APPLICATION OF JENIFER AAKER'S BRAND PERSONALITY SCALE ON "MOBITEL"

BY:

HARICHANDRAN UDAYACHANDRAN

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Faculty of Commerce and Management
Eastern University, Sri Lanka

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ABSTRACT

Throughout the past two decades, the development of new products has been a popular marketing strategy for many firms. This newfound brand proliferation threatens the survival of other recent brands. Brand differentiation is now becoming an important tactic for combating competition in this hostile marketplace. A viable solution for establishing the distinctiveness of a brand is through brand personality. Attaching personalities to brands contributes to a differentiating brand identity, which can make brands more desirable to the consumer. While positioning the brand, it is important to treat it like a human being with specific characteristics.

There are a host of brands out there and if we position the brand in a general manner, it will become a commodity that will get lost in the crowd. The only distinguishing factor we would then have is price, which would leave the task of brand identification at the mercy of market forces. A very dangerous proposition indeed, because it would effectively mean very little control. On the other hand, if the brand has a distinctive personality, it will come alive for the consumer and endear itself to him. It will help the consumers in identifying with the brand's personality traits. If youth is a personality characteristic of the brand, it need not appeal only to youngsters. It could appeal to everyone from six to sixty for whom being young and alive is important. Similarly, if the brand is positioned as tender and caring, it will be attractive to everyone who desires these qualities.

The distinction between brand personality and personalities' brand, is an incisive and precise distinction—the distinction wherein an inanimate object like a product or a brand of soap, oil, car, or garment is being personified and being given a personality for better gains to the corporation and certainly better value to the customer. On the other hand, there are human elements and people who have done well in life and have achieved success and therefore, a celebrity or personality status and who now want to move in to the mould of a product or a brand which can then be identified and symbolized again to improve standards of living, provide better service, and hence be in a position to give better value to the customer.

TABLE OF CONTENTS