



PRIMARY RESEARCH

# The application of brand personality concept to the city context in Thailand

Sarun Amatyakul<sup>1</sup>, Kawpong Polyorat<sup>2\*</sup><sup>1,2</sup> Faculty of Business Administration and Accountancy, Khon Kaen University, Khon Kaen, Thailand

## Keywords

Brand personality  
Personality traits  
Products  
Kindness and reliability

**Received:** 24 May 2017**Accepted:** 18 October 2017**Published:** 18 April 2018

## Abstract

Employees are important assets of an organization in the current knowledge economy. Thus, the issue of their behavior should be more emphasized and discussed. This study researches how self-exploration/self-exploitation comes into being and their follow-up effect based on the exploration/exploitation in organization. The former discusses the effect of self-exploration/self-exploitation due to personality traits and organizational structure, the results of which were then used to discuss whether organizational structure would affect expatriates' adjustment to foreign assignment. We used multiple regression analysis to test the relationship between self-exploration/self-exploitation, personality traits, organizational structure and expatriates' adjustment to foreign assignment. Additionally, the mediation effect of self-exploration on the relationship between personality traits and expatriates' adjustment to foreign assignment was studied. The findings also reveal that kindness & reliability, dream man, and country girl are positively impacted by intention to purchase Khon Kaen products. In other words, city brand personality is influential for intention to purchase. Through this empirical research, we provide insights into human resource management and future research.

© 2018 The Author(s). Published by TAF Publishing.

## INTRODUCTION

Khon Kaen, located in the northeast of Thailand, is one of the prominent cities with strategic roles. First of all, Khon Kaen is in the center of the northeast region and, thus, serves as a regional government hub and has higher education institutions, like Khon Kaen University which is ranked the fifth in the national survey and the 724<sup>th</sup> in the global one ([Ranking Web of University, 2016](#)). As for transportation, Khon Kaen offers a convenient link to Vientiane, the capital city of Laos through Mittraphab Road running from Bangkok to Nongkhai. To reach Vientiane, it takes 166 kilometers from Khon Kaen to Nongkhai and then the 27-kilometer Thai-Lao Friendship Bridge ([The Transport Company Ltd, 2016](#)). In addition, Khon Kaen is a city at the inter-junction between Mittraphab Road and East-West Economic Corridor (EWEC) which connects Mae Sot (Myanmar border) and Mukdahan (Laotian border). Khon Kaen is, therefore, a city with potential hub of transport in the region of Mekong River, both regionally and nationwide.

For transport within the city, Khon Kaen is one of the few cities with a light rail transit project running from the south to the north by passing the city taking the 26-kilometer route ([Khon Kaen City Development, 2016](#)). This project is drawn from the smart city development in Portland, Oregon, USA and expected to help reduce traffic congestion, stimulate economic growth as well as slow down urbanization and pollution ([Khon Kaen Chamber of Commerce, 2016](#)). The electric rail initiative is regarded as a pioneering project in the country side and, thus, a pilot project in city development for other cities in Thailand. In short, the electric rail project may help lead to enormous prosperity of the city.

Moreover, Khon Kaen is a city with high economic potential. In 2014, it was ranked the 16<sup>th</sup> in the Thai economy, with GDP worth 145,272 million baht and average annual income per head up to 81,884 baht, or the highest in the Northeast ([Independent New Network, 2016](#)). As for industrial investment, there are 4,131 factories in Khon Kaen

\*corresponding author: Kawpong Polyorat

†email: [kawpong@kku.ac.th](mailto:kawpong@kku.ac.th)

with the total investment value of 77 billion baht (Khon Kaen City, 2016). In the city center, there are currently such megaprojects as Central Plaza worth 6,500 million baht, Hugz Mall worth 336 million baht, Dino Water Park worth 2,000 million baht, and Terminal 21 worth 5,000 million baht (Khon Kaen City, 2016). In other words, Khon Kaen has a steady growth with a number of high investments, bringing about such outcomes as job generation, city expansion, and higher income of its population. Based on the above data, the researchers expect that Khon Kaen could become one of the highest growing cities in Thailand.

One of the interesting marketing strategies in leading the city development is brand personality as this concept can help create an appropriate perception of Khon Kaen as a brand as well as adding value sustainably and naturally. This will boost the efficiency in planning and managing for all stakeholders of the city brand, for example, city administrators, local business people, entrepreneurs, educational institutions, and government offices toward the same direction (Issarakdee, 2016; King, 2016; Saputra & Dewi, 2016). Therefore, the researchers have brought this concept to the city context using Khon Kaen as a case. Results of this research can provide some guidelines in applying this concept to Thai cities and further insights into how city brand personality impacts purchase intention.

### CONCEPTUAL FRAMEWORK

Brand personality is a key marketing concept because it can make a difference to a brand (Freling & Forbes, 2005; Krisnawati, Perangin-Angin, Zainal, & Suardi, 2016; Plummer, 2000). This can be seen in different elements of a brand, such as modernity, competency, and social responsibility. Also, creating personality to a brand affects such strategic issues as brand definition, brand impression, a good relationship with consumers, consumer satisfaction, and consumer's self-concept (Freling & Forbes, 2005; Guèvremont & Grohmann, 2013; Keller, 1993). Brand personality may lead to a situation in which consumers identify themselves through product consumption, thereby resulting in more consumption. In other words, a brand can create meaning more than its actual benefits. This will occur when consumers consume a sign associated with a particular product as a result of brand personality, rather than solely consuming the tangible benefits gained from physical characteristics of the product.

Brand personality concept and consumption of sign share some similarities. That is, consumption of sign makes consumers draw meaning from products, more than the actual product benefits. The meaning acquired by consumers will

link consumers' feelings to self-concept, thereby making consumers buy more than their actual needs (Amatyakul, 2016; Wibisono, Yani, & Muhlisyah, 2016). Likewise, brand personality can affect consumers in making a sense out of product consumption. This process starts by making consumers feel that a brand is of the same personality to that of human beings (Aggarwal & McGill, 2007), thereby leading consumers who have the same personality or those who want to have that personality to buy products so as to display their identity.

In other words, brand personality concept leads consumers to buy products to consume the meaning of product personality, apart from the actual uses of physical product features. For example, coffee is consumed to convey trendiness. Another example is the case of expensive cars, which are bought to present a success in life. Therefore, businesses should build brand personality appropriate for their products to make a difference, which may result in the proper market positioning.

As for the definition of brand personality, most of the research defined it similarly. For instance, brand personality refers to giving meaning to a sign of brand (Sung & Tinkham, 2005), human personality traits in brand or any traits that can create special characteristics for a brand (Malik & Naeem, 2013; Patterson, Khogeer, & Hodgson, 2013), and a reflection of the consumer's self-concepts (Su, 2015), human personality traits found in brand which are useful for establishing a good relationship with consumers (Azoulay & Kapferer, 2003; Sweeney & Brandon, 2006) and human personality traits in relation to a brand, such as habits, demographic information, and character (Aaker, 1997). Overall, the definition given by (Aaker, 1997) has been adopted by most studies (Azoulay & Kapferer, 2003; Maehle & Supphellen, 2011).

Apart from the widely recognized definition made by (Aaker, 1997), many researchers have employed the personality scale also developed by (Aaker, 1997) in their studies (Caprara, Barbaranelli, & Guido, 2001). The reason for such a wide recognition is that this scale is of generalizability, accuracy, and high reliability, and also covers a comprehensive range of products, etc., (Austin, Siguaw, & Mattila, 2003; Aaker, Benet-Martinez, & Garolera, 2001). It is noticeable that when using a particular scale for a study, the definition seems to go along with that scale accordingly. Thus, both the definition and the personality scale of (Aaker, 1997) have been widely cited and adopted (Aaker, 1997) in research on brand personality.

Brand personality scale (Aaker, 1997) consists of five dimensions: sincerity, excitement, competence, sophisticated,

tion, and ruggedness, with 42 traits of brand personality as displayed in Table 1. Each dimension of brand personality contains different traits of personality, so it is easy for businesses to enable stakeholders of a brand, such as employees, wholesalers, retailers, and deliverers, to communicate the desired brand personality, thereby making dimensions of brand personality clearer (Issarapakdee, 2016). For ex-

ample, if a business wants its brand to have competency dimension so as to influence consumers' purchase intention, it might want to build traits of brand personality as reliable, hard-working, secure, intelligent, technical, corporate, successful, leader, and confident for its brand through the brand stakeholders.

**TABLE 1.** Dimensions and traits of brand personality (Aaker, 1997)

Dimensions	Brand Personality Traits
Sincerity	Down-To-Earth, Family-Oriented, Small-Town, Honest, Sincere, Real, Wholesome, Original, Cheerful, Sentimental, Friendly
Excitement	Daring, Trendy, Exciting, Spirited, Cool, Young, Imaginative, Unique, Up-to-Date, Independent, Contemporary
Competency	Reliable, Hard Working, Secure, Intelligent, Technical, Corporate, Successful, Leader, Confident
Sophistication	Upper Class, Glamorous, Good Looking, Charming, Feminine, Smooth
Ruggedness	Outdoorsy, Masculine, Western, Tough, Rugged

The above dimensions of brand personality can be applied to build personality for such general products as toothbrushes, watches, jeans, fashion items, cell phones, and cars (Ang & Lim, 2006; Ekhlassi, Nezhad, Far, & Rahmani, 2012; Kuenzel & Phairor, 2009; J. W. Lee, 2009; Mulyanegara, Tsarenko, & Anderson, 2009; Temporal, 2000). In addition, numerous studies have introduced brand personality to other contexts than products, e.g., restaurants, sport teams, and universities (Aiken & Campbell, 2009; Murase & Bojanic, 2004; Watkins & Gonzenbach, 2013). Among these, some of them have paid attention to brand personality in the tourism contexts which are relevant to area or place branding (Guiry & Vequist, 2015). One of the main reasons for applying brand personality to tourist sites is to make a difference and uniqueness in places so as to attract tourists (Hosany, Ekinci, & Uysal, 2006).

Even though products and places are different, a number of studies on places have drawn on brand personality concept (Gallarza, Saura, & García, 2002; Hankinson, 2007; Konecnik & Ruzzier, 2013; Stephens, 2009). In the meanwhile, brand personality and places have such diverse contexts as meeting venues, tourist sites, universities, countries, and cities (Baloglu, Henthorne, & Sahin, 2014; Hosany et al., 2006; Watkins & Gonzenbach, 2013; Ye, Yu-Jin, & Chul-Won, 2015). Interestingly, cities have become one of the most conducted research topics (Demirbag, Yurt, Guneri, & Kurtulus, 2010; Emirza & Seri, 2013; Foster, Sattari, & Bäckström, 2015; Hosany et al., 2006) because cities with clear personality can attract consumers, thereby creating eco-

nomie value (Ahmad, Abdullah, Tamam, & Bolong, 2013).

To measure brand personality in the city context, each study has developed or utilized different scales. For example, (Hosany et al., 2006) reported three dimensions of city brand personality: conviviality, sincerity, and excitement. Further, (Ahmad et al., 2013) advocated for four dimensions of brand personality: peacefulness, malignancy, sophistication, and uniqueness. Demirbag et al. (2010) identified six dimensions of brand personality: excitement, malignancy, peacefulness, competence, conservatism, and ruggedness. It is noteworthy that none of these studies were conducted with cities in Thailand. Hence, this research seeks to uncover how and which dimension of brand personality can be used for Thai cities. Further, it also aims to indicate which dimension of city brand personality influences purchase intention. Results are expected to serve as some guidelines in designing appropriate brand personality of the target city, thereby generating economic benefits from selling Khon Kaen products.

#### METHODOLOGY

A questionnaire contained two main sets of questions: the first one asked if Khon Kaen was a person, and how much each of these personality traits could describe Khon Kaen; and the second asked intention to purchase Khon Kaen products. Through convenience sampling, this study collected data from consumers in Khon Kaen. This sample was considered as having sufficient knowledge to give information on the personality of Khon Kaen and their intention to purchase products related to the city. Instead of being

paid for filling in the questionnaire, the respondents were explained that the research results would be used for educational purposes only. 400 sets of the questionnaire were returned. Among them, 361 were analyzed because 39 were incomplete. Most of the sample was females making 72.8 percent, aged between 18 and 59, with the average of 23.5 years and the standard deviation of 7.963.

A survey was conducted through the questionnaire which consisted of three parts: 1) general information, 2) city personality traits, and 3) purchase intention. In the first part, the general information asked gender and age of the respondents. As for the second part, the researchers drew on personality traits of the brand personality scale (Aaker, 1997), e.g., family-oriented, friendly, down-to-earth, and upper-class to make 42 questions. This part utilized a 5-point Likert scale in which 1 means the least likely to have this trait to 5 means the most likely to have this trait. This brand personality scale is often used for research on brand personality with high confidence and reliability (Amatyakul & Polyorat, 2016). For this reason, the researchers chose this scale to measure the city personality traits. And for the last part, purchase intention, the researchers adapted the scale of a previous study (Barber, Kuo, Bishop, & Goodman Jr, 2012) and then asked the following four questions: 1) I decide to purchase an OTOP product from Khon Kaen, 2) I intend to try an OTOP product from Khon Kaen, 3) I plan to purchase an OTOP product from Khon Kaen, and 4) I am interested in using an OTOP product from Khon Kaen. Likewise, this part used a 5-point Likert scale in which 1 means impossible to 5 means the most possible. This measure was deemed appropriate as it is based on the assumption that consumers with high intention to purchase will subsequently have intention to pay. This means that this purchase intention scale is closer to consumers' actual purchase behavior than other scales. Additionally, (Barber et al., 2012) made use of this scale to study the influence of the brand personality on purchase intention, which is similar to the current study. The researchers, thus, selected this scale to measure purchase intention.

For data analysis, a factor analysis with Principal Component Analysis (PCA) and varimax rotation was used. After that, brand personality traits and dimensions of Khan Kaen were obtained. Finally, regression analysis was utilized to examine the influence of Khon Kaen brand personality on intention to purchase products related to the city.

## RESULTS

For testing the appropriateness of factor analysis, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was uti-

lized, which showed the value of 0.947, passing the criteria that KMO value must be over 0.9. The data were, thus, appropriate for the factor analysis (Frie, 2016). Similarly, based on Bartlett's Test of Sphericity statistics, there was significance at the 0.000 level, confirming that personality traits were related to each other (Ugulu, 2013). Therefore, the data were appropriate for factor analysis based on these two measures.

Results of factor analysis demonstrate that Khon Kaen has five factors of brand personality and 41 personality traits. These dimensions can explain 53.915 percent of variance in personality traits. In conducting the factor analysis, only the personality traits with factor loading of over 0.400 were retained in compliance with the criteria set by (Habing, 2016; Rahn, 2016; Ugulu, 2013). For the first factor, kindness & reliability contain family-oriented, honest, sincere, real, wholesome, original, cheerful, friendly, spirited, reliable, hard-working, corporate, and secure personality traits. Since turned out to be the personality trait with the highest loading of 0.768 whereas family-oriented was the one with the lowest loading of 0.492.

As for the second factor, dream man consists of intelligent, technical, successful, leader, confident, upper-class, glamorous, good-looking, charming, and masculine traits. Intelligent turned out to be the personality trait with the highest factor loading of 0.703 while masculine was the one with the lowest factor loading of 0.443.

For the third factor, excitement consists of the following traits: daring, trendy, exciting, cool, young, imaginative, unique, up-to-date, independent, and contemporary. Trendy turned out to be the personality trait with the highest factor loading of 0.644 while independent was the one with the lowest factor loading of 0.428.

The fourth factor, ruggedness, is comprised of outdoorsy, western, tough, and rugged. Tough was the personality trait with the highest factor loading of 0.787 while outdoorsy was the one with the lowest factor loading of 0.411.

The last factor, country girl, consists of down-to-earth, small-town, feminine, and smooth. Feminine was the personality trait with the highest factor loading of 0.571 whereas down-to-earth was the one with the lowest factor loading of 0.481. The factor loading values of all dimensions are displayed in Table 2.

Regarding the reliability of each dimension, the first factor, kindness & reliability, was found with 0.905; the second factor, dream man, was found with 0.920; excitement with 0.871; the fourth one, ruggedness, with 0.748; and the fifth one, country girl, with 0.524 as illustrated in Table 2.

**TABLE 2.** Dimensions and traits of brand personality of Khon Kaen

	<b>Factor1</b>	<b>Factor2</b>	<b>Factor3</b>	<b>Factor4</b>	<b>Factor5</b>
	<b>Kindness &amp; Reliability</b>	<b>Dream Man</b>	<b>Excitement</b>	<b>Ruggedness</b>	<b>Country Girl</b>
Family-Oriented	0.727				
Honest	0.492				
Sincere	0.768				
Real	0.642				
Wholesome	0.657				
Original	0.506				
Cheerful	0.621				
Friendly	0.595				
Spirited	0.532				
Reliable	0.512				
Hard Working	0.596				
Secure	0.535				
Corporate	0.638				
Intelligent		0.703			
Technical		0.701			
Successful		0.680			
Leader		0.652			
Confident		0.627			
Upper Class		0.682			
Glamorous		0.598			
Good Looking		0.604			
Charming		0.527			
Masculine		0.443			
Daring			0.472		
Trendy			0.644		
Exciting			0.607		
Cool			0.591		
Young			0.617		
Imaginative			0.541		
Unique			0.491		
Up-To-Date			0.604		
Independent			0.428		
Contemporary			0.504		
Outdoorsy				0.411	
Western				0.628	
Tough				0.787	
Rugged				0.617	
Down-To-Earth					0.481
Small-Town					0.555
Feminine					0.571
Smooth					0.568
Eigen value	6.501	6.317	4.899	2.726	2.202
% of Variance	15.478	15.040	11.664	6.490	5.243
Cronbach 's Alpha	0.905	0.920	0.871	0.748	0.524

Before employing multiple regressions to analyze the influence of brand personality of Khon Kaen on purchase intention, the researchers examined the multicollinearity and found that the VIF values of all factors ranged between 1.303 and 1.886. In addition, the tolerance of all factors was of values between 0.530 and 0.768. For this reason, dimensions of personality were not related to one another (Vanichbuncha, 2010). In exploring relationships among independent variables with correlation matrix, the researchers found the highest value at 0.557, which was not over 0.80, suggesting there was no serious multicollinearity of Khon Kaen brand personality dimensions (Rangkakulnuwat, 2010).

Furthermore, as for analyzing Pearson's Correlation Coefficient between independent variables and dependent ones, the researchers found the value equal to 0.000 with statistical significance. This meant that dimensions of brand personality in the case of Khon Kaen had the relationships with purchase intention, thereby being qualified for multiple regression analysis.

For analyzing independence of deviation values, the researchers found that Durbin-Watson value was equal to 1.771, which was higher than 1.5, meaning the deviations were independent from each other (Habing, 2016). Finally, in testing the variance of homoscedasticity values based on a scatter plot, a narrow dispersion near zero was found, suggesting that variance of homoscedasticity values was stable. Vanichbuncha (2010), passing the criteria of the multiple regression analysis. Therefore, it is possible to analyze the influence of dimensions of Khon Kaen brand personality on purchase intention with multiple regressions.

Results of the stepwise multiple regressions reveal that factors influencing purchase intention consist of: 1) kindness & reliability ( $\beta$  0.229, sig. 0.000), 2) dream man ( $\beta$  0.202, sig 0.001), and 3) country girl ( $\beta$  0.137, sig 0.011) which have a positive influence on purchase intention. Given the  $R^2$  value, it is clear that all these three factors can explain the variance of purchase intention at 21.70 percent as shown in Table 3.

**TABLE 3.** Multiple regression results

Variables	Unstandardized Regression Coefficient (b)	Standardized Regression Coefficient ( $\alpha$ )	t	p value
Constant	1.356		5.704	
Kindness & reliability	0.275	0.229	3.566	0.000
Dream man	0.216	0.202	3.385	0.001
Country girl	0.153	0.137	2.556	0.011

$R = 0.466$ ,  $R^2 = 0.217$ ,  $SEE = 0.667$ ,  $F = 32.953$ ,  $Sig. \text{ of } F = 0.000$

## DISCUSSION AND CONCLUSION

Khon Kaen brand personality consists of five dimensions (kindness & sincerity, dream man, excitement, ruggedness, and country girl) and 41 traits of personality. The kindness & sincerity dimension consists of family-oriented, honest, sincere, real, wholesome, original, cheerful, friendly, spirited, reliable, hardworking, secure, and corporate. The dream man dimension consists of intelligent, technical, successful, leader, confident, upper class, glamorous, good-looking, charming, and masculine. The excitement dimension consists of daring, trendy, exciting, cool, young, imaginative, unique, up-to-date, independent, and contemporary. The ruggedness dimension consists of outdoorsy, western, tough, and rugged. The country girl consists of down-to-earth, small-town, feminine, and smooth. In addition, this analysis indicates that kindness & reliability, dream man, and country girl dimensions have positive influence on intention to purchase Khon Kaen products.

As compared to the research conducted by Aaker (1997) on brand personality which identified five dimensions (sincerity, excitement, competence, sophistication, and ruggedness) and 42 traits of brand personality. It is noteworthy that though both of these studies discovered five dimensions, the five factors from each study were not identical. Moreover, the current one did not find sentimental trait in any factor. On the contrary, (Aaker, 1997) indicated that sentimental is in the first factor, sincerity. Further, excitement turned out to be the most common factor found in both Khon Kaen brand personality and brand personality. However, personality traits found in the excitement factor between these two studies are not exactly the same. That is, spirited trait which belongs to excitement factor, as indicated by Aaker (1997), emerged in the kindness and reliability factor in Khon Kaen brand personality.

The first personality dimension of Khon Kaen is kindness & reliability comprised of thirteen traits whereas the first dimension of (Aaker, 1997) is sincerity consisting of eleven traits. The second personality dimension is dream man comprised of ten traits whereas the second dimension of (Aaker, 1997) is excitement consisting of eleven traits. As for the third dimension of Khon Kaen is excitement consisting of ten traits whereas the third dimension proposed by Aaker (1997) is competency comprised of nine traits. The fourth dimension of Khon Kaen is ruggedness consisting of four traits whereas the fourth of (Aaker, 1997) is sophistication containing six traits. Finally, the fifth dimension of Khon Kaen is country girl with four traits while the fifth of (Aaker, 1997) is ruggedness containing five traits.

Results demonstrate that Khon Kaen, like products in general, has brand personality, yet with dimensions different from those in brand personality. This may be due to the fact that (Aaker, 1997) examined brand personality of products, but Khon Kaen is a city, thereby yielding different results. It is noticeable that even with difference in dimensions, the case of Khon Kaen reveals 41 out of 42 personality traits found in brand personality. These results, thus, indicate that brand personality is a concept applicable to the city context, as evidenced in several other studies drawing on brand personality, to investigate cities, such as Istanbul and Kayseri in Turkey, Lasi in Romania, Lulea in Sweden, and cities in Korea (Bobalca & Tuglea, 2014; Emirza & Seri, 2013; Foster et al., 2015; Kim & Lee, 2015; Sahin & Baloglu, 2011).

Another interesting finding is that Khon Kaen brand personality of kindness & reliability, dream man, and country girl influences intention to purchase Khon Kaen products. This demonstrates that some dimensions of city brand personality have an impact on intention to purchase products involving the target city. In other words, if we want to build personality for Khon Kaen, it is advisable to create personality of kindness & reliability, dream man, and country girl as these three dimensions of brand personality have a positive effect on purchase intention. As seen in Table 3, standardized regression coefficients of kindness & reliability, dream man, and country girl dimensions were 0.229, 0.202, and 0.137, respectively. Therefore, in designing Khon Kaen personality, kindness & reliability should be the first priority, followed by dream man and country girl.

## RESEARCH IMPLICATIONS

First, the results reveal that brand personality can be applied to a city in Thailand. Nevertheless, dimensions of city brand personality found in the present study and oth-

ers have both similarities and differences. To elaborate, dimensions reported in this study, for example, excitement, are commonly found in other studies conducted by (Aaker, 1997; Demirbag et al., 2010; Kim & Lee, 2015), which is the same as ruggedness also found in (Aaker, 1997). On the other hand, dimensions which differ from other studies include kindness and reliability, dream man, and country girl. It is noteworthy that this research identified gender-related dimensions, namely dream man and country girl whereas most of the previous studies found none of the gender issues, except only a few, such as (H. J. Lee & Suh, 2011) which suggested femininity dimension.

Moreover, other studies reported personality dimensions which are not found in this research. For example, Hosany et al. (2006) discovered conviviality; Ahmad et al. (2013) reported peacefulness, malignancy, sophistication, and uniqueness; Aaker (1997) revealed sincerity, competence, sophistication; and finally, Demirbag et al. (2010) reported malignancy, peacefulness, competence, and conservatism. Such similarities and differences may be derived from the cultural context that results in difference in brand personality dimensions (Sung & Tinkham, 2005). Cities and brands also differ physically (Hosany et al., 2006). This may be one possible reason for the difference in city brand personality dimensions between Khon Kaen in Thailand and cities in other countries.

The findings also reveal that kindness & reliability, dream man, and country girl are of a positive impact on intention to purchase Khon Kaen products. In other words, city brand personality is influential for intention to purchase. Consistently, the influence of brand personality on purchase intention has been identified in a number of studies (H. J. Lee & Kang, 2013; Mishra, Roy, & Bailey, 2015; Seimiene & Kamauskaitė, 2014; Toldos-Romero & Orozco-Gómez, 2015). Among these, some studies have brought dimensions of brand personality to analyze purchase intention, such as the one conducted by Toldos-Romero and Orozco-Gómez (2015) suggesting that dimensions of hipness/vivacity, success, and sophistication are influential for purchase intention. In addition, H. J. Lee and Kang (2013) pointed out that sincerity and cuteness are influential for purchase intention. Therefore, this current research has confirmed that brand personality is influential for purchase intention, even when applied to the city context.

## MARKETING IMPLICATIONS

As suggested by these results, Khon Kaen has brand personality which impacts purchase intention. This is meaningful in studying brand personality for other cities. In order to

build brand personality in compliance with a particular city, some of the attempts could be made by, for example, serving as manufacturing bases, sponsoring sport teams of the target city, and doing activities involving the target city. When the intended brand personality is in line with the target city, it will make the brand personality clearer and, thus, influential for purchase intention. For example, if producers of silk products made in Chonabot District in Khon Kaen want to create personality to their brand, the producers might want to build personality dimensions of kindness & reliability, dream man, and country girl so that their products will be in line with Khon Kaen city. This may lead to an increase in purchase intention or higher sales of the products. As for sponsoring sport teams involving the city, such as Khon Kaen Football Club and educational institutions' sport teams representing Khon Kaen, this will enable the business to make the use of brand personality, which is recognized by consumers through sport teams, thereby building brand personality for their products in compliance with city brand personality. In addition, city brand personality is useful for city administrators who can change city brand personality as appropriate. That is, if the current brand personality of the target city has no influence on purchase in-

tion, the administrators may adjust it and build new personality which is influential for purchase intention so as to benefit the local business in selling products involving the target city.

In order to make Khon Kaen brand personality clearer, it is useful to communicate dimensions of personality influencing purchase intention. For instance, building personality of country girl can be done by communicating the following traits: down-to-earth, small-town, feminine, and smooth for stakeholders, e.g., employees, wholesalers, retailers, and deliverers (Issarapakdee, 2016).

#### FUTURE RESEARCH RECOMMENDATIONS

Future research may use these results as preliminary study for developing a standard scale of city brand personality. As Khon Kaen brand personality may not cover all dimensions and traits of other cities, it is advisable that future research may investigate cities drawing on theories, e.g., the categorization of cities on the basis of utilitarianism and hedonism, as adopted in the work of (Aaker, 1997) on brand personality because such city categorizations will help identify some other personality traits that explain cities comprehensively.

#### REFERENCES

- Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356. doi:<https://doi.org/10.2307/3151897>
- Aaker, J. L., Benet-Martinez, V., & Garolera, J. (2001). Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of Personality and Social Psychology*, 81(3), 492-508. doi:<https://doi.org/10.1037/0022-3514.81.3.492>
- Aggarwal, P., & McGill, A. L. (2007). Is that car smiling at me? Schema congruity as a basis for evaluating anthropomorphized products. *Journal of Consumer Research*, 34(4), 468-479. doi:<https://doi.org/10.1086/518544>
- Ahmad, M. F., Abdullah, Z. B., Tamam, E. B., & Bolong, J. B. (2013). Determinant attributes of city brand personality that influence strategic communication. *Canadian Social Science*, 9(2), 40-47.
- Aiken, K. D., & Campbell, R. (2009). Exploring the relationship between brand personality and geographic personality: Consumer perceptions of sport teams and cities. *ACR North American Advances*, 9(1), 933-934. doi:<https://doi.org/10.1108/ijssms-15-01-2013-b002>
- Amatyakul, S. (2016). Consumption of the Phi Ta Khon cultural product. In *Proceeding of 12<sup>th</sup> International Conference on Humanities & Social Science*, Khon Kaen, Thailand.
- Amatyakul, S., & Polyorat, K. (2016). City brand personality: The application of brand personality concept in the city context. *Executive Journal*, 36(2), 89-101.
- Ang, S. H., & Lim, E. A. C. (2006). The influence of metaphors and product type on brand personality perceptions and attitudes. *Journal of Advertising*, 35(2), 39-53. doi:<https://doi.org/10.1080/00913367.2006.10639226>
- Austin, J. R., Siguaw, J. A., & Mattila, A. S. (2003). A re-examination of the generalizability of the aaker brand personality measurement framework. *Journal of Strategic Marketing*, 11(2), 77-92. doi:<https://doi.org/10.1080/0965254032000104469>
- Azoulay, A., & Kapferer, J. N. (2003). Do brand personality scales really measure brand personality? *Journal of Brand Management*, 11(2), 143-155. doi:<https://doi.org/10.1057/palgrave.bm.2540162>



- Baloglu, S., Henthorne, T. L., & Sahin, S. (2014). Destination image and brand personality of Jamaica: A model of tourist behavior. *Journal of Travel & Tourism Marketing*, 31(8), 1057-1070. doi:<https://doi.org/10.1080/10548408.2014.892468>
- Barber, N., Kuo, P.-J., Bishop, M., & Goodman Jr, R. (2012). Measuring psychographics to assess purchase intention and willingness to pay. *Journal of Consumer Marketing*, 29(4), 280-292. doi:<https://doi.org/10.1108/07363761211237353>
- Bobalca, C. I., & Tuglea, O. (2014). How to frame the human portrait of a touristic city? *Revista de Turism-studii Si Cercetari in Turism*, 2(17), 30-36.
- Caprara, G. V., Barbaranelli, C., & Guido, G. (2001). Brand personality: How to make the metaphor fit? *Journal of Economic Psychology*, 22(3), 377-395. doi:[https://doi.org/10.1016/s0167-4870\(01\)00039-3](https://doi.org/10.1016/s0167-4870(01)00039-3)
- Demirbag, K. M., Yurt, O., Guneri, B., & Kurtulus, K. (2010). Branding places: Applying brand personality concept to cities. *European Journal of Marketing*, 44(9/10), 1286-1304. doi:<https://doi.org/10.1108/03090561011062844>
- Ekhlassi, A., Nezhad, M. H., Far, S. A., & Rahmani, K. (2012). The relationship between brand personality and customer personality, gender and income: A case study of the cell phone market in Iran. *Journal of Targeting, Measurement and Analysis for Marketing*, 20(3-4), 158-171. doi:<https://doi.org/10.1057/jt.2012.12>
- Emirza, E., & Seri, I. (2013). The measurement of brand personality in the City brand: A case of Kayseri. In *International Conference on Economic and Social Studies*, Sarajevo, Bosnia and Herzegovina.
- Foster, T., Sattari, S., & Bäckström, L. (2015). Brand personality of a city identity vs. image. In *The Sustainable Global Marketplace*. Florida, FL: Springer.
- Freling, T. H., & Forbes, L. P. (2005). An empirical analysis of the brand personality effect. *Journal of Product & Brand Management*, 14(7), 404-413. doi:<https://doi.org/10.1108/10610420510633350>
- Frie, C. M. (2016). *Factor analysis*. Retrieved from <https://bit.ly/2jFI02Z> (accessed 15 April 2017)
- Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of Tourism Research*, 29(1), 56-78.
- Guèvremont, A., & Grohmann, B. (2013). The impact of brand personality on consumer responses to persuasion attempts. *Journal of Brand Management*, 20(6), 518-530. doi:<https://doi.org/10.1057/bm.2012.58>
- Guiry, M., & Vequist, D. G. (2015). South korea's medical tourism destination brand personality and the influence of personal values. *Asia Pacific Journal of Tourism Research*, 20(5), 563-584. doi:<https://doi.org/10.1080/10941665.2014.904804>
- Habing, B. (2016). *Exploratory factor analysis*. Retrieved from <https://bit.ly/2HZaLla> (accessed 16 June 2017)
- Hankinson, G. (2007). The management of destination brands: Five guiding principles based on recent developments in corporate branding theory. *Journal of Brand Management*, 14(3), 240-254. doi:<https://doi.org/10.1057/palgrave.bm.2550065>
- Hosany, S., Ekinci, Y., & Uysal, M. (2006). Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research*, 59(5), 638-642. doi:<https://doi.org/10.1016/j.jbusres.2006.01.001>
- Independent New Network. (2016). *Khon Kaen economics growth*. Retrieved from [goo.gl/KVi8Kz](http://goo.gl/KVi8Kz) (accessed 2 April 2017)
- Issarapakdee, P. (2016). *Branding 4.0*. Bangkok, Thailand: Amarin Printing & Publishing.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *The Journal of Marketing*, 57(1), 1-22. doi:<https://doi.org/10.2307/1252054>
- Khon Kaen Chamber of Commerce. (2016). *Khon kaen think tank, k-com magazine*. Retrieved from [goo.gl/HYRPRk](http://goo.gl/HYRPRk) (accessed 2 February 2017)
- Khon Kaen City. (2016). *Khon Kaen city*. Retrieved from [goo.gl/YZp4fQ](http://goo.gl/YZp4fQ) (accessed 20 May 2017)
- Khon Kaen City Development. (2016). *What we are*. Retrieved from [goo.gl/JyATt1](http://goo.gl/JyATt1) (accessed 10 January 2018)
- Kim, H.-B., & Lee, S. (2015). Impacts of city personality and image on revisit intention. *International Journal of Tourism Cities*, 1(1), 50-69. Retrieved from <https://doi.org/10.1108/ijtc-08-2014-0004>
- King, J. M. (2016). Dubai wins: A content analysis of global media coverage of the 2020 world exposition bidding process using nation branding theory. *International Journal of Business and Administrative Studies*, 2(6), 201-211. doi:<https://doi.org/10.20469/ijbas.2.10005-6>
- Konecnik, R. M., & Ruzzier, M. (2013). The customer's perspective on the tourism destination brand: A structural equation modeling study. *Transformations in Business and Economics*, 7(1), 168-184.

- Krisnawati, N., Perangin-Angin, L. K., Zainal, M., & Suardi, I. (2016). Brand equity analysis and its impact to the loyal customer on local batik to develop its competitiveness: An empirical study of Batik Banten in South Tangerang. *Journal of Administrative and Business Studies*, 2(4), 189-207. doi:<https://doi.org/10.20474/jabs-2.4.5>
- Kuenzel, S., & Phairor, K. H. (2009). *A short scale for measuring brand personality*. Retrieved from <https://bit.ly/2wmVMMu> (accessed on 15 May 2012)
- Lee, H. J., & Kang, M. S. (2013). The effect of brand personality on brand relationship, attitude and purchase intention with a focus on brand community. *Academy of Marketing Studies Journal*, 17(2), 85-97.
- Lee, H. J., & Suh, Y. G. (2011). Understanding and measuring City Brand Personality (CPS) -in the context of South Korean market. *International Journal of Tourism Sciences*, 11(3), 1-20. doi:<https://doi.org/10.1080/15980634.2011.11434644>
- Lee, J. W. (2009). Relationship between consumer personality and brand personality as self-concept: From the case of Korean automobile brands. *Academy of Marketing Studies Journal*, 13(1), 25-44.
- Maehle, N., & Supphellen, M. (2011). In search of the sources of brand personality. *International Journal of Market Research*, 53(1), 95-114. doi:<https://doi.org/10.2501/ijmr-53-1-095-114>
- Malik, E. M., & Naeem, B. (2013). Aaker's brand personality framework: A critical commentary. *World Applied Sciences Journal*, 24(7), 895-899.
- Mishra, A. S., Roy, S., & Bailey, A. A. (2015). Exploring brand personality celebrity endorser personality congruence in celebrity endorsements in the Indian context. *Psychology & Marketing*, 32(12), 1158-1174. doi:<https://doi.org/10.1002/mar.20846>
- Mulyanegara, R. C., Tsarenko, Y., & Anderson, A. (2009). The big five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality. *Journal of Brand Management*, 16(4), 234-247. doi:<https://doi.org/10.1057/palgrave.bm.2550093>
- Murase, H., & Bojanic, D. (2004). An examination of the differences in restaurant brand personality across cultures. *Journal of Hospitality & Leisure Marketing*, 11(2-3), 97-113. doi:[https://doi.org/10.1300/j150v11n02\\_08](https://doi.org/10.1300/j150v11n02_08)
- Patterson, A., Khogeer, Y., & Hodgson, J. (2013). How to create an influential anthropomorphic mascot: Literary musings on marketing, make-believe, and meerkats. *Journal of Marketing Management*, 29(1-2), 69-85. doi:<https://doi.org/10.1080/0267257x.2012.759992>
- Plummer, J. T. (2000). How personality makes a difference. *Journal of Advertising Research*, 40(6), 79-83. doi:<https://doi.org/10.2501/jar-40-6-79-83>
- Rahn, M. (2016). *Factor analysis: A short introduction, part 5—dropping unimportant variables from your analysis*. Retrieved from <https://bit.ly/2JZ4Nx5> (accessed 21 July 2017)
- Rangkakulnuwat, P. (2010). *Introduction to econometrics*. Bangkok, Thailand: Chulalongkorn University Press.
- Ranking Web of University. (2016). *Thailand*. Retrieved from [goo.gl/ckk3nZ](http://goo.gl/ckk3nZ) (accessed October 16, 2017)
- Sahin, S., & Baloglu, S. (2011). Brand personality and destination image of Istanbul. *Anatolia-An International Journal of Tourism and Hospitality Research*, 22(01), 69-88. doi:<https://doi.org/10.1080/13032917.2011.556222>
- Saputra, R., & Dewi, C. K. (2016). The impact of brand trust on brand loyalty mediated by customer satisfaction: Case of Tokobagus.com (now OLX.co.id). *Journal of Administrative and Business Studies*, 1(1), 8-13. doi:<https://doi.org/10.20474/jabs-1.1.2>
- Seimiene, E., & Kamarauskaite, E. (2014). Effect of brand elements on brand personality perception. *Procedia-Social and Behavioral Sciences*, 156, 429-434. doi:<https://doi.org/10.1016/j.sbspro.2014.11.216>
- Stephens, B. M. (2009). Strategic branding of destinations: A framework. *European Journal of Marketing*, 43(5/6), 611-629. doi:<https://doi.org/10.1108/03090560910946954>
- Su, N. (2015). *US-based hotel brand personality*. Retrieved from [goo.gl/zSrYi](http://goo.gl/zSrYi) (accessed 15 December, 2016)
- Sung, Y., & Tinkham, S. F. (2005). Brand personality structures in the United States and Korea: Common and culture-specific factors. *Journal of Consumer Psychology*, 15(4), 334-350. doi:[https://doi.org/10.1207/s15327663jcp1504\\_8](https://doi.org/10.1207/s15327663jcp1504_8)
- Sweeney, J. C., & Brandon, C. (2006). Brand personality: Exploring the potential to move from factor analytical to circumplex models. *Psychology & Marketing*, 23(8), 639-663. doi:<https://doi.org/10.1002/mar.20122>
- Temporal, P. (2000). *Why brand personality?* Retrieved from <https://bit.ly/2FX9N32> (accessed 3 March 2014)
- The Transport Company Ltd. (2016). *Nongkhai – Vientiane*. Retrieved from [goo.gl/o83aQt](http://goo.gl/o83aQt) (accessed March 10, 2017)

- Toldos-Romero, M. d. l. P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. *European Business Review*, 27(5), 462-476.
- Ugulu, I. (2013). Confirmatory factor analysis for testing validity and reliability of traditional knowledge scale to measure university students' attitudes. *Educational Research and Reviews*, 8(16), 1399-1490.
- Vanichbuncha, K. (2010). *Using spss for windows in data analysis*. Bangkok, Thailand: Chulalongkorn University Press.
- Watkins, B. A., & Gonzenbach, W. J. (2013). Assessing university brand personality through logos: An analysis of the use of academics and athletics in university branding. *Journal of Marketing for Higher Education*, 23(1), 15-33. doi:<https://doi.org/10.1080/08841241.2013.805709>
- Wibisono, A. B., Yani, A. R., & Muhlisyah, A. (2016). Developing the "classic" image branding of Madura Batik center as an effort to face AEC (ASEAN Economic Community) 2016. *International Journal of Business and Administrative Studies*, 2(6), 173-177. doi:<https://doi.org/10.20469/ijbas.2.10002-6>
- Ye, F., Yu-Jin, M., & Chul-Won, K. (2015). A comparative study on measuring the city brand personality for convention destination: Perspective on Seoul, Busan, Beijing, and Shanghai. *The Korea Academic Society of Tourism and Leisure*, 27(9), 359-377.