

## Impact of Consumer Based Brand Equity of Toyota Cars in Oman

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### Abstract

*A Brand is an intangible element, it has no objective existence. Branding is merely a perception on the minds of the end users. The marketing activities create a brand image in the minds of the consumers, which directly affects the buying behavior. People buy the products based on the brand image associated with it, they try to differentiate products based on the brand image. The study and analysis of the impact of human personality on brand personality of Toyota cars is a significant one in the area of business administration. Every business life cycle in this competitive environment illustrates the importance of information for making calculative decisions based on the issues. This article provides business decisions involving both tactics and strategies to build a better and stronger branding of Toyota that is known to the Sultanate of Oman. The measurement scales developed in human personality psychology is transferred to the brands. Marketing strategies bear no sense if there is no competition or if there is no choice to make. It is the varied choice of makes, makers and sellers that has paved way for these killer strategies into the micro level of playing with the psyche of consumers which they themselves are aware of though it all plays in the background.*

**Keywords:** Brand personality, Human Personality, Consumer behavior, Variables affecting brand personality, SEM model, Brand image, Decision making

### 1. Introduction

Brand Personality is vital predecessor in forming the brand attitude. But the effect of brand personality on other variables like brand loyalty [1], new product evaluation relationship strength indicators, evaluation of brand extensions [2] and brand preference [3] has also been investigated. The brand personality characters are created due to the association that the consumer has with the brand. A Brand is an intangible element, it has no objective existence. Branding is merely a perception on the minds of the end users. The marketing activities create a brand image in the minds of the consumers, which directly affects the buying behavior. Batra et. al. [4] states that the brand image is not created overnight, these are the result of the impact of marketing mix of the brand i.e. price, availability, packaging, promotion, advertisement etc. Consumer buy the products based on the brand image associated with it, they try to differentiate products based on the brand image. The study and analysis of the Impact of Human personality on brand personality of Toyota cars is a significant one in the area of Business Administration as every business life cycle in this competitive environment illustrates the importance of information for making calculative decisions based on the issues.

The research activities conducted so far focused on the brands with a limitation to symbolic categories like mobile phones, beverages, perfumes and vehicles [1, 4, 5]. Certain research contributions states that the brand personality must not have any impact on the products and brands are purchased and used primarily to solve problems [3]. The brand personality approaches makes the researchers aware of the use of brands as that of multi-attribute models [6]. The foremost important aspect to be noted is that there are several

products that serve the purpose of solving the problems and help in expression of one's own attitudes. There are also products with utilitarian functions having their own nature of brand associations [7].

## 2. Literature Review

### 2.1. The Source of Brand Personality

Most of the research works are conducted in the area of humanities, particularly in applied psychology, focusing the interpretation of human personality with a number of characteristic dimensions [8].

### 2.2. Brand personality vs. human personality: a metaphorical transfer

As brands are company's capital, personality emblems are a brand's capital equity and it serves to personalize the brand identity through a trait symbol other than the brand name [9]. These traits or characteristics help us to understand the brands culture and personality. For example as the corporate specifications are depicted in graphics pertaining to the brands personality traits and values (ibid).

Consumers often ascribe brands by associating them with personality attributes and marketers utilize these perceptions by their brand positioning. These traits provide symbolic meaning or emotional value which contributes to consumer brands. Successful positioning of brand's personality within a product segment requires measurement models that are able to disintegrate a brand's unique personality traits from those traits that are common to all brands in the product category. In order to maintain consumer loyalty, the brand managers are aiding brand advertisements through interactive methods.

### 2.3. Difference between Brand Personality and Brand Image

As per Oxford Business English Dictionary[10], brand personality has been defined as "the attractive and special human qualities that a company wants a product or group of products suggest to people" in other side brand image has this meaning "what people think or feel about a particular product, company, name or symbol". In certain areas of research activities these two concepts are used interchangeably to measure consumer perceptions of brands [6].

### 2.4. Destination Personality and Brand Personality

Human and destination personality may share a similar conceptualization, but they may differ in how they are formed. Perceptions of human traits are inferred on the basis of a person's behaviour, physical characteristics, attitudes, and demographic characteristics [11]. In contrast, perceptions of destination personality traits can be formed and influenced by the direct and / or indirect contact that the tourist may have had with the destination [12].

## 3. Research Methodology

The research methodology of the study is as follows:

- (a) **Research Design:** The study has used a "Descriptive design" of conclusive nature.
- (b) **Sampling Unit:** The sampling units are the owners and users of Toyota cars in Muscat City, Oman.
- (c) **Sample size:** The sample size is 100.
- (d) **Sources of Data:** The study was based on both primary and secondary data. Primary data was collected directly from the Toyota owners / users. Secondary data was obtained from Magazines, Journals, Publications, White papers, published case studies, Texts and websites.

(e) **Data collection tool:** For the collection of primary data; a field survey was conducted with the help of a well-structured questionnaire issued to the respondents. The secondary data was collected from Books, Magazines, Journals, and Publications and from related Web sites.

(f) **Statistical Tools:** The data thus collected was analyzed and interpreted with relevant statistical tools for drawing conclusions. For analyzing the data, SPSS (Statistical Package for Social Sciences) was used. Relevant tools such as percentage analysis, inferential statistics, tests of hypothesis, and factor analysis were used.

## 4. Objectives

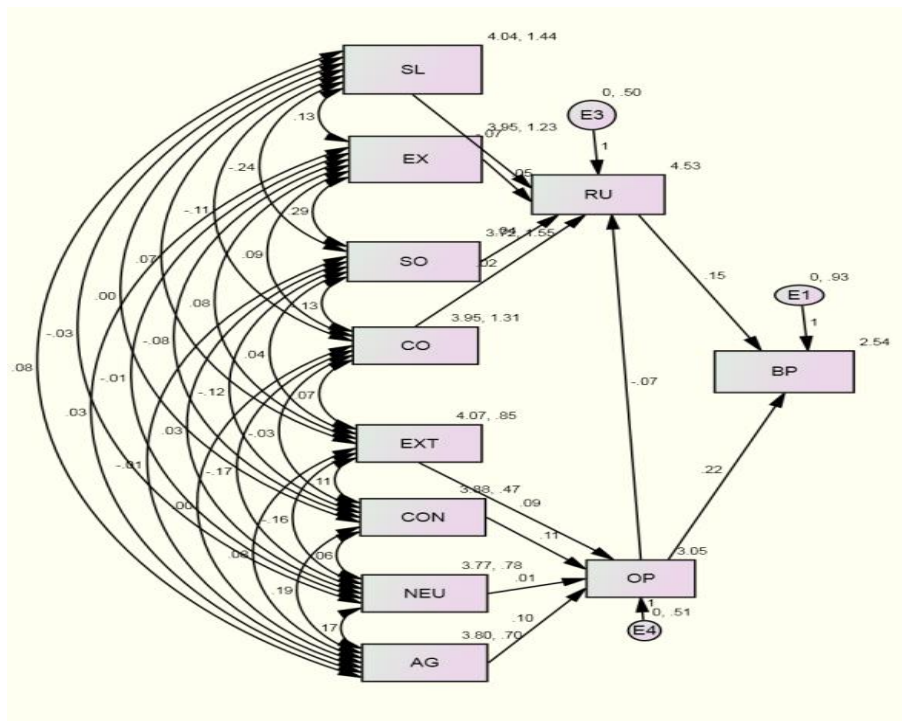
The objectives for the study were set as follows.

1. To profile the product in line of customers.
2. To assess the impact of human personality of Toyota cars.
3. To assess the impact on brand personality of Toyota cars.

## 5. A Structure Equation Model

### 5.1. Exogenous variable

An Independent variable as shown in Table 1, is that affects a model without being affected by it, and whose qualitative characteristics and method of generation are not specified by the model builder. An exogenous variable is used for setting arbitrary external conditions, and not in achieving a more realistic model behavior as represented in figure 1.



**Figure 1.** Structural Equation Model for the Variables

**Table 1.** Variables of Structural Equation Model

S.NO	Abbreviation	Traits
1	SL	Sincerity
2	EX	Excitement
3	SO	Sophistication
4	CO	Competence
5	EXT	Extraversion
6	CON	Conscientiousness
7	NEU	Neuroticism
8	AG	Agreeableness
9	RU	Ruggedness
10	OP	Openness to Experience
11	BP	Brand Personality

## 5.2. Endogenous Variable

An economic variable that is determined within a model as shown in Table 2. It is therefore not subject to direct manipulation by the modeler, since that would override the model. In trade models, the quantity of trade itself is almost always endogenous. There are other Variables for identification or correlation with the Big Five Model.

**Table 2.** Regression Weights

	Sig.	Estimate	S.E.	C.R.	P	Label
OP <--- EXT	0.08763970	0.03737162	2.34508691	0.01902264	par_34	
OP <--- CON	0.11443954	0.05137605	2.22748819	0.02591466	par_35	
OP <--- NEU	0.00876576	0.03943818	2.2226578	0.82410699	par_36	
OP <--- AG	0.09939809	0.04312060	2.30511820	0.02115995	par_37	
RU <--- SL	-0.06855900	0.02815248	-2.43527370	0.01488053	par_29	
RU <--- EX	0.05252190	0.03074822	1.70812801	0.08761259	par_30	
RU <--- SO	0.03647648	0.02768480	1.31756370	0.18764975	par_31	
RU <--- CO	0.01740126	0.02914172	.59712541	0.55042366	par_32	

Sig.			Estimate	S.E.	C.R.	P	Label
RU	<---	OP	-0.06972254	0.04488073	-1.55350722	0.12030201	par_39
BP	<---	RU	0.14953396	0.06212934	2.40681692	0.01609223	par_33
BP	<---	OP	0.22482631	0.06125755	3.67018143	0.0000	par_38

The regressive model by AMOS graphics exhibit relationship among the Brand personality dimensions with the comparison of human personality dimensions. It shows that RU (Ruggedness-Dimension of brand personality) & OP (Openness to experience- Dimension of human personality) mediate the BP (Brand Personality), RU influenced 0.15, OP influenced 0.22 to BP, these dimensions are significantly influenced the Brand Personality. OP (Openness to experience) influenced CON (Conscientiousness) by 0.11, followed by EXT (Extraversion) 0.09 and AG (Agreeableness) 0.10. SO (Sophistication) influenced RU by .04, followed by CO(Competence) 0.02 and EX(Excitement) 0.05. Some of the other dimensions are not having significant impact on RU (Ruggedness), which are SL by -0.07 and OP by -0.07.

### 5.3. Model Fit Summary

**Table 3.** CMIN model fit

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	61	34.37293660	16	0.00483784	2.14830854
Saturated model	77	0.00000000	0	-	-
Independence model	22	309.32248327	55	0.00000000	5.62404515

As shown in Table 3 **NPAR** is the number of distinct parameters ( $q$ ) being estimated. Two parameters (two regression weights, say) that are required to be equal to each other count as a single parameter. **CMIN** is the minimum value,  $\hat{C}$ , of the discrepancy,  $C$ . **P** is a " $p$  value" for testing the hypothesis that the model fits perfectly in the population. P value which exhibits the value is less than 0.05. Hence, the model fits perfectly in the population.

### 5.4. RMSEA Model fit

**Table 4.** RMSEA Model fit

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.04958735	0.02640308	0.07249343	0.01690651
Independence model	0.09950676	0.08885851	0.11045315	0.00000861

As shown Table 4 infers that the RMSEA value is less than .05. Which indicates the low level approximation of error in this model and it is close fit the model in relation to the degree of freedom. P close value used to test the hypothesis with the model and degree of freedom. Hence it infers that this model significantly fit for measuring the brand personality.

## 6. Contributions to Toyota in Oman

It is absolutely a known fact that Toyota is a Brand of international repute and is a flagship brand in Oman. This brand coming must be accompanied by a very strong marketing campaign with a justified spend on the right strategies.

**Table 5.** Brand Tone

S.No	Total Respondents	Total Sample Size (%)	Brand Tone perception
1	70	57.70	<b>Progressive</b>
2	37	50.60	<b>Cold</b>
3	97	63.50	<b>Innovative</b>
4	49	53.20	<b>Serious</b>
5	80	38.50	<b>Masculine</b>
6	61	55.80	<b>Formal</b>
7	45	73.70	<b>Energetic</b>
8	37	50.60	<b>Classic</b>
9	43	51.90	<b>Orderly</b>
10	45	73.70	<b>Quiet</b>
11	09	66.00	<b>Popular</b>
12	19	46.80	<b>Unique</b>
13	64	56.00	<b>Old</b>
14	88	61.50	<b>Established</b>

Competition between brands gulps a huge of amount of resource in the race to win customers but if the resources are well spent what has been a successful brand may fare well in Oman that is already clogged with too many offerings. The confusion in decision could be minimized and help the customers to scale it down by the research finding done in Muscat city, Oman, by pitching in the product as a rugged personality which most personality trait is figured. A spree of sensation prevails around every youth in Oman as one with keen observation might note it. Media instills ruggedness in every form and shape in the young minds and today's Oman youth are aligned for a Macho, Masculine and Rugged Personality traits, as shown in Table 5.

## 7. Conclusions

Numerous research works have been conducted in the field of Humanities, especially in applied psychology, aiming at conceptualizing and structuring the human personality according to a number of characteristic dimensions. While not referring to the concrete individual this reviews the concept of the way the individual behaves and reacts to his environment. The measurement scales developed in human personality psychology is transferred to the brands. Marketing strategies bear no sense if there was no competition or if there was no choice to make. It is the varied choice of makes, makers and sellers that has paved way for these killer strategies into the micro level of playing with the psyche of consumers which they themselves are aware of though it all plays in the background. These findings from the research have brought out some astounding results in terms of Impact of Human personality on the brand personality of Toyota cars. These strategies and finding if taken seriously would for sure bring about the desired results and even more in terms of market penetration, brand leverage and brand loyalty that ultimately works on a sound balance sheet for Toyota and it have a high volume brand in Oman.

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