Measuring Brand Personality of Footwear Brands in Bangladesh: Application of Aaker's Brand Personality Scale

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Abstract

As the brand personality serves as a fundamental framework for studies concerning brand equity, brand image, and brand extension, that's why brand personality is the main focus of this study. The purpose of this study is to measure the users' perceptions of the brand personality (BP) of footwear brands (such as Bata, Apex and Lotto) and to identify the dimensions that exist in the footwear industry in Bangladesh. This study applies Aaker's brand personality scale (BPS) to footwear brands in order to test the extent to which it is applicable to the brands and to investigate the fundamental structure of the brand personality of footwear brands. The data was acquired through the use of a questionnaire survey. A quantitative strategy was utilized to collect the data. For the purpose of the study, a total of 430respondent's data were collected from different cities of Dhaka, Rajshahi and Rangpur division. In order to investigate the fundamental structure of the BP of footwear brands, descriptive statistics and exploratory factor analysis (EFA) were carried out. Study finds all the five dimensions (sincerity, excitement, sophistication, competence and ruggedness) of brand personality was extracted though the factor analysis of which ruggedness and sophistication are relatively lower than the others dimension within the realm of footwear industry. It has been found a comprehensive brand personality of footwear products and brand with the impact of all dimension of BPS and model holds a bold factor loading for all items it has. The novelty of the study lies in variable settings and arrangement, study area and context. No other research has been carried out in the context of footwear industry neither in Bangladesh nor elsewhere. There is also no evidence of research has been examined the relationship of brand personality, brand preference and brand loyalty. This study will help the marketer and the marketing practitioner to understand the dimension of brand personality, the impact of each brand personality dimensions and to identify the weaker personality dimensions that need more attention.
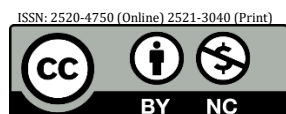
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Introduction

To increase a product's recognition and marketability, branding is a crucial issue. In today's business environment, markets are developing continuously and industry rivalry is getting more intense. Therefore, no business today can thrive solely based on the products and services it offers. The brand has the power to affect how people feel about a product or service (Alexander and Contreras, 2016). By developing a unique brand identity for their products, many businesses are attempting to get the attention of their target clients. Brand perceptions influence a customer's choice of a specific brand as well as influence their loyalty toward the brands (Su& Reynolds, 2017; Unurlu& Uca, 2017). Now a days, customers have a wide range of brand options, many of which offer similar functional benefits. In order to establish strong brand equity in today's market, it's important to understand the core element of brand image, which is 'brand personality' (Lee & Oh, 2006). In therealm of consumer marketing, brand personality has been a main concern since the 1970s(Kapferer, 1994; Hanby, 1999), and it is one of the most studied constructs of brandassociations (Brakus et al., 2009; Radler, 2018).

Brand personality is defined as 'the set of human characteristics associated with a brand' (Aaker, 1997). It is a component of brand equity, which is based on customer familiarity with the brand (Keller, 1993). It is also one of the most important aspects of brand identification, and most accessible element to the customers (Aaker, 1997). Brand that has strong personalities are able to separate themselves from similar but competing brands in competitive marketplaces (Freling and Forbes, 2005). Kapferer (1992) suggested a multifaceted brand identity model in the form of a prism with the dimensions of physical characteristics, brand personality, brand culture, self-image, brand reflection, and brand relationship. Among them, brand personalities, in particular, have more symbolic value to customers (Wysong et al., 2002; Moon, 2007). A well-known brand might not have enough knowledge of how consumers view it, particularly in terms of how it represents their personalities. So, it's crucial to position a brand based on the right personality. Like human, Brands have personalities. They have a name, a character, a self-image, and a reputation. In today's marketing landscape, brand personality is a lucrative and appealing concept (Diamantopoulos et al. 2005). A distinct brand personality may aid in the creation of a set of distinct and pleasant associations in the minds of customers, which can assist to generate and increase brand equity (Keller, 1993; Johnson et al. 2000).

A human being without footwear is now beyond imagination. It is inevitable for personal hygiene and safety. It also reflects the personality of customer. Considering the footwear industry, the different brands are trying to capitalize their brands in order to capture the greatest market share based on their targeted customers. Design and quality become the key elements for each brand to be more outstanding than their rivals. However, design of shoes is subjective. The same design might be interpreted differently by different groups of consumers. Though, so much research had been carried out on various products like beauty products (Guthrie et al., 2008), cars (Fetscherin and Toncar, 2010), fashion (Rageh Ismail and Spinelli, 2012), fitness (Pinto and Yagnik, 2017), smartphone (Yufang &Qiaoyi, 2014; Teimouri et al., 2016), Mobile phone operator (Klabi &Debabi, 2011), banking services (Shetty & Rodrigues, 2017), hotel services (Su and Reynolds, 2017), luxury (Sung et al., 2015), sport (Braunstein and Ross, 2010) and tourism (Opoku and Hinson, 2006) to determine brand personality but research on the brand personality of footwear brands and especially in Bangladesh perspective remains limited.

Bangladesh holds a huge market and has enough capacity in footwear production and export. The country is currently ranked 8th in the world footwear market in terms of production

volume. According to Export Promotion Bureau, EPB (2022), Bangladesh had exported $941.67 million worth of footwear FY21-22 (July-January). The domestic market size of footwear is about $200 million. Of the total footwear production in Bangladesh, 20-25 percent is used to meet domestic demand, while the rest is exported. The country's footwear manufacturers have long been producing quality shoes. Earlier, most of the companies confined their business only on export. With change of people's lifestyle and increasing buying capacity, many of the companies are now entering into local market with their own brand. Hence it is important to find out what are the brand personalities and brand personality dimension associated with footwear brands and whether there is a difference of perception about brand personality on footwear brands. Hence, the focus of this study is to determine the brand personality that is associated with the footwear brands using Aaker's (Aaker, 1997) Brand Personality Scale (BPS) in Bangladesh. Though so many local, national and international brands operating in the country's market, very few brands are well known and recognized countrywide. Among them Bata, Apex and Lotto operating their brand promotions and distribution network vastly all over the country. So, the main objective of the study is to measure the dimensions of the brand personality of footwear especially in the context of Bata, Apex and Lotto brands in Bangladesh.

Literature Review

Brand personality has been seen as the brand's symbolic character, separate from the functional benefits of using the brand Plummer (1984). And before the 80s, the early stage of theoretical studies, brand personality was considered equal to brand image by most marketing academics (Birdwell,1968, Freling and Forbes, 2005). Some of them even combined the two terms to a new one, brand character (Bellenger, Earleand Wilbur, 1976). Their researches are one-sided, emphasizing the consistency between brand personality and image but neglecting the differences.

A reputed brand is commonly perceived with clear and distinctive brand personality which is associated more with the symbolic rather than the utilitarian/functional value of the brand (Le et al., 2012). Therefore, marketers frequently spend significant time, effort, and financial resources not only to get their brands known and acknowledged, but also to differentiate their brands from others through certain distinct brand personality traits. Such unique brand personality traits are possibly developed, formed, or perceived through consumer brand communications, such as from advertising messages and salesperson contacts (Le et al., 2012). More recently, however, scholars (Vinyals-Mirabent et al., 2019) have begun to realize that brand personality is not an isolated type of association; it is conditioned by several types of inputs. For example, brand quality and innovativeness contribute to brand personality (Coelho et al., 2020) and underestimating the role of functional value in brand personality research is therefore amistake (MacInnis, 2012). There is ample evidence for the benefits of a strong brand personality. Firms can use it to differentiate products to drive customer preference and usage and as a common denominator to market a brand across cultures (Azoulay and Kapferer, 2003). Moreover, brand personality is positively related to levels of trust and loyalty (Fournier, 1994; Kumar et al., 2006; Doney et al., 2007) and, in some cases, positively influences customer-brand relationships (Chang and Chieng, 2006). Brand personality can also increase the perceived value of an offering (Coelho et al., 2020; Kolbl et al., 2020) and positively influence brand preference, affection and purchase intentions (Zhang, 2007). Coleman et al. (2015) found that brand personality has a positive influence on brand performance.Previous research (Voorn and Muntinga, 2017; Kolbl et al., 2019) has established that with regard to brand personality, different rules apply for different types of products. More recently, the study of BP has gradually shifted its attention to the digital world (e.g., Garanti and Kissi, 2019; Torres and Augusto, 2019). Researchers have begun to explore how consumers associate brands

with humanlike attributes in digital interactions on websites (Shobeiri et al., 2015), on social networking sites (Machado et al., 2019), or with virtual brand agents (Youn and Jin, 2021).

Brand personality is described in terms of human personality, in other words brand is viewed in terms of human chareteristics, for example, a brand is termed to be honest, hardworking and energetic (Tuan et al., 2012). When brand is associated with human Personality it creates a certain image in consumer's mind, for instance, sports shoes are associated with masculinity dimension while Blackberry Smartphone is associated with characteristics of sincere and friendly (Upshaw, 1995). Just like human being, brand personality takes time to change since is customers perception about the product. Brand personality and consumer's personality are related concepts since customers of a certain image or personality will select products which are congruent with their personality (Tuan *et al.,* 2012). Brand personality is a key marketing component which can influence customers purchase decisions of products, for example when produced is termed to be honest or friendly, such connotation will attract customers towars purchasing a certain product (Louis and Lombart, 2010; Bouhlel et al., 2009).

Brands are only beneficial in situations where there is ambiguity and risk, assisting the consumer in making a decision (Kapferer, 2000). A brand may consist"personality" where consumers can identify and associate with their own perception and personality. Aaker (1997) defines brand personality as a set of human characteristics or personality associated with a brand. In addition, Plummer (1985) defines brand personality as consumers' perception of the brand. Batra et al. (1993) believes that brand personality is the internal link of the entire brand image. This includes all the relationships between brand specialties, identity and lifestyle and consumer characteristics. The brand personality is astrategically important construct that can help businesses achieve long-term differences and sustainable competitive advantages (Freling and Forbes, 2005; Plummer, 2000). Brand personality is an emotional and symbolic (non-product-related) attribute (Keller, 1993). Aaker (1997) defined brand personality as a set of human characteristics or traits that can be assigned to a brand. It is an efficient distinguishing tool that can enhance consumer preferences (Heding et al., 2009). A brand may consist of a 'personality' where the consumers will be able to identify and associate with their own perceptions and personalities. Aaker (1997) defines brand personality as a set of human characteristics or personalities that associated with a brand. Additionally, Plummer (1985) defines brand personality as being the perceptions of consumers about a brand. Batra et al. (1993) opine that the brand personality is the internal link of the whole brand image. It includes all of the relationships among the brand specialty, identity, and the lifestyle and characteristics of a consumer. Brand personality is a strategically important construct that can help firms achieve enduring differentiation and sustainable competitive advantage

To measure brand personality, Aaker (1997) developed a brand personality model that consists of five core dimensions 15 facets and 42 traits clustered on 15 facets. The five dimensions are; sincerity, excitement, competence, sophistication, and ruggedness. It is also called brand personality scale (BPS). The five dimensions are broadly based on the 'Big Five' of human personality characteristics; Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism (Norman, 1963; Tupes and Christal, 1958). The concepts of Brand personality originated from human personality which is the act of describing a brand in terms of human characteristics (Heding, Knudtzen, and Bjerre, 2009). Although marketing researchers have tried to develop other brand personality models, but Aaker's model proved to be more applicable in explaining brand personality and customer purchase behavior (Crosno and Henard, 2011). This Brand Personality Scale (BPS) comprises the five dimensions of brand personality divided into fifteen facets to provide texture and descriptive insight regarding the

nature and structure of the dimensions. Figure 1 below presents the interpretation of the Brand Personality Scale variables.

Brand Personality Dimensions and Traits				
Sincerity	**Excitement**	**Competence**	**Sophistication**	**Ruggedness**
Down to earth Honest Wholesome Cheerful	Daring Spirited Imaginative Up to date	Reliable Intelligent Successful	Upper class Charming	Outdoorsy Tough

Figure 1: Brand Personality Model   Source: (Aaker, 1997)

Though there is a wide range of research found on brand personality with its different behavioral aspect of brand on different context and different geographic area, but it lacks of research or very few researches have conducted on footwear brands especially in Bangladesh. Thus, this research attempted to identify the brand personality of footwear brands in Bangladesh using the above stated Aaker's (1997) BPS. This study will follow this well-known and well accepted brand personality scale to measure the brand personality of footwear industry in Bangladesh.

Methodology:
The study follows a deductive approach guided by positivist philosophy, where the focus lays on testing theories. The product category which has been chosen for the study is the footwear brands in Bangladesh. So, to select the target respondent, data has been collected from the prominent cities of Bangladesh to serve the purpose of the study. Among the 8 divisions 3 divisions namely Dhaka, Rajshahi and Rangpur has been selected randomly. There are wide ranges of footwear brands both national and global brands currently operating in Bangladesh. It is not possible to conduct the survey across all over the brands. To sort out the appropriate brands for the study, those brands should be selected that are widely available across the country. The brand Bata captures the largest market coverage through more than 300 retail outlets (Bata, n.d.). Similarly, Apex has 247 retail outlets (Apex, n.d.) and Lotto has 180 retail outlets (ExpressHub, n.d.). For the feasibility and suitability of the study these three brands Bata, Apex and Lotto has been selected.

This study is mainly based on primary data. The data have been collected through online questionnaire survey from the respondent. The nature of the data is quantitative in nature. A 5-point Likert scale is used to collect the data. Data is collected on the five dimensions and 36 items of Aaker's BPS. Though original Aaker's model consists of 42 items, among them 6 items has been dropped through pre testing due to redundancy effect perceived by the respondents in the context of Bangladeshi culture. Convenience and judgmental sampling technique have been used to collect the data. A total of 430 data have been collected for the study. This study used descriptive analysis and exploratory factor analysis (EFA). SPSS 24.0 and Microsoft Excel 2007 software are used for data analysis and visual presentation.

Descriptive Statistics and interpretation of the constructs
The descriptive statistics of the constructs of perceived brand personality is discussed in this section. It was requested of the respondents that they indicate the degree to which they agreed or disagreed with statements that related to the factors that were being investigated. A Likert scale with five points was employed, with 1 representing strong disagreement, 2 representing disagreement, 3 representing neutrality, 4 representing agreement, and 5 representing strong agreement. The significance of the results was determined by using means and standard

deviations to analyze the data. A score of 0.5 to 1.4 for the mean (M) indicated that respondents strongly disagreed, 1.5 to 2.4 indicated that respondents disagreed, 2.5 to 3.4 indicated that respondents neither agreed nor disagreed, 3.5 to 4.4 indicated that respondents agreed, and 4.5 to 5 indicated that respondents strongly agreed. On the other side, the numbers that represented the standard deviation (SD) illustrated how dissimilar the responses were. A value of the standard deviation that is greater than two indicates that the respondents' opinions varied, whereas a value of the standard deviation that is less than two indicates that the respondents' opinions were comparable or similar. The findings will be presented in the sections that are to follow.

Data Analysis and Findings
This section describes the demographic profiles of the respondents so that a general picture of the representation of the research participants is given. The profiles included age, gender, education, occupation and income. Table 1 contains the summary statistics of the demographics according to the brand they responds.

Table 1: Summary Statistics of Demographic Data

		Brands			Total	%
		Bata	Apex	Lotto		
Age	18-25Years	75	66	68	209	48.60
	26-35 Years	45	37	30	112	26.05
	36-45 Years	22	24	23	69	16.05
	46-55 Years	11	9	13	33	7.67
	Above 55 Years	6	1	0	7	1.63
Gender	Male	95	89	117	301	70.00
	Female	64	48	17	129	30.00
Education	Bellow SSC	3	2	0	5	1.16
	SSC	2	3	6	11	2.56
	HSC	46	33	40	119	27.67
	Graduation	75	81	69	225	52.33
	Post-graduation	32	18	18	68	15.81
	Doctorial Degree	1	0	1	2	0.47
Occupation	Student	77	66	72	215	50.00
	Business	16	9	21	46	10.70
	Government Service	29	39	26	94	21.86
	Private Service	15	19	14	48	11.16
	Home Maker	16	1	0	17	3.95
	Others	6	3	1	10	2.33
Monthly Income	Bellow 10000	84	63	64	211	49.07
	10000-20000	20	12	18	50	11.63
	20000-30000	24	28	37	89	20.70
	30000-40000	20	21	9	50	11.63
	40000-50000	1	6	2	9	2.09
	Above 50000	10	7	4	21	4.88
Resident	Dhaka	51	42	55	148	34.42
	Rajshahi	47	51	44	142	33.02
	Rangpur	61	44	35	140	32.56

Table 1 represents the age of respondent along with their footwear brand they use. From the table it can be seen that most of the respondent (48.60%) belongs to the 18-25 age groups. Similarly, the other age groups such as 26-35 years, 36-45 years, 46-55 years and above 55 years the percentage of the respondents are 26.05%, 16.05%, 7.67% and 1.63% respectively. Data also represents that most of the youngest respondent age group (18-25) use the Apex footwear brand while most of the oldest respondent age group (above 55) use Bata footwear brand.

Gender distribution of the respondent:
Table 1 also represents the gender distribution of the respondent along with the three footwear brands. Table also represents that the most of the male respondents use Lotto than the Bata and Apex. On the other hand, the female respondents favor Bata and Apex than Lotto. Among the total respondent 70% are male and rest 30 percent are female.

Educational Background of the respondent:
As observed from the table 1 sample respondent are mostly higher educated. Among the respondents 52.33% are graduate, 27.67% completed HSC, and 15.81% completed post-graduation. Most of educated respondent more or less equally prefers the selected footwear brand. Only 1.6% respondents are comparatively less educated.

Occupations of the Respondent:
Results presented in table 1 shows that most of the respondents are student that means the young generation (50%). Rest is the 21.86% government service holder, 11.16% do private job, and 10.70% respondent have their own business. Home maker and others profession represents 3.95% and 2.33% respectively.

Monthly income of the respondents
As the branded footwear is costly than the local footwear product, researcher wanted to see the income pattern of the respondent. The statistics show that about 50% of the respondent's income is below 10,000 tk. (Table 1). This is due to that most of the respondents are student. Table also show the remarkable number of middle- and high-income people among the respondents.

Residential Divisions of the respondents
Table 1 shows the residential status of the respondents. There are three divisions were chosen as the study area from where the data has been collected. Results show that 34.42%, 33.02% and 32.56% data collected from Dhaka, Rajshahi and Rangpur Divisions respectively. It can be said that data are collected equally collected from 3 divisions. On the other hand, data collected from customers of 3 footwear brands which represent 34.88%, 33.72% and 31.40% from Bata, Apex and Lotto respectively.

Usage pattern of footwear brands of the respondents:
Respondents were asked some questions about the use of the footwear brand they use such as how familiar with the brands regarding Bata, Apex and lotto. In response to the questions results are shown in the Table 2. From the table it can be seen that all three brands have the familiarity about 70%. But among the respondent 14% respondent said that they don't know Lotto. Whether, this percentage in case of Bata and Apex is 9.1% and 6.3% respectively.

Table 2: Familiarity of Bata, Apex and Lotto

	Bata		Apex		Lotto	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Not Familiar	27	6.3	39	9.1	62	14.4
Somehow Known	32	7.4	32	7.4	40	9.3
Neutral	38	8.8	32	7.4	30	7.0
Familiar	40	9.3	60	14.0	61	14.2
Fully Familiar	293	68.1	267	62.1	237	55.1
Total	430	100.0	430	100.0	430	100.0

Samples were also asked that what brand do they like and use. The results are in table 3. It shows that 34.9% like Bata, 33.7% like Apex and 31.4% like Lotto as their footwear brand (Table 3).

Table 3: Brand use by the respondent

	Frequency	Percent	Cumulative Percent
Bata	150	34.9	34.9
Apex	145	33.7	68.6
Lotto	135	31.4	100.0
Total	430	100.0	

Respondents were asked that how long have been they are using the brand. In the response of the question, most of the respondents of Bata have told that they are using the brand more than 9 years (Table 4). In case of Apex most of the customers are using the brand from last 4-6 years. But Apex has remarkable number of long-time users also. Lotto has the different scenario. The respondents of Lotto have said that they are using the brand from last 4-6 years or from last 3 years.

Table 4: Time Length of Brand Use along with Brand

	Brand use			
	Bata	Apex	Lotto	Total
1-3 Years	34	43	60	137
4-6 Years	53	62	63	178
7-9 Years	25	26	8	59
Above 9 Years	38	14	4	56
Total	150	145	135	430

In response to question of how frequently do they purchase, most of the samples (69.5%) responded that purchase the footwear product 2 times in a year that means half-yearly (Table 5). Besides, 24.9% people purchase yearly, 22.6% purchase quarterly.

Table 5: Frequency of Purchase

	Frequency	Percent	Cumulative Percent
Monthly	21	4.9	4.9
Quarterly	97	22.6	27.4
Half-Yearly	181	42.1	69.5
Yearly	107	24.9	94.4
Rarely	24	5.6	100.0
Total	430	100.0	

Measurement scale reliability and validity

It is important to ensure that, before the testing of existing relationships in a structural equation model, the researcher must demonstrate that the measurement model employed in the study attains an acceptable level of validity and reliability (Hair *et al.*, 2010). Despite the fact that previously used scales were employed in this study, it was necessary to assess the validity and reliability of the measurement scales within the context of footwear brands users in Bangladesh.

This study used Cronbach's alpha, which is the most widely reported type of reliability coefficient (Kline, 2011). Cronbach's alpha was employed to measure internal consistency reliability. Cronbach's alpha refers to the extent to which responses are consistent across the items within a measure. The general rule, according to Kline (2011), is that coefficient values around .70 are acceptable; coefficient values around .80 are very good; and coefficient values around .90 are excellent. The overall reliability test score for the proposed model is .983 (Table 9). So, it can be said that the model construct possessed an excellent reliability score.

Table 9: Overall reliability test

Cronbach's Alpha	Number of Items
.977	36

Table 9 represents the Cronbach's Alpha reliability score of different constructs along with the mean value, number of items and variance. All of the Cronbach's alpha values were above the acceptable range, and most can be considered very good and excellent.

Table 10: Reliability of the constructs

Constructs	Number of Items	Mean	Variance	Cronbach's Alpha*
Sincerity	9	3.72	.009	.930
Excitement	6	3.71	.003	.910
Competence	7	3.62	.005	.917
Sophistication	8	3.73	.008	.924
Ruggedness	6	3.56	.019	.902
Total Brand Personality	36	3.69	.012	.977

In addition to sample size criterion, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy must exceed .6, and the Bartlett's test of sphericity should be significant ($p<.05$). Table 11 depicts the KMO values for the research constructs.

Table 11: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.945
Bartlett's Test of Sphericity	Approx. Chi-Square	9671.081
	df	630
	Sig.	0.000

In line with Field (2007), the KMO values reported in Table 11 may be considered excellent (.945). Furthermore, the Bartlett's test of sphericity was significant at .000 for all the constructs of footwear brand personality. Both these measures indicate that the data were suitable for factor analysis.

Brand Personality of Bata, Apex and Lotto
The brand personality of the three footwear brands was measured by a five-point Likert scale based on the brand personality scale (BPS) that was developed by Aaker in 1997. The full version of the scale of contains 42 items among them 36 items were chosen with the help of literature of and that are most relevant to the footwear category. This is in line with other researcher (Mustamil, 2014) who used similar method with success. Respondents were required to imagine that the footwear brand was a person with human characteristics. Respondents were then required to rate the degree to which they agree or disagree with the given item statements in the scale. Table 6 depicts the average scores and the standard deviation of each of the items of brand personality for the footwear brands. Both the mean (M) and the standard deviation (SD) were computed from the responses obtained from the survey. The mean detects the central location of the data, and the standard deviation measures the average distance of the values from the mean. Table 6 summarizes the extent to which respondents perceived the three footwear brands as if they were persons, with regard to the specified characteristics. The results show that respondents did indeed perceive Bata as if it had human characteristics. From the table it can be said that Bata is down to earth (M=4.01, SD=1.09), real (M=3.83, SD=1.01), trendy (M=3.65, SD=1.09), unique (M=3.63, SD=1.18), smooth (M=3.70, SD=1.05), successful (M=3.95, SD=1.04), leader (M=3.82, SD=1.13), experienced (M=3.85, SD=1.13), superior (M=3.77, SD=1.02), outdoorsy (M=3.72, SD=1.13),

tough (M=3.60, SD=1.09) and hard (M=3.63, SD=1.03). it can be seen that most of characteristics are expressive to the respondent along the five dimensions. Among the least expressive dimensions, charming (M=3.40), feminine (M=3.44), masculine (3.46) and western (3.46) was notable. From the analysis we can say that all the five dimensions of Aaker's brand personality scale exist for Bata. But representations of the items are not equal. For Bata sophistication dimension is less representative than any other dimensions. The value of standard deviation is 1 or less than one. So, it can be said that customers were less differences about their opinion.

Table 6: Descriptive Statistics of brand personality constructs

	Items	Statements	Bata		Apex		Lotto	
			Mean	SD	Mean	SD	Mean	SD
Sincerity	SIN1	Down to earth	4.01	1.09	4.08	0.91	3.38	1.26
	SIN2	Customer oriented	3.73	0.94	3.91	0.95	3.39	1.14
	SIN3	Honest	3.69	1.09	4.03	1.01	3.38	1.13
	SIN4	Sincere	3.63	1.07	3.80	0.98	3.36	1.19
	SIN5	Real	3.83	1.01	3.89	0.95	3.50	1.22
	SIN6	Wholesome	3.73	1.02	3.96	0.96	3.50	1.25
	SIN7	Cheerful	3.67	1.02	3.90	0.99	3.40	1.17
	SIN8	Sentimental	3.61	1.05	3.95	0.92	3.26	1.23
	SIN9	Friendly	3.77	0.99	3.99	0.97	3.60	1.30
Excitement	EXC1	Trendy	3.65	1.09	4.06	1.04	3.59	1.18
	EXC2	Exciting	3.50	1.08	4.01	1.00	3.36	1.25
	EXC3	Spirited	3.59	1.11	3.84	1.07	3.50	1.27
	EXC4	Young	3.54	1.20	4.08	0.99	3.51	1.14
	EXC5	Unique	3.63	1.18	4.10	1.00	3.54	1.26
	EXC6	Up to date	3.63	1.10	4.01	1.03	3.56	1.15
Sophistication	SOP1	Upper class	3.57	1.15	3.88	1.04	3.33	1.43
	SOP2	Expensive	3.57	1.21	3.70	1.14	3.44	1.29
	SOP3	Glamorous	3.55	1.05	3.92	1.05	3.44	1.18
	SOP4	Good looking	3.51	1.11	3.94	1.05	3.37	1.27
	SOP5	Charming	3.40	1.07	4.03	0.99	3.41	1.24
	SOP6	Smooth	3.70	1.05	4.11	0.96	3.49	1.29
	SOP7	Feminine	3.44	1.23	3.79	1.04	3.37	1.27
Competence	COM1	Reliable	3.63	1.22	3.87	1.00	3.30	1.26
	COM2	Hardworking	3.74	1.06	3.92	1.11	3.39	1.27
	COM3	Secure	3.75	1.05	3.97	0.95	3.58	1.16
	COM4	Intelligent	3.58	1.09	3.88	1.03	3.41	1.31
	COM5	Successful	3.95	1.04	4.12	0.94	3.49	1.20
	COM6	Leader	3.82	1.13	3.83	0.99	3.53	1.11
	COM7	Experienced	3.85	1.13	4.10	0.93	3.47	1.20
	COM8	Superior	3.77	1.02	3.88	0.93	3.53	1.20
Ruggedness	RUG1	Outdoorsy	3.72	1.13	4.07	0.93	3.52	1.21
	RUG2	Masculine	3.46	1.20	3.77	1.07	3.29	1.20
	RUG3	Tough	3.35	1.28	3.79	1.14	2.96	1.36
	RUG4	Rugged/Rough	3.60	1.09	3.88	1.06	3.36	1.25
	RUG5	western	3.46	1.24	3.79	1.05	3.15	1.32
	RUG6	Hard	3.63	1.03	3.89	1.05	3.24	1.23

In case of Apex brand the personality, dimensions are more vividly visible. All the characteristics are very expressive to the respondent. Among them some are mostly expressive and noticeable. Such as we can say that Apex is down to earth (M=4.08, SD=.91), honest (M=4.03, SD=1.01), trendy(M=4.06, SD=1.04), exciting (M=4.01, SD=1.01), young (M=4.08, SD=.99), unique (M=4.10, SD=1.00), up to date (M=4.01, SD=1.03), charming (M=4.03, SD=.99), smooth (M=4.11, SD=.96), successful (M=4.12, SD=.94), experienced (M=4.10, SD=.96) and outdoorsy (M=4.07, SD=.93). In case of Apex brand also have the entire dimensions is expressive to the customers. But comparatively the ruggedness dimension is less perceived by the respondent (Table 6).

However, looking into table 6, the result of brand personality of Lotto footwear brand is also presented. Table shows that Lotto has also the personality attributes visible by the respondent. But in comparison to Bata and Apex, the personality of Lotto is much weaker. The most of mean value of the personality constructs is below 3.5 and the value of standard deviation of greater than the other two brands. Most vivid personality characteristics of Lotto are friendly (M=3.60, SD=1.30), trendy (M=3.59, SD=1.18), unique (M=3.54, SD=1.26), secure (M=3.58, SD=1.16), leader (M=3.56, SD=1.11), and superior (M=3.53, SD=1.20). Among the least perceived variables by the respondents for Lotto are tough (M=2.96, SD=1.36), western (M=3.15, SD=1.32), hard (M=3.24, SD=1.23) reliable (M=3.30, SD=1.26), upper class (M=3.33, SD=1.43), sentimental (M=3.26, SD=1.23) and exciting (M=3.36, SD=1.25). For lotto there is a lack to representative characteristics of sincerity and sophistication dimension of personality.

Measurement of Brand Personality
Here, this study tries to find out the personality structure of the footwear brands in Bangladesh. Conversely, how the Bangladeshi footwear brands fits with the Aaker's brand personality scale. Table 7 represents the mean value and standard deviation of three footwear brand in regards to five dimensions of Aaker's BPS. The mean value of the regarding dimensions describes the status of the personality of respective brand. For better understand the personality structure, information have been presented with the radar diagram or spider diagram. Figure 2 expresses the brand personality of Bata.

Table 7: Measurement of Brand personality

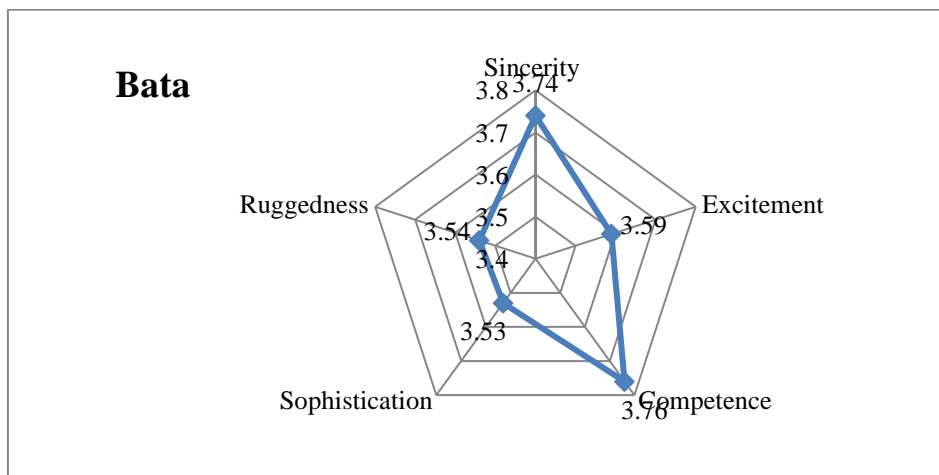| Personality Dimensions	Bata		Apex		Lotto	
	Mean	SD	Mean	SD	Mean	SD
Sincerity	3.74	1.03	3.94	.96	3.42	1.21
Excitement	3.59	1.13	4.02	1.02	3.51	1.21
Competence	3.76	1.09	3.94	.99	3.46	1.21
Sophistication	3.53	1.12	3.91	1.04	3.41	1.28
Ruggedness	3.54	1.16	3.87	1.05	3.25	1.26

Figure 2: Brand personality of Bata

The figure 2 shows that Bata has well defined set of sincerity (M=3.80) and competence (M=3.76) personality dimension. That means the brand is down to earth, hones, cheerful wholesome, reliable, intelligent and successful. The brand mostly lacks in sophistication (M=3.54) and ruggedness (M=3.53) dimension. Therefore, the brand is not perceived by the respondent as upper class and charming. The excitement dimension is needed (M=3.59) to be more developed.

Figure 3 represents the personality structure of Apex footwear brand. Apex has the highest personality in all dimensions comparative to other two brands. From the figure we can see that respondents perceived the brand as exciting as this dimension has the highest mean value (M=4.02). Except the ruggedness dimension all other dimensions sincerity (M=3.95), sophistication (M=3.91) and competence (M=3.94) are perceived by the respondent and mostly agreed to brand personality related statements.
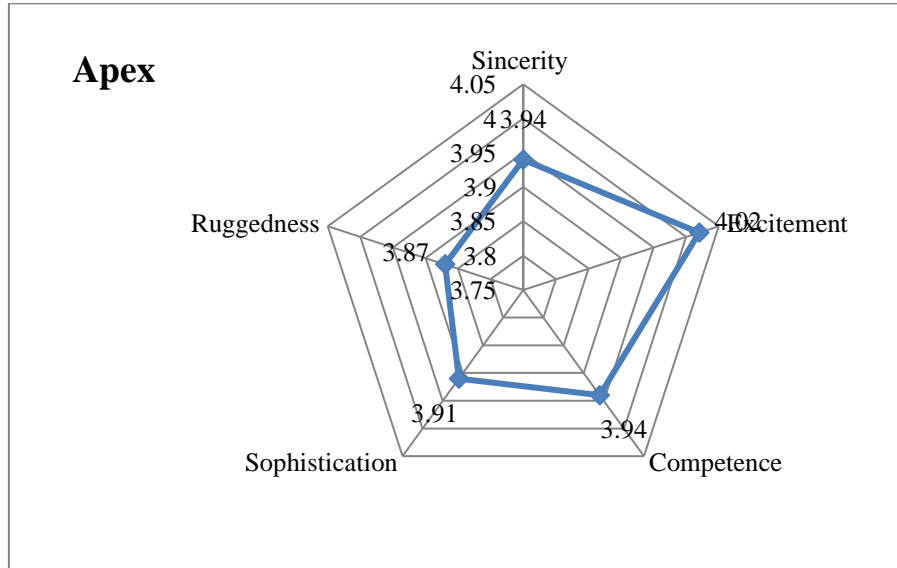

Figure 3: Brand personality of Apex

In case of Lotto, personality dimensions are not as expressed as Bata and Apex. Respondent perceived as the weaker personality than others. Among the personality dimensions, excitement dimension is expressive (M=3.51) than other four dimensions. Ruggedness is perceived as the lowest personality (M=3.25) of this brand. That means respondent could not identify the dimension in case of Lotto. The other three dimensions sincerity (M=3.42), sophistication (M=3.41) and competence (M=3.46) is also weaker (Figure 4).
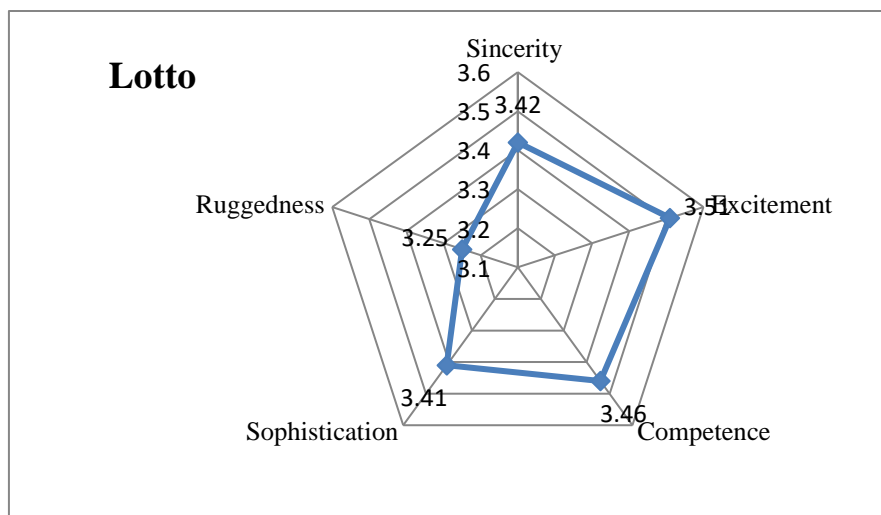

Figure 4: Brand personality of Lotto

Overall brand personality of footwear brands in Bangladesh:
Table 8 and figure 5 respectively represents the numerical and graphical presentation of overall brand personality of footwear brands in Bangladesh. Here, it can be seen that the 'competence' (M=3.72), 'exciting' (3.71) and 'sincerity' (M=3.70), are the three dominant

personality dimension exists among the footwear brands. That means brands are very competitive in nature, and the brands are trendy, modern, spirited young and unique. Similarly, the brands are sincere, cheerful, welcoming and honest to their customer. Sincerity is the third dimension on ranking. That means brands are reliable, superior, experienced, successful and leader. The other two dimensions 'sophistication' (M=3.62) and 'ruggedness' (M=3.55) are comparatively less expressive to but still customers agree to the existence of that dimensions for the footwear brands in Bangladesh.

Table 8: Overall brand personality

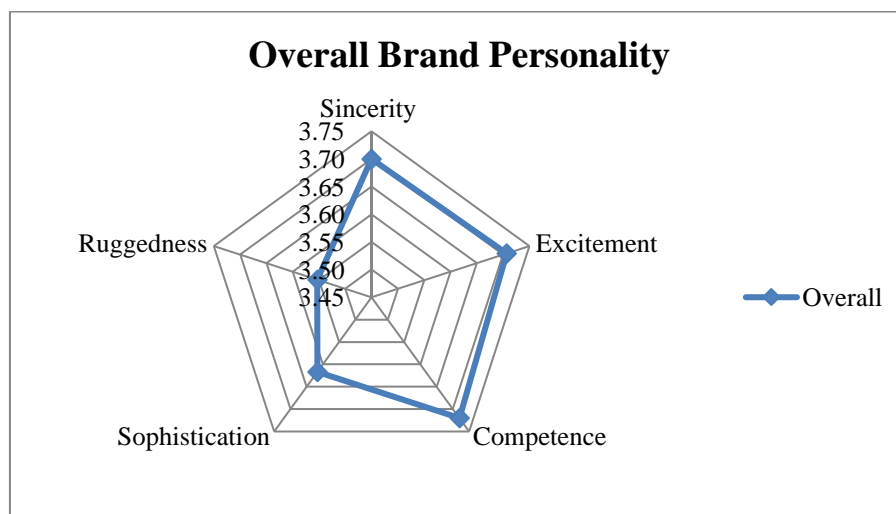| Personality Dimensions	Mean	SD
Sincerity	3.70	1.03
Excitement	3.71	1.13
Competence	3.72	1.09
Sophistication	3.62	1.12
Ruggedness	3.55	1.16

Figure 5. Overall brand personality of footwear brands in Bangladesh

Determining the number of factors to retain for Brand Personality
This step entailed making a decision about the numbers of factors to keep in the model. Brand personality was the only multidimensional constructs in the conceptual framework that needed such a decision. Kaiser's criterion (eigenvalue) was employed to obtain the number of factors to retain, because it is accurate (Field, 2009). It is recommended that a researcher retain all factors with eigenvalues greater than or equal to 1 (Field, 2009; Pallant, 2011). Eigenvalues account for the total amount of variation explained by each factor, and an eigenvalue of 1 signifies a considerable amount of variation.

From the Table 9 we can see that for footwear brand, four brand personality factors had to be retained. The eigenvalues were 12.815, 4.088, 2.716, 1.907 and 1.381. These five factors explained 57.755% of the total variance.

Table 9: Total Variance Explained for Brand Personality Constructs

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings[a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	12.815	35.598	35.598	12.395	34.429	34.429	9.439
2	4.088	11.355	46.953	3.704	10.289	44.719	6.900
3	2.716	7.544	54.497	2.333	6.480	51.199	8.569
4	1.907	5.296	59.793	1.434	3.984	55.183	8.403
5	1.381	3.837	63.630	.926	2.572	57.755	7.858
6	.834	2.317	65.947				

Extraction Method: Principal Axis Factoring.

a. When factors are correlated, sums of squared loadings cannot be added to obtain a total variance.

Factor rotation and interpretation of the variables

The rotation method chosen for the two multi-dimensional measures (brand personality) was Promax with Kaiser normalization. Promax is a method of oblique rotation that is designed for larger data sets, producing correlated factor solutions (Field, 2009). In order to label the resulting factors, the researcher used the content of the variables and the original labels of the BPS, the underlying theory, and past research as guidelines. In order to decide which items to retain for each construct and sub-construct that emerged, the criteria for inclusion were the deletion of double-loadings, and a factor loading cut-off point of .5. The choice of this cut-off point was guided by Comrey and Lee (1992), who suggested cut-off points that range from poor (.32), fair (.45), good (.55), very good (.63), to excellent (.71). This study excluded those items that had values below .5 and those that had double loading.

Table 10: The pattern and structure matrices for the brand personality dimensions

	Pattern Matrix[a]					Structure matrix				
	Sincerity	Sophistication	Competence	Excitement	Ruggedness	Sincerity	Sophistication	Competence	Excitement	Ruggedness
SIN1	0.682					0.695				
SIN2	0.808					0.794				
SIN3	0.773					0.791				
SIN4	0.849					0.797				
SIN5	0.866					0.818				
SIN6	0.757					0.785				
SIN7	0.730					0.777				
SIN8	0.699					0.755				
SIN9	0.717					0.807				
SOP1		0.797					0.799			
SOP2		0.808					0.807			
SOP3		0.802					0.806			
SOP4		0.852					0.835			
SOP5		0.824					0.818			
SOP6		0.836					0.821			
SOP7		0.725					0.773			
COM1			0.737					0.679		
COM2			0.656					0.733		
COM3			0.794					0.721		
COM4			0.713					0.758		
COM5			0.663					0.680		
COM6			0.679					0.711		
COM7			0.669					0.716		
COM8			0.586					0.712		
EXC1				0.728					0.685	
EXC2				0.700					0.758	

EXC3				0.702		0.723	
EXC4				0.687		0.725	
EXC5				0.693		0.735	
EXC6				0.636		0.667	
RUG1					0.606		0.721
RUG2					0.668		0.741
RUG3					0.731		0.735
RUG4					0.759		0.769
RUG5					0.614		0.702
RUG6					0.809		0.742
α	0.933	0.929	0.892	0.863	0.876		

The rotated four-factor perceived brand personality of footwear brands presented in Table 10. Table shows the value of pattern matrix and structure matrix. Pattern matrix shows the value of factor loading for each item. Loading value 0.5 has been taken as cut-off point. Hence, the items that contain factor loading value less than 0.5 has blank in the pattern matrix. Each of the items is well described and expressive because there are no loadings below .5, thus no items are deleted. On the other hand, structure matrix shows that how strongly the items are correlated the dimensions. The brand personality factors were labeled as Sincerity (factor 1), Sophistication (factor 2), Competence (factor 3), Excitement (factor 4) and ruggedness (factor 5) since they shared items from the original BPS. A careful assessment of the items revealed that all the dimensions 'sincerity', 'sophistication', 'excitement', 'competence' and 'ruggedness' holds their own dimensions without eliminating any of their items.

Summary of Findings:
The descriptive statistics and interpretation regarding the brand personality constructs are found to be all constructs of brand personality dimensions are fully identified by the respondents. Though the dimension 'sophestication' and 'ruggedness' are low in score relative to the other dimensions for the overall footwear industry. Thereafter, brand personality of different three brands has been measured. And then overall personality of footwear brands also has been shown. Here the brand personality of Apex is found to me the best among the three brands and Lott is well behind among the others with the low score for all dimensions. For Bata, the most dominant dimension is competence because it holds the highest score among the others and sophistication is the least identified dimension because of lowest score. As a whole, it is found that brand personality of footwear market is exists withal the dimensions of Aaker's BPS. The data and the constructs were reliable according to the Cronbach's alpha test and KMO and Bartlett's test. Moreover, this study also contains the factor analysis of brand personality dimensions of the footwear brands. From the exploratory factor analysis, it is seen that among the five dimensions of Aaker's brand personality all the five dimensions sustains for the footwear brands in Bangladesh. This finding also provides the findings of underlying dimension of footwear brands exists in Bangladesh. Factor analysis shows that excitement, competence, excitement, sincerity and ruggedness are the five dimensions exist for the footwear brands in Bangladesh.

Conclusion
There is a dearth of empirical research to identify the brand personality that motivate consumers during the process build brand loylaty in their minds, despite the fact that a number of conceptual articles and a small number of empirical studies seek to deepen our understanding of different states of brand loyalty and brand personality formation. The main aim of this research is to measure the brand personality of footwear brands in Bangladesh and to develop an expanded model to examine how the Aaker's (1997) brand personality scale.
This study was conducted to test the brand personality of footwear brands in Bangladesh. The aim was to test the applicability of Aaker's (1997) brand personality scale in footwear industry

whether all the dimensions of BPS exists or not. the result finds that the dimensions are fits with the footwear market in Bangladesh. Sincerity, excitement and competence are the mostly expressive dimension of the market. And the other dimensions sophistication and ruggedness are less expressive to the market.

Theoretical Contribution

Research on brand personality has been carried out in a wide range of fields and in a variety of socioeconomic settings. For the most part, research has been limited to focusing on products and brands (Kim et al., 2017; Amatyakul and Polyorat, 2016), company marketing (Banerjee, 2015) and consumer brand relationships (Molinillo and Molinillo, 2017). It is difficult to find any evidence that implies research has been carried out on footwear brands, regardless of whether the research was carried out in Bangladesh or anywhere. There is currently a dearth of brand personality study in this field, despite the fact that it is widely believed that footwear brands and products have a significant impact on the modern lifestyle and culture. By applying the brand personality model to the footwear brands, this study has made an attempt to address the gap that has been revealed by the previous research.

Managerial Implication

Brand personality enables marketers to connect with consumers on a deeper level and foster lasting relationships. As a result, consumers may develop a deeper connection to shoe brands with well-known personalities. Managers of footwear companies may benefit from using the dimensions of brand personality to learn more about their customers' associations with their products. Brand managers and marketers of footwear brands may benefit from gaining a deeper understanding of their brand's personality as a marketing strategy. This will help them attract more consumers and hold on to the ones they currently have.

Limitations and Future Research Direction

Despite the study's many theoretical and practical contributions to the field, it is important to recognize its limits so that they can be addressed in future research. An initial constraint of this research is it's exploratory in character. Further refinement of the methodological strategy may be necessary in subsequent investigations. This method must be rigorously validated and enhanced by utilizing additional samples. Due to the unavailability of a sample frame, a non-probabilistic sampling technique was utilized to acquire the sample for this study; as a result, the findings cannot be generalized. The second source of limitations in the study arises from the research methodologies employed. The research investigation employs a quantitative methodology. As a result, the qualitative component, which could have validated the results of the quantitative analysis, has been disregarded. From the limitations of the study, future researchers can find some scope and direction for future research. In order to confirm the results of this study, it is recommended that future studies test this brand personality model in various cultural and industrial contexts. Besides this, the mixed method approach may be incorporated to justify the quantitative outcome of the study.

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