

## **BRAND PERSONALITY AFFECTING THE PURCHASE DECISION: A CASE STUDY OF THAI VIETJET BRAND**

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### **ABSTRACT**

This research aimed to study the differences of personal factors affecting perception towards Thai Vietjet Air brand personality and to study the brand personality affecting the purchase decision: a case study of Thai Vietjet Air Brand. The researcher developed a questionnaire as the instrument and distributed to 400 samples. The questionnaire consisted of 3 parts as 1) personal factors, 2) behaviors and 3) perception level towards Thai Vietjet Air Brand. The descriptive analysis was frequency, percentage, mean and standard deviation. 5-point Likert Scale was applied (5 = highest and 1= lowest) to measure the perception level. The inferential statistics were used to test hypothesis were t-test and One-Way ANOVA. The result of the study found that based on 5 brand personality dimensions, the highest rate was sincerity (mean = 3.90, S.D. = 0.96), the second rated was sophistication (mean = 3.89, S.D. = 0.97) and the third rated personality dimension was attractiveness (mean = 3.84, S.D. = 0.99). The passengers repeated purchase decision was high (mean = 3.88 and S.D. = 0.97). The hypothesis testing results showed that there is no difference between personal factors and brand personality at a significance level of 0.05.

*Keywords:* brand personality, Thai Vietjet

## AIMS (OR INTRODUCTION)

Customers do not buy only products or services because of reasons and needs. They buy the products or services, which were similar to them. Brand personality is the concept to explain the customers who buy the products or services having similar personality dimension to them as sincerity, excitement, competence, sophistication and ruggedness (Aaker, 1997). The brand personality is the way to connect the customers by relating the customers psychologically. To connect the customers' perception towards brand personality affects an increase in purchase intention and repeated purchase as the customers feel the products or services respond their personalities. The clear brand personality should differentiate itself from the competitors and reflect the meanings to the customers. Therefore, the customers can remind themselves of the product or service purchase when they need. (Keller, 2008) Also, customers used the brand to show their personality (Mulyanegara et al, 2009) Brand personality is encouraged to apply for service marketing due to intangible characteristic. It helps to communicate service brand equity. Brand personality has a positive effect on brand equity (Loureiro, Lopes and Kaufmann, 2014).

Thai Vietjet Air is a Thai low cost airline founded in 2013 and an associate company of Vietnamese airline VietJet Air. Its major destinations are the hub provinces in Thailand such as Bangkok, Chiang Mai, Chiang Rai, Krabi, Khon Kaen and the important cities in Vietnam such as Da Lat, Da Nang, Ho Chi Minh City. In 2020, Thai Vietjet Air fleet consisted of 15 Airbus Aircrafts. Since Thai Vietjet Air is the 4<sup>th</sup> low cost airline in Thailand, it tried to compete with low cost pricing and the brand personality such as wearing shorts uniform, colorful and exciting logo, values such as safety, fun, friendliness, etc. ([www.vietjetair.com](http://www.vietjetair.com), 2020). This research aimed to study the differences of personal factors affecting perception towards Thai Vietjet Air brand personality and the brand personality affecting the purchase decision.

## BACKGROUND (OR LITERATURE REVIEW)

In this study, the researcher used consumer behavior, brand and brand personality concepts to explain as:

1. Consumer behavior is defined as the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives (American Marketing Association, 2010). Consumer behavior included “all activities associated with the purchase, use and disposal and goods and services, including the consumer’s emotional, mental and behavioral responses that precede or follow these activities (Kardes, Cronley and Cline, 2011).

2. Brand is originally defined as ‘logo, showing product and manufacturer orientation (Crainer, 1995 and Arnold, 1992). After that, it was redefined as “A name, term, design, symbol, or any other feature that identifies the seller’s good or services as distinct from those of other sellers” (AMA, 2007). Nowadays, brands is broader defined and included intangible assets, quality assurance and marketing notions meanings such as trust, risk reducer and product or service reminder (Maurya and Mishra, 2012). Brand equity is defined as a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm’s customers (Aaker, 2014).

3. Brand Personality is defined as set of human characteristics associated with a brand. Brand personality reflects the customers’ owns and reminds the customers of products and services. Big five human personality dimensions are: (Aaker, 1997).

Sincerity: Honest, Sincere, Real, Original, Cheerful, Friendly

Excitement: Daring, Trendy, Spirited, Cool, Young, Unique, Dependent

Competence: Reliable, Hard-working, Secure, Intelligent, Technical, Leader

Sophistication: Good-looking, Charming, Universality, Smooth

Ruggedness: Strong, Businesslike, Purposeful

## RESEARCH METHOD (OR EXPERIMENT PARTS)

The researcher developed the questionnaire as the instrument to collect the data of 400 samples, who were the Thai Vietjet Air passengers. The questionnaires were distributed into 2 ways as 200 sets of online questionnaires and 200 sets of on-hand questionnaires. In order to get the right samples, the researchers had the screen questions before sending the questionnaires. The questionnaire consists of 3 parts:

- 1) demographics of the respondents: genders, age, occupation, education, income
- 2) repeat purchase: word-of-mouth, subscription and re-service intention
- 3) level of brand personality dimension of Thai Vietjet Air: sincerity, excitement, sophistication, attractiveness, ruggedness.

The data analysis used in the questionnaires included descriptive statistics as frequency, percentage, mean, standard deviation and inferential statistics as t-test, ANOVA. The Likert's Scale was used to measure the level of brand personality. The interval in each range is 0.80. It indicated 5 ranges (5 = highest and 1 = lowest) as:

- |             |   |          |
|-------------|---|----------|
| 4.21 - 5.00 | = | Highest  |
| 3.41 - 4.20 | = | High     |
| 2.61 - 3.40 | = | Moderate |
| 1.81 - 2.60 | = | Low      |
| 1.00 - 1.80 | = | Lowest   |

The questionnaire has content validity by IOC = 0.71 and the reliability = 0.87.

## RESULTS AND DISCUSSION

The results showed 1) demographics of the respondents: genders, age, occupation, education, income 2) repeat purchase: word-of-mouth, subscription and re-service intention 3) level of brand personality dimension of Thai Vietjet Air and 4) Hypothesis Testing

**Table 1. Results of demographic profiles (part I)**

Profile Factors	Particulars	f	%
Gender	Male	118	29.5
	Female	282	70.5
Age	18-29 years	78	19.5
	30-39 years	190	47.5
	40-49 years	120	30.0
	50 and above	12	3.00
Education Level	Less than High School	13	3.30
	High School	101	25.3
	Bachelor	268	67.0
	Master and Above	18	4.50
Occupation	Students	187	46.8
	Employees	26	6.5
	Government Officers	72	18.0
	Others	115	28.7
Income Per Month	5,000-10,000 Baht	178	44.5
	10,000-15,000 Baht	126	31.5
	15,000-20,000 Baht	35	8.8
	20,001 and More	61	15.3

The result of demographic profile showed that the respondents were 118 males (=29.5%) and 282 females (=70.5%), the highest age range were around 30-39 years (=47.5%), most respondents graduated bachelor degree (=67%), the occupation of the respondents were students (=46.8%) and the income per month was 5,000-10,000 Baht (=44.5%).

**Table 2. Result of repeat purchase (part II):**

Factors	Mean	S.D.	Meaning
Words-of-Mouth	3.99	0.93	High
Subscription	3.84	0.96	High
Re-service Intention	3.81	0.98	High

The result of repeat purchase intention was rated high at every factor. The highest was words-of-mouth (mean =3.99, S.D.=0.93), then subscription (mean = 3.84, S.D.=0.963) and re-service intention (mean =3.81, S.D.=0.977).

**Table 3. Level of brand personality dimension of Thai Vietjet Air (part III)**

Dimensions	Mean	S.D.	Meaning
Sincerity	3.90	0.96	High
Excitement	3.83	1.01	High
Sophistication	3.89	0.98	High
Attractiveness	3.84	0.99	High
Ruggedness	3.80	0.87	High

The results of level of brand personality dimensions towards Thai Vietjet Air were at the high level for every brand dimension. Sincerity was at a highest level (mean = 3.90, S.D.=0.96), sophistication (mean = 3.89, S.D.=0.98), attractiveness (mean = 3.84, S.D.=0.99), excitement (mean =3.83, S.D.=1.01) and ruggedness (mean = 3.80, S.D.=0.87).

**Table 4. Hypothesis Testing**

Brand Personality	Mean	Sig.	Results
Gender	t-test	0.06	Reject Ho
Age	ANOVA	0.10	Reject Ho
Education Level	ANOVA	0.26	Reject Ho
Occupation	ANOVA	0.38	Reject Ho
Income Per Month	ANOVA	0.77	Reject Ho

The hypothesis testing results by using demographic variables as gender, age, education level, occupation and income per month found that only different personal factors as gender, age, education level, occupation and income per month did not affect different perceptions towards Thai Vietjet Air's brand personality.

The results of level of brand personality dimensions towards Thai Vietjet Air were at the high level for every brand dimension. Sincerity was at a highest level (mean = 3.90, S.D.=0.96) and the lowest was ruggedness (mean = 3.80, S.D.=0.87). The hypothesis testing showed that no personal factors affect the perceptions towards brand personality of Thai Vietjet Air. The brand personality is important for the brand since the customers reminds of the service and tends to use the service. The brand personality of Thai Vietjet for the passengers is sincerity. The passengers believed that the airline is sincere and honest. However, there is a recommendation for the airline for repeat purchase intention. The airline should increase more promotion in order that the passengers can have repeat purchase since from the study, it showed that the highest repeat purchase is from words-of-mouth.

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