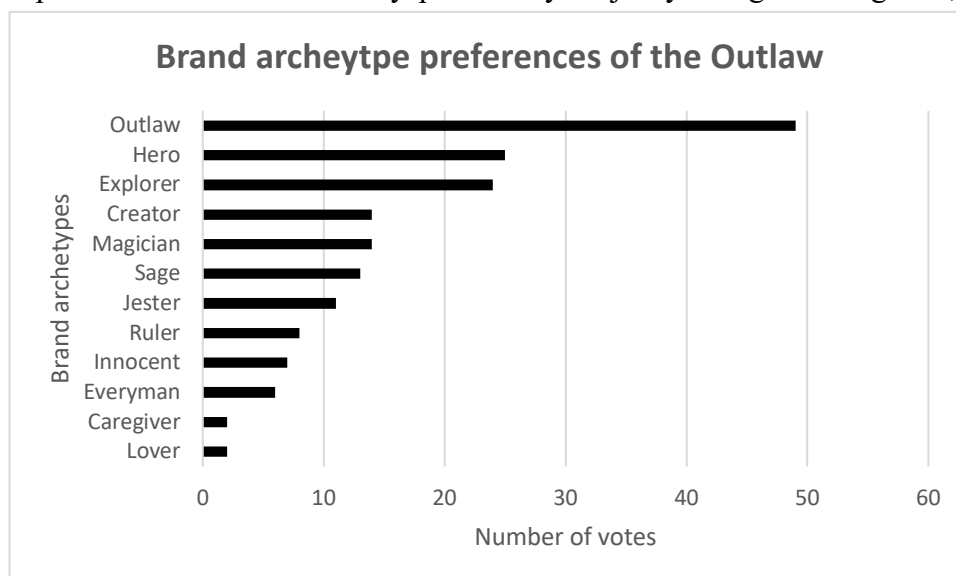


Figure Nr. 4. Brand archetype preferences of the Outlaw

preferences did not represent this position. In *Figure Nr. 4* the ranking of the selected brands' archetypes can be observed, and it is clear that the Magician is only in the upper middle. Explorer ranked in the top 3 both in secondary personality and in brands, so it can be stated that the Outlaws' other archetype the Explorer is also represented in their brand choices.

The most liked brand in this category was Harley Davidson with 11 votes while the other archetype suited ones were just one below with 10, Virgin being the lowest within the category with 8. (The number of votes for the specific brands can be seen in the Annexes.) Based on these findings the paper can state that in the Outlaw archetype a clear connection can be observed between the people and the brands they consume.

Magician

Magician was the least selected as a primary archetype, it only happened twice from the 134, so the sample size is not large enough to be able to make any conclusions (Fig.5). That being said a brief look at the Magician shows that the secondary archetypes were. Outlaw and Explorer 1-1 votes.

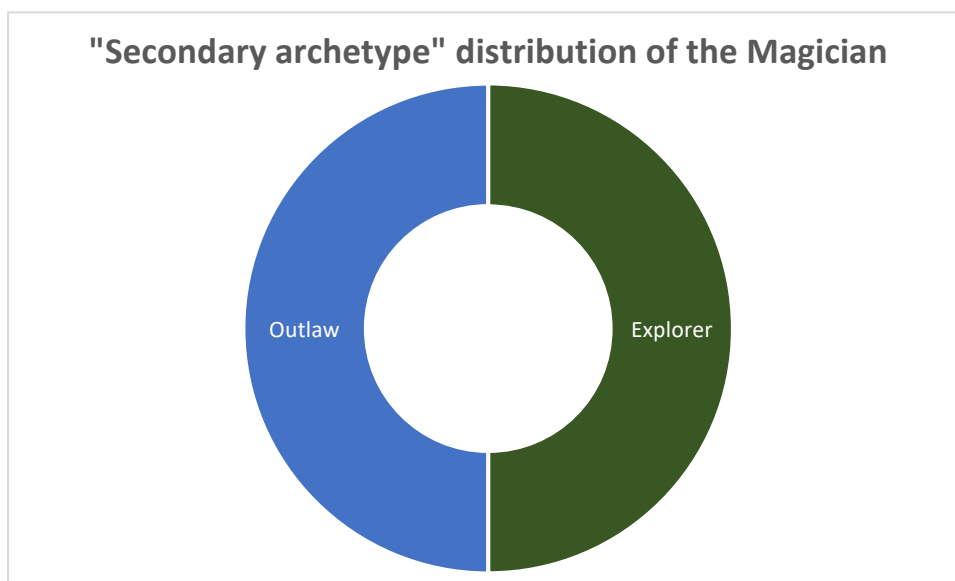
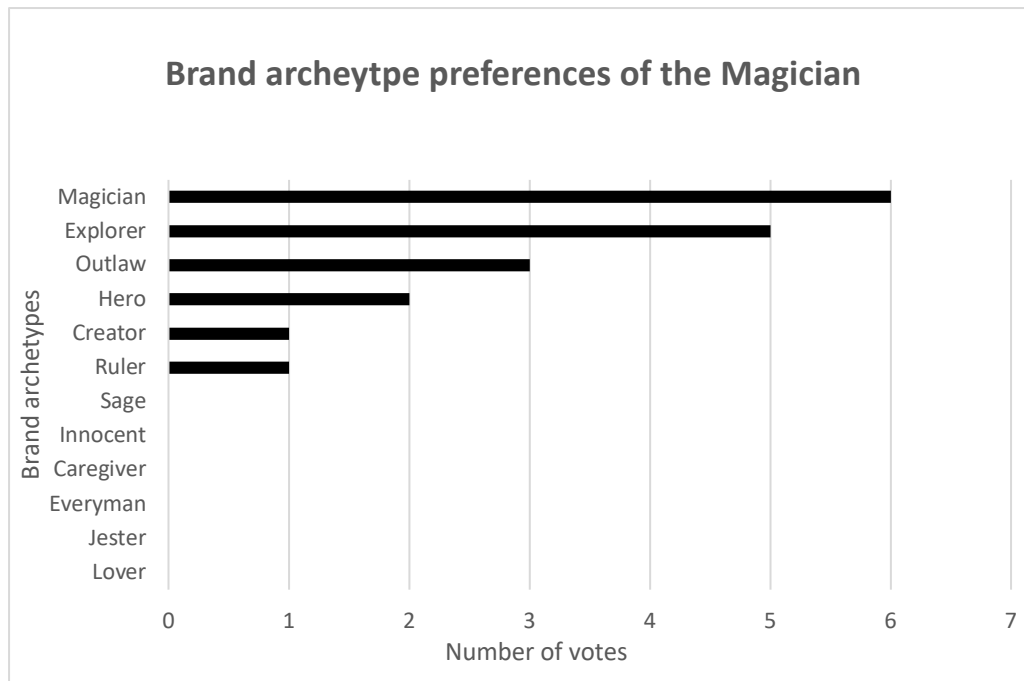


Figure Nr. 5. Personality distribution of Magician

The magician Archetype ranked at the top with Explorer but since only two



respondents picked this class with 18 brands selected altogether this can be a coincidence rather than a statistical answer (Fig.6).

Hero

In the Hero category the parallel between the consumers and the brands is truly significant. The secondary archetype was Creator, and from the 173 brands 51 were distributed between the 5 Heroes (Nike, Adidas, BMW, Marvel, Sncikers) and 29 were Creators.

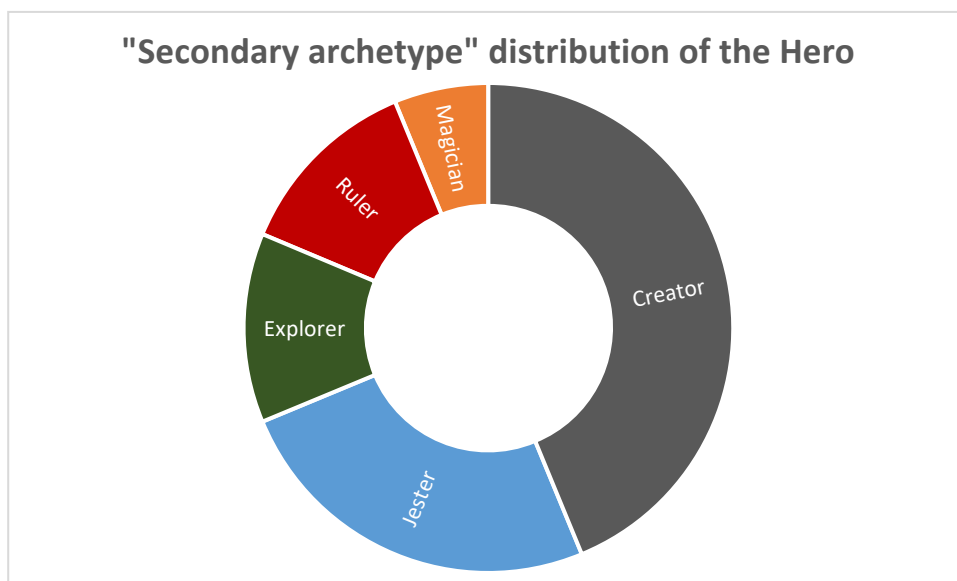


Figure Nr. 7. Personality distribution of Hero

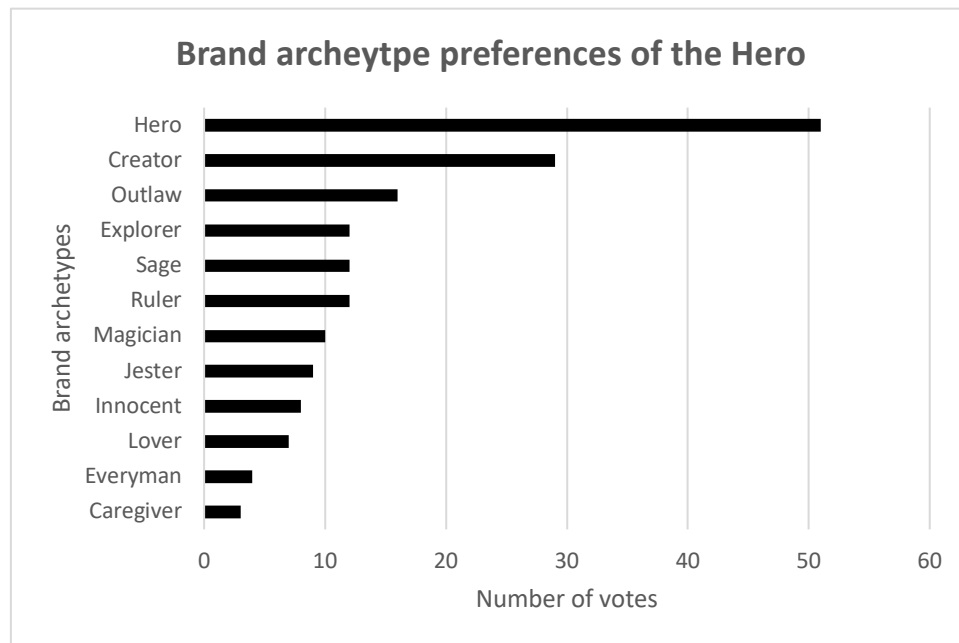


Figure Nr. 8. Brand archetype preferences of the Hero

In Figure Nr. 8 it is clearly shown that the “Hero brands” are way ahead of the rest and even Creator has a rather notable difference from the 3rd brand (Outlaw). Amongst the heroic personality brands Nike was picked 14 times, Marvel 13, BMW 11, Adidas 7 and Snickers 6. Which shows that despite more expensive sports brands or car brands are more influential, even Snickers the chocolate bar shows the archetypical similarities between consumer and brand.

Lover

Lover was an archetype where the secondary ones were rather diverse. From the 20 responders who picked Lover as the primary archetype 8 picked Everyman, 5 Sage, 4, caregiver and the rest was divided between Creator, Ruler and Hero (as it is shown in Figure Nr 9).

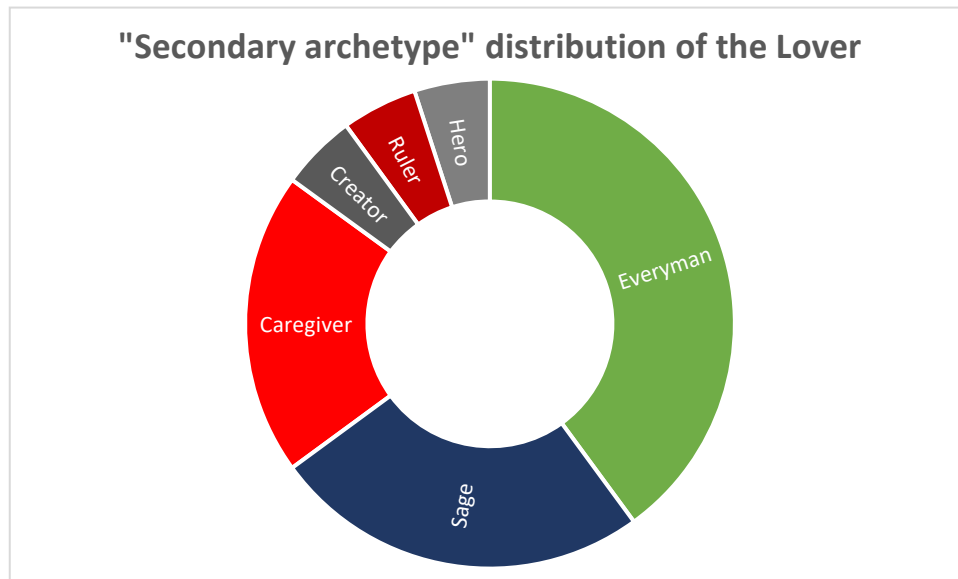


Figure Nr. 9. Personality distribution of Lover

This diversity is shown amongst the selected brands as well. From 189 votes only 37 were Lover which is just under 20% (Fig. 9). Innocent and Caregiver were close with 32 and 29 votes respectively. Lover still leads the board but only by 5 votes. Which at this sample space can be a coincidence. Still the same characteristics can be observed if the three top categories are grouped. (Lover, Innocent and Caregiver) The added votes are equal to 93 which is almost the 50% of the votes. The brands most picked by Lovers were Nescafé (11 votes), Ferrero (9) and Häagen-Dazs (8). Since all of these are Lover brands. The data can confirm that even the Lover archetype brands might not represent their consumers the most, still there is a notable connection (Fig.10).

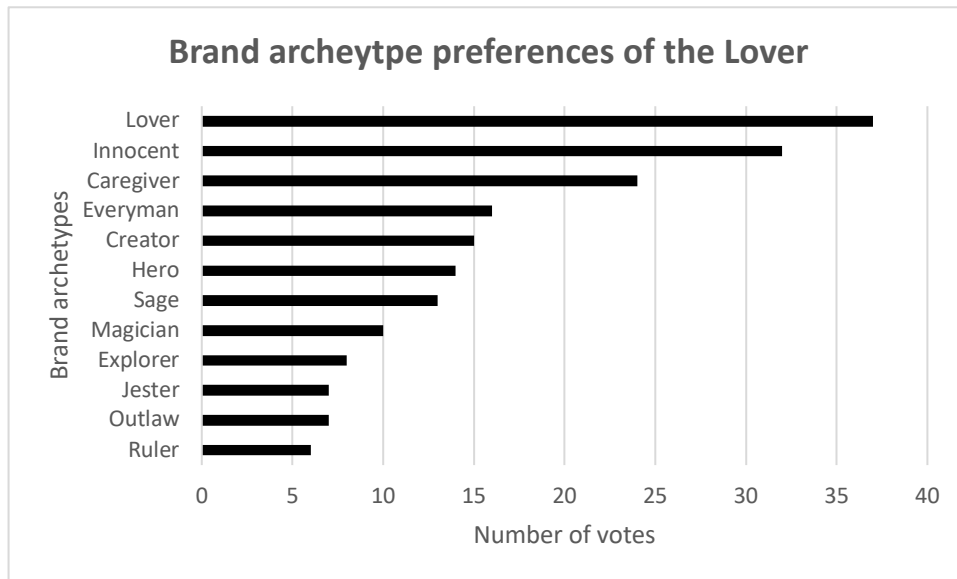


Figure Nr. 10. Brand archetype preferences of the Lover

Jester

The Jester archetype did not show the same signs as the others mentioned before. 9 respondents picked Jester and the sum of these 9 only voted 15 times to Jester brands from the 89 brands they have picked. Hero was selected 22 times and Creator 12. As shown in *Figure Nr. 11* the Jester's secondary archetype is not exact. From the nine people an exact majority cannot be drawn. Everyman, Lover and Hero were all picked twice.

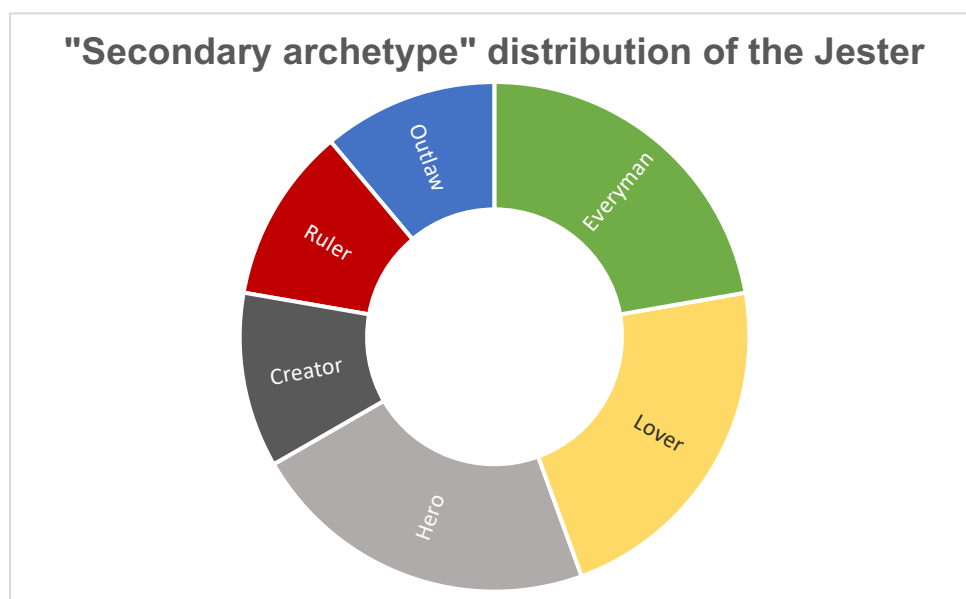


Figure Nr. 11. Personality distribution of Jester

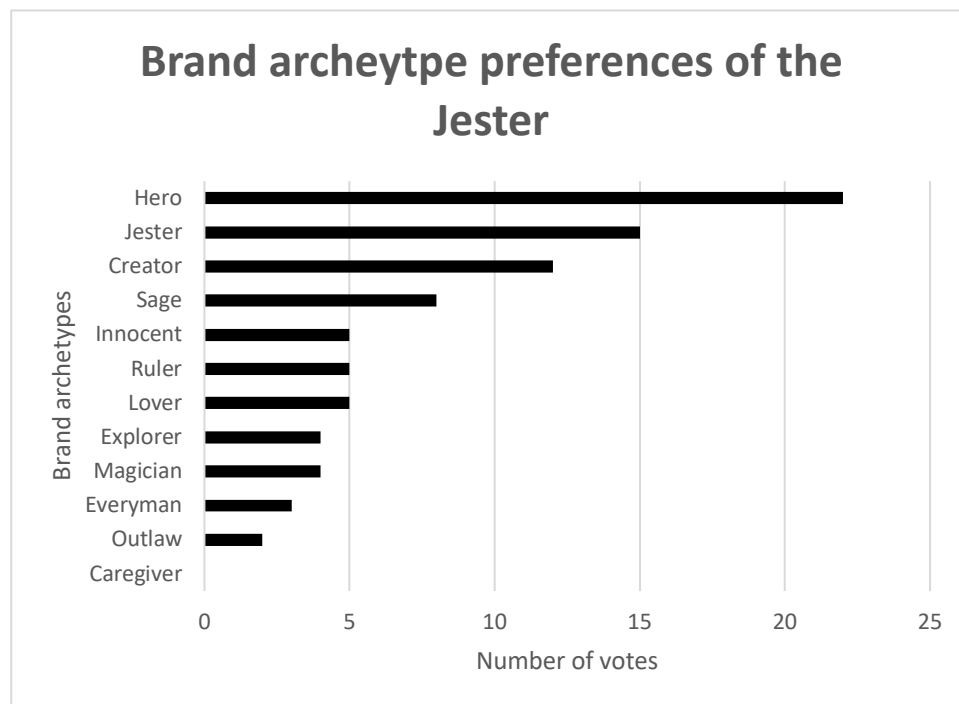


Figure Nr. 12. Brand archetype preferences of the Jester

The parallel between Jester's and their personality is not significant or rather almost non-existent (Fig. 12). The Jester brands that were showcased were: Old Spice, Monster, m&m's, Dollar Shave Club and Alza. Neither of these are luxury or high-end brands. Based on secondary research the personality alignment between brand and its consumer is mostly common in luxury brands, so the lack of similarities in Jester and their preferred brands and the lack of Luxury Jester brands can be a concurrence. However, Jester was at the second place of the rankings within its category which could mean that there is a connection between these brands and their patrons just not as significant as with other luxury brands.

Everyman

Everyman is the archetype that theoretically can suit everybody. The results somewhat proved this. From the 6 people who picked Everyman all the six picked something different for their supplementary archetype (Fig. 13). Caregiver, Outlaw and Ruler were both selected equal times and they are rather different when it comes to personalities and values. Also, this is the category where its own archetype (the Everyman) scored the lowest. It did not even make it into the top 4. The votes were the closest to each other in this category the least picked one was

0 with Jester and the most picked one was only 10 which was Creator. So, the range of the category votes is only 10.

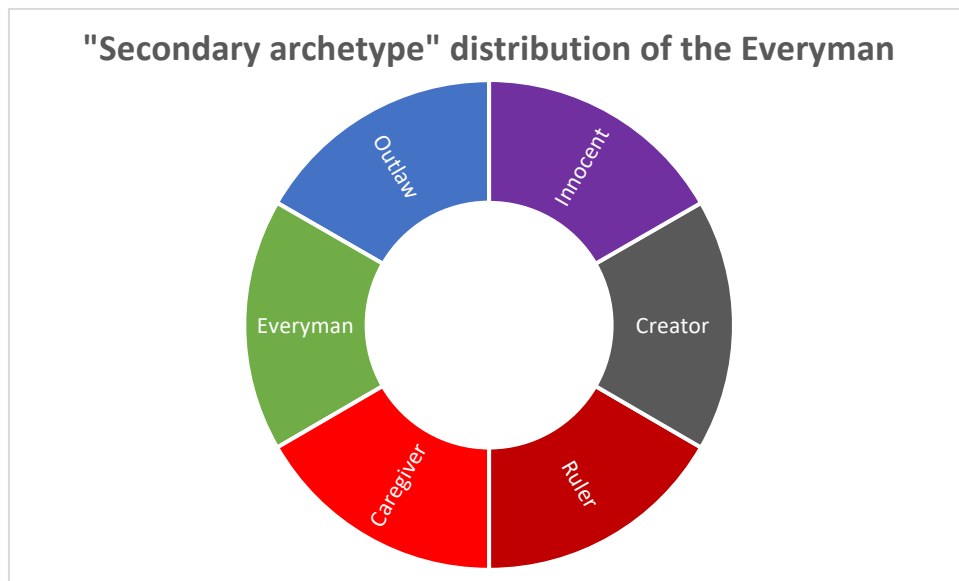


Figure Nr. 13. Personality distribution of Everyman

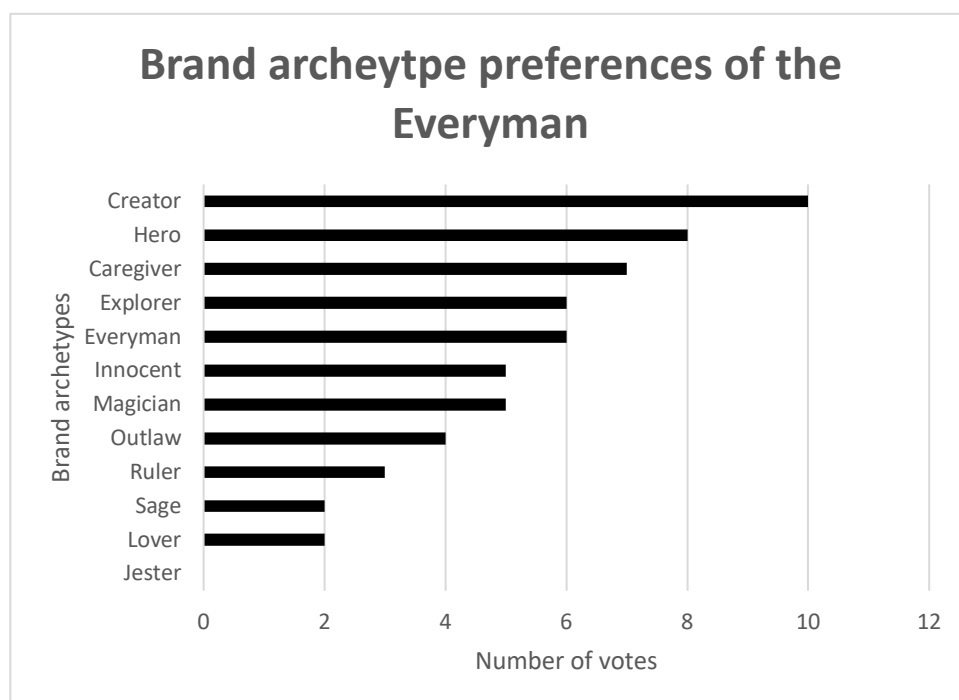


Figure Nr. 14. Brand archetype preferences of the Everyman

Everyman brands were: IKEA, Amazon, Facebook, Praktiker and Levi's and they were selected only 6 times altogether from the 58 total votes. Which is just slightly over 10%. This and the small range between the most and least selected archetype could mean that Everyman type people do not really have a strong connection towards brands.

Caregiver

Caregiver was only selected by two participants as a “primary personality” which means that unfortunately the sample space once again is not large enough to be able to make a solid conclusion. Despite the small sample space, it is worth noting that Caregiver brands were selected 7 times out of 17 total which is over 41% (Fig.14). But this once again can be a coincidence due to the small number of responses.

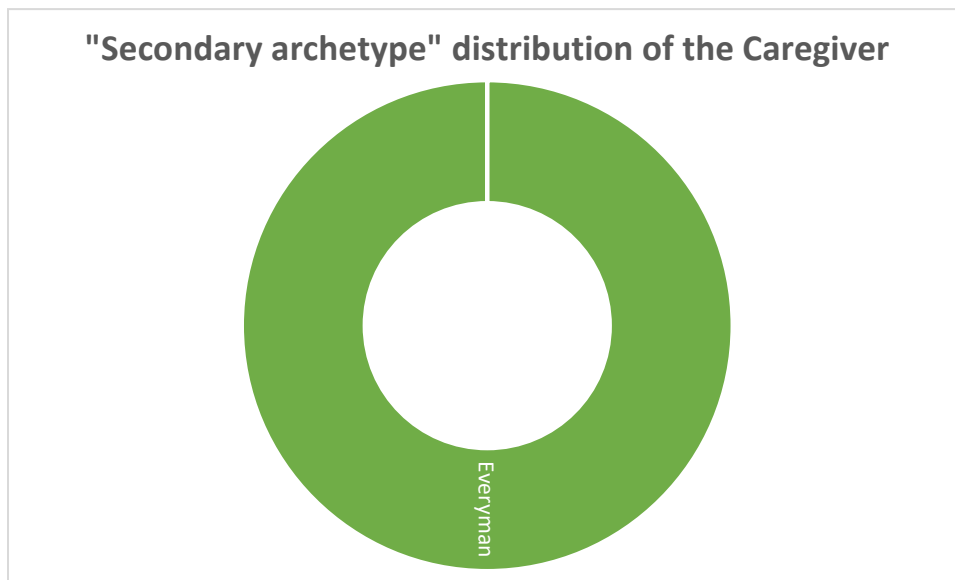


Figure Nr. 14. Personality distribution of Caregiver

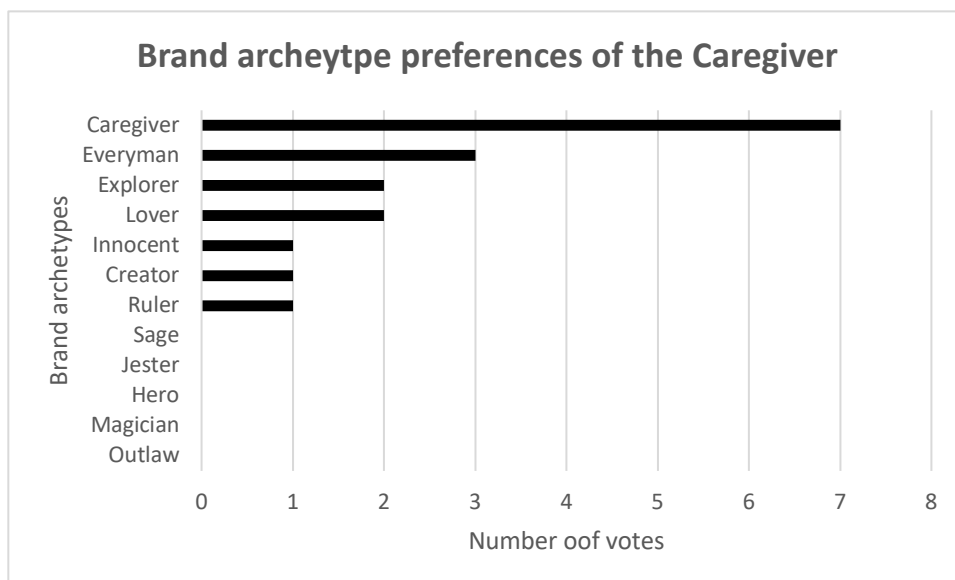


Figure Nr. 15. Brand archetype preferences of the Caregiver

Ruler

With the Ruler archetype the connection between the consumers and the consumed brands is highly significant. 14 participants voted for 128 brands total (Fig.16). From that 128, 40 was given for Ruler brands, Microsoft being on the top with 10 votes followed by Rolex, Mercedes and Louis Vuitton (8-8-8) and Porsche (6). Hero as secondary archetype was also heavily separated from the others and this position is represented amongst the brand choices as well. The “heroic” BMW was picked 8 times, Marvel 6 and Nike 5.

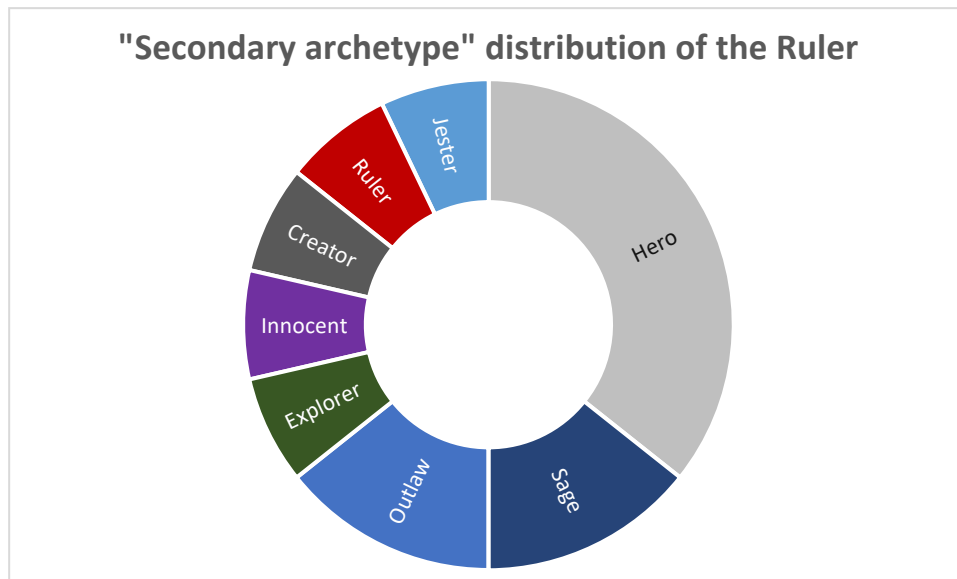


Figure Nr. 16. Personality distribution of Ruler

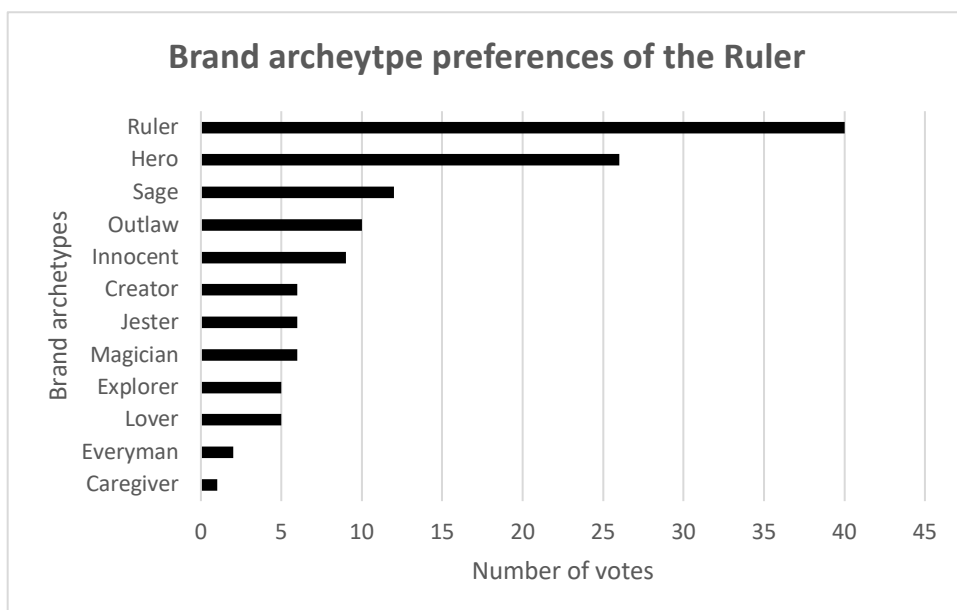


Figure Nr. 17. Brand archetype preferences of the Ruler

Two phenomena can be drawn from the Rulers' brand distribution. The first one is the clear parallel between the brand archetype and the consumer archetype (Fig. 17). The second is that Ruler is a very strong and ambitious archetype and the majority of the brands they have picked were high-end luxury goods. Other than the previously mentioned brands Tesla also got 7 votes placing it amongst the top five Ruler preferences.

Creator

Creator category brands got the second most votes when the averaged vote per person is examined and the third most votes in general (Fig. 18). 16 People voted 168 times and from that 168, 60 was placed on Creator brands (35%). Such as Adobe, Apple, Lego, Youtube and Pinterest. The range between the first and the second place which was Magician was $60 - 24 = 36$. And the range between the first (creator) and the last (Lover) is $60 - 2 = 58$. Which is the largest amongst the twelve archetypes. It is safe to state that Creators are the group whose personality is the most in line with the brands they love / use (Fig. 19).

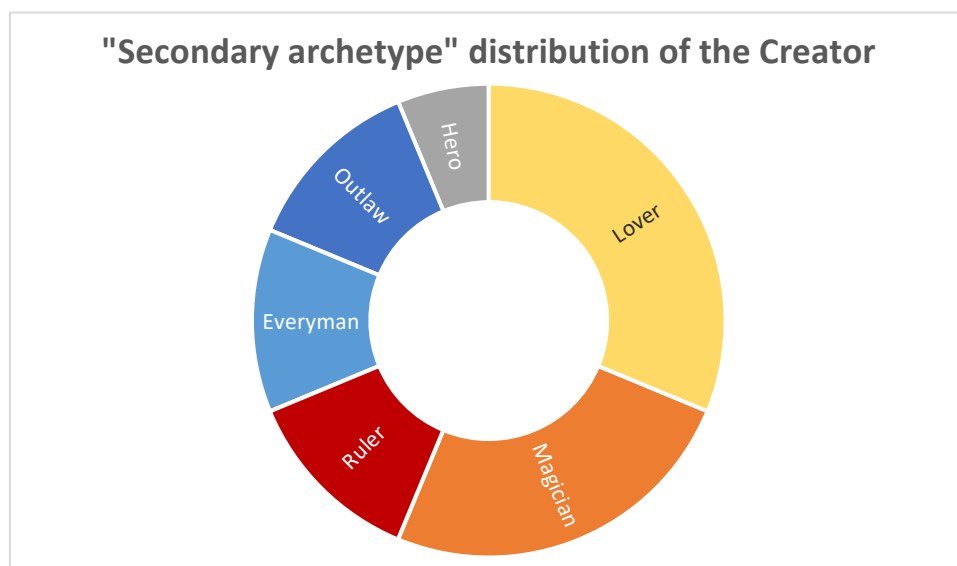


Figure Nr. 18. Personality distribution of Creator

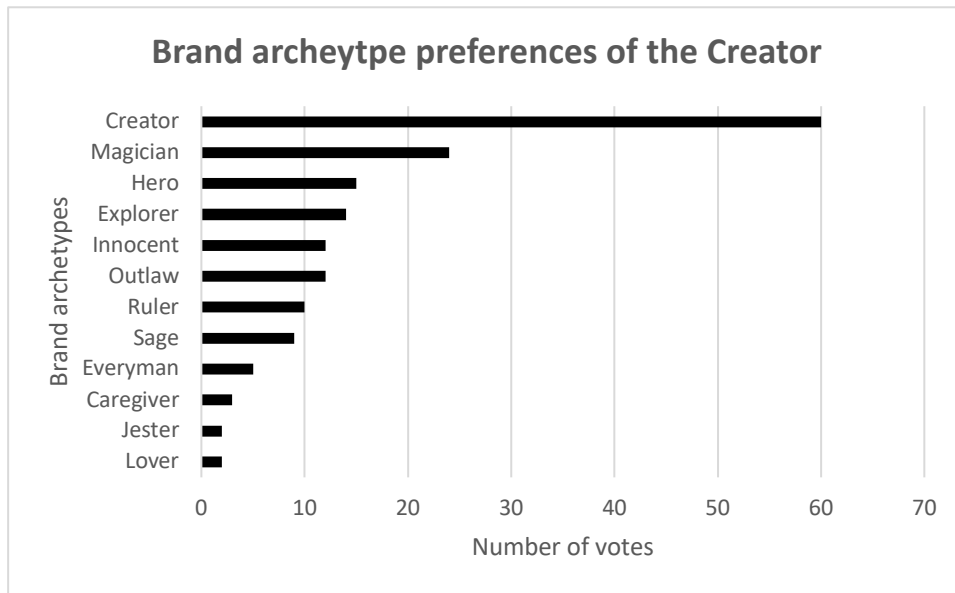


Figure Nr. 19. Brand archetype preferences of the Creator

Innocent

From the 134 responders 11 picked Innocent as a primary archetype from that 11, 4-4 picked Everyman and Lover as a “supplementary archetype”. Thus, the top 3 personalities in that category were Everyman, Lover and Caregiver, (once again with Innocent being the primary). All four of these are rather similar in inner values (Fig. 20).

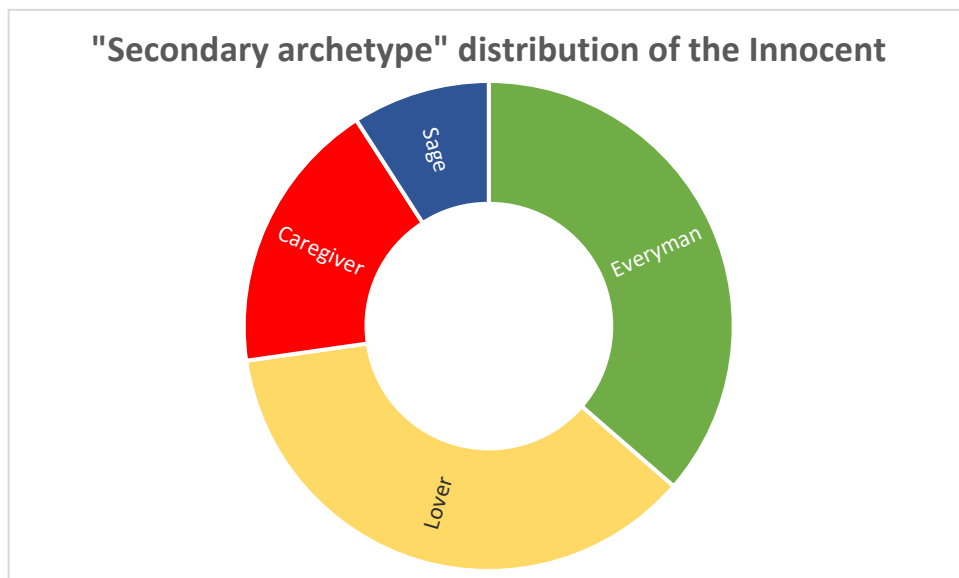


Figure Nr. 20. Personality distribution of Innocent

108 votes were given by the 11 Innocents, 32 was their respected Innocent brands, which scored the highest before Caregiver with 18 and Outlaw being the last with 1, displaying a 31 Range from “least voted” to “most voted”. In this archetype the same phenomenon was observed that consumers chose those brands the most which are in order with their personality. Either consciously or subconsciously (Fig. 21).

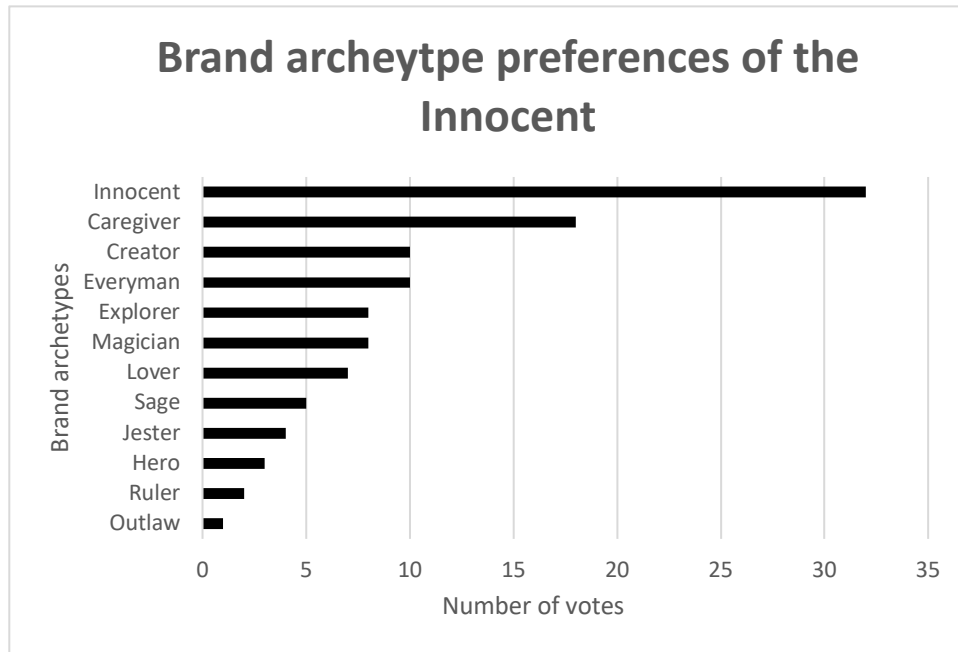


Figure Nr. 21. Brand archetype preferences of the Innocent

Sage

Only 5 responses were received for the Sage and all five picked a different secondary archetype as illustrated in Figure Nr. 22.

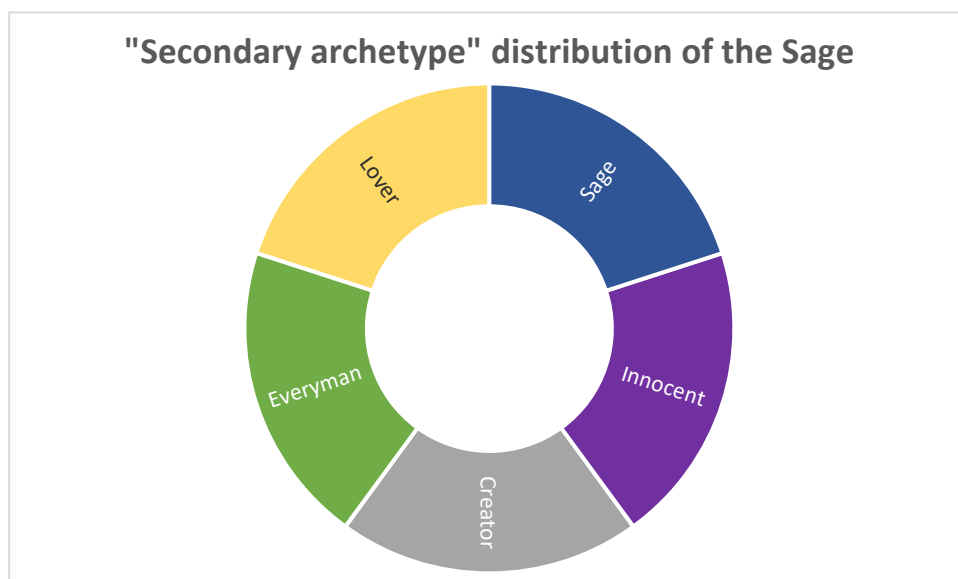


Figure Nr. 22. Personality distribution of Sage

This means that the data is not sufficient to take secondary archetypes into account when analysing the choices made by the Sage personality type. That being said from the 48 overall votes 15 were given for Sage brands such as TED, Google, Discovery, BBC, and Audi. Which means that in this category as well it can be stated that the brands' and their consumers' personality align (Fig. 23).

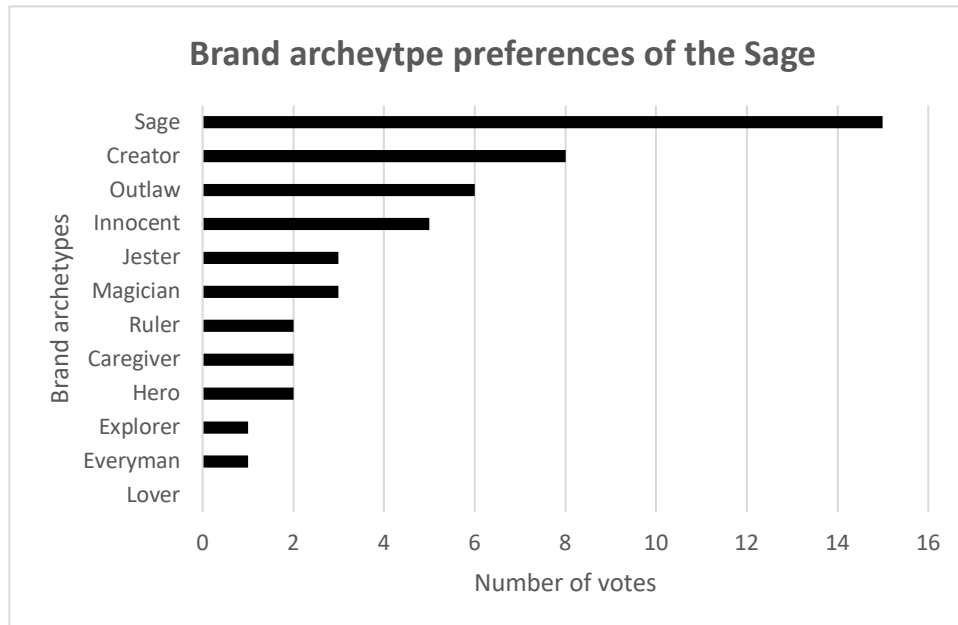


Figure Nr. 23. Brand archetype preferences of the Sage

Explorer

Lastly 13 responders 114 choices were distributed amongst Explorer brands (Fig. 24). 41 was given to the respected category (Red bull (11), Jeep (11), The Nord Face (8), Airbnb (7) and Starbucks (4)) and 24 was assigned to Hero (Nike (8), Marvel (6), Adidas (5), BMW (3) and Snickers (1)) which also ended up being the most favoured secondary archetype between explorers. The results are shown down below in Figure Nr 24 and 25. Here the range was 40 from least picked (Lover (1)) to most picked (Explorer 41).

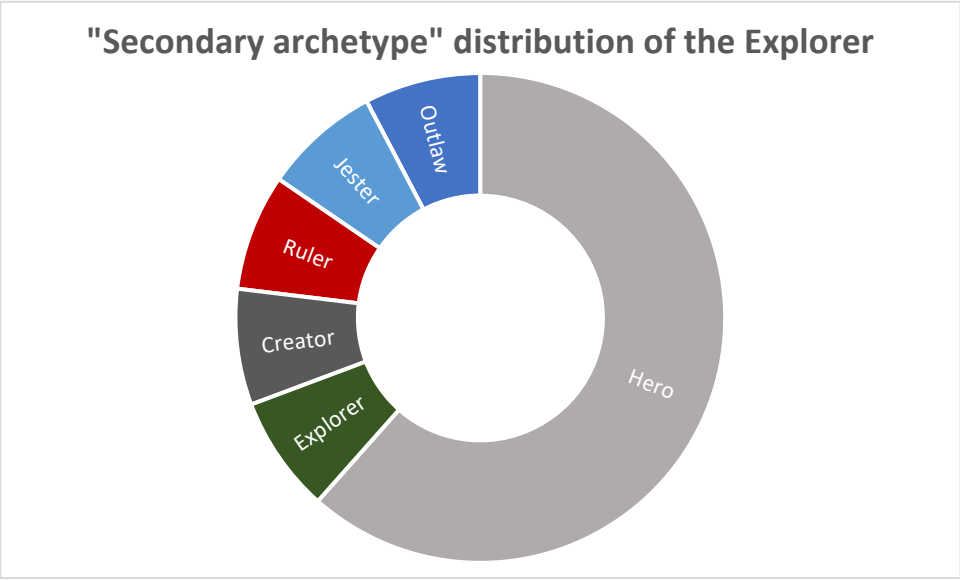


Figure Nr. 24. Personality distribution of Sage

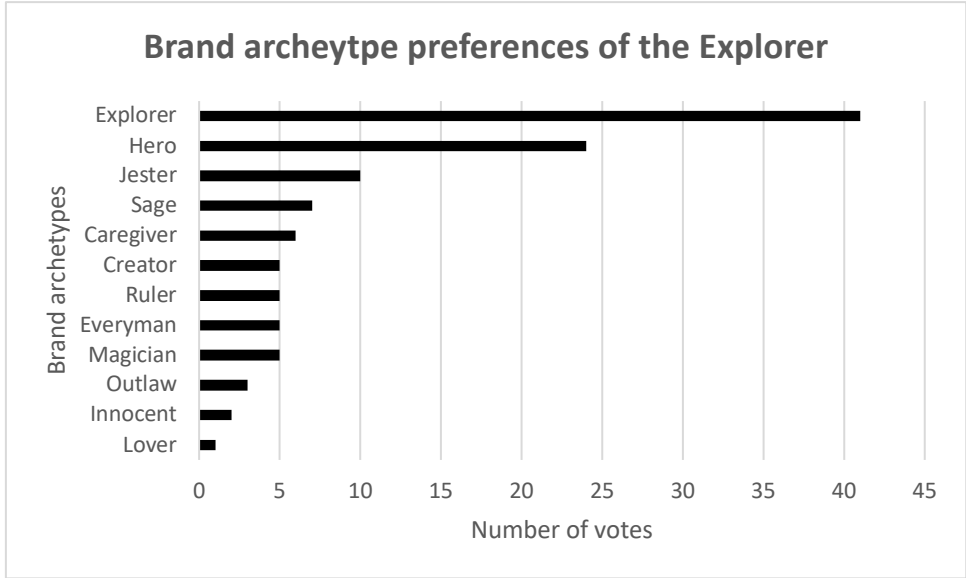


Figure Nr. 25. Brand archetype preferences of the Sage

Conclusion & Proposal

Answering the research questions.

1. In what proportion consumers' own perceived personality is in line with the personality of the brands they like / use?

From the analysis of the responses given to the survey. The research can conclude that from the 12 Jungian personality archetypes, 8 is in line with their consumers personality (Table Nr 1) . Which means that from that eight the majority of the votes were given to the archetype which the consumers identified themselves as. These archetypes are the following: Outlaw, Hero, Lover, Ruler, Creator, Innocent, Sage, Explorer. Two archetypes received only 2-2 responses and that data was unfortunately not enough to make a solid conclusion, but it is worth noting that even at that two (Magician and Caregiver) the majority of the votes arrived for the respected archetypes. The two groups where this occurrence is not true are Everyman and Jester. (Both seem archetypes that are very vague without any specific values.)

Archetypes	Personality and brand personality align	Number of votes
Outlaw	True	20
Magician	Not enough answers	2
Hero	True	16
Lover	True	20
Jester	Not true	9
Everyman	Not true	6
Caregiver	Not enough answers	2
Ruler	True	14
Creator	True	16
Innocent	True	11
Sage	True	5
Explorer	True	13

Table Nr. 1 Personality and brand personality align

2. What tools do brands use to convince / influence these consumers in their decision to adapt a brand's personality?

From the 134 Responses 115 showed that the consumer and the brands personality are in order. At 4 votes the results were inconclusive and at 15 votes the consumers' archetype was not the same as the majority of the brands they buy / use / like. Based on these numbers *Figure*

Nr 26 clearly shows that 86% of the consumers' perceived personality is in line with the personality of the brands they like / use?

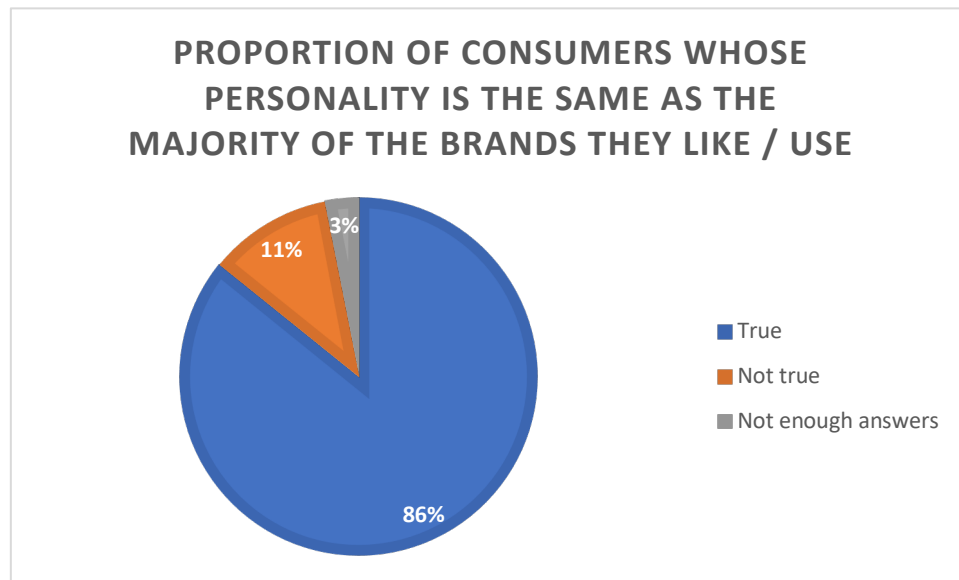


Figure Nr. 26. Proportion of consumer perceived personalities according to the state of being the same or different as the brands they voted for (in percentage (%))

From the secondary research it can be drawn that companies and businesses build brands to be able to gain consumers trust and to be able to communicate with them to achieve brand loyalty. (Aaker, 1998; Van Ham, 2001) A personality of a brand is a mix of the corporate identity, the marketing, the behaviour of the CEOs, the celebrities / influencers that are associated with, or representing the brand. All these come together to form an image in the head of the customers. (Banerjee, 2016; Horgen, 2016) The most important tool in a businesses' toolbox is design, by creating a legendary logo, and a strong corporate image, brands can sell a personality to customers that is more appealing than the real value behind it. (Airey, 2009; Monfared, et al., 2020) All these tools are combined to influence the consumers and convince them to buy and advocate certain brands.

3. How many brands do an average consumer chooses to adapt to their personality and what are the strongest most influential ones?

In the second part of the survey respondents were asked to select as many brands as they identified with from the 60. They could have picked one or even sixty. 134 respondents picked 1281 brands which averages out to 9,45 brand / consumers. By rounding up we can say that person picks 10 brands in average that they identify with. It needs to be added that the list in the survey did not include all the brands and people might have a different answer when given a larger sample space, but the 60 brands was large enough to be able to make some calculations and forecasts. Also, as mentioned before these 60 brands were gathered from all fields, to provide an accurate diversity.

4. Do consumers adapt more affordable brands as well or only high-end luxury products?

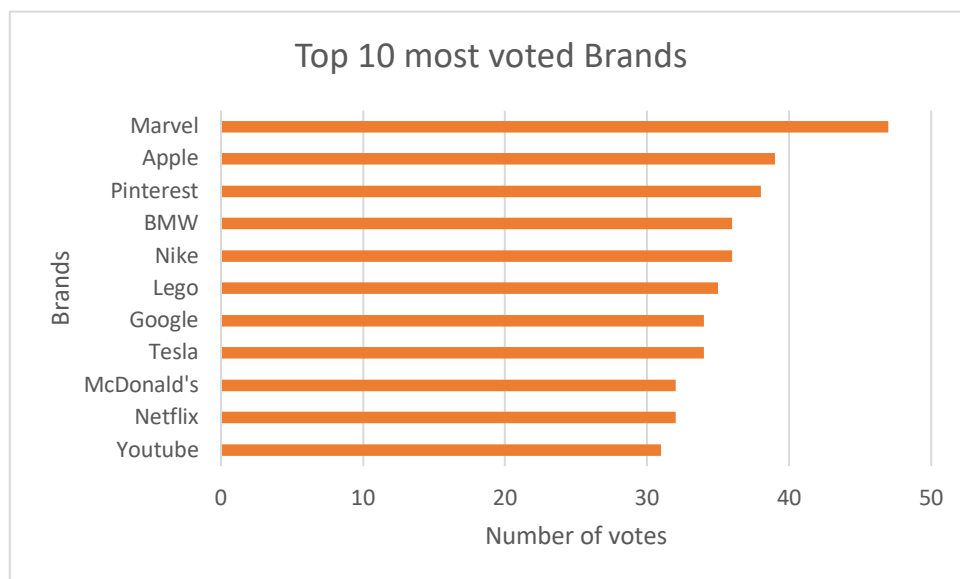


Figure Nr. 27. The top 10 most voted brands by responders in ascending order

In the “top 10 list” (Fig. 27) there is a mix between luxury products (BMW, Apple and Tesla), free or affordable websites and platforms (Pinterest, Google, Netflix, Youtube), mid-range clothing brands (Nike) comic book / movie studios (Marvel), toys (Lego) and fast-food restaurants (McDonald’s). Which means that a brand does not necessarily need to be high-end and luxury to be able to convince and influence people, to like / love it and be attracted to it.

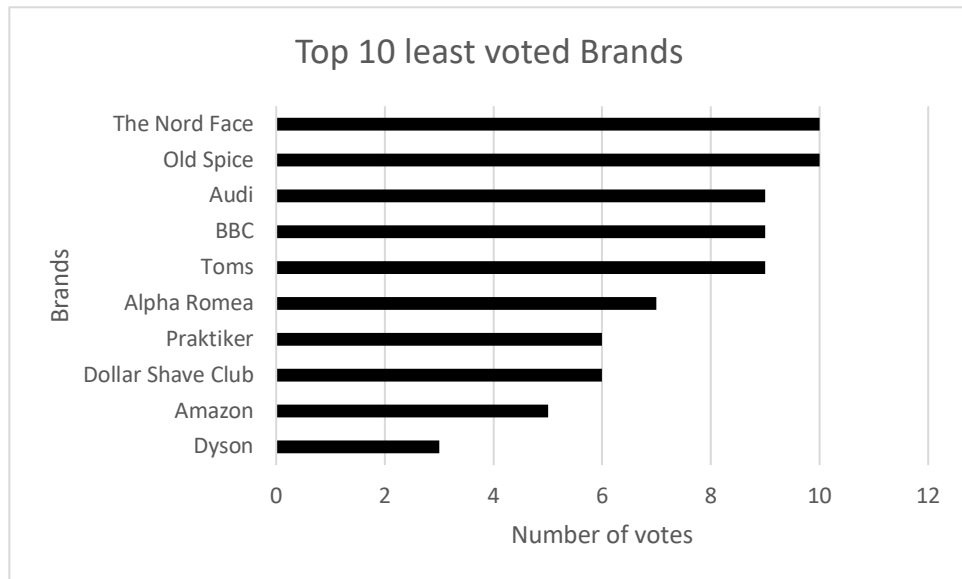


Figure Nr. 28. The top 10 least voted brands by responders in ascending order

However, in the top 10 least voted brands, luxury or higher priced goods cannot be found expect Alpha Romeo and Audi (Fig. 28). Which could mean that not only Luxury brands can influence the customers but it is possible for more affordable ones as well, but still consumers care less about brands that does not provide some form of status.

5. What archetype is the most influential when it comes to brand personality?

As shown in Figure Nr. 1 The top five most picked personality archetypes were Lover, Outlaw Creator, Hero and Ruler in that order. By observing the most picked brands we can see a similar ranking. But Hero slid up to rank nr. 3. (Fig.29).

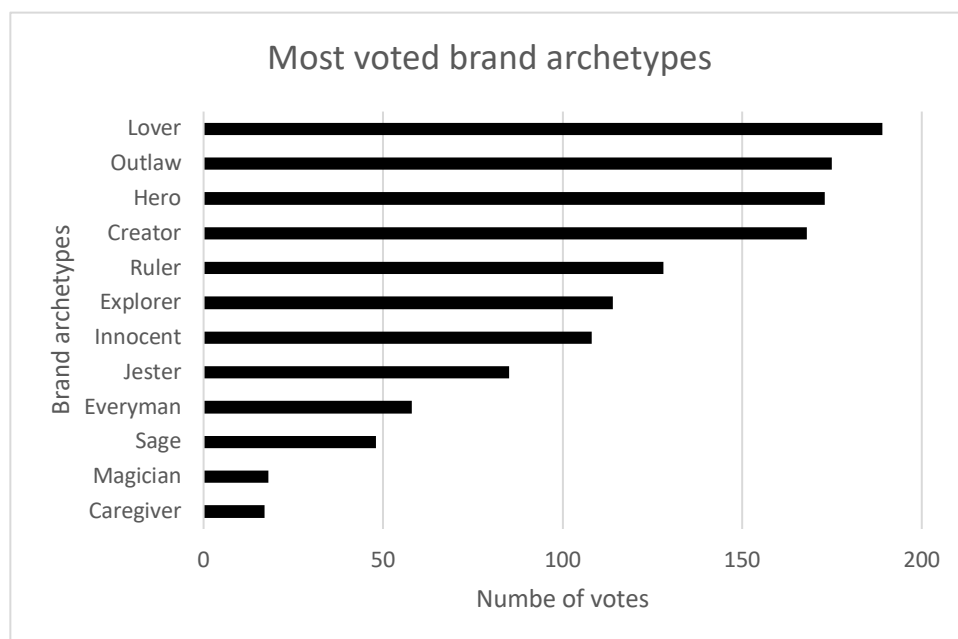


Figure Nr. 29. Most voted brand archetypes

Lover brands altogether were picked 189 times, Outlaws 175 and Heroes 173. The range between Hero and Lover is only 16 votes total (Fig. 30). That combined with the fact that the second most picked secondary archetype was also Hero gives the indication that brands with heroic personality are the most influential ones.

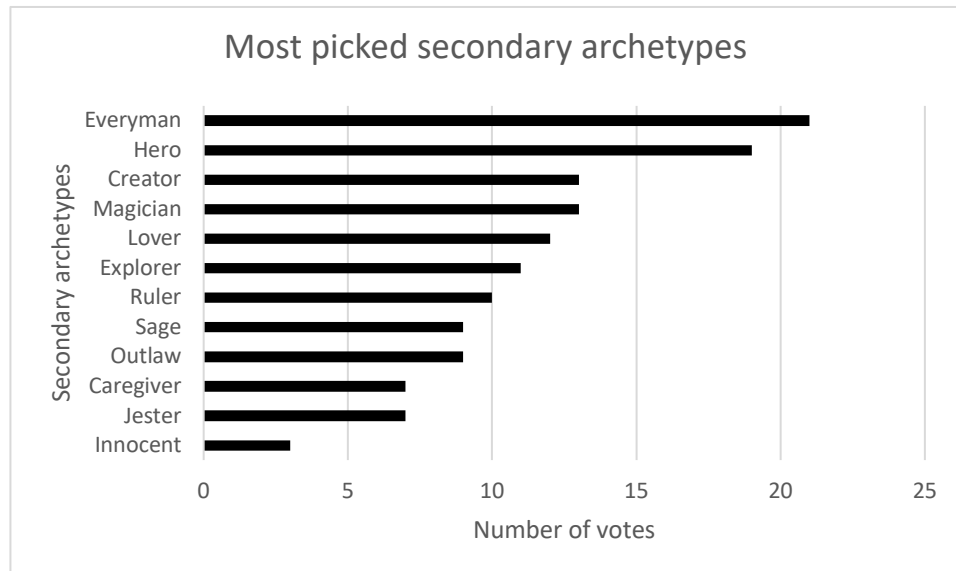


Figure Nr. 30. Secondary personality distribution

Creator brands can also be a runner-up of the title since they also scored amongst the top 4 in all of the previously mentioned rankings. Hero and Creator type consumers also picked the most brands on average (Fig. 31), which means that they like to be identified with brands and “proudly” chose the ones they like and trust.

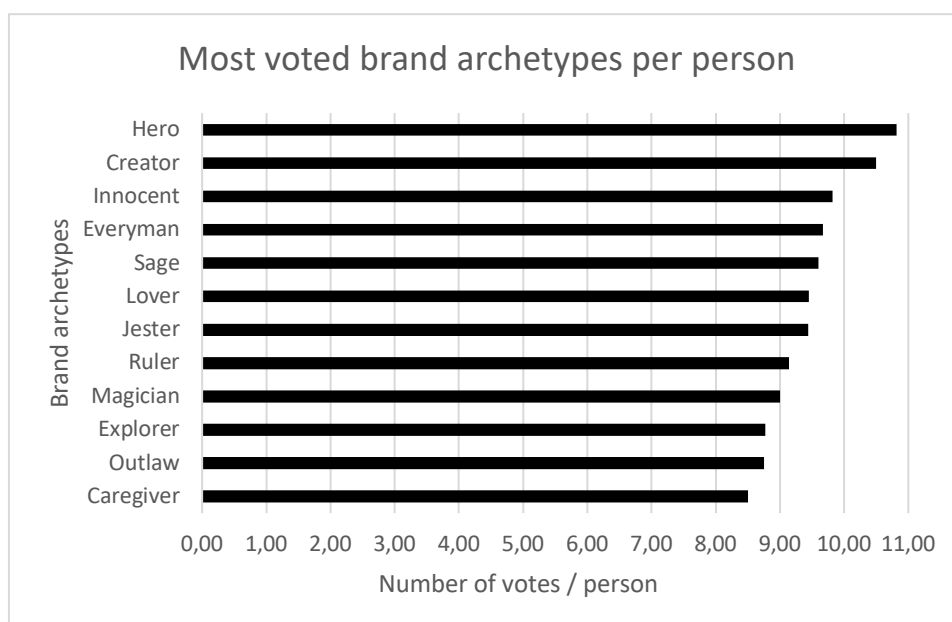


Figure Nr. 31. Brand archetype votes per person

Also, amongst the top 10 list there were three heroic (Marvel, BMW, Nike) and four creator brands (Apple, Pinterest, Lego, Youtube) out of the five-five. By examining the topic from multiple angles, the paper can proclaim that the most influential brands are Creator and Heroic.

Conclusion and applicability for businesses

As mentioned in the beginning I (the researcher) went into this topic with a lot of curiosity. With my background from graphic design, I have learned how colours, shapes and, white spaces can influence the public, heard about masculine-feminine, shy-bold etc. fonts and lines. I wanted to see if the same principles are applicable in marketing and branding. And the results prove that just like shapes, colours and typography, brands and companies also have a personality, and the use of these personalities is rather important and have a major significance on brand loyalty and love.

Despite the 12 Jungian archetypes' criticism, they seemed to be highly accurate and an efficient tool to consider when building a brand. The archetypes can be showcased and expressed with the use of design elements, so in a way everything is interconnected. In the secondary research I have found a lot of information that seemed shocking in a way, like that a company can kind of "get away" with child labour if it fits their "bad-boy" image. During my studies the majority of the classes discussed the technical execution of building a business or creating a marketing campaign, and it was interesting to see how the core image / personality effects a business and in a way (with a slight exaggeration) everything has to be decided before even crating a product.

Conducting and analysing the primary research was fascinating. Witnessing that the results confirm my suspicions, that us consumers buy and use the brands that we feel are in a way similar to us was satisfying. Also, as an added bonus, a list of the top 10 Brands was created which is always interesting and exciting.

I hope that this paper provides information and contributes something new and fresh to the field of branding and marketing, that further researchers can build on. As mentioned before according to my best knowledge this topic is not that "popular" despite it being a critical issue in brand building, so more research on the field of brand archetypes and personality can and should be conducted. I wish others after me, maybe even other students of this fine institution of BBS can build on and use my paper to further their knowledge. I want to thank

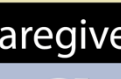
the reader for their kind attention and hope that they found my research illuminating and inspiring.

One of the main aims of this research was to come up with a “formula” or some set of rules that smaller start-ups can also use in order to build trust and make communication easier with customers. The main issue researched was brand personality and the significance of image, design and archetypes on the consumers’ choices. When starting a business newcomers should, first identify the image they would like to communicate and a target-groups they like to make business with. As it has been found this is more crucial than creating and selling products that are high in quality and functionality. Same brand groups can mostly differentiate with personality, that is highly visible at vehicle brands like Audi, BMW, Mercedes. They all revolve around the same price and quality still their personalities and via that their target groups differ.

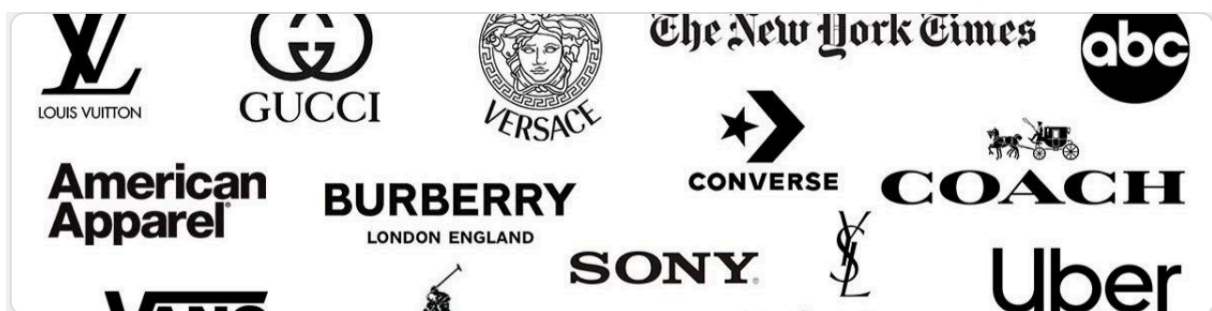
This paper can also provide a list of brands and their ranking in consumers and the most preferable personalities that consumers identify with the most. Businesses can utilize this information in order to build their image in a way that is appealing to the masses with the tools of archetype building, Logo and identity design. Since the parallel between brand personality and consumer personality archetype has not been researched a lot, this paper can also provide a base for further research, with a larger sample space, or with a more representative sampling.

Annexes

Brands by Archetype

Outlaw	Magician	Hero	Lover	Jester	Everyman
    	    	    	    	    	    
Caregiver	Ruler	Creator	Innocent	Sage	Explorer
    	    	    	    	    	    

The questionnaire



Brand Personality.

This is a questioner that will look into the relation between brands and their consumers' image / personality. The completion is anonymous, your answers will be used in a BSC thesis that no one will read / care about expect for me and my Professor :) The completion takes about 5 minutes (3 if you are speed like lightning McQueen). Thanks for helping me to get my degree.

Personal archetype

Please answer as quickly as possible. The first gut feeling is usually the best.

Please pick an answer that describes you the best. *

- ☐ 1. I am a rule breaker, a maverick, and a reformer. who likes bending the rules and disrupting the status quo.
- ☐ 2. I don't shy away from deception to get my way and feel like nothing is impossible.
- ☐ 3. I am fearless, courageous, but also, goal oriented and willing to take risks to do what needs to be done.
- ☐ 4. I like to build meaningful relationships and feel loving towards people in general
- ☐ 5. Others see me as fun, when life gets dull, I like to shake things up and make people laugh.
- ☐ 6. I am friendly, helpful, respectful, and just a regular genuine person. who doesn't like standing out from the crowd.
- ☐ 7. I put the needs of others before my own, giving makes me happier than receiving.
- ☐ 8. People look to me for direction, I prefer to be in charge and doesn't like to be outdone.
- ☐ 9. I like to think outside of the box, and turning my dreams into realities, I always have multiple projects in the works.
- ☐ 10. I believe in goodness, and assume that people I meet are trustworthy, I'd like to make the world a better place.
- ☐ 11. I live for the truth and the pursuit of knowledge by collect information objectively without making judgments.
- ☐ 12. I am relentless, ambitious and adventurous, I like to experience new things. And feel at home in the wilderness and nature.

Brands 12

Please pick an answer that describes you the 2nd best. *

- ☐ 1. I am a rule breaker, a maverick, and a reformer. who likes bending the rules and disrupting the status quo.
- ☐ 2. I don't shy away from deception to get my way and feel like nothing is impossible.
- ☐ 3. I am fearless, courageous, but also, goal oriented and willing to take risks to do what needs to be done.
- ☐ 4. I like to build meaningful relationships and feel loving towards people in general
- ☐ 5. Others see me as fun, when life gets dull, I like to shake things up and make people laugh.
- ☐ 6. I am friendly, helpful, respectful, and just a regular genuine person. who doesn't like standing out from the crowd.
- ☐ 7. I put the needs of others before my own, giving makes me happier than receiving.
- ☐ 8. People look to me for direction, I prefer to be in charge and doesn't like to be outdone.
- ☐ 9. I like to think outside of the box, and turning my dreams into realities, I always have multiple projects in the works.
- ☐ 10. I believe in goodness, and assume that people I meet are trustworthy, I'd like to make the world a better place.
- ☐ 11. I live for the truth and the pursuit of knowledge by collect information objectively without making judgments.
- ☐ 12. I am relentless, ambitious and adventurous, I like to experience new things. And feel at home in the wilderness and nature.
- ☐ 13. Nothing else describes me.

You will see 60 brands, please pick the ones that resonate with you the most. Either you use/drink/drive them every day or just love their ads, messaging, design etc. Pick as many as you like.



☐ 8 Louis Vuitton



☐ 3 Marvel



☐ 11 Google



☐ 1 Virgin

The Nescafé logo features the word "NESCAFÉ" in a bold, black, sans-serif font. A small red swoosh is positioned above the letter "F". A registered trademark symbol (®) is located at the end of the word.

☐ 4 Nescafé



☐ 11 Audi



☐ 12 Starbucks



☐ 5 Alza



☐ 8 Microsoft

The Amazon logo features the word "amazon" in a black, lowercase, sans-serif font. Below the word is a curved orange arrow that starts under the letter "a" and points towards the letter "n".

☐ 6 Amazon



☐ 11 BBC



☐ 12 Jeep

NETFLIX

☐ 1 Netflix



☐ 7 Nivea



☐ 12 Airbnb



☐ 9 Youtube



☐ 9 Pinterest



DOLLAR SHAVE CLUB

☐ 5 Dollar Shave Club



☐ 9 Lego

dyson

☐ 2 Dyson



Adobe

☐ 9 Adobe



BINANCE

☐ 1 Binance



☐ 4 Häagen-Dazs



☐ 12 Red Bull



☐ 12 The Nord Face



☐ 3 BMW



☐ 4 Chanel



☐ 9 Apple



☐ 4 Alfa Romeo



☐ 10 McDonald's



Mercedes-Benz

☐ 8 Mercedes - Benz



☐ 1 Diesel



☐ 1 Harley Davidson

The
WALT DISNEY
Company

☐ 2 Disney



☐ 5 Monster



☐ 8 Rolex



☐ 6 Facebook



☐ 6 IKEA



☐ 7 WWF



☐ 11 TED



☐ 7 Volvo

FERRERO

☐ 4 Ferrero



☐ 7 The Body Shop



☐ 10 Nintendo

SONY

☐ 2 Sony



☐ 2 Polaroid



☐ 11 Discovery



☐ 3 Adidas



☐ 5 Old spice



☐ 6 Praktiker



☐ 7 Toms



☐ 10 Coca-Cola



☐ 10 Innocent



☐ 3 Snickers



☐ 3 Nike



☐ 10 Dove



☐ 6 Levi's



☐ 2 Tesla



☐ 8 Porsche



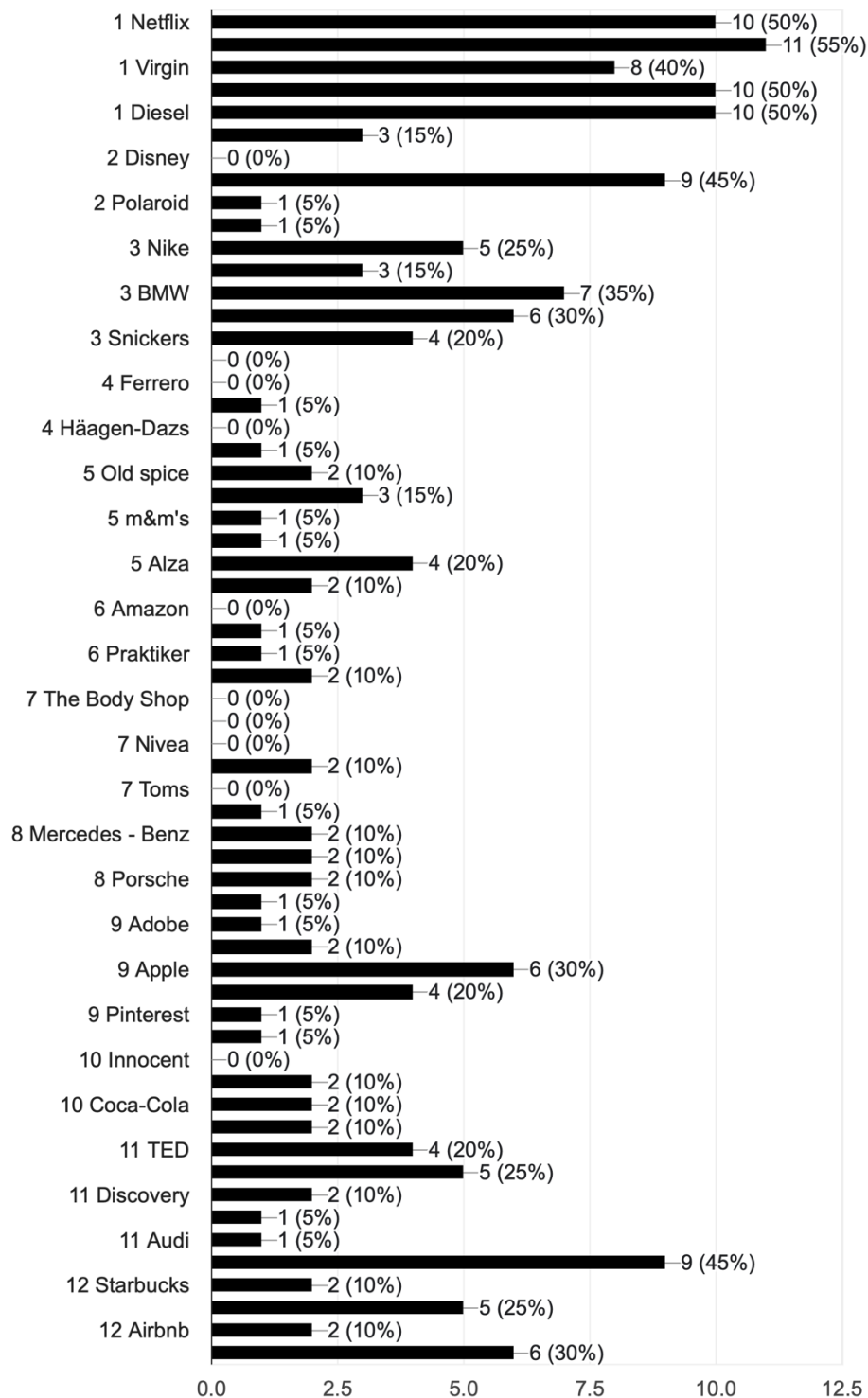
☐ 5 m&m's

Brand votes of each archetype

In order:
Outlaw
Magician
Hero
Lover
Jester
Everyman
Caregiver
Ruler
Creator
Innocent
Sage
Explorer

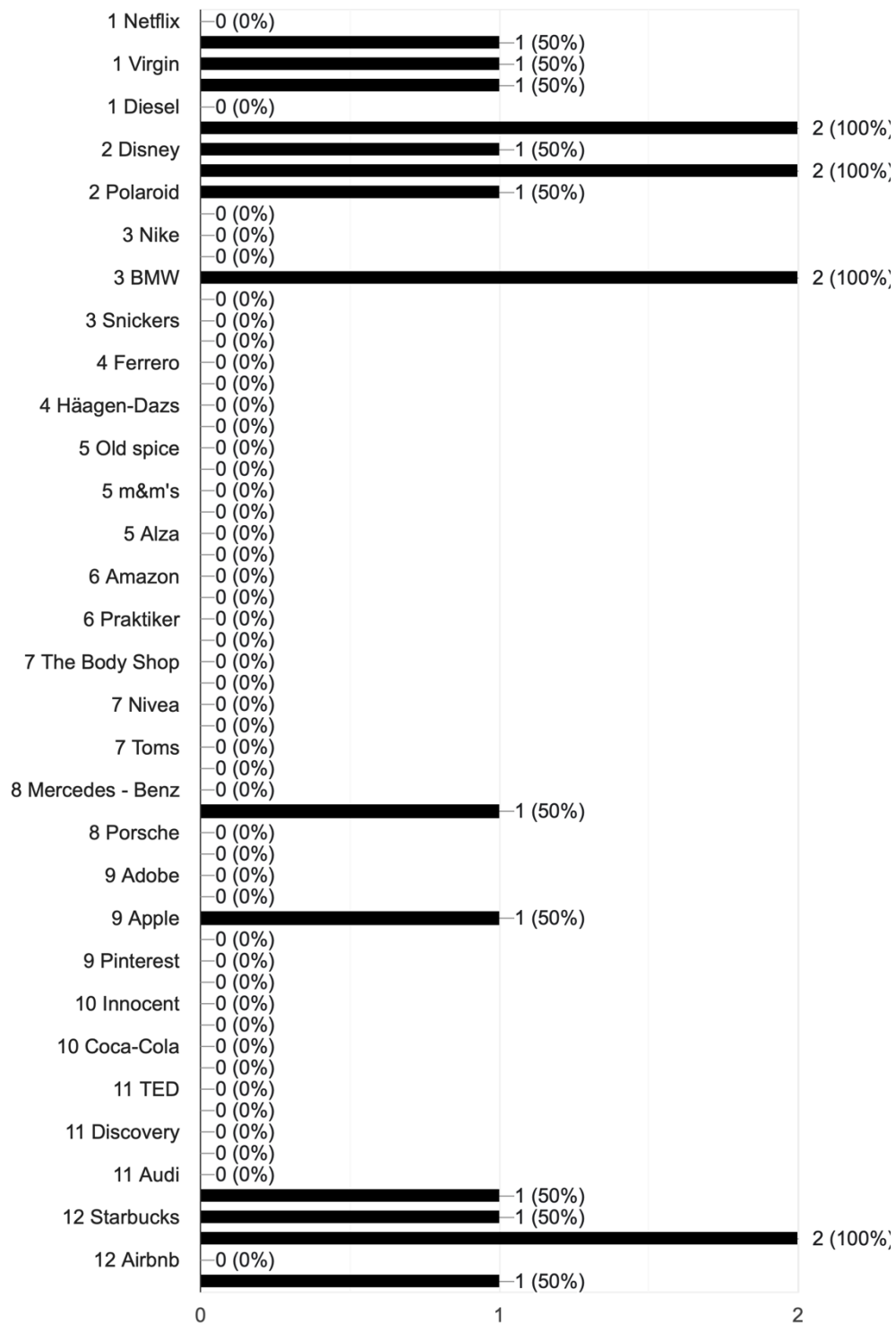
You will see 60 brands, please pick the ones that resonate with you the most. Either you use/drink/drive them every day or just love their ads, messaging, design etc. Pick as many as you like.

20 responses



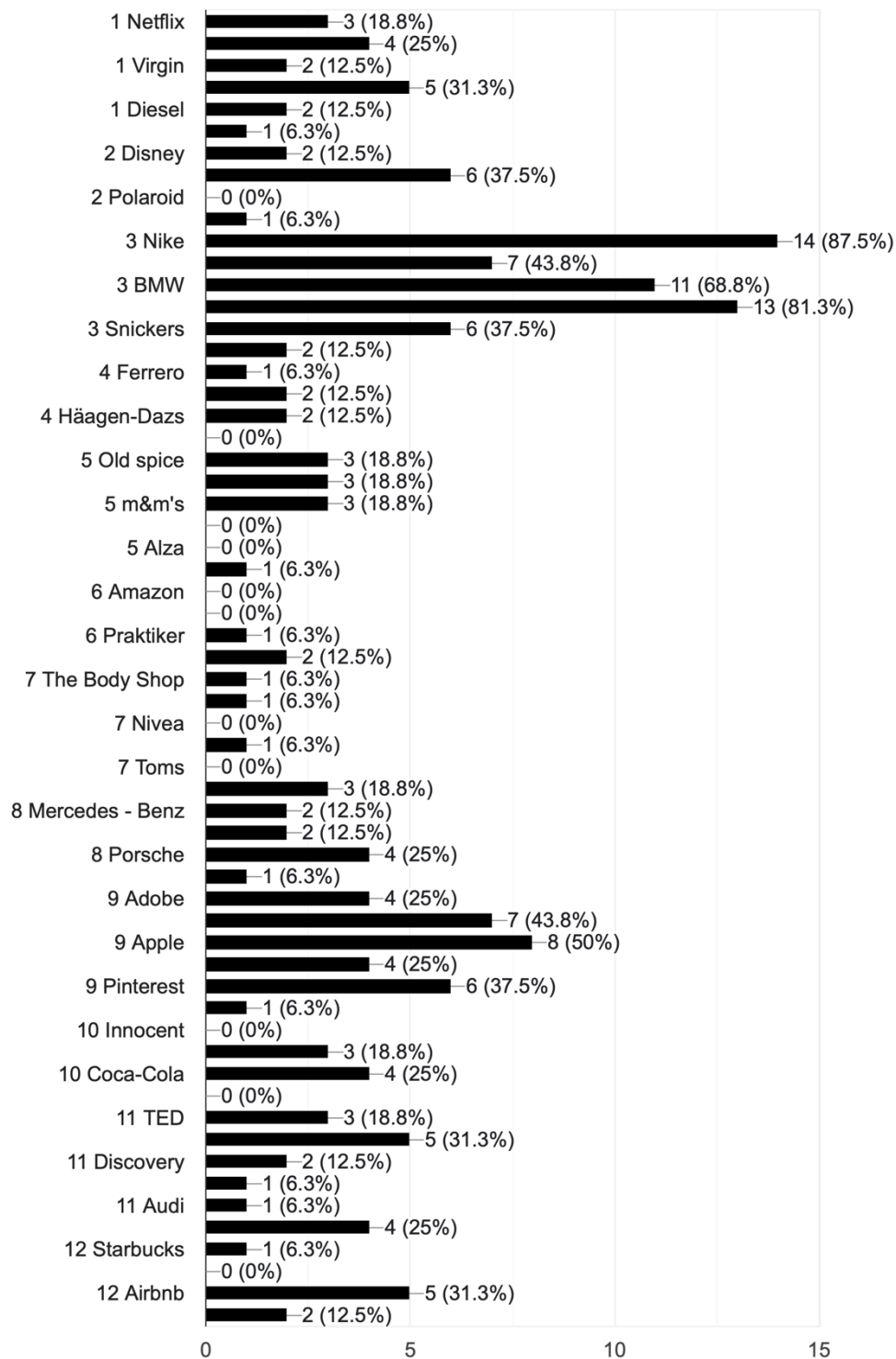
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2 responses



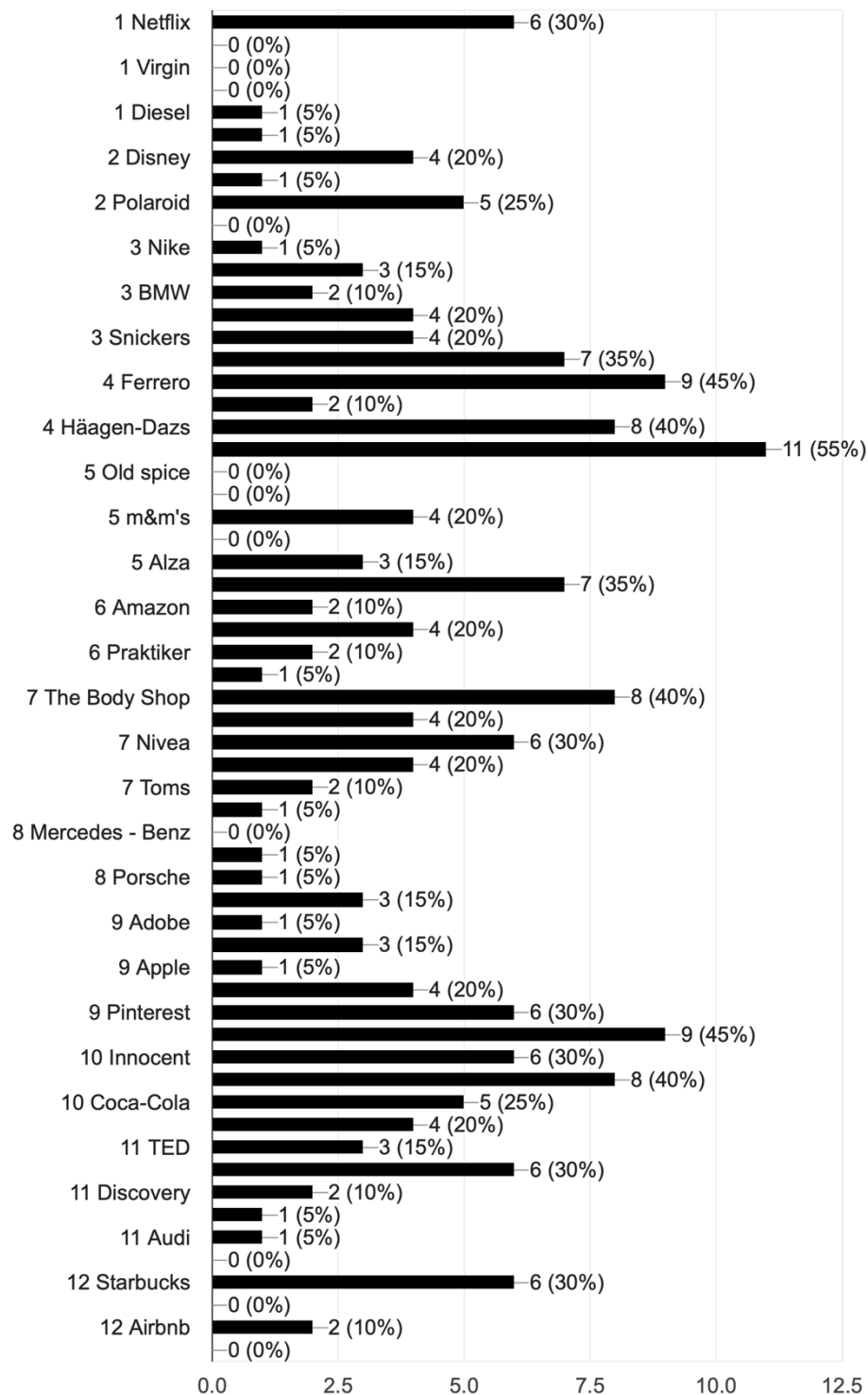
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16 responses



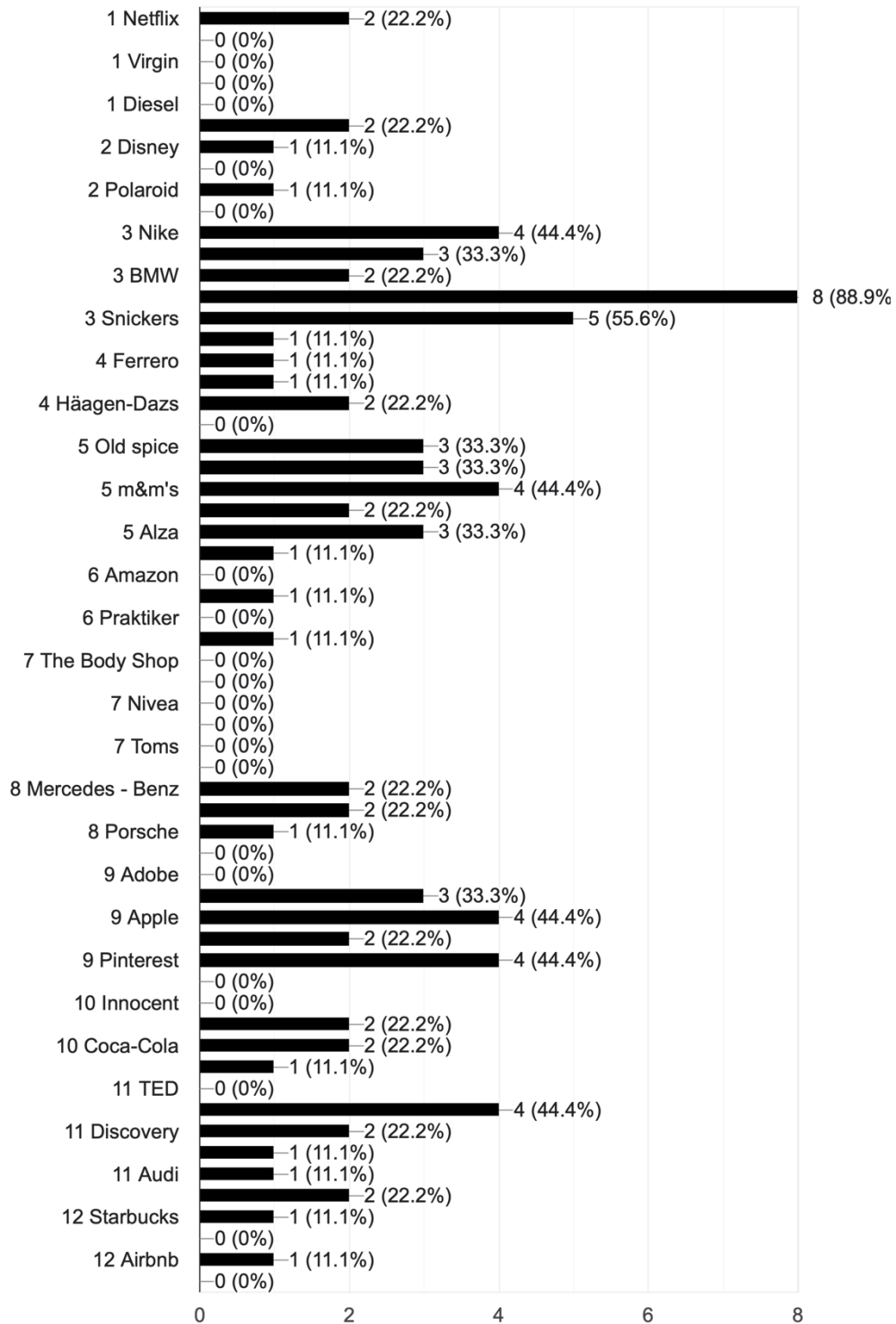
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20 responses



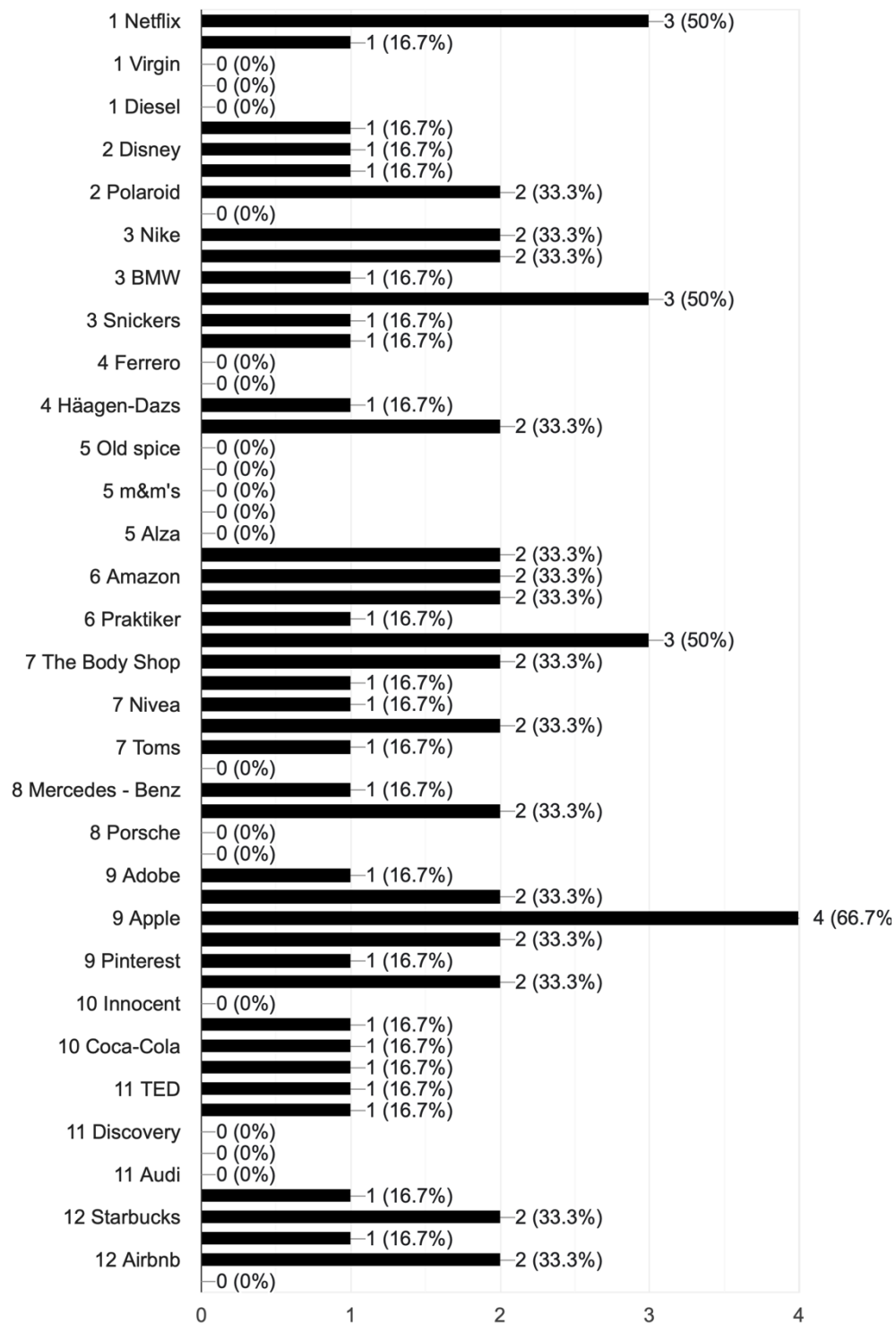
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9 responses



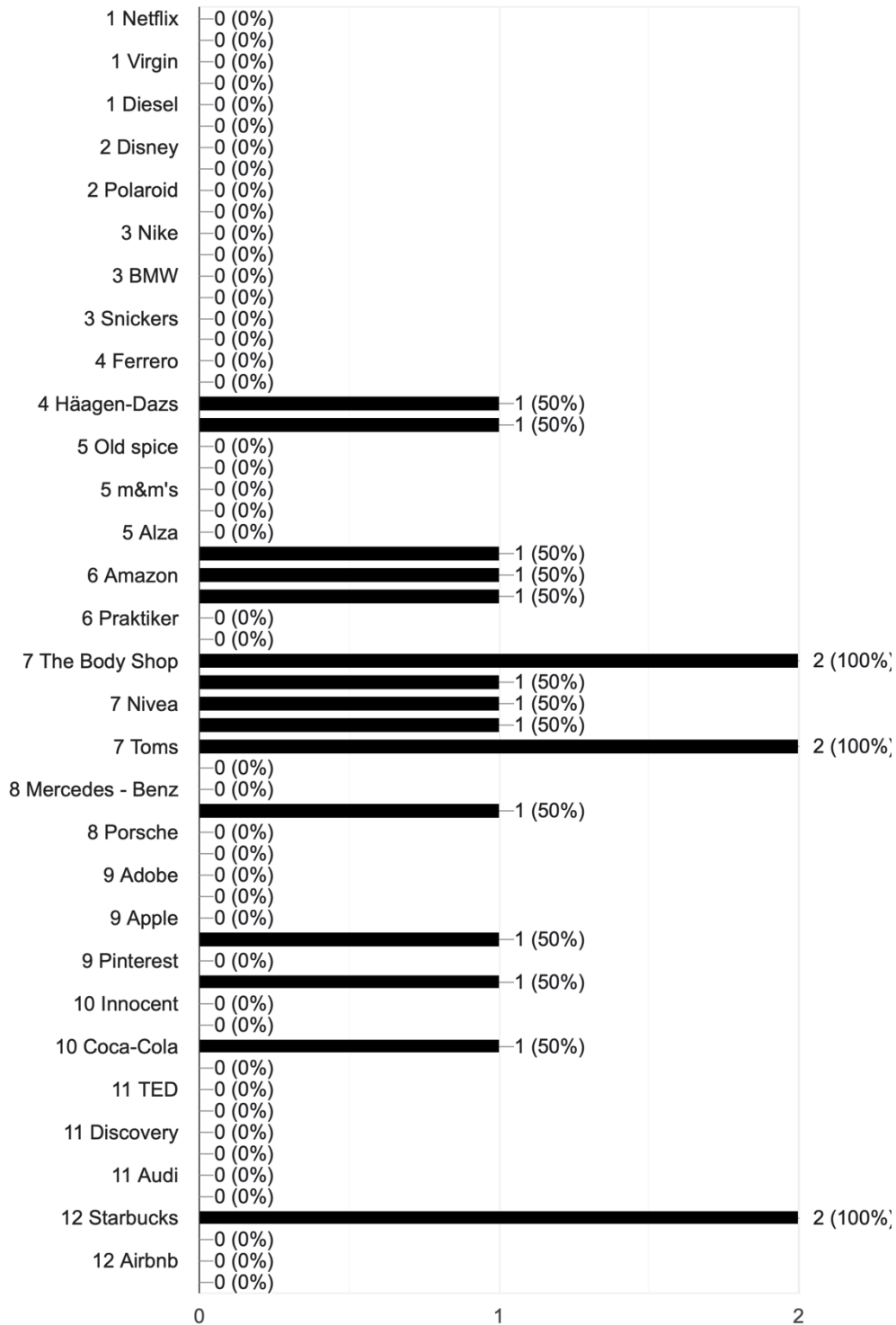
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6 responses



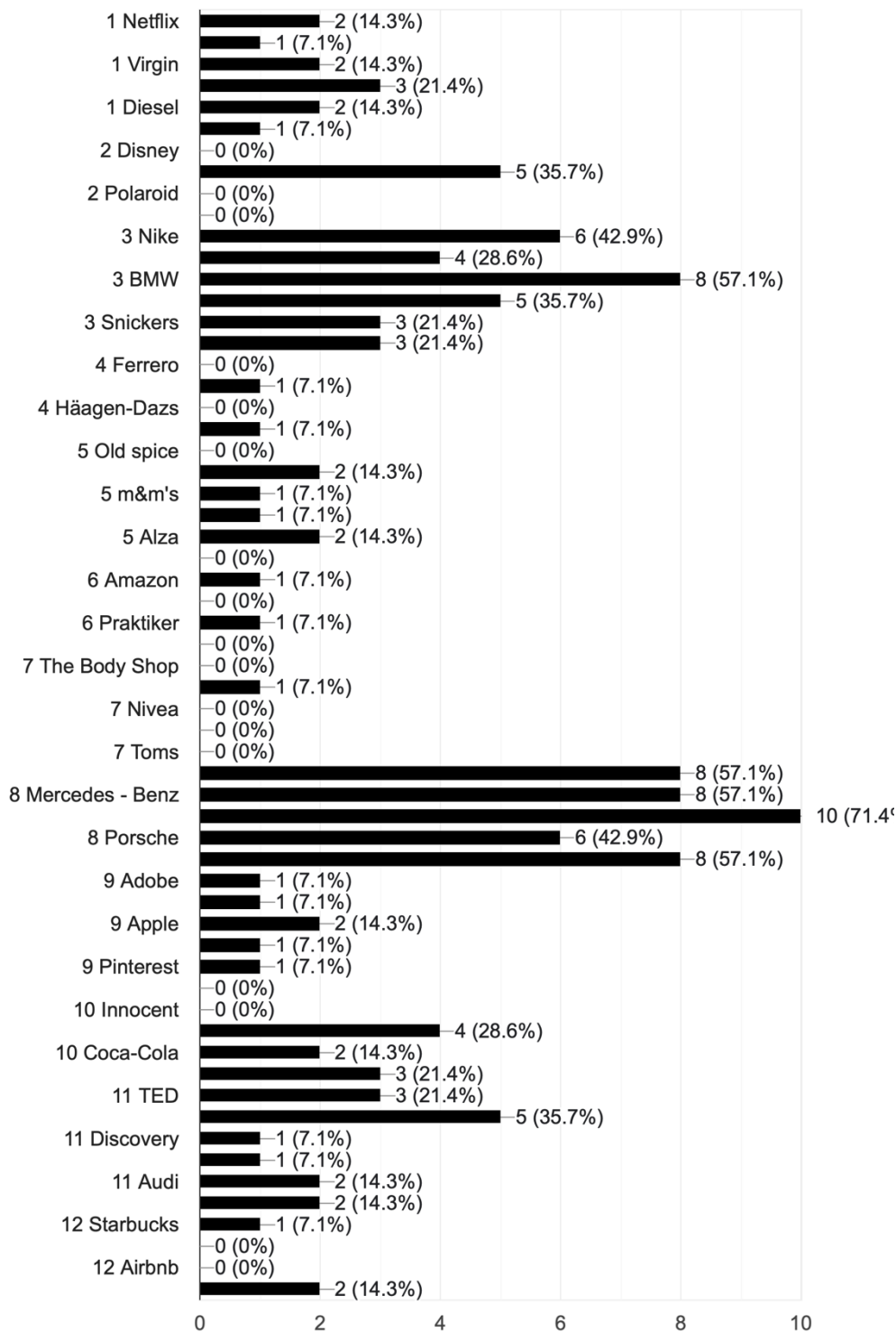
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2 responses



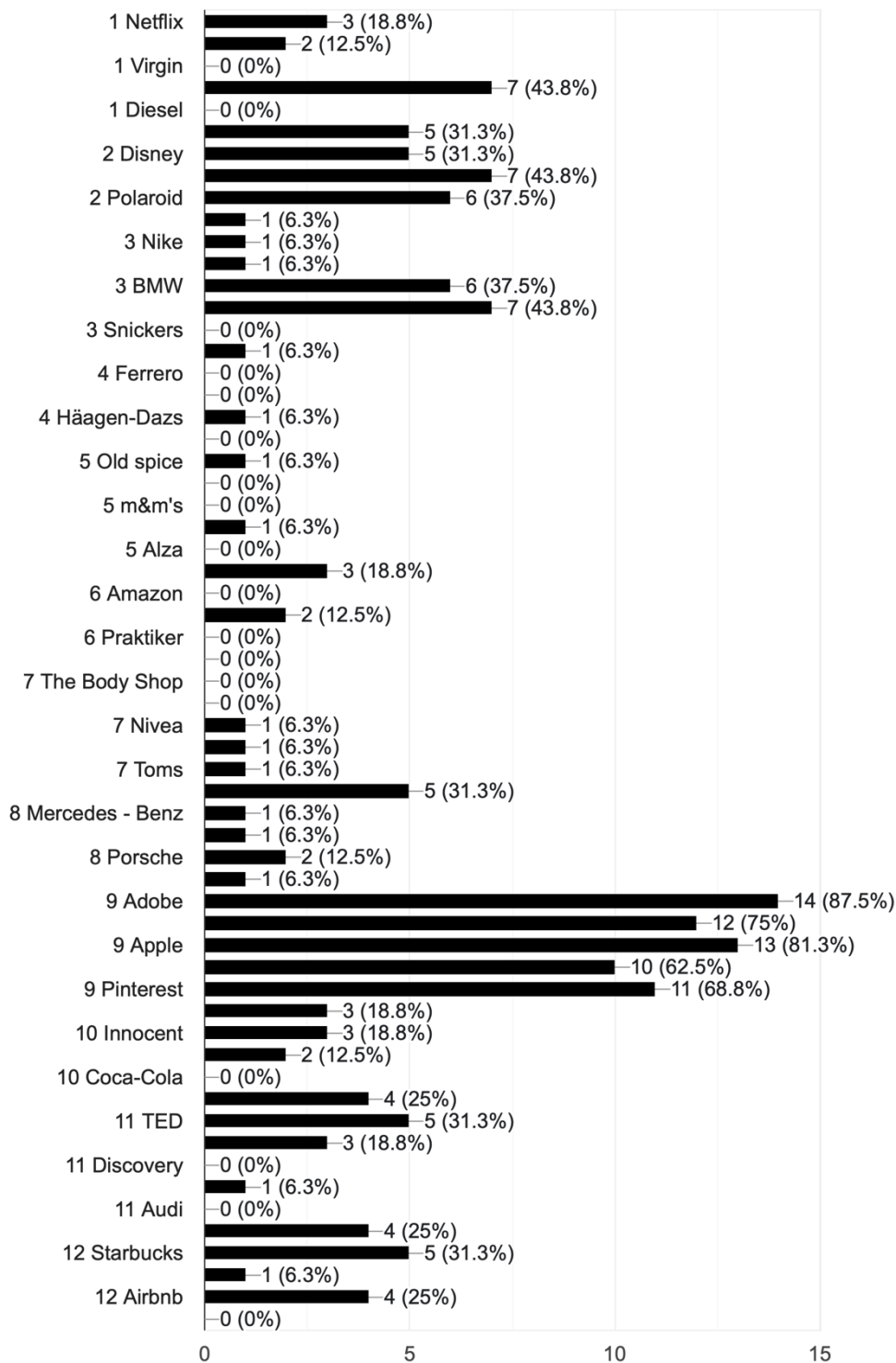
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14 responses



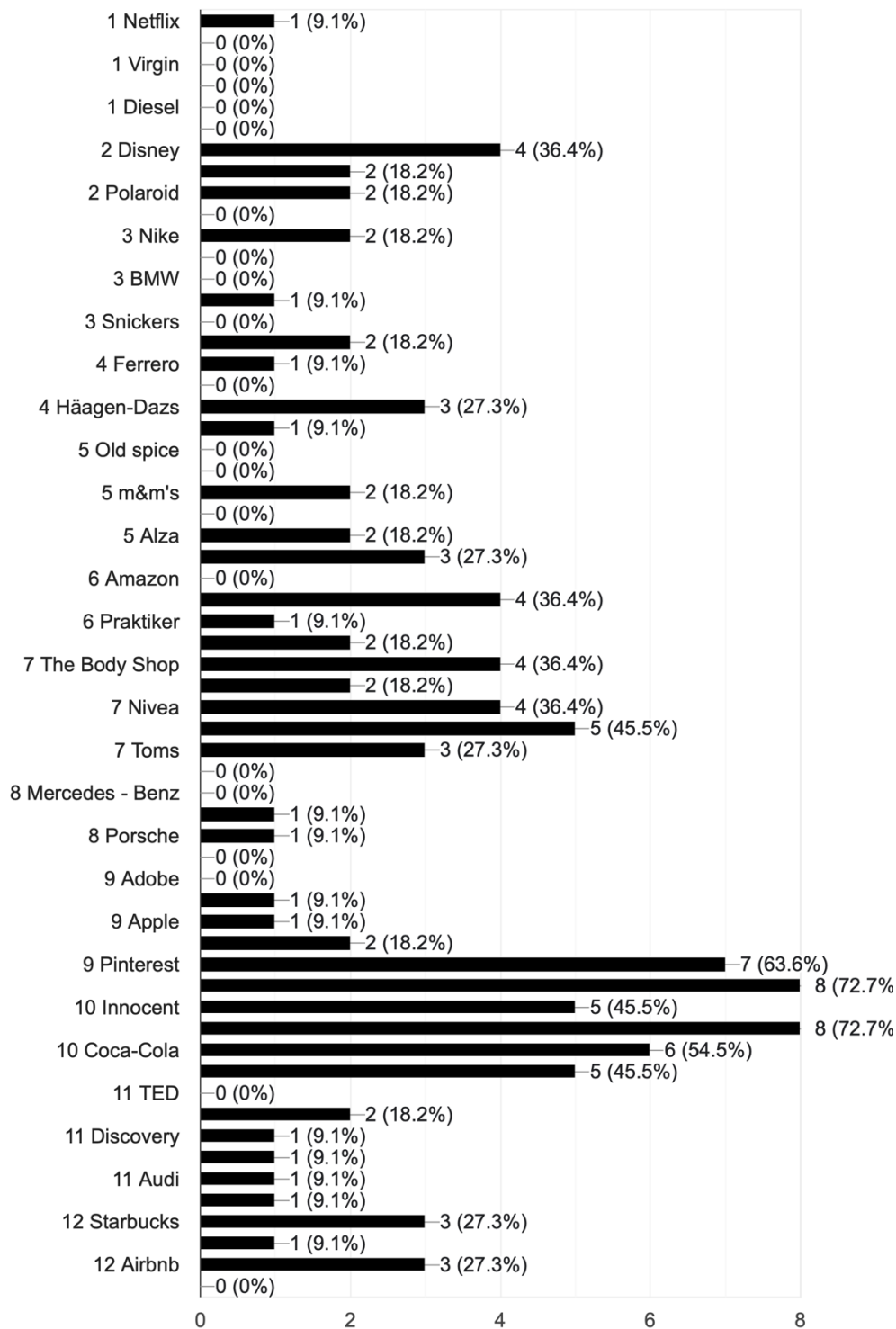
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16 responses



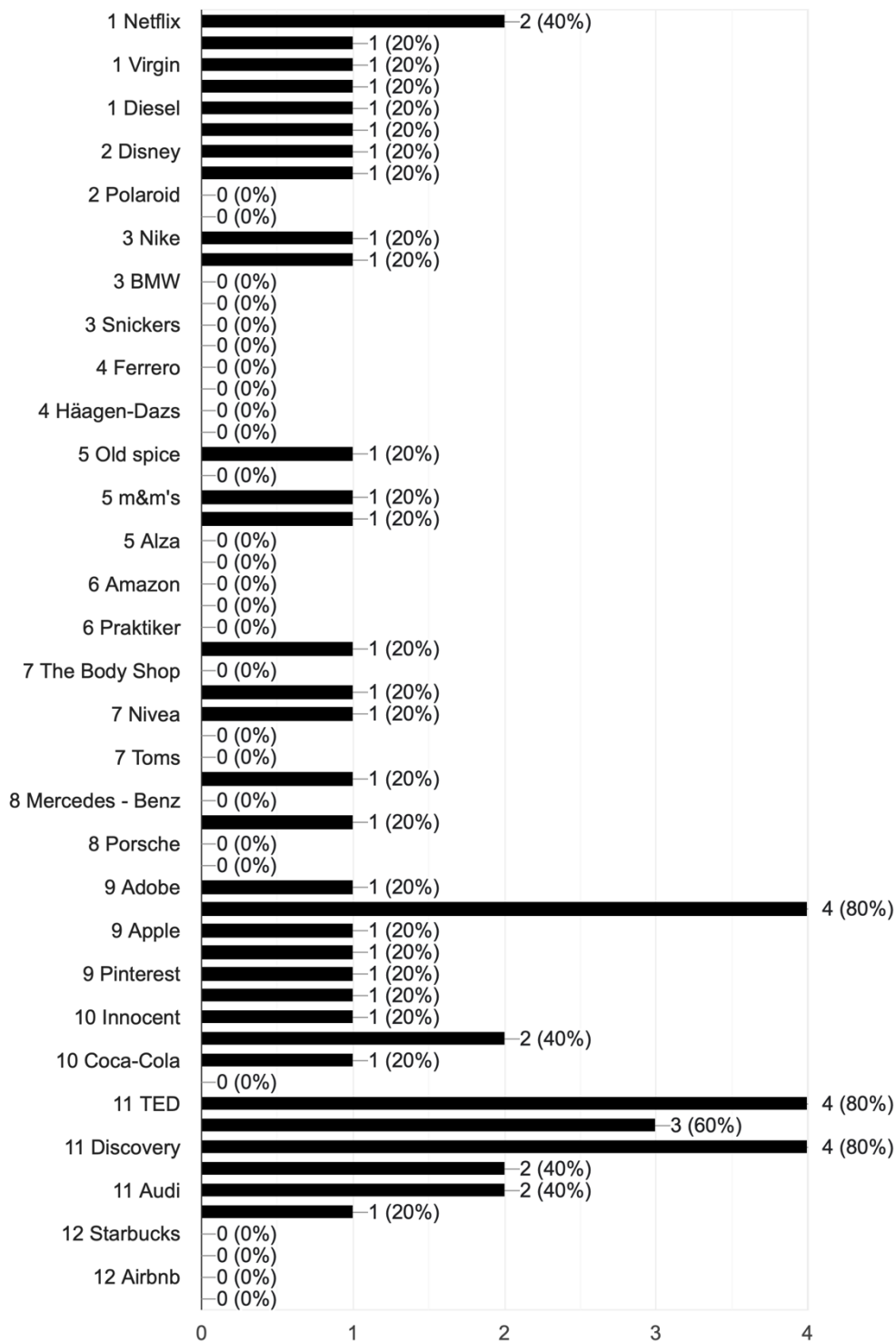
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11 responses



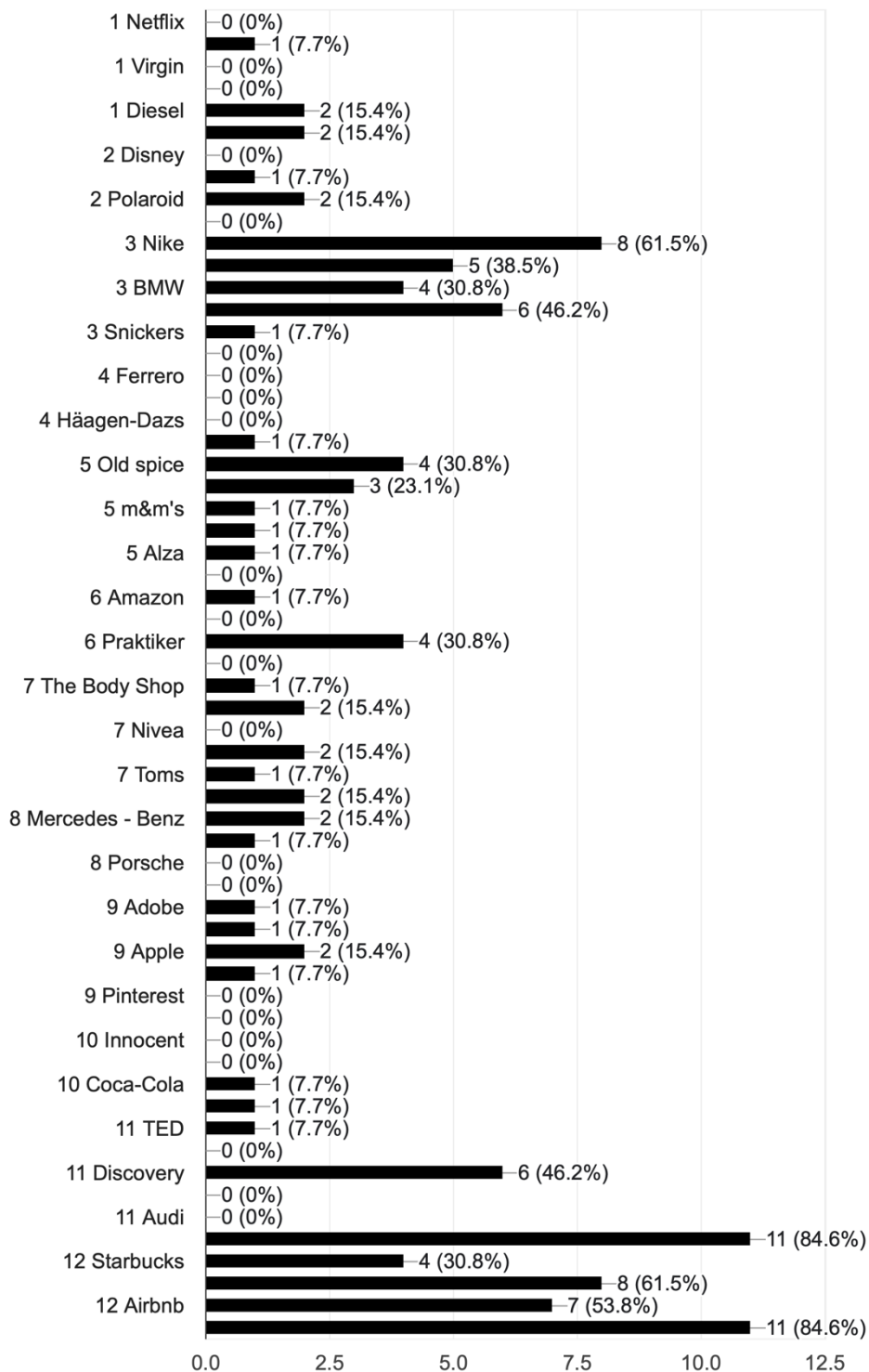
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5 responses



You will see 60 brands, please pick the ones that resonate with you the most. Either you use/drink/drive them every day or just love their ads, messaging, design etc. Pick as many as you like.

13 responses



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