

**PERSONALITY TYPE, GENDER AND AGE DIFFERENCE:
A STUDY OF CUSTOMERS' BRAND LOYALTY**

Seema Munaf, Ulfat Nisa, Azra Shaheen

Sadiq Hussain, Farhan Kamrani

Institute of Clinical Psychology

University of Karachi, Pakistan

and

Saeed Vohra

College of Medicine, King Saud University,

Riyadh, Saudi Arabia.

ABSTRACT

The purpose of the research is to study the role of Personality Types, Gender and Age difference in Customers' Brand Loyalty. It was hypothesized that 1) There would be difference in brand loyalty of customers with Type "A", "B" and "AB" Personalities, 2) There would be gender difference in customers brand loyalty and, 3) There would be difference in brand loyalty of customers with age groups 19-21 years and 22-24 years. Sample of the present research consisted of 54 male and 54 female customers. Their Age range was from 19-24 years. Their minimum educational qualification was graduation and all belonged to middle and upper middle socio economic class. All the respondents were individually approached and they were requested to fill the demographic data sheet, which was followed by Anjum -Khalique Type A Scale (AKTAS, Anjum & Khalique, 1991), along with the Illustrative Measures of Brand Loyalty (Sheth, Mittal, & Newman, 1999a). Analysis of Variance was applied

to determine difference in brand loyalty among customers with Type “A”, “B” and “AB” Personalities, t-test was applied in order to find out difference in brand loyalty between Type “A” and “B”, Type “A” and “AB” and between Type “B” and “AB” Personalities. Further difference was also calculated with reference to gender and age range. Results indicated that there is a significant difference in consumer’s brand loyalty with reference to Personality Types ($N=108$, $df=2\&105$, $F=3.561$, $p<.05$). Although insignificant difference of brand loyalty was found between Personality Type A and B ($N=36$, $t=1.88$, $df=34$, $p>.05$) and between Personality Type A and AB ($N=91$, $t=0.132$, $df=89$, $p>.05$). However significant difference was noted between Personality Type B and AB ($N=89$, $t=-2.725$, $df=87$, $p<.01$). Likewise there was significant difference between consumers with age group from 19-21 years and 22 - 24 years ($N=108$, $t=2.83$, $df=106$, $p<.01$). Consumers of age group 19-21 years were found to be more brand loyal ($X=19.02$) than consumers of age group 22- 24 years ($X=17.02$). Furthermore insignificant difference of brand loyalty was found between male and female customers ($N=108$, $t=0.101$, $df=106$, $p>.05$). Overall results indicate that personality and age are two important predictors of customer’s brand loyalty where as gender is an insignificant factor. Nevertheless we can’t negate the influence of other situational factors that are also responsible for it. Limitations of the study and avenues for future research have also been suggested.

INTRODUCTION

Personality is conceptualized by many theorists as the pattern of behavior exhibited by an individual. Attributes, traits, and mannerisms distinguish one individual from another. We often characterize people by the personality traits they display, for example dominance, aggressiveness, friendliness, sociability, dependent and achievement-oriented etc.

With reference to the consumer behavior, personality is an important factor because the trait people possess affect the way consumers behave and prefer products, (Gilbert & Churchill, 1999). Results of the study by Ismail, Munaf and Rehman (2004) show a significance difference in the level of achievement, aggression and dominance between consumers with low and high tendency to conform while shopping.

Personality of consumers can be classified into three broad categories on the basis of Personality Types. These are Type “A”, Type “B” and Type “AB” Personalities.

Personality traits like workaholics, ambitiousness, aggressiveness, competitiveness, drive, impatience, need for control and unrealistic sense of urgency are conceptualized as features of Type “A” Personality.

Friedman and Rosenman (1974) define the Type A personality as “An action-emotion complex that can be observed in any person who is aggressively involved in a chronic, incessant struggle to achieve more and more in less and less time, and if required to do so, against the opposing efforts of other things or other persons.”

BAHRIA JOURNAL OF PROFESSIONAL PSYCHOLOGY

People characterized by moderate ambitiousness and drive, accommodating attitude, cooperativeness, in general, an easy going approach to life are conceptualized as Type “B” Personality.

It is also possible to have a mix characteristics of Type A and B personalities, which is classified as Type AB personality, (www.sedona.com).

The empirical evidence of personality to predict consumption behavior is weak however personality remains a variable dear to the marketing researchers. They try to remain in touch with the information of the impact of personality upon product purchase and brand loyalty.

Brand loyalty is a concept that emerged from the discipline of marketing. It refers to a consumer's commitment to repurchase product of same brand and its faithfulness can be demonstrated by repeated buying of brand in face of competition by other branded substitutes. This behavior may be labeled as behavioral brand loyalty, whereas customer's favorable attitude for a brand is known as attitudinal brand loyalty. According to Sheth, Mittal, & Newman (1999b), customers loyalty is a customers' commitment to a brand or a supplier, based on a strong favorable attitude and manifested in consistent repatronage.

Day(nd) defined brand loyalty as “Consisting of repeated purchases prompted by a strong internal disposition” while according to Jacoby (nd) “Brand loyalty is the biased behavioral response expressed over time by some decision making unit with respect to one or more alternative brands out of a set of such brands and is a function of psychological processes.”

Research indicates that consumers tend to perceive the shopping and

consumption activities associated with products as personally relevant (Zaichkowsky, 1985). In our daily life we involve in many situation that tend to activate different aspects of our personality. Many consumer products acquire brand personality. For example they view different products and brands by different personality characteristics which are present or not present in them and try to purchase product with similar personality characteristics as present in them (Hawkins, Best, Coney, & Koch, 2001). As reported by Kim, Han and Park (2001) brand characteristics tend to determine brand loyalty. The results of their study indicated that there are positive relationships between attractiveness, distinctiveness, and self-expressive value of brand personality. These relationships had effect on consumers' identification with a brand. This identification had an indirect effect on brand loyalty.

Other factors related to repurchase behavior can depend on consumer demographic characteristics such as age or education (Mittal & Kamakura, 2001). The average loyalty across products to be 88% for women and 86 % for men (Satish and Sri, 2004). Similarly Mahmood (nd) found age, education level and gender having significant impact on brand loyalty.

Hence the objective of this research is to compare customers brand loyalty with reference to personality types, gender and age. Results of the research would help to understand impact of Pakistani customers Personality Types, gender and age upon their brand loyalty. It will fill the gap in our knowledge about consumer behavior and also help Psychologist and Marketers in understanding their behavior.

Hypotheses:

- 1) There would be difference in brand loyalty of customers with Type “A”, “B” and “AB” personalities.
- 2) There would be gender difference in customers’ brand loyalty.
- 3) There would be difference in brand loyalty of customers with age groups 19-21 years and 22 - 24 years.

METHOD

Sample:

A sample of 108 customers, 54 males and 54 females were taken on the basis of convenient sampling technique from different universities of Karachi, Pakistan. Their age range was from 19-24 years. They were divided into two groups according to their age, early adulthood (19 to 21 years) and middle adulthood (22 to 24 years). Their minimum educational qualification was graduation and all belonged to middle- middle and upper-middle socio economic class.

Materials:

1. Demographic Data Sheet:

It included information related to consumers’ gender, age, academic qualification, socio economic status and use of brand in purchase of soap/shampoo for taking bath.

2. Anjum Khalique Type A Scale (AKTAS, Anjum & Khalique, 1991):

It consists of twelve pairs of items. People are requested to read them carefully and circle any one statement in each pair. The maximum score is 12. low Type A score = 1-4, Average Type A score = 5-8 and high Type A score = 9-12. which may also be described as high, average and low Type B Personality respectively.

3. Illustrative Measures of Brand Loyalty (Sheth, Mittal, & Newman, 1999a):

It consists of five statements related to particular brand of product customers like or prefer to purchase, which can be marked on a five point rating scale from strongly disagree to strongly agree. The first two statements capture attitudinal bias toward the brand; the next two statements reflect consistent behavior and the last statement taps commitment.

Procedure:

Participants were approached in their educational institutions. They were requested to voluntarily participate as sample and informed that administration of questionnaire and scale will take not more than ten minutes. Moreover all information gathered will be kept confidential. After taking consent demographic data sheet was filled up, which was followed by Anjum-Khalique Type A Scale and Illustrative Measures of Brand Loyalty. After collection of data customers were divided into three groups on the basis of their scores on AKTAS. High score of Type A (9-12) was taken as score of Type A Personality, Low score of Type A (1-4) was taken as a score of Type B Personality and Average score of Type A (5-8) was taken as a score of

BAHRIA JOURNAL OF PROFESSIONAL PSYCHOLOGY

Type AB Personality as it is believed to have mix characteristics of Type A and B personalities. Then their scores on Illustrative Measures of Brand Loyalty were calculated. Analysis Of Variance (ANOVA) was applied to determine the difference in customers' brand loyalty having Type A, Type B and Type AB Personalities. t-test was applied in order to find out mean difference in brand loyalty of Type A and B, Type A and AB and Type B and AB personalities. Further gender and age difference in brand loyalty was also established through t-test.

RESULTS

Table: 1

**ANOVA showing difference among Brand Loyalty
of Customers having Personality Type A, B and AB**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	97.436	2	48.718	3.561	.032
Within Groups	1436.527	105	13.681		p<.05
Total	1533.963	107			

Table: 2

**t-test showing difference between Brand Loyalty Means
of Customers having Type A and B Personalities**

Personality Type	N	Mean	t	df	Sig.(2- Tailed)
A	19	18.53	1.88	34	0.068
B	17	15.82			P>.05

Table: 3

**t-test showing difference between Brand Loyalty Means
of Customers having Type A and AB Personalities**

Personality Type	N	Mean	t	df	Sig.(2- Tailed)
A	19	18.53	0.132	89	0.895
AB	72	18.40			p>0.05

Table: 4

**t-test showing difference between Brand Loyalty Means
of Customers having Type B and AB Personalities**

Personality Type	N	Mean $\bar{X}$	t	df	Sig.(2- Tailed)
B	17	15.82	-2.72	87	0.008
AB	72	18.40			P<0.01

Table: 5

**t-test showing difference between Brand Loyalty means
of Female and Male Customers**

Gender	N	Mean $\bar{X}$	t	df	Sig.(2- Tailed)
Females	54	18.06	0.101	106	0.92
Males	54	17.98			p>0.05

Table: 6

**t-test showing difference between Brand Loyalty Means
of Customers of age range 19-21 and 22-24 years**

Age Range	N	Mean $\bar{X}$	t	df	Sig.(2- Tailed)
19-21	54	19.02	2.83	106	0.006
22-24	54	17.02			p<0.01

DISCUSSION

Present study aimed to determine difference in the brand loyalty of customers with different personality Types (Type A, Type B and AB), gender and age. It is clear from Table 1. that there is a significant difference in consumer's brand loyalty with reference to Personality Types ($N=108$, $df=2\&105$, $F=3.561$, $p<0.05$). Hence our first hypothesis that "There would be difference in brand loyalty of customers with Type "A", "B" and "AB" personalities." was proved, which indicates that personality traits determine extent of brand loyalty. However when detailed analysis was made through t-test for comparing brand loyalty of Personality Type A and B, Personality Type A and AB and Personality Type B and AB, then insignificant difference of brand loyalty was noted between Personality Type A and B ($N=36$, $t=1.88$, $df=34$, $p>.05$) and between Personality Type A and AB ($N=91$, $t=.132$, $df=89$, $p>.05$). This makes it clear that brand loyalty of customers with Type A and B as well as Type A and AB are alike, however significant difference between Personality Type B and AB ($N=89$, $t=-2.725$, $df=87$, $p<.01$), clarify that customers with Type AB personality are more brand loyal ($\bar{X}=18.40$) than customers with Type B personality ($\bar{X}=15.82$). Our results are similar to that of Ismail, Munaf and Rehman (2004) who found difference in the level of achievement, aggression and dominance between consumers. Contrary to it Sheth, Mittal & Newman (1999c) and Cunningham (1956) found that loyalty varies across product categories rather than being customer specific. Further Sheth et al (1999c) elucidate that personality measures do not explain (or even predict) purchasing behavior.

Table 5, shows insignificant difference of brand loyalty between genders ($N=108$, $t=.101$, $df=106$, $p>.05$). This disproved our second hypothesis that, "There would be gender difference in customers brand loyalty". Results

pinpoint that there is no difference in brand loyalty between male and female customers. It seems that apart from gender other factors also play important role in determining brand loyalty. Hence men and women appear to show brand loyalty in a similar way and gender difference is minimized.

Table 6 also shows significant difference between consumers with age group from 19-21 years and 22 - 24 years ($N=108$, $t=2.83$, $df=106$, $p<.01$). Consumers of age group 19-21 years were found to be more brand loyal ($\bar{X}=19.02$) than consumers of age group 22-24 years ($\bar{X}= 17.02$). Thus proving our third hypothesis that “There would be difference in brand loyalty of customers with age groups 19-21 years and 22-24 years.” Similar finding was reported by Mahmood (nd) who found age having significant impact on brand loyalty. The reasons for early adult consumers more brand loyal than middle adult consumers may be because young people purchase things for different reasons than people older to them. They may come under pressure of family who is usually responsible for decision making. Hence there is a possibility that early adults are more prone to be affected by situational influence as compare to customers of middle adulthood, therefore early adulthood customers exhibit high level of brand loyalty.

To summarize we can say that personality and age do play significant role in determining brand loyalty of customers, while gender is insignificantly related to brand loyalty. Therefore it is reasonable to conclude that consumer's brand loyalty depends not on one or two variables only but it is more influenced by combination of innumerable factors eg. needs, motives, family pressure, social class, culture values, religion, psychological factors and various situational variables which determine extent of brand loyalty. Results of the research are highly important not only for the marketers and psychologists but also for those belonging to different professions dealing with understanding of human behavior.

Limitation of the Study and Avenues for Future Research:

- 1) Sample was taken from educational institutions of Karachi only. Hence sample of consumers from different cities and those involved in different occupations were not taken as samples. Therefore generalization cannot be made for entire customer population of Pakistan. It would be more appropriate that future researcher may take larger sample from different cities and those involved in different profession in Pakistan.
- 2) Cross sectional study would help marketers and psychologists to understand customer's behavior with high degree of reliability.
- 3) Future studies also need to explore the role of different factors among early adults that motivate them to be more brands loyal than middle adults.
- 4) Present study focused only on brand loyalty of soap and shampoo as a product. Variety of products can be taken in advance study in order to understand brand loyalty related to different product categories.

REFERENCES

- Anjum, & Khalique, N. (1991). Anjum -Khalique Type A Scale. Journal of Behavioral Sciences, 13 (2), 21-32.
- Cunningham, R.M., (1956), Brand Loyalty - What Where How Much? Harvard Business Review, 34, 116-128. In R.Bennett, R & S.R.Thiele (2001) Attitudinal Loyalty – Personality trait or brand specific? In ANZMAC 2000 Visionary Marketing for the 21st Century: Facing the Challenge. Retrieved on October 07, 2008 from <http://smib.vuw.ac.nz:8081/www/ANZMAC2000/CDsite/papers/b/Bennett3.PDF>
- Day, G. S. (nd). In J.N.Sheth., B.Mittal., & I.B.Newman (1999).Customer Behavior Consumer Behavior and Beyond, p. 700, USA: George Provol.
- Friedman, M. & Rosenman, R. H. (1974). Type “A” behavior and your heart. In F. Luthans (Ed.) (2005). Organizational Behavior, 10th ed., p.383, McGraw –Hill Irwin
- Gilbert. A. & Churchill, J. (1999) Marketing Research: Methodological Foundations. U.S.A.
- Hawkins, D. I., Best, R. J., Coney, K. A. & Koch, E.C. (2001). Consumer Behavior: Building Marketing Strategy, pp. 375-376,647,651. Boston: McGraw Hill.

- Ismail, Z., Munaf, S. & Rehman. G. (2004). Consumers' behavior as a function of life style and Personality Trait: Pakistan Journal of Psychology, 35, pp. 67-80. Institute of Clinical Psychology, University of Karachi.
- Jacoby, J (nd). In J. N. Sheth, B.Mittal, & I.B.Newman (1999). Customer Behavior Consumer Behavior and Beyond, p. 700, USA: George Provol.
- Kim, C. K. Han., D. & Park. S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification, Japanese Psychological Association. Retrieved on October 07, 2008 from <http://smib.vuw.ac.nz:8081/www/ANZMAC2000/CDsite/papers/b/Bennett3.PDF>
- Mittal, V. & Kamakura, W. (2001). Satisfaction, repurchase intent and repurchase Behavior: Investigating the moderating effect of customer characteristics. Journal of Marketing Research.38, 131-142. Suh, J. C. & Yi. Y. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: The moderating role of product involvement: Journal of Consumer Psychology, 16, 2, 145-155.
- Mahmood, A. (nd) Impact of the Demographics on the Consumer's Brand Loyalty. Retrieved on 10/14/2008 from www.researchactivity.com/editor/assets.html.
- Satish, M. & Sri, M.R. (2004) In A. Mahmood (nd). Impact of the Demographics on the Consumer's Brand Loyalty. Retrieved on October 14, 2008 from www.researchactivity.com/editor/assets.

BAHRIA JOURNAL OF PROFESSIONAL PSYCHOLOGY

- Sheth, J.N., Mittal, B. & Newman, I. B. (1999a). Illustrative Measures of Brand Loyalty. Customer Behavior, Consumer Behavior and Beyond, p. 701, USA: George Provol.
- Sheth. J. N., Mittal., B & Newman.B. I. (1999b). Customer Behavior Consumer Behavior and Beyond: pp. 699-702.USA: George Provol.
- Sheth, J.N., Mittal B. & Newman B.I. (1999c). In Bennett, R & Thiele. S. R. (2001). Attitudinal Loyalty – Personality Trait or Brand Specific? Retrieved on October 07, 2008 from <http://smib.vuw.ac.nz:8081/www/ANZMAC2000/CDsite/papers/b/Bennett3.PDF>
- www.Sedona.com. Type A Personality, Type B Personality: How much are we really controlled by "Personality Types"? Retrieved on December 26, 2008 from <http://www.sedona.com/lp-typeA.aspx>
- Zaichkowsky, J. L.(1985). Measuring the Involvement construct. Journal of Consumer Research 12, 341-352. In Suh, J. C. & Yi. Y. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: The moderating role of product involvement. Journal of Consumer Psychology, 16, 2, 145-155.