

**Analyzing the Relationship Between Brand
Personality and Consumer Personality and the
Effect on Consumer Purchase Intention: The Case
of the Local Alcoholic Beverage Industry in Ivory
Coast**

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Final International University
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by

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A thesis submitted to the Institute of Graduate Studies in
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**FINAL INTERNATIONAL UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**

APPROVAL

Title: Analyzing the Relationship Between Brand Personality and Consumer Personality and the Effect on Consumer Purchase Intention: The Case of the Local Alcoholic Beverage Industry in Ivory Coast.

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*To my mother for her
love and support.*

ETHICAL DECLARATION

I, N'Guessan Marie Denise Kouassi, hereby, declare that I am the sole author of this thesis and it is my original work. I declare that I have followed ethical standards in collecting and analyzing the data and accurately reported the findings in this thesis. I have also properly credited and cited all the sources included in this work.

N'Guessan Marie Denise Kouassi

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ABSTRACT

The beverage industry is one of the important sub-segment that participates in the Ivorian economy. Many efforts have been made in this sector to improve their productivity. Ivorian consumers have a considerably weaker grasp of the beverage industry, especially in terms of the brands' personalities. Therefore, the core objective of this research is to explore the connection between brand personality and consumer personality and investigate the effects on consumer purchase intention (case study: Ivorian alcoholic beverage industry). This research is supported by two theories and one model: Personality trait theory, Self-concept theory, and Brand personality framework. This current investigation adopts a quantitative data analysis through descriptive research relating to the purpose and data collection. The population of this investigation involves all consumers of the Ivorian alcoholic beverage industry. The sample size is sampled by the formula of the model of Fischer. Consequently, in an unrestrained population, 385 consumers of Ivorian alcoholic beverages are sampled. The sampling method is a probability sampling method for simple random sampling. However, a number of 405 questionnaires are handed out but only 383 questionnaires are returned and fully replied to by respondents. To analyze the collected data, SPSS 25.0 is utilized. The study findings through the correlation analysis display that five brand personality variables correlate to consumer personality dimensions. In addition to this, the multiple regression analysis results reveal that brand personality variables relatively influence significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Meanwhile, the multiple regression analysis results indicate that consumer personality variables slightly influence significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the actual findings, this study suggest definite implications and recommendations.

Keywords: Brand personality, consumer personality, purchase intention, beverage industry, Ivory Coast

ÖZ

İçecek endüstrisi Fildişi ekonomisine katılan önemli alt segmentlerden biridir. Bu sektörde verimliliği artırmak için birçok çaba sarf edilmiştir. Fildişili tüketiciler, özellikle markaların kişilikleri açısından içecek endüstrisini oldukça zayıf bir şekilde kavramaktadır. Bu nedenle, bu araştırmanın temel amacı marka kişiliği ile tüketici kişiliği arasındaki bağlantıyı keşfetmek ve tüketici satın alma niyeti üzerindeki etkilerini araştırmaktır (vaka çalışması: Fildişi Sahili alkollü içecek endüstrisi). Bu araştırma iki teori ve bir model tarafından desteklenmektedir: Kişilik özelliği teorisi, Benlik kavramı teorisi ve Marka kişiliği çerçevesi. Bu mevcut araştırma, amaç ve veri toplama ile ilgili tanımlayıcı araştırma yoluyla nicel bir veri analizi benimsemektedir. Bu araştırmanın evreni Fildişi Sahili alkollü içecek sektöründeki tüm tüketicileri kapsamaktadır. Örneklem büyüklüğü Fischer modelinin formülü ile belirlenmiştir. Sonuç olarak, sınırlandırılmamış bir popülasyonda 385 Fildişili alkollü içecek tüketicisi örneklenmiştir. Örneklem yöntemi, basit rastgele örnekleme için olasılıklı örnekleme yöntemidir. Bununla birlikte, 405 anket dağıtılmış ancak sadece 383 anket geri dönmüş ve katılımcılar tarafından tam olarak cevaplanmıştır. Toplanan verileri analiz etmek için SPSS 25.0 kullanılmıştır. Korelasyon analizi yoluyla elde edilen çalışma bulguları, beş marka kişiliği değişkeninin tüketici kişiliği boyutlarıyla ilişkili olduğunu göstermektedir. Buna ek olarak, çoklu regresyon analizi sonuçları, marka kişiliği değişkenlerinin Fildişi alkollü içecek endüstrisinde tüketici satın alma niyetini nispeten önemli ölçüde etkilediğini ortaya koymaktadır. Bu arada, çoklu regresyon analizi sonuçları, tüketici kişiliği değişkenlerinin Fildişi alkollü içecek endüstrisinde tüketici satın alma niyetini önemli ölçüde etkilediğini göstermektedir. Bulgularımıza dayanarak, belirli çıkarımlar ve tavsiyeler öneriyoruz.

Anahtar Kelimeler: Marka kişiliği, tüketici kişiliği, satın alma niyeti, içecek endüstrisi, Fildişi Sahili

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LIST OF ABBREVIATIONS

CEO	Chief Executive Officer
PEM	Product Evaluation Model
SPSS	Statistical Package for Social Sciences
SRS	Simple Random Sampling
TRA	Theory of Reasoned Action
USA	United States of America

CHAPTER 1

INTRODUCTION

Brand denotes all goods or properties and contributes to retaining customers' dedication to this good or property against the competition. Goods or properties can captivate customers through a reliable brand and it can become progressively appealing to customers. Several companies are setting a brand with a particular personality. Therefore, the concept of brand personality has been subjected to active and prominent growing attention in marketing since the pioneering research of Aaker (1997). A specific brand personality is pivotal in achieving the success of a brand. As Doyle (1990) pointed out a specific brand personality creates a close relationship between the brand and its customers. Furthermore, Aaker (1997) claimed that brand personality is a marketing tactic that outlines the brand based on human attributes. It is a comprehensive approach that covers all brands' perceptible and imperceptible aspects. In other words, brand personality is a marketing notion of setting a distinctive brand by linking it up with human features (Aaker, Benet-Martinez and Garolera, 2001). Brand personality has been considered a major element of brand image (Plummer, 2000) and a core aspect of brand equity (Keller, 1993). A well-known brand personality, for instance, might distinguish a brand in a product group (Plummer, 1985) and improve consumers' interest and commitment to a brand (Fournier, 1998). Hence, it is more evident to consumers to purchase a product with a recognizable form among a category of products. Brand personality is a means that assist consumers to manifest themselves concerning their brand choice and impression. In addition, brand personality helps to draw distinctions between competitors and respond to consumers' requirements (Kumar, Lee and Kim, 2009).

Brand preferences are built based on their effectiveness and symbolic value to consumers (Aaker, 1997; Keller, 2003). Indeed, brands provide different significations to consumers; these significations essentially involve functional, experiential, and symbolic brand advantages. In considering the symbolic advantages, various articles have focused on personality-related notions including brand personality (Biel, 1993) and self-image congruency (Sirgy, Grewal and Mangleburg, 2000) to explore this phenomenon. Thus, a positive brand personality can strengthen consumer choice and consumption (Sirgy,

1982), develop a perfect condition and self-esteem in the consumer's mind, and can establish a foundation for brand differentiation among the multiple brands in the market, and thus eventually affect consumer purchase intention (Keller, 1993). Moreover, preliminary brand personality-published work reveals that the more harmonious the product-brand personality is with the human features of an individual self-image, the more favorable his/her behavior toward the product will be set (Rosenberg, 1979).

Besides, since brands are viewed by customers as human beings, the attributes of brand personality can be considered an expansion of attributes of human personality to the subject of brand personality. Personality investigation in marketing is also a dilemma and a complex area of research for marketing specialists. One of the most long-established approaches to the research of personality features is the Big Five Model. Significantly, the model's skill in aiming to describe people's behavior has captured the attention of scientists from other areas than psychology, involving marketing, sociology, and management, and then, marketing scholars have studied the influence of consumer personality on awareness, choice, and behavior (Westfall, 1962; Sirgy, 1985). The research findings have been diversified. Although efforts to establish the connection between consumer personality and attitude have not yielded many conclusive outcomes, alternative approaches based on human value and population have proven to be more productive.

Personality construct has long been recognized as a complex notion that emanates from the interaction between brand and consumer. Consequently, a considerable amount of motive or impetus impacted purchase comportment. Dolich (1969) was the first researcher to raise the correlation between personality and purchase comportment, who proposed that consumers opt for purchasing products and brands that take better account of their personality. Despite the controversy, this theory which had insufficient empirical approval has raised contradictory outcomes in other research. A handful of researchers bear out the theory while other researchers identified little empirical proof to bear out the correlation between personality and behavior.

Multiple drivers and purposes exert an influence on the correlation between personality and behavior. It is understood that consumers and companies adopt personality as a way of expression, it derives from the fact that brand personality directly influences

consumer purchase behavior. Belk (1988) claimed that brand personality makes consumers manifest their self or particular features of their self as well as their true self.

Nevertheless, consumer purchase behavior may be driven by various factors such as purchase intention. Belch (2004) describes purchase intention as an appreciation of the consumer to purchase a product or service. Hence, the construct of purchase intention has been applied in the marketing domain concerning brand-consumer personality. Preliminary investigations on brand personality pointed out the relevance of purchase intention in brand-consumer personality, it is assumed that brand personality can also affect consumer purchase intention (Aaker, 1997). In addition, the more important brand personality features are to a person, the greater the purchase intention.

1.1 Problem Statement

Researchers seem to agree on the main ideas on how to conduct studies on brand personality and consumer behavior, this explains why companies are using brand personality in their marketing tactics at an accelerating rate. A thriving interest in the topic of brand personality has developed among marketing scholars and specialists over the past several decades (Aaker, 1997; Levy, 1959; Sirgy, 1982). In fact, marketing and advertising have long focused on a brand's personality, since it plays an essential role in capturing the specific personalities of consumers and the brands they purchase (Fournier, 1991).

Nonetheless, empirical studies regarding the impact of this immaterial component on consumer behavior and business development are very limited (Freling and Forbes, 2005). Within the context of today's competitive environment, this concept will ultimately be investigated in order to assess its effects. On the other hand, the business climate is characterized by an era of globalization with experienced users, fast-growing and intense demand, products with short lifetimes, and fierce rivalry levels (Keller, 2003). As a consequence, the functional uses of brands and products reduce significantly since competitors can conveniently meet them (Biel, 1993). Hence, companies' main task is making a difference among competitive brands.

Therefore, Aaker (1997) defines brand personality as the set of human characteristics associated with a brand. Brand personality is utilized to create brand

differentiation because is a critical component in capturing customers. As a result, brand personality correlates well with the self-assertive purpose of the product for the consumer. For example, Coca-Cola designates sincerity and excitement as brand personality traits in order to convey to their consumer personality traits and create a connection to the brand.

Establishing the motives that direct people to adopt a specific brand might be a valuable instrument for brand specialists, and human personality features have been speculated to be one of these motives (Plummer, 2000). In addition, the development of a strong, singular, and easily applicable brand personality can captivate the hearts and minds of its consumers (Kotler and Pfoertsch, 2006). Considering that, it is relevant for companies to develop brand personality traits in congruence with consumer personality traits. However, not many investigations have responded to the interrogation on the subject of which trait, whether brand personality or consumer personality, is more relevant in impacting consumer purchase intention (Barich and Kotler, 1991). This is significant in giving information for research as well as for applications.

Hence, this study will be applied to the Ivorian alcoholic beverage industry, an incompletely unexplored topic in that framework. The goal is meaningful to determine how brand personality is more suitable to different categories of consumers. Thus, this research closes a gap by studying the relationship between brand personality and consumer personality in the industry of alcoholic beverages in Ivory Coast and investigating the effects on consumer purchase intention.

1.2 Purpose of the Study

As a result of the significance of brand and business performance, the link between companies and consumers is emerging, and this has improved how marketing specialists are committed and explored news tactics. Brand personality appears as a profitable weapon for businesses in terms of marketing politics, it is one of the most extended and influences consumer choices. From this context, this thesis aims to explore the connection between brand personality and consumer personality in taking the effects on consumer purchase intention. Based on the literature review, the study's purpose will be as noted below:

- i. To examine the brand-consumer personality relationship in the Ivorian alcoholic beverage industry.
- ii. To assess the impact of brand personality on consumer purchase intention in the Ivorian alcoholic beverage industry.
- iii. To examine the impact of consumer personality on consumer purchase intention in the Ivorian alcoholic beverage industry.

1.3 Significance of the Study

After determining the relationship between brand personality and consumer personality and examining the effects on consumer purchase intention in the Ivorian alcoholic beverage industry, the research findings will profit from the consecutive categories. This study will be important for business owners because the outcomes of this research will bear instructions about gaining a competitive advantage over competitors and having a brand leader. In addition, brand specialists and marketers are the persons responsible for developing strong skills about the brand companies to attract customers while making them loyal and gaining profit.

The study results will provide an overview of the consumers' personality features by showing marketers how to create brand personality characteristics in congruence with personal characteristics. It also helps them to refine their positioning marketing strategy. For consumers, the results will also provide an approach to comprehending consumer behavior. It further will afford consumers to feel confident and to refer to it while they intend to purchase. The results will contribute to the present study and serve as a credible source that will be useful to a wide range of academics and students in the field of communication, marketing, advertising, and management.

1.4 Research Questions and Hypotheses

The main purpose of this draft study was to examine the influence that brand personality has on consumer personality and consider the effects of consumer purchase intention in the Ivorian beverages industry. Based on the research problem described above and to justify the objectives of the study, the study sought to discuss the next research questions:

- i. Is there any positive and significant relationship between brand personality and consumer personality in the Ivorian alcoholic beverage industry?
- ii. Does brand personality positively and significantly influence consumer purchase intention in the Ivorian alcoholic beverage industry?
- iii. Does consumer personality positively and significantly influence consumer purchase intention in the Ivorian alcoholic beverage industry?

To respond to the research issues mentioned above and meet the research purposes, the following hypotheses were introduced:

H₁: There is a positive relationship between brand personality and consumer personality in the Ivorian alcoholic beverage industry.

H_{1a}: There is a positive and significant relationship between brand personality sincerity and consumer personality (conscientiousness, agreeableness, extraversion, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry.

H_{1b}: There is a positive and significant relationship between brand personality competence and consumer personality (conscientiousness, agreeableness, extraversion, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry

H_{1c}: There is a positive and significant relationship between brand personality excitement and consumer personality (conscientiousness, agreeableness, extraversion, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry

H_{1d}: There is a positive and significant relationship between brand personality sophistication and consumer personality (conscientiousness, agreeableness, extraversion, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry

H_{1e}: There is a positive and significant relationship between brand personality ruggedness and consumer personality neuroticism (conscientiousness, agreeableness, extraversion, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry.

H₂: Brand personality positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{2a}: Brand personality sincerity positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{2b}: Brand personality competence positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{2c}: Brand personality excitement positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{2d}: Brand personality sophistication positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{2e}: Brand personality ruggedness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H₃: Consumer personality positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{3a}: Consumer personality conscientiousness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{3b}: Consumer personality agreeableness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{3c}: Consumer personality extraversion positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{3d}: Consumer personality openness to new experiences positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

H_{3e}: Consumer personality neuroticism positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry.

1.5 Assumptions

In carrying out this study the following assumptions were drawn, it was believed that:

- Brand personality is used as a core of brand management in the Ivorian alcoholic beverage industry.
- The connection between brand personality and consumer personality plays a crucial role in the marketing strategy of the Ivorian alcoholic beverage industry.
- The influence of brand personality on purchase intention in the Ivorian alcoholic beverage industry can facilitate the sales key performance indicators.
- The respondents based their ratings on the brand-consumer personality relationship effectively.
- The instrument to be deployed will raise reliable feedback.

- The respondents will give a truthful statement of their comprehension.

1.6 Limitations

In any scientific research, it is relevant to underline its limitations and propose resolutions for forthcoming eventual research to enhance new findings. Research on brand personality or similar research related to the examination of brand personality and consumer personality on purchase intention has not been discussed a lot in Ivory Coast. One of the first primary studies on this topic will probably be this study. Moreover, the literature is insufficient on precise variables of Ivorian alcoholic beverage's brand personality. As a result, respondents' responses might be inaccurate because of unawareness, hesitation, or disagreement.

1.7 Definition of Key Terminology

Brand personality: In marketing, it is used as a tool to contribute to brand success, while adding value to the brand. Brand personality is a part of how consumers appreciate the brand and how the brand distinguishes itself from competitors.

Consumer personality: Personality is the collection of lively and structured features that an individual possesses, especially impacting his stimulus and attitude in various circumstances (Goldberg, 1993).

Consumer purchase intention: This refers to the susceptibility of consumers to buy a particular product or brand. It also relates to the point of the feasibility of consumers purchasing an item or using a service (Belch, 2004).

Beverage industry: A beverage refers to a drink that is utilized for individual consumption. The beverage industry is also known as the drink industry, it refers to a group of companies that manufacture drinks, especially ready-to-drink goods.

Ivory Coast: A country located in the western part of Africa.

CHAPTER 2

LITERATURE REVIEW

This research discusses the relationship between brand personality and consumer personality, and each impact on consumer purchase intention in the Ivorian alcoholic beverage industry. Intending to do so, the present chapter exhibits the fundamental concepts, by way of a suitable literature review referring to the notions of brand personality, consumer personality, and purchase intention.

2.1 Brand Personality

Aaker (1997) defines brand personality as a set of human characteristics associated with a brand. Some academicians argued that not all human traits can be applied to a brand. Azoulay and Kapferer (2003) asserted that brand personality can further be referred to as the unique set of human personality traits both applicable and relevant to brands. Brand personality principally arises out of three origins: the first one is the consumer's connection with the brand; the next one is the strong corporate image that the company itself intends to create, for instance, setting up a corporate image through an advertisement representative; and the third one involves product dimensions, like product groups and chain of supply. Personality is a worthwhile variable in the customer's preference for the brands, and also consumers usually choose brands that are congruent with their personalities. Thus, brand personality provides the benefits of self-confidence and selfsymbolization (Keller, 1993).

Furthermore, over the past years, the significance of creating brand personality expanded along with the issues about the symbolic values that consumers attribute to brands (Aaker, 1997; Diamontopolous, Smith and Grime, 2005). In line with the documentation on the symbolism of brands, individuals consume specific symbolic values jointly with the tangible product through planned or unplanned decisions (Belk, 1988). Moreover, Aaker (1997) underpins that due to knowledge and background, brands might be distinctively connected to personality features in consumers' minds and these connections can offer self-expression or symbolism functions for the consumers. People enter into symbolic consumption when they endorse a named product or brand with senses

referring to their personality or living animate things linked to them. Further, the concept of brand personality begins with the idea that consumers anthropomorphize brands just like they are things or people they know or surround them (Aaker, 1997). Also, the symbolic values not merely introduce a people's self-assertion but also offer suitable links to people and things.

Meanwhile, a brand can be a vector of culture rooted in its values and convictions (Aaker et al., 2001). That points out that brands reveal beliefs, worth, and standards of behavior. From a commercial perspective, a brand can convey and describe cultural value (Richins, 1994). Culture-related meaning consistently is in less perceptible attributes of branded products that offer symbolic or usefulness-revealing functions to the consumers (Shavitt, 1990), what are termed "brand personality". In fact, brand personality can be constituted of cultural characteristics, by which individuals define themselves. Culture is defined as being more segmented and active, a category of human perspectives and circumstances that are built and endured by people, and impact consumer behavior (Aaker et al., 2001)

Beyond the functional and experiential values of the brand, which are perceptible features, symbolic meaning represents the values and convictions of a culture, which then creates an emotional bond between brands and consumers. The cultural-precise meanings of a brand are inherent mainly in its intangible elements which offer symbolic value to consumers. Culture performs the functions of consumer perception. For this reason, evidence revealed that culture also impacts brand personality dimensions because the drafting procedure includes a conveyance of cultural value into the brand through which the significance of societal and cultural, worth and convictions are conveyed (Sung and Tinkham, 2005).

Thus, brand personality considers how consumers feel linked to a brand and create a primary goal for brand management (Keller, 1998). As a result, brand personality is pivotal for consumers and marketing professionals because it can design a process to distinguish from a multitude of brands and is also a decisive point for consumer purchase intention. Consumers can correlate with these characteristics and establish a bond with the brand. Moreover, the level by which people refer to brands reflects their desire to improve their own identities. Thus, it is advisable that the business concerns need to make

a brand with definable personalities to attract their core market. However, marketing specialists must perform their actions more competitively and congruously with their consumers.

2.1.1 Brand Personality Drivers

Brand personality is a construct that can fluctuate over time. At the same time, Aaker (1997) claimed most feature assumptions are consistent, but others can remain altered because of inbound information (Johar, Sengupta and Aaker, 2005). The construct is created and impacted by any direct or indirect correlations that the consumer develops with the brand. It derives from the consumer's mind connected to a brand's attachments that are subsequently turned into assumptions about brand personality illustrated in a circumstantial and cultural environment (Freling and Forbes, 2005). The authors also stipulated that these attachments can generate both from business activities and noncompany-related factors.

Brand personality represents an instrument of connection between the different entities like the company, brand, consumers, and product. In the process of purchasing brands, consumers do not always try to personalize brands with human features but other characteristics can also motivate or attract them to the brands. Beyond the aspect of humanization, consumers can have their conceptions that are going in the description of their personality. As a result, these conceptions may be regarded as brand personality drivers (Aaker, 1996). On the other side, brand personality drivers might be created and affected by the direct or indirect bond that the consumers share with the brand (Keller, 1998). Further, brand personality drivers are classified into two categories, notably product-related features and non-product-related features.

Product-related features can be incorporated as brand personality descriptions or stimulation. This refers to the thoughts and feelings that the company wants consumers to acquire. Plummer (2000) argues that this reflects the company's communication skills for the brand. Besides, these product-related features are indications of brand personality and product value. Also, brand personality can be indirectly associated with the brand because of its traits and product line (Keller, 1998). The product-related features encompass name, packaging, price, and product attributes (Wee, 2004).

Non-product-related features can be related to brand personality configuration and determine the actual consumer's thoughts and feelings. Consumers' impressions and attitudes to a brand emanate from a viewpoint of a brand image due to backgrounds, illusions, impressions, and standards (Plummer, 2000). Each brand possesses a definite brand personality. It is not only the fact to attribute human traits to a brand that determines the personification of a brand but particular variables confer the sense of personification to a brand. In line with the literature, a set of variables could affect a human attitude toward a brand, hence companies do not need to make every possible effort in this part because consumers will subtly build one relative to their conception of it. Aaker (1997) stipulates that the personality features of the people related to a brand, notably, employees, CEO, celebrity endorsers, spokesperson, and the type of users of a particular brand, will directly impact the creation of the brand personality. These features stand for the marketing communication mix, they are the mechanism by which companies can hold a dialogue and create a strong relationship with their target audience. Besides, it is crucial to note that brand personality can be indirectly formed by some non-product-related features, such as country of origin, advertising, symbol, and sponsorship, that contribute to the product advantages (Batra, 1993).

Nonetheless, an individual's comprehension of a brand personality may be determined by the degree of his/her brand consumption and brand knowledge (Freling and Forbes, 2005). Then, the user's imaginary confers consumers an indication of the brand personality itself. User imaginary designs human features attributed to the company's typical users. The author McCracken (1989) defines the user's imaginary as an effective brand personality driver and can be split into two groups, involving typical users reflecting persons who most frequently consume the product and ideal users reflecting those who come up on the brand's publicity.

Overall, brand personality symbolizes the business's value, perceptions, and culture and forge its personality to the intended audience (Keller and Richey, 2006). Examining brand personality considered by consumers might be a relevant instrument to keep the advantage competitive and improve customer loyalty. Moreover, creating a strong brand personality through the elements mentioned above, such will develop a

strong link between consumers and the brand so that in the purchasing process, the brand will first come into the consumer's mind.

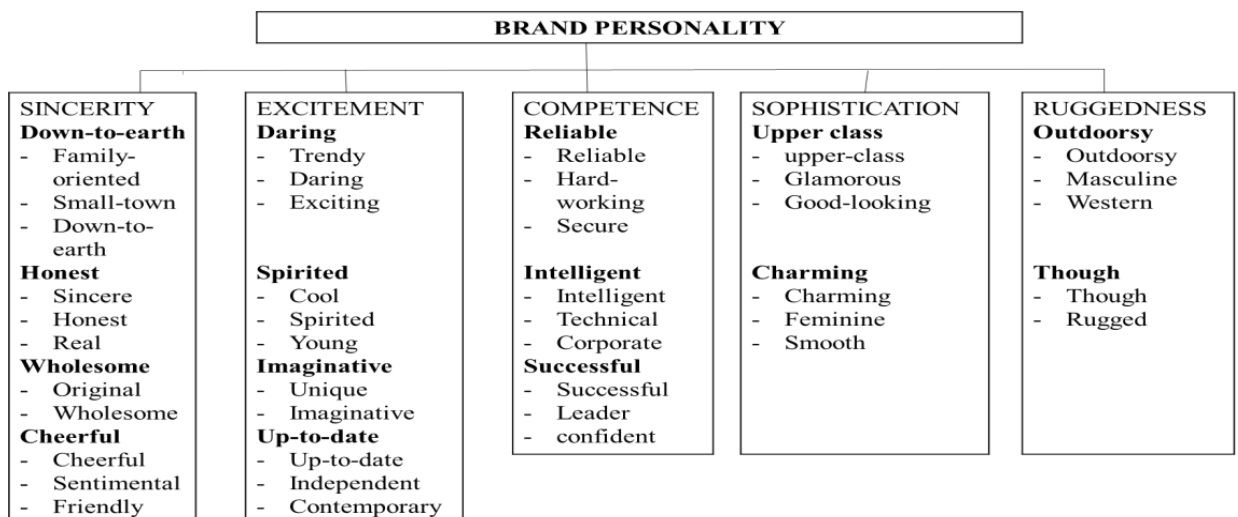
2.1.2 Brand Personality Scale

Aaker's (1997) pattern of brand personality was drafted based on the prior Big Five framework of human personality (McCrae and John, 1992; Goldberg, 1990), intended for use in the frame of brands by refinement and application of diverse marketing scale. Aaker's scale is one of the most used within the literature about brand personality and is conceived particularly in the frame of western brands. This scale was not without literary criticism, different academics have criticized it based on its practicability on various product groups and its international practicability. The author affirmed that brand personality could not be appropriate for all cultures because the research has been performed in the U.S.A.

The framework introduces five dimensions, which encompass fifteen facets and are deconstructed into forty-two traits, as indicated in figure 1. It was supposed to be applied over separate products and service levels (Aaker, 1997). The scale dimensions were designated by including 631 people to assess 37 brands of various product classifications from an original list of 309 traits, and then were first turned into 114 personality traits and afterward into 42 traits. This original list was acquired through qualitative research.

Figure 1

Brand Personality Scale (Aaker, 1997, pp 347-356)



Melin (1997) points out that the construct of brand personality is made on the notion that individuals interact with brands in the same manner they associate with others. Brand personality is essential for the correlation between brands and consumers. The humanization of brands is not only to increase consumers' perceptions but also to develop a reliable connection with them.

This framework of brand personality is adequate for the research referring to the opinion that it will enable companies to reach a favorable level in the market. Companies could apply the brand personality scale as a measurement instrument to establish their actual state in the concerning business based on brand image. Extensive knowledge of these features is relevant for upcoming investigations on brand personality and the further involvement that brand personality bears in consumer behavior. Hence, brand personality is a core marketing element, that impacts consumer purchase decisions. Brand personality can be essential for a useful distinction and positioning, particularly when brands have almost the same similarities (Aaker, 1996). Also, marketing specialists must take an in-depth knowledge of consumer behavior to create marketing strategies that integrate brand personality and human personality features.

Nevertheless, it is arguable that only three of the dimensions bear resemblance to the "Big Five Model" of human personality. Sincerity can be attached to agreeableness, excitement can be linked to extraversion and competence can be related to conscientiousness (Aaker, 1997). This underlines that despite individuals perceiving brands as akin to humans, brands impact consumers in different manners. Besides, the author assumed that this correspondence between the two models is real because the three brand personality dimensions impact an individual's inner personality. In contrast, the dimensions of the last ones (sophistication and ruggedness) are significantly correlated with aspirational attributes, indeed these dimensions captivate consumers who aspire to this, but cannot afford it (Aaker, 1997).

2.2 Human Personality

The construct of personality took its origins in the philosophical-political context of occidental culture and individualism (the opinion that individuals are valuable and singular), which expanded promptly during and after the Renaissance (Allport, 1962). In

medieval times, individuals were widely aware entirely of themselves as a representative of a specific class (background, race, society), in a procedure so-called collectivism (Triandis, 2001). Further, the construct of personality was first theorized by Sigmund Freud in the psychology domain illustrating three different aspects, the id, ego, and superego (Freud, 1916). He claimed that these aspects were included in the psychic mechanism of personality. Then, Human personality is defined in the sphere of psychology as an active system within the personage of those psychophysical structures that define his typical behavior (Allport, 1961). In simple terms, Plummer (2000) describes it as the means people behave properly conforming to a range of external situations.

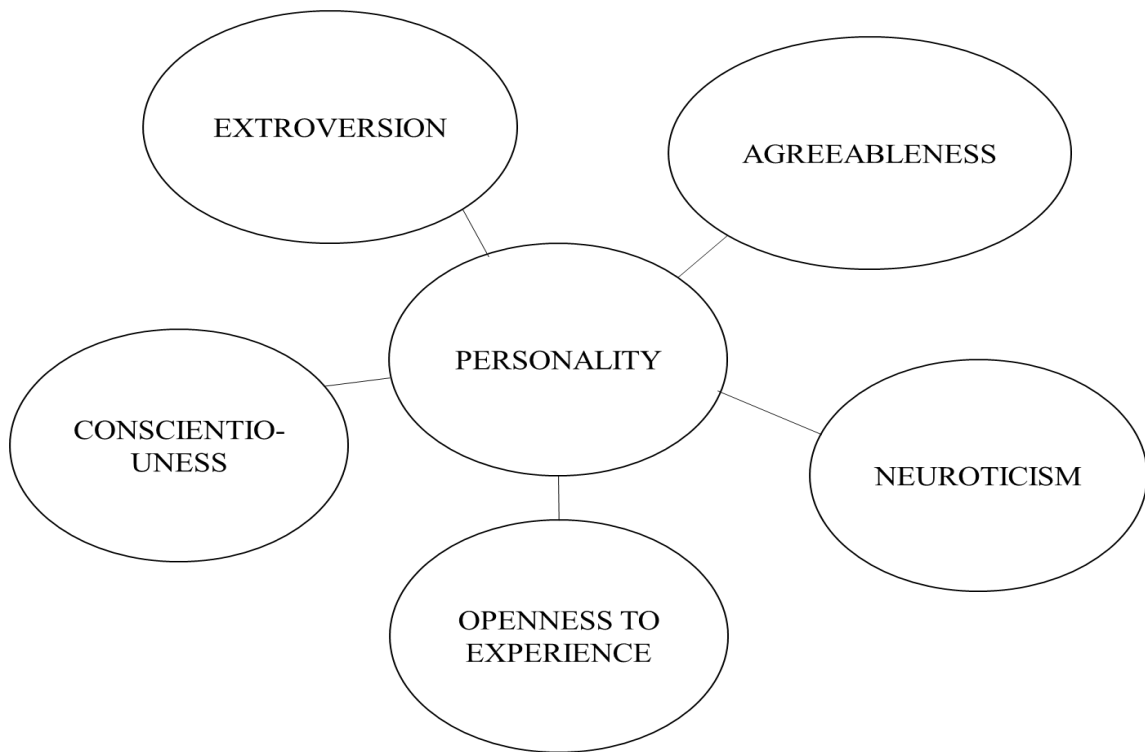
2.2.1 Personality Trait Theory

The most prevalent theory exerted to illustrate human personality is the Personality Trait Theory. The theory is considered to be the most intrinsic method of outlining personality psychology. Personality traits can be considered as individual features that have a comprehensive effect on a wide array of trait-related reactions (Ajzen, 2001). Indeed, traits represent long-standing ways of reasoning, understanding, and behaving (McCrae and Costa, 1997), in charge of people's behavior and bringing a sense to anthropogenic activities and backgrounds (Plummer, 2000; Louis and Lombart, 2012). This theory underlines the singularity of a person and inherent thinking and motivational factors that impact behavior. Hence, among a plurality of personality trait theories made, a common and more conventional segmentation of human personality is carried out by the "Big Five" model.

The Big Five model developed by McCrae and Costa (1986) is a preeminent personality taxonomy. This model introduces five fundamental aspects of personality: extraversion, conscientiousness, agreeableness, openness to new experiences, and neuroticism (psychological stability), as presented in figure 2. The big five model facets describe an individual's regular and secure features.

Figure 2

Big Five Model (Goldberg, 1990, pp 1216)



The openness to experience facet refers to the individual's assessment of actively seeking and affection towards experiences for their comfort (McCrae, 1994). The conscientiousness personality facet involves the individual's organizational level, resolution, and determination in an aim-oriented behavior (Costa, McCrae and Dye, 1991). The extraversion personality facet evaluates the degree and enthusiasm of relational connection and the level of happiness (McCrae and Costa, 1990). The agreeableness personality facet assesses the form of an individual's relational situation through an extent from empathy to dissension in opinion, emotion, and behavior. People with high agreeableness are considered affable, tolerant, sensitive, and trusting individuals (Cooper, 2003). People with low agreeableness are considered selfish and antagonist individuals (Bozionelos and Bennett, 1999). The last personality facet, neuroticism refers to an emotional instability. It is associated with anxiety, irritation, temperament instability, and precarity (Barrick and Mount, 1991). Thus, the five facets jointly take a large percentage of one's personality.

The Big Five Taxonomy is a comprehensive model because it can constitute a distinct and multiform approach to personality portrayal in a general framework (John and Srivastava, 1999). The construct of personality generated interest in marketing because they were believed to lead people to a certain attitude. Diverse consumer-related actions such as adaptive strategy, product connection, correlations, and purchase intention (Duhachek and Iacobucci, 2005; Kaltcheva and Parasuraman, 2009) have been correlated with personality. Moreover, personality is usually applied as a frame to describe brand choice and attitude. Fournier (1998) applied this frame of the brand as an embodied individual to determine the consumer-brand correlation.

2.2.2 Anthropomorphism

Anthropomorphism characterizes the affiliation of human features to non-human affairs or issues (Freling and Forbes, 2005). A person can associate human features with non-human entities like things, goods, and, services (Aaker, 1997) on the account of the intuitive or unaware dispositions of individuals to anthropomorphize (Lombart and Louis, 2012). In broad terms, people see the need to personalize things in line with their personal experiences and perceptions (Dolatabadi, Kazemi and Rad, 2012), with aim of improving their correlations with non-physical reality, expanding their affinity, adjusting to the brand, managing risks, and incertitude.

Besides, brand personality embodies a form of anthropomorphism, and thus the use of the analogy of “a brand as an individual” (Aaker and Fournier, 1995). Moreover, anthropomorphism represents an approach of deduction about intangible features of an immaterial agent, instead of realistic features of an immaterial agent’s perceptible or fictive behavior. In the concrete circumstances of brand personality, the analogy contributes to portraying concise immaterial assets and features in a more realistic and material form (Aaker, 1996). Designing from this perspective, a correspondence between brand personality and human personality (Davies, Chun, Da silva and Roper, 2001).

2.3 Self-Concept Theory

The self-concept theory was developed by Descartes (1644) and was later expanded by Rogers (1947). The theory argues that self-concept is a structured plan of individual behavior, preferences, perceptions, and sensitivities. In other words, the Self

represents an important character that detached a person from others and is the important aspect of all attitudes of its owner. The concept appeared in the marketing domain in mid of the '60s, since consumer behavior researchers sought to identify which connections a consumer tries to build between a product's image and his/her image (Achouri and Bouslama, 2010).

Furthermore, the self-concept was designated to have a critical part in human behavior (Zinkhan and Hong, 1991). Self-concept can be described as a component of personality (Cervone and Pervin, 2022). Several studies performed on self-concept exhibited that there is a favorable influence on congruence between self-concept and product image (Sirgy, 1982; Sirgy and Su, 2000). On the other side, self-congruence, the adjustment between brand personality and consumer personality influences brand performance and improves brand loyalty (Kressmann, Sirgy, Hermann, Huber and Lee, 2006). Consumers adopt brands with personalities to build their self-image. Sometimes, people consume a brand that matches their personalities to reflect what they aspire to be, which might be referred to as "Self-concept". Consumers will not feel comfortable buying a product that does not align with their self-image. Indeed, brand personality appears as a medium for consumers to draw their specific personalities (Diamantopolous et al., 2005).

The theory also asserted the human self as a social dimension. This theory argues that, for an individual to act or behave in a specific manner, there must exist particular forces contributing to this attitude (Purkey, 1988). The self-concept theory develops hypotheses about people's impressions of themselves. Govers and Schoormans (2005) assumed that the concept could be examined in line with diverse approaches, as a one dimensional figure or as a multi-dimensional figure.

In a multidimensional figure, Sirgy (1982) defines four types of the self-concept namely actual self, ideal self, social self, and ideal social self. The actual self describes how a person identifies himself/herself while the ideal self reveals how one desires to perceive himself/herself. Correspondingly, the social self represents the image that a person believes people think of oneself. Lastly, the ideal social presents the image that an individual would like others to think. This diverse range of selves supposes that the self is an adaptive frame resulting from the fact that individuals behave differently in diverse social circumstances when animated by social positions.

Although the comprehensive description of self-concept is practically identical, the implementations of the self-concept notion trigger divergences in consumer behavior research. The divergence is considering whether the self-concept is a one-dimensional or multidimensional notion. So, the present study will opt for the one-dimensional construct, for the purpose that one's self or self-concept relates to his/her opinions and impressions as a whole concerning himself/herself as an object (Rosenberg, 1979).

2.3.1 Self-Image

Consumers always attempt to enhance their self-image by buying products that are consistent with their self-image and declining ones that are not (Sirgy, 1982). In fact, for the most part, consumers choose specific goods or services among competitive brand products because they desire to connect their intrinsic features to a particular characteristic of the image. Marketing specialists consider that building a strong brand personality or image for products or services takes a greater part in their achievement instead of their functional attributes (Aaker, 1991). Consequently, the immediate effect of brand personality sale elements might be noticeable, and evidently, the impact of brand personality and self-concept will be identifiable in all dimensions of the marketing mix, particularly in the approach to promotion (Kotler, 1991). Then, setting a powerful brand personality has immediate repercussions on consumer purchase intention (Kotler, 1993).

According to Lin and Chen (2006), consumers' insight into brand awareness will expand the degree of purchase intention, thereby brand personality has a relevant influence on purchasing intention. Moreover, powerful brand personality highlights goods to be the primary option of consumers; the affirmative impact of brand personality on purchase intention is significant. Broadly speaking, brand personality describes consumers' viewpoints of the definite brand whereby purchasers take their decisions according to brand personality and how necessary it is to them. A positive correlation between brand personality and purchase intention exhibits that enhanced brand personality would rise purchasing intentions in consumers (Chen and Chang, 2012).

Consumers' standpoints can be formalized by the brand personality they reckon with, built by traits and awareness which serve the brand to be salient into competitive brands (Lee and Wu, 2011). Hence, brand personality can transcend consumers' behavior viewpoints and can be turned into purchase intention (Khor, 2013).

2.4 Purchase Intention

Purchase intention is a very complex and critical concept in consumer behavior. Some researchers examine it as a characteristic of attitude which refers to the intuitional aspect (Greenwald, 1990; Ostrom, 1969). Purchase intention represents the extent of the decision-making procedure where the consumer may determine his product's preference according to his feelings, awareness, and behavior. Rahmawati (2013) outlines intention as the state of an individual on the component of "subjective probability" which introduces the congruency between the individual self and some behaviors. In essence, purchase intention refers to the susceptibility of consumers to buy a peculiar product from a brand in a product classification during a purchase. It is noted that various factors can trigger the purchase intention such as internal and external factors. For instance, after being exhibited for publicity, an individual could be interested in a product. Hence, Fishbein and Ajzen (1977) considered it a "subjective norm" and is one of the crucial components to study consumer behavior.

Simultaneously, purchase intention is a meaningful application process in predicting purchase decisions. Keller (2001) argued that purchase attitude is essential for consumers when analyzing and assessing a particular product. Besides, attitudinal intention pertains to an individual's intention to behave particularly. The effectiveness of an intention is marked by the potentiality of interaction among the individuals who will behave. The intention is expected to turn into actions.

However, the considered connection between intention and behavior can be explained by two various approaches. First, the probabilistic approach is supported by the theory of reasoned action (TRA) or the theory of planned behavior developed by Fishbein and Ajzen (1975). This theory postulates a consumer's intention to adopt positive behavior toward a brand. Second, another approach consists of a product evaluation model (PEM). Some scholars considered that TRA might not be entirely precise because other characteristics related to the product can influence consumer purchase intention (Chung and Pysarchik, 2000). These product characteristics can be dropped into extrinsic and intrinsic features. Intrinsic features encompass the physical features of a product such as sustainability, performance, and accuracy..., while extrinsic features refer to external aspects, for example, perceived value, price, brand equity, and perceived quality

(Zeithaml, 1988). According to the study of Chaniotakis, Lymperopoulos and Soureli (2010), fundamental elements determining consumer purchase intentions are consumer behavior, intrinsic features, and extrinsic features of the product.

2.5 Beverage Industry

A beverage covers all types of consumable drinks. Non-alcoholic drinks and alcoholic drinks are the products of this industry. Alcoholic beverages comprise various substances with separate characteristics that are in charge of aroma, savor, and further combinations (Pontes, Santos, Araujo, Almeida, Lima, Gaiao and Souta, 2006). Alcoholic beverages cover a wide variety of beverages that incorporate different quantities of alcohol (ethanol). Besides, alcoholic beverages drawn up based on a commercial level cover diverse types of alcoholic drinks like spirit, wine, and beer.

Across the world, the beverage uptake has expanded considerably (Popkin, 2012). Emerging priorities and the context of globalization have a significant impact on the production of beverages all over the globe. Over the past few years, the Ivorian beverage industry has experienced significant growth, but literature on this subject is lacking.

However, consumer behavior plays a vital role in the development of the beverage industry. An individual's attitudes toward the different beverage brands will influence the purchase and consumption of the products. At the same time, the existing studies about consumer decisions to choose and their preferences displayed that the findings exhibit significant elements that impact the preferences of consumers for other things notably meat (Grunert, Bredhal and Brunso, 2004) and health food (Shaharudin, Pani, Mansor and Elias, 2010), whereas there is a lack of empirical research that elucidates the consumer preference for any particular drink (Grimm, Harnack and Story, 2004). Given this, this research will explore the considerable factor which influences consumer behavior during purchasing a specific Ivorian alcoholic drink brand.

The beverage industry manufactures and distributes beverages in a way that is valuable to its owners. While the industry's attempts have undeniably helped fuel the increase in actual levels of alcoholic beverage consumption, the level at which beverage companies are inclined and capable to make significant developments that will enhance beverage consumption is perplexing.

2.6 Relationship of Variables

2.6.1 Relationship between Brand Personality and Consumer Personality

Aaker (1997) assumes that with the expansion of congruity between brand traits and human traits, brand preference enhances. At the same time, Aaker and Fournier (1995) indicate that a brand might perform as an individual, a friend, and a creature. Indeed, the measurement scale built into human personality has been conveyed to the brands. Some empirical studies have explored the interrelation between brand personality and consumer personality and disclosed a congruence. For instance, a congruency between the conception of cigarette brand personality and the virility of the smoker was found by Vitz and Johnson (1965). Indeed, in the consumer's imagination especially for men, the consumption of cigarettes reveals manhood.

To define the connection between brand-consumer personality on loyalty, Lin (2010) carried out an empirical research on video games and toy purchasers and deduced that there is a direct correlation between brand personalities like sincerity, extraversion, and competence and consumer personalities like extraversion, conscientiousness, and agreeableness. These similar features encompass sincerity with agreeableness, excitement with extraversion, and competence with conscientiousness.

Over the years, researchers have discussed that brand personality is an essential question of the study because it can draw distinctions between brands (Crask and Laskey, 1990), enhance the emotional sides of a brand (Landon, 1974), and rise the subjective value of a brand to consumer (Levy, 1959). Nevertheless, while brand personality is instinctively captivating and, consequently has obtained a great academic interest, some critics were raised about the brand personality scale based on the "Big Five" model to assess brand personality. Sweeney and Brandon (2006) postulated that brand personality context is considerably new and undeveloped to be compared to human personality research. Plummer (2001) asks the question of whether the exact characterization can be configured for a brand as an individual. In contrast, Aaker (2001) states some traits are congruent with brands and also with humans, and others probably not.

2.6.2 Relationship between Brand Personality and Consumer Purchase Intention

Brand personality has been one of most major themes in marketing because consumers frequently make purchase decisions based on brand images that have already

been set up in their thoughts instead of primary features or qualities of the product itself (Dick, Chakravarti and Biehal, 1990). Brand personality is a useful tool for brand positioning and the consumer decision-making process, it is considered brands create strong connections in the opinion of consumers (Savedra, 2004), which turns into the storage of information and allows the consumer to take decisions when he is about to purchase. Thus, an exclusive brand personality can build a collection of a singular and positive association in the consumer's mind and also form and improve brand equity (Keller, 1993).

Consequently, brand personality is described as a relevant component of a brand's effectiveness given selection and priority (Biel, 1993). A specific manner to influence consumers and boost market share is to develop a reliable brand personality, which would result in defining a stable and responsive relationship with consumers.

Aaker (1997) conducted a study to assess the level of positive and negative behaviors toward each brand and figured out personality traits were directly linked to attitude, and those precise connections differed across various brands. For instance, ruggedness was correlated with positive perceptions toward Levis but with negative perceptions toward McDonald's, and competence and excitement were correlated with positive perceptions toward Apple and American Express. These findings show why some brands might use these traits to make their personality.

Studies in the Ivorian beverage industry domain about brand personality and purchase intention are restricted. Therefore, as indicated by Aaker (1996), brand personality traits can be undertaken in various ways or impact consumer attitudes for diverse reasons. Considering that sincerity, competence, and excitement reflect an intrinsic element of individuals and sophistication and ruggedness represent people's aspirations (Rajagopal, 2008), the most positive attributes tied to a positive attitude encompass the intrinsic part.

2.6.3 Relationship between Consumer Personality and Consumer Purchase Intention

Consumers are the major part of a company (Ferrell, 2004), and one of the primary tasks that marketing specialists face is attempting to figure out the way consumers behave in a particular situation through a brand. Freling and Forbes (2005) stipulate that consumers purchase products to match their personalities. Purchase intention is commonly referred to as the behavior, insight, and feelings of consumers. Purchase

attitude is a core factor in measuring and determining a particular product. For example, an article by Govers and Mugge (2004) with the denomination “I love my jeep because it is tough like me” asserts this statement. Indeed, this statement refers to the role that the product-personality connection plays in product preference, as well as product buying intention.

Studies on the connection between consumer perceptions and consumer purchase intention had been often carried out. Sirgy (1985) was amongst the first ones to support the self-image theory, noting that covering social and safety needs are not only the sole satisfaction of consumers but self-image and personal achievement also represent the entire satisfaction. Explicitly, people present a more positive attitude towards a brand, in which the external appearance reflects their personalities.

2.6.4 Relationship between Self-Concept and Purchase Intention

Self-concept has been identified as a major concept in marketing studies, as it is stated that consumers use brands for self-expression and, as a result, develop conforming behavior for them (Belk, 1988; Sung and Choi, 2012). In the existing corpus, self-concept is generally defined as the sum of an individual's thoughts and feelings about himself as an object (Rosenberg, 1979). The current definition regards the self-concept as an information organization that includes all of the pieces of evidence that the consumer encrypts throughout their lives. According to previous research, consumers are primarily influenced by their self-concept (Bolton, 1979).

Rogers' (1951) self-theory holds that people engage in behavior that maintains or improves their self-concept. According to the self-theory, an individual's behavior will be geared toward the protection and enhancement of his or her self-concept. Marketing researchers have investigated a similar phenomenon in consumer behavior known as self-image congruity, which is based on self-theory. The self-concept has been used to explain product symbolism, based on the idea that consumers are drawn to products with symbolic images that are most similar to their self-concept.

According to Levy (1959), consumers are not functionally oriented, and their behavior is heavily influenced by the symbols of products/brands as perceived in the marketplace. The symbolic meaning associated with brands (e.g., teams, sponsors) is frequently expressed through brand consumption and use (McCracken, 1986). For

example, fans can show their support for their favorite team by purchasing and wearing team apparel.

The symbolic-purchase phenomenon, according to Levy's proposition, has long served to enlighten consumer behavior researchers about the precise role of consumers' self-concepts on consumption behavior. While the term "self-concept" has long been used in a variety of contexts, the consumer behavior domain defines it as "beliefs in the images that an individual has about oneself" (Sirgy, 1982). The author contended that images encountered with product cues (such as names and logos) activate relevant self-image beliefs. Product cues influence the perceived value or meaning of a product image by eliciting self-image beliefs. For example, if a certain alcoholic beverage's brand image provides an individual with a positive value for the relevant self-image, the individual will purchase the product and associate himself or herself with the brand.

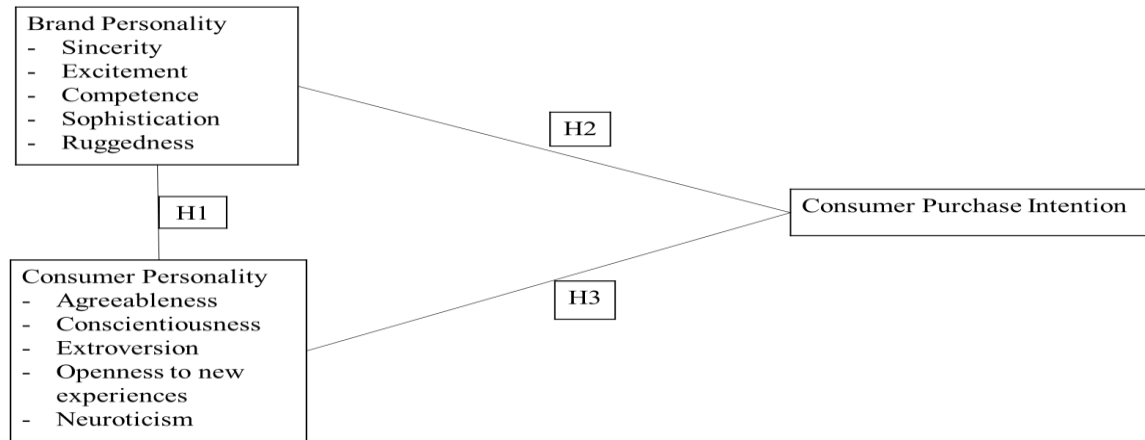
CHAPTER 3

METHODS

3.1 Research Design

Figure 3

Research Model



The major objective of this research was first to exhibit the relationship between brand personality and consumer personality, also secondly to display the influence of brand personality on consumer purchase intention, and thirdly to disclose the impact of consumer personality on consumer purchase intention. Figure 1 introduces the conceptual graphic of the connection interpreted among variables. The research was comprised of two independent variables (brand personality and consumer personality) and a dependent variable (consumer purchase intention).

Research design can be considered as the designed plan and configuration of a study to collect data and measure variables in research to get the most valid answers. Malhotra (2010) construes the research design as a fundamental basis, structure, and considerable strategy for carrying out a scientific study. Scientific research comprises three categories of research precisely explanatory, exploratory, and description studies (Svensson, 1999). An exploratory study refers to investigating a rather unexplained phenomenon (Sekaran, 2003). Concerning an explanatory study, it focuses on examining the interrelation between actual causes and the issue they cause (Eriksonn and Wiedersheim-Paul, 2006). The authors also pointed out a descriptive study, which

outlines the characterization of some concepts and aspects. Descriptive research is applicable when the problem is entirely designed and the interrelations between the cause and the correlation are slight but the investigator cannot identify the answer.

This research applied descriptive research since this study is seeking to identify and understand the relationship between the variables. Furthermore, descriptive research was conducted because distinct marketing variables (e.g: brand personality, consumer personality, and purchase intention) were explored and alternatively the level of relationship was assessed (Burns and Bush, 2006). Hence, the descriptive research was accurate to ascertain consumer features of the Ivorian beverage industry, brand personality traits, and their awareness and attitude towards the brand which were encompassed in the research objectives.

Besides, a research design could lead to a quantitative, qualitative, or hybrid technique in assent with the type of scientific research (Creswell, 2009). It includes the development of approaches that would be recruited in the scientific research area. This research applied a quantitative approach to collect data and extract analysis. The quantitative approach was used because of the preeminence of numbers and statistics and the data obtained is mostly large and collected from a significant sample (Daymon and Holloway, 2010). To express it differently, quantitative research is more valuable for this study because it can ensure an explicit and applicable exhibition of variables that are linked to research questions and shed light on human subjects. In the same way, the quantitative method enables the researcher to interface with the respondents and can include the survey to gather the required data.

This study also employed a survey research method and statistical process, the hypotheses were verified to indicate the factors that induced the findings (Creswell, 2011). It is extremely important to conceive and formulate the questions appropriately for the survey to be precise and valid. The basic data for this research was gathered using survey questionnaires, a regular data-gathering instrument in scientific research. Furthermore, it is not very time-consuming, is an economic method, and could be eased.

3.2 Population and Sampling

Sampling aims to describe the population-representative model from which the sample was formulated. The sampling procedure of the research discussed the target population, sampling frame, sampling techniques, and sampling size.

3.2.1 Target Population

The population refers to a set of elements or targets getting the information that the researcher aims for (Malhotra and Peterson, 2006). It could be referred to as people or elements that are a component of a research population that is carried out in the study (Creswell and Creswell, 2017). The target population in this study was determined as people that consume brand products from the Ivorian beverage industry.

3.2.2 Sampling Frame and Techniques

In research, the sampling frame illustrates the origin from which a sample can be extracted (Turner, 2003). Simply put, it describes the composition of the target population that has been specified. The sampling frame for this research comprised consumers in the Ivorian beverage industry. Samples can be sorted out as non-probabilistic and probabilistic (Saunders, Lewis and Thornhill, 2009). The sample of this research is categorized as a probability sampling method for simple random sampling (SRS).

The probability sampling method was used to conduct this research because it could be defined as random or stratified sampling (Alvi, 2016). This method was employed because each element of the targeted population had a fair chance of being selected. Furthermore, this research applied simple random sampling (SRS) to select sample subjects because this approach referred to an unbiased study and allowed the researcher to choose a random subset that is representative of the features of massive consumers

3.2.3 Sampling Size

The sample size is a common term in statistics and market survey and consequently, turn up when researchers are surveying a massive population of participants. It refers to the manner research is carried out on an infinite population. The sample size represents the range of components to be computed and involved in the research. Lenth (2001) underlines that sample size choice is significant for getting faultless, numerically meaningful results and leading the research efficiently. On the one

hand, it also meant if the sample size is limited, it will introduce an asymmetric number of paradoxical individuals and outliers. Therefrom it will distort the results. On the contrary, if the sample size is too large, gathering data becomes problematic, costly, and time-consuming.

The sampling scheme refers to the set of respondents to be selected from the population (Pace, 2021). The sampling frame of this research concerned Ivorian consumers of beverages, which the whole population could not be determined considering the lack of broadcasted information in the Ivorian beverage industry. A considerable proportion of opinions in scientific research enhances the probability that the results of the research might be simple to resolve and exploit (Mugenda, 2003). For sample size specification, the size of the population was unknown, but research aligned the formula of the model Fischer and Matthies (1998), which was employed to come upon the appropriate sample size by determining the population through a ratio selecting a choice or response. Furthermore, the sample size specification comprised a confidence level which is the positive certitude that the respondent's features have been well obtained by the sample (Taherdoost, 2017), and a confidence interval or a margin of error is the level of error in findings gathered from a random sampling analysis. Hence, the formula is:

$$n = Z^2(P)(1 - P)/C^2$$

N= sample size

Z=standard normal deviation which matches the 95% chosen confidence level, hence

$$Z=1.96$$

P= population ratio, hence P= 50%

C= confidence interval (0.05)

$$n = (1.96)^2 (0.5) (1-0.5) / (0.05)^2 = 384.16$$

Therefore, this sample size refers to 384.16 which has been rounded off to 385 participants.

3.3 Instruments and Procedures of Data Collection

3.3.1 Data Collection

Data collection is the procedure of collecting and examining appropriate data to provide valid findings and conclusions of the research. Data are the essential component of information required in research. In general, data can be classified into two categories

of data collection, which are primary data and secondary data. For this research, primary data is one that was collected particularly to resolve the issue at hand. According to Sekaran and Bougie (2003), primary data refers to data gathered at the first hand and by the researcher on the variables of interest for the clear objective of the research.

3.3.2 Research Instrument

A survey research method was used in this research to gather primary data through a self-administered questionnaire. A self-administered questionnaire is a data collection method that involves respondents responding to the same inquiries in a definite sequence (Vaus, 2002). Additionally, the self-administered questionnaire is drawn up to be carried through the non-interference of the researchers collecting information (Wolf, Christmann, Gummer, Schnaudt and Verhoeven, 2021). The survey research method through the questionnaire was adopted to meet the research questions of this research.

For this research, a five-point rating Likert scale was selected to be involved in the questionnaire, as the fundament measurement for every answer of the survey. It is an assessment that comprises five answer types varying from “strongly disagree”, “disagree”, “neutral”, and “agree” to “strongly agree”. This scale requests participants to point out their level of agreement or disagreement in the analysis of the questions. The assertions are related to the incentives object. To boost the respondents to take part and respond to the questionnaire attributed, the closed-ended questions had been structured and incorporated into the questionnaire form. The questions were composed of close-ended classifieds intended to make simpler conclusions and consequently improve the participation level. In light of this, respondents could respond to the questionnaire more precisely and save time.

3.3.3 Research Questionnaire Design

A questionnaire is an instrument that is built to collect data through a series of questions (Malhotra, 2010). The information in the questionnaire will express through questions that respondents wish and are allowed to answer. In this research, the questionnaire was formulated following the research questions indicated in chapter one.

The questionnaire was dropped into four sections:

- Section A was constructed to be informed about the participants. It involves respondents' demographic data and general information such as gender, age, occupation,

household income, brand choice, and beverage preference. In this part, multiple-choice questions had been drafted.

- Section B was established based on brand personality traits. The respondents were asked to indicate the personality traits that spring to mind when they imagine a brand. It contains five main questions about the factors based on the brand personality scale such as (sincerity, competence, excitement, sophistication, and ruggedness).
- Section C was developed to identify the personality traits of consumers. It contains five main questions about the factors based on the Big Five model such as conscientiousness, extraversion, agreeableness, openness to new experiences, and neuroticism.
- Section D was built to evaluate consumers' purchase intention towards Ivorian beverage brands.

3.3.4 Administration of the Questionnaire

The questionnaire plays a crucial role to gather data from a prominent sample, when the time frame is given (Jenn, 2006). Besides, questionnaires are mostly made to facilitate data collection methodically with a definite sample. In the elaboration of the data collection procedure, the questionnaire was first set up through Google Forms, thence the Google Form link was transmitted to the respondents of the research using several emails and also by social media platforms like Facebook, WhatsApp, also LinkedIn.

3.3.4.1 Consent. The consent of the respondents was sought for participating in the research. The consent was inserted with the questionnaire, and all the respondents approved to participate in the survey as described in table 1 below:

Table 1

Consent

		Frequency	Percent
Valid	Yes	383	100.0

3.3.5 Instrument Development

Researchers use measurement instruments to acquire and register the knowledge in the research. Indeed, the survey tool for this research was formulated as a questionnaire from the participation and comprehension of literature reviews of diverse research workers and previous research scales. On the whole, various scales were exploited and all of them have been well established all the time in scientific study. Consequently, a range

of measurement components was tested and redesigned to correspond to our research frame.

3.3.5.1 Brand Personality Scale. In order to measure the Ivorian brands through their personality traits, the Aaker scale (1997) which contains five items, was used in this research. The modified scale questions were elaborated including the whole of 42 personality features to make respondents select the trait that truly fit the brands. Since the scale was initially formulated in English, the new translation plan was engaged to provide uniformity between the English and French versions of the questionnaires (Appendix A).

Table 2

Brand Personality Scale

Scale	Original Scale questions	Modified Scale questions	Source
Brand Personality	1. Would you describe the brand as “sincere”?	1. How would you define the alcoholic brand’s sincerity? <ul style="list-style-type: none"> - Down-to-earth - Family-oriented - Small-town - Sincere - Honest - Real - Original - Wholesome - Cheerful - Sentimental - Friendly 	Aaker (1997)
Brand Personality	2. Would you describe the brand as “exciting”?	2. How would you define the alcoholic brand’s excitement? <ul style="list-style-type: none"> - Daring - Trendy - Exciting - Spirited - Cool - Young - Unique - Imaginative - Up-to-date - Independent - Contemporary 	Aaker (1997)

Table 2 (continued)*Brand Personality Scale*

Scale	Original Scale questions	Modified Scale questions	Source
Brand Personality	3. Would you describe the brand as “exciting”?	3. How would you define the alcoholic brand’s excitement? - Daring - Trendy - Exciting - Spirited - Cool - Young - Unique - Imaginative - Up-to-date - Independent - Contemporary	Aaker (1997)
	4. Would you describe the brand as “competent”?	4. How would you define the alcoholic brand’s competence? - Reliable - Hard-working - Secure - Intelligent - Technical - Corporate - Successful - Leader - Confident	
	5. Would you describe the brand as “sophisticated”?	5. How would you define the alcoholic brand’s sophistication? - Upper class - Glamorous - Good-looking - Charming - Feminine - Smooth	

Table 2 (continued)*Brand Personality Scale*

Scale	Original Scale questions	Modified Scale questions	Source
Brand Personality	6. Would you describe the brand as “though”?	6. How would you define the alcoholic brand’s ruggedness? - Outdoorsy - Masculine - Western - Though - Rugged	Aaker (1997)

3.3.5.2 Human Personality Scale. The personality of participants was assessed relative to the Big Five model developed by McCrae and Costa (1986), along with the questionnaire conceived by Chow (2004). The scale includes five items like conscientiousness, extraversion, agreeableness, openness to new experiences, and neuroticism with the association of adjectives. In this context, the scale questions have been formulated following the original scale questions, hence it was translated into French.

Table 3*Human Personality Scale*

Scale	Items	Sources
Human Personality	1. Conscientiousness - Organized - Reliable - Hard-working - Self-disciplined - Punctual - Scrupulous - Neat - Ambitious - Persevering	McCrae and Costa (1986), Chow (2004)

Table 3 (continued)*Human Personality Scale*

Scale	Items	Sources
Human Personality	2. Extraversion	McCrae and Costa (1986), Chow (2004)
	- Sociable	
	- Active	
	- Talkative	
	- Person-oriented	
	- Optimistic	
	- Fun-loving	
	- Affectionate	
	3. Agreeableness	
	- Soft-hearted	
	- Good-natured	
	- Trusting	
	- Helpful	
	- Forgiving	
	- Gullible	
	- Straightforward	
	4. Openness to new experiences	
	- Curious	
	- Broad interests	
	- Creative	
	- Original	
	- Imaginative	
	- Untraditional	
	5. Neuroticism	
	- Worrying	
	- Nervous	
	- Emotional	
- Insecure		
- Inadequate		
- Hypochondriacal		

3.3.5.3 Purchase Intention Scale. Consumer purchase intentions were assessed in line with four items that were the alignment of extents proposed by Jin and Suh (2005) and

Rahmawati (2013), together with one item from Wang, Yieh and Lao (2013). The modified scale was adapted referring to the context of the Ivorian beverages industry.

Table 4

Purchase Intention Scale

Scale	Original Scale questions	Modified Scale questions	Sources
Purchase Intention	1. I consider the private label products to be my first choice when I want to purchase the products.	1. My first preference when buying an alcoholic product is the product brand.	Jin and Suh (2005) Rahmawati (2013)
	2. If I want to buy the products in the future, given the choice, I will probably buy private label products.	2. I will plan on buying this brand of alcoholic beverages, given the option.	
	3. In approximately 6 months, I expect that I will still consider private label products to be my most frequently purchased brand.	3. This alcoholic brand will still be my most frequently purchased brand within the next 6 months.	
	4. Consumers intend to purchase the private label products through their various choices.	4. My intention is to purchase assorted products from this alcoholic brand.	
	5. Will you encourage other people to purchase from this brand?	5. This is an alcoholic brand I will recommend to others.	Wang et al., (2013)

3.3.6 Validity of Research Instrument

Validity is a component of research that accurately portrays the conclusions. To express it differently, validity is the extent to which a measuring tool executes the task in

which it was set up when it is used. Moreover, validity represents the ability of an assessment tool to evaluate what is conceived to evaluate (Hair, 1998). Wiid and Diggins (2013) point out that validity is significant since it determines that the information collected is valid and accurate. Throughout this investigation, content validity was applied in order to display whether the formulation of items applied to assess the variables of interest was significantly correlated with the construct. Indeed, content validity is related to the degree to which a suitable definite construct of interest is described by an exemplar of items (Polit and Beck, 2006). This was eased to practically execute content validity through earlier valid research constructs in a new investigation. With the use of verified and approved constructs, the investigator assured that the survey instrument applied in this research is valid. Besides, the research instrument might literally evaluate its determined concepts.

3.3.7 Reliability of Research Instrument

Reliability can be referred to as the extent of consistency or authenticity with which the instrument determines an element (Magolda, 2020). According to Joppe (2000), reliability is the conformity of results over time with a definite ratio of the entire population. As mentioned by Sekara (2003), the main purpose of the reliability test is to reduce inaccuracies and bias in the research. Thus, reliability is significant to provide accurate outcomes and constant across time. Malhotra (2011) stated that there exist different approaches to assessing reliability in quantitative research including test-retest reliability, alternative forms of reliability, and internal consistency. Internal consistency will be carried out in this research, whereby it is significant concerning several item scales.

Internal consistency determines the conformity of the responses to questions from questionnaires and one of the most widely used to evaluate internal consistency is Cronbach's alpha (Saunders, Lewis and Thornhill, 2012). Cronbach's alpha was applied to evaluate internal consistency reliability by finding out how various part of the instrument was connected with each other and with the complete instrument. As stated by Malhotra (2010), an alpha coefficient below the range such as 0.6 is classified as unreliable because of the insufficiency of internal consistency. On the other hand, Hair (2006) outlined that an alpha coefficient of more than 0.6 is applicable for reliability. Accordingly, the researcher estimated an alpha coefficient greater than 0.6 to reveal the

reliability of the research instrument. The findings of all the items were incorporated in table 5.

Table 5

Reliability of Questionnaire Instruments

Components	Number of items	Cronbach's Alpha Score
Brand Personality sincerity	12	0.911
Brand Personality sincerity	12	0.911
Brand Personality competence	10	0.943
Brand Personality excitement	12	0.948
Brand Personality sophistication	7	0.972
Brand Personality ruggedness	6	0.932
Conscientiousness	10	0.936
Agreeableness	8	0.929
Extraversion	8	0.929
Openness to new experiences	7	0.929
Neuroticism	6	0.952
Purchase intention	5	0.859
Questionnaire	91	0.980

Source: Survey data

As illustrated in table 5, Cronbach's alpha values collected for all the variables (independents and dependent); competence, sincerity, excitement, sophistication, ruggedness, conscientiousness, agreeableness, extraversion, openness to new experiences, neuroticism, and purchase intention exceeded 0.6. From these results, it was cautious to deduce that all of the constructs evaluated carried suitable reliability for the following phases of analysis because the total Cronbach's score was more than 0.6.

As shown in Chapter 3, the reliability was evaluated by Cronbach's Alpha value. Malhotra (2010) reveals that a Cronbach's Alpha value greater than 0.6 represents appropriate internal consistency reliability. Table 5 displays Cronbach's Alpha value of the total variables (91 items) exceeds 0.6. This demonstrates a favorable internal consistency.

3.4 Data Analysis Procedures

Data analysis can lead to identifying a detailed plan and resuming the pertinent data found in the research. This research made use of statistical analysis to analyze the outcomes. Statistical analysis is a method of changing and turning data into expressive results and decision-making aid. Thus, the quantitative data was evaluated by computerized statistical software, namely IBM Statistical Package for the Social Sciences (SPSS) version 25.

3.4.1 Descriptive Statistics

Descriptive statistics can be defined as an overview of data collected from the respondents exhibited in a fundamental and explicable way (Lombart and Louis, 2012). In other words, descriptive statistics allow the author to outline and correlate variables statistically (Saunders et al., 2012). The research made use of descriptive statistics to evaluate the central tendency using mean, and also assess the measure of variations using standard deviation. Further, the descriptive analysis was applied to evaluate the characteristics of participants employing percentages, and frequencies. Also, the usage of tables, charts, and graphs was useful in the descriptive statistics to summarize the gathered data.

3.4.2 Regression Analysis

In order to examine the influence of brand personality on consumer purchase intention in the Ivorian alcoholic beverage industry and see the effects of consumer personality on consumer purchase intention in the Ivorian alcoholic beverage industry, multiple linear regression analysis was applied to reach the outcomes. It is a statistical approach that conjointly creates a mathematical ratio between two or more independent variables with a dependent variable. The main benefit of this analysis is to enable researchers to apply more of the accessible evidence to consider the dependent variable. The interconnection between only two variables might be inadequate to determine a valid estimating equation. On the other hand, the researcher can insert the data with more independent variables to be able to outline an estimation that can be determining the interconnection with better precision.

3.5 Chapter Summary

To sum up, this chapter has inserted the research method applied to this research. It also clarified in detail the variables employed in the research model. The data collection was collected through primary data. In data analysis, SPSS was applied to analyze the information through various analyses including descriptive and linear regression to bear results.

CHAPTER 4

DATA ANALYSIS RESULTS

This chapter describes the empirical results of this study carried out among consumers of the Ivorian beverage industry while examining the positive and significant relationship between brand personality and consumer personality, investigating the influence of brand personality on consumer personality, and exploring the effects of consumer personality on consumer purchase intention. A descriptive statistic was carried out on the demographic variables in order to identify the configuration of participants. Correlation and linear regression analyses were conducted to verify the hypotheses that relied on the model.

4.1 Realization Rate

A survey research method was used in this research to gather primary data through a self-administered questionnaire. Table 6 shows the number of questionnaires obtained and completed. 405 questionnaires were collected through the online survey, and 22 were poorly or inadequately completed. The sample size was 385. However, a total of 383 questionnaires were fully answered.

Table 6

Realization rate

	Number of questionnaires
Total questionnaires collected	405
Total questionnaires removed	22
Total questionnaires realized	383

4.2 Descriptive Statistics

4.2.1 Demographic Analyses of Respondents

After gathering the data from participants, the primary requirement that has been examined was population-related data. This section exhibited various attributes of participants and general information like gender, occupational status, geographical location, monthly household income, the classification of Ivorian alcoholic beverages, and

frequency of intending to purchase Ivorian alcoholic beverages per month. The attributes of participants support the researcher to learn more about the participants and draw inferences linked to the research. The frequency and percentage were applied to acquire information linked to the demographic attributes of the sample in this research.

4.2.1.1 Gender

Table 7

Gender

	Frequency	Percent
Male	282	73.6
Female	101	26.4
Total	383	100.0

Results indicated that most of the participants are male with 282 participants which describe 73.6 % of the total participants in comparison to 101 female participants which describes 26.4 of the entire population. This result shows that the huge majority of participants who intended to purchase Ivorian alcoholic beverages were considered to be male.

4.2.1.2 Age

Table 8

Age

	Frequency	Percent
18 - 25	93	24.3
26 - 30	140	36.6
31 - 35	73	19.1
36 - 40	48	12.5
41 and above	29	7.6
Total	383	100.0

The results outlined in table 8 show the age of the respondents. Age was separated into five groups. The study also portrayed 36.6% were between 26 to 30 years old, which represents 140 out of 383 total respondents, followed by 24.3% (93 respondents) were between 18 to 25 years old. Meanwhile, 19.1% (73 respondents) were between 31 to 35 years old, followed by 12.5% (48 respondents) were between 36 to 40 years old. The last is only 7.6% (29 respondents) were between 41 to above.

4.2.1.3 Occupational

Table 9

Occupational

	Frequency	Percent
Student	93	24.3
Self-employed	132	34.5
Employed	145	37.9
Unemployed	7	1.8
Retired	6	1.6
Total	383	100.0

In this questionnaire, the occupation section had been classified into five major choices to determine what the participants do for a living. It had been classified into the student, self-employed, employed, unemployed, and retired as portrayed in table 9. A large number of participants are employed which indicates 145 participants (37.9%) followed by 132 participants who are self-employed (34.5%). Simultaneously, 93 of the participants are students and this group denotes (24.3%) of the total participants and 7 participants (1.8%) are unemployed. Only 1.6% of the total participants are retired who are 6 participants.

4.2.1.4 Monthly Household Income

Table 10

Monthly Income Level

	Frequency	Percent
< XOF 60 000	20	5.2
XOF 60 000 – XOF 150 000	105	27.4
XOF 150 001 – XOF 250 000	157	41.0
XOF 250 001 - XOF 350 000	80	20.9
>XOF 350 001	21	5.5
Total	383	100.0

By referring to table 10, information in terms of participants' monthly household income is exhibited. It had been turned into five groups which are below XOF60000, XOF60000-XOF150000, XOF150001- XOF250000, XOF250001- XOF350000, and above XOF350001. Those with household income comprise between XOF150001 to XOF250000, which consists of 41% (157 participants) followed by those who obtain

between XOF60000 to XOF150000, which consists of 27.4% (105 participants). Meanwhile, the participants with household income between XOF 250 001 to XOF 350 000 denote 80 participants, which represents 20.9%, and those who obtain above XOF 350 001, which consists of 5.5% (21 participants). And those who obtain household income below XOF60000 comprise the lowest percentage of participants which is 5.2% (20 participants).

4.2.1.4 Geographical Area

Table 11

Do you live in Ivory Coast?

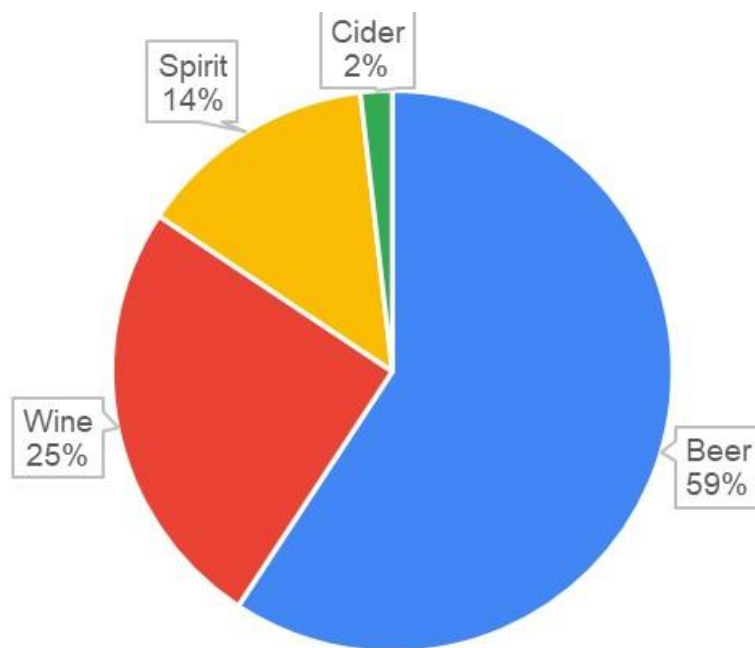
	Frequency	Percent
Yes	368	96.1
No	15	3.9
Total	383	100.0

According to table 11, it is noticeable that 368 of the participants live in Ivory Coast which represents 96.1%, followed by 15 participants who are living outside of Ivory Coast representing 15% of the total participant.

4.2.1.5. Classification of Alcoholic Beverages

Figure 4

Repartition of Types of Alcoholic Beverage



According to the figure 4, it can be observed that 59% of respondents consume beer, followed by 25% of respondents consuming wine. Spirit is the third type of alcoholic beverage that respondents consume with 14%, while cider comes to the fourth position with 2%.

4.2.1.6 Frequency of Intending to Purchase Ivorian Alcoholic Beverages per Month

Table 12

Frequency of Purchase intention per month

	Frequency	Percent
Once	42	11.0
Often	154	40.2
Very often	158	41.3
All the time	29	7.6
Total	383	100.0

The last part of the demographic point involves the question “How often do you intend to purchase the local alcoholic beverages from this brand per month?”. The finding is exhibited in table 12. From the analysis that had been conducted, it indicated that a large number of participants had the frequency of intending to purchase Ivorian alcoholic beverages very often in a month. This majority relates to 158 participants which indicate 41.3%. Another 154 participants intend to purchase Ivorian alcoholic beverages often in a month and this category indicates 40.2%. Meanwhile, 42 participants intend to purchase Ivorian alcoholic beverages once per month and this group represents 11%, followed by 29 participants that intend to purchase Ivorian alcoholic beverages incessantly per month indicates 7.6%.

4.2.2 Descriptive Statistics Results for Brand Personality

After we had examined the reliability of our constructs using Cronbach’s Alpha test, the descriptive statistics were calculated for the five main variables (brand personality Sincerity. Competence, Excitement, Sophistication, and Ruggedness). Descriptive statistics enable us to acquire information about mean values, and standard deviations (Saunders et al., 2012). By computing mean values, we will provide information about the mean score of the agreement for each construct, and the standard deviations reveal to us the distribution of answers around the mean. In this research, a 5-point Likert scale was used and the means of each construct are exhibited in the following parts.

4.2.2.1 Descriptive Statistics of Brand Personality Sincerity. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning brand personality sincerity.

Table 13

Descriptive Statistics of Sincerity

Statements	N	Mean	Std. Deviation
How would you define the alcoholic brand's sincerity?	383	3.98	.684
Sincere	383	3.93	.733
Honest	383	4.36	.907
Real	383	3.99	.740
How would you define the alcoholic brand's sincerity?	383	3.98	.684
Original	383	4.40	.926
Cheerful	383	3.99	.783
Wholesome	383	4.36	.935
Friendly	383	4.03	.772
Down-to-earth	383	4.34	.915
Family-oriented	383	3.99	.847
Sentimental	383	4.11	.879
Small-town	383	4.26	.714

A mean value of 3.98 and a standard deviation of 0.68 are pointed out in table 13, this discloses that participants identify the local alcoholic beverage brand to be sincere. The standard deviation indicates a low variation, which means that the questions' outcomes were near the means.

Table 13 also shows the various means of brand personality sincerity traits. A mean value of 3.99 of respondents slightly agreed that local alcoholic beverage brands are real, family-oriented, and cheerful. The respondents moderately agreed with a mean value of 3.93 that local alcoholic beverage brands are sincere. A mean value of 4.36 of respondents further agreed that local alcoholic beverage brands are honest and wholesome. The respondents also agreed with a mean value of 4.40 that local alcoholic beverage brands are original, they further agreed with a mean value of 4.34 that local alcoholic beverage brands are down-to-earth. Moreover, a mean value of 4.26 of respondents agreed that local alcoholic beverage brands are small-town, they also agreed

with a mean value of 4.11 that local alcoholic beverage brands are sentimental. A mean value of 4.03 of respondents agreed that local alcoholic beverage brands are friendly. By considering the mean values from the descriptive statistics we assert that the respondents had positive opinions towards these traits. The study results corroborate the study carried out by Rampl and Kenning (2014) on the trust of employer brands that denotes the positive connection between the leading brand and the brand personality sincerity.

4.2.2.2 Descriptive Statistics of Brand Personality Competence. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning brand personality competence.

Table 14

Descriptive Statistics of Competence

Statements	N	Mean	Std. Deviation
How would you define the alcoholic brand's competence?	383	4.20	.726
Reliable	383	3.96	.737
Secure	383	4.40	.890
Intelligent	383	3.98	.760
Leader	383	4.40	.844
Successful	383	4.02	.783
Technical	383	4.41	.873
Confident	383	4.04	.719
Hard-working	383	4.41	.890
Corporate	383	4.03	.760

A mean value of 4.20 and a standard deviation of 0.72 are pointed out in table 14, this discloses that participants identify the local alcoholic beverage brand to be competent. The standard deviation indicates a low variation, which means the questions' outcomes were near the means.

Table 14 also exhibits the various means of brand personality competence traits. A mean value of 4.41 of respondents further agreed that local alcoholic beverage brands are technical and hard-working. The respondents moderately agreed with a mean value of 3.96 that local alcoholic beverage brands are reliable. A mean value of 3.98 of respondents slightly agreed that local alcoholic beverage brands are intelligent. The respondents also

agreed with a mean value of 4.40 that local alcoholic beverage brands are secure and leaders, they further agreed with a mean value of 4.04 that local alcoholic beverage brands are confident. Moreover, a mean value of 4.03 of respondents agreed that local alcoholic beverage brands are corporate, they also agreed with a mean value of 4.02 that local alcoholic beverage brands are successful. By considering the mean values from the descriptive statistics we assert that the respondents had positive opinions towards these traits. The outcomes support the study carried out by Gandhi (2014) which denoted that consumers choose Coca-Cola when designated by competence features.

4.2.2.3 Descriptive Statistics of Brand Personality Excitement. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning brand personality excitement.

Table 15

Descriptive Statistics of Excitement

Statements	N	Mean	Std. Deviation
How would you define the alcoholic brand's excitement?	383	4.23	.760
Exciting	383	3.92	.792
Unique	383	4.31	.952
Trendy	383	4.03	.765
Young	383	4.33	.982
Cool	383	4.06	.739
Imaginative	383	4.35	.879
Up-to-date	383	4.05	.815
Spirited	383	4.32	.953
Daring	383	4.06	.813
Independent	383	4.32	.925
Contemporary	383	4.09	.735

A mean value of 4.23 and a standard deviation of 0.76 are pointed out in table 15, this discloses that participants identify the local alcoholic beverage brand to be exciting. The standard deviation indicates a low variation, which means that the questions' outcomes were near the means.

Table 15 also shows the various means of brand personality excitement traits. A mean value of 4.32 of respondents further agreed that local alcoholic beverage brands are spirited and independent. The respondents moderately agreed with a mean value of 3.92 that local alcoholic beverage brands are exciting. A mean value of 4.33 of respondents further agreed that local alcoholic beverage brands are young. The respondents also agreed with a mean value of 4.35 that local alcoholic beverage brands are imaginative, they further agreed with a mean value of 4.31 that local alcoholic beverage brands are unique. Moreover, a mean value of 4.03 of respondents agreed that local alcoholic beverage brands are trendy, they also agreed with a mean value of 4.06 that local alcoholic beverage brands are cool and daring. A mean value of 4.09 of respondents agreed that local alcoholic beverage brands are contemporary. By considering the mean values from the descriptive statistics we assert that the respondents had positive opinions towards these traits. These outcomes are congruous with a previous study by Liang and Lee (2010) which asserts that brand personality excitement encompasses specific features across mineral water drinks.

4.2.2.4 Descriptive Statistics of Brand Personality Sophistication. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning brand personality sophistication.

Table 16

Descriptive Statistics of Sophistication

Statements	N	Mean	Std. Deviation
How would you define the alcoholic brand's sophistication?	383	3.53	1.097
Upper class	383	3.34	1.038
Feminine	383	3.51	1.135
Glamorous	383	3.45	1.072
Good looking	383	3.58	1.146
Smooth	383	3.51	1.061
Charming	383	3.59	1.131

A mean value of 3.53 and a standard deviation of 1.09 are pointed out in table 16, this discloses that participants identify the local alcoholic beverage brand to be somewhat

sophisticated. The standard deviation indicates a high variation, which means that the questions' outcomes were not near the means.

Table 16 also shows the various means of brand personality sophistication traits. A mean value of 3.51 of respondents mildly agreed that local alcoholic beverage brands are feminine and smooth. The respondents slightly agreed with a mean value of 3.59 that local alcoholic beverage brands are charming. A mean value of 3.58 of respondents somewhat agreed that local alcoholic beverage brands are good-looking. Moreover, the respondents also faintly agreed with a mean value of 3.45 that local alcoholic beverage brands are glamorous, and they insignificantly agreed with a mean value of 3.34 that local alcoholic beverage brands are upper class. By considering the mean values from the descriptive statistics we assert that the respondents had nearly positive opinions towards these traits.

4.2.2.5 Descriptive Statistics of Brand Personality Ruggedness. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning brand personality ruggedness.

Table 17

Descriptive Statistics of Ruggedness

Statements	N	Mean	Std. Deviation
How would you define the alcoholic brand's ruggedness?	383	3.39	1.229
Masculine	383	3.30	1.230
Though	383	3.38	1.274
Rugged	383	3.29	1.197
Outdoorsy	383	3.50	1.204
Western	383	2.59	1.279

A mean value of 3.39 and a standard deviation of 1.22 are pointed out in table 17, this indicates that participants neither agreed nor disagreed that the local alcoholic beverage brand is rugged. The standard deviation indicates a high variation, which means that the questions' outcomes were not near the means.

Table 17 also shows the various means of brand personality ruggedness traits. A mean value of 3.50 of respondents was mildly neutral that local alcoholic beverage brands

are outdoorsy. The respondents were neutral with a mean value of 3.29 that local alcoholic beverage brands are rugged. A mean value of 3.38 of respondents neither agreed nor disagreed that local alcoholic beverage brands are tough. Moreover, the respondents were also neutral with a mean value of 3.30 that local alcoholic beverage brands are masculine, and they significantly disagreed with a mean value of 2.59 that local alcoholic beverage brands are Western. To interpret, constructs with low mean values point out that the respondents disagree with the questions related to the construct. By considering the mean values from the descriptive statistics we assert that the respondents had negative opinions towards these traits. The outcomes are comparable to the research conducted by Joachim and Hanna (2008) which denoted that brand personality ruggedness exerts an unfavorable influence on brand loyalty.

4.2.3 Descriptive Statistics of Consumer Personality

4.2.3.1 Consumer Personality Conscientiousness. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning consumer personality conscientiousness.

Table 18

Descriptive Statistics of Conscientiousness

Statements	N	Mean	Std. Deviation
Does "conscientiousness" characterize your personality?	383	4.18	.729
Hard-working	383	3.98	.762
Reliable	383	4.34	.855
Self-disciplined	383	4.05	.796
Organized	383	4.36	.878
Punctual	383	4.11	.787
Scrupulous	383	4.29	.975
Neat	383	4.13	.800
Persevering	383	4.39	.827
Ambitious	383	4.18	.759

A mean value of 4.18 and a standard deviation of 0.72 are pointed out in table 18, this discloses that participants assert that their personality is to be conscientious. The standard deviation indicates a low variation, which means that the questions' outcomes were near the means.

Table 18 also shows the various means of consumer personality conscientiousness traits. A mean value of 3.98 of respondents slightly agreed that they are hard-working. The respondents agreed with a mean value of 4.05 that they are self-disciplined. A mean value of 4.36 of respondents further agreed that they are organized. The respondents also agreed with a mean value of 4.39 that they are persevering, they further agreed with a mean value of 4.34 that they are reliable. Moreover, a mean value of 4.36 of respondents agreed that they are organized, they also agreed with a mean value of 4.29 that they are scrupulous. A mean value of 4.13 of respondents agreed that they are neat, they also agreed with a mean of 4.18 of respondents that they are ambitious. To interpret, constructs with high mean values point out that the respondents agree with the statements related to the construct. By considering the mean values from the descriptive statistics we assert that the respondents had positive opinions towards these traits.

4.2.3.2 Consumer Personality Agreeableness. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning consumer personality agreeableness.

Table 19

Descriptive Statistics of Agreeableness

Statements	N	Mean	Std. Deviation
Does "Agreeableness" characterize your personality?	383	4.23	.772
Soft-hearted	383	3.92	.818
Good-natured	383	4.44	.916
Trusting	383	4.06	.721
Helpful	383	4.46	.899
Forgiving	383	4.07	.752
Straightforward	383	4.43	.918
Gullible	383	4.06	.721

A mean value of 4.23 and a standard deviation of 0.77 are pointed out in table 19, this discloses that participants assert that their personality is to be agreeable. The standard

deviation indicates a low variation, which means that the questions' outcomes were near the means.

Table 19 also shows the various means of consumer personality agreeableness traits. A mean value of 3.92 of respondents slightly agreed that they are soft-hearted. The respondents agreed with a mean value of 4.06 that they are trusting and gullible. A mean value of 4.46 of respondents further agreed that they are helpful. The respondents also agreed with a mean value of 4.43 that they are straightforward, they further agreed with a mean value of 4.44 that they are good-natured. Moreover, a mean value of 4.07 of respondents agreed that they are forgiving. To interpret, constructs with high mean values point out that the respondents agree with the statements related to the construct. By considering the mean values from the descriptive statistics we assert that the respondents had positive opinions towards these traits.

4.2.3.3 Consumer Personality Extroversion. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning consumer personality extroversion.

Table 20

Descriptive Statistics of Extroversion

Statements	N	Mean	Std. Deviation
Does "Extroversion" characterize your personality?	383	4.15	.849
Fun-loving	383	3.92	.797
Sociable	383	4.37	.939
Optimistic	383	4.03	.790
Active	383	4.37	.956
Talkative	383	3.93	.858
Person-oriented	383	4.36	.949
Affectionate	383	4.01	.825

A mean value of 4.15 and a standard deviation of 0.84 are pointed out in table 20, this discloses that participants assert that their personality is to be extroverted. The standard deviation indicates a low variation, which means that the questions' outcomes were near the means.

Table 20 also shows the various means of consumer personality extroversion traits. A mean value of 3.92 of respondents slightly agreed that they are fun-loving. The

respondents faintly agreed with a mean value of 3.93 that they are talkative. A mean value of 4.36 of respondents further agreed that they are person-oriented. The respondents also agreed with a mean value of 4.37 that they are sociable and active. Moreover, a mean value of 4.03 of respondents agreed that they are optimistic, they also agreed with a mean value of 4.01 that they are affectionate. To interpret, constructs with high mean values point out that the respondents agree with the statements related to the construct. By considering the mean values from the descriptive statistics we assert that the respondents had positive opinions towards these traits.

4.2.3.4 Consumer Personality Openness to New Experiences. A five-point Likert scale was applied to evaluate the participants’ approval or disapproval with diverse assertions concerning consumer personality openness to new experiences.

Table 21

Descriptive Statistics of Openness to New Experiences

Statements	N	Mean	Std. Deviation
Does “Openness to New Experiences” characterize your personality?	383	4.26	.807
Curious	383	3.97	.749
Broad interests	383	4.30	.958
Creative	383	3.99	.822
Original	383	4.35	.922
Imaginative	383	4.03	.817
Untraditional	383	4.31	.935

A mean value of 4.26 and a standard deviation of 0.80 are pointed out in table 21, this discloses that participants assert that their personality is to be open to new experiences. The standard deviation indicates a low variation, which means that the questions’ outcomes were near the means.

Table 21 also shows the various means of consumer personality openness to new experiences traits. A mean value of 3.97 of respondents slightly agreed that they are curious. The respondents faintly agreed with a mean value of 3.99 that they are creative. A mean value of 4.30 of respondents further agreed that they are broad interest. The respondents also agreed with a mean value of 4.35 that they are original. Moreover, a mean value of 4.03 of respondents agreed that they are imaginative, they also agreed with

a mean value of 4.31 that they are untraditional. To interpret, constructs with high mean values point out that the respondents agree with the statements related to the construct. By considering the mean values from the descriptive statistics we assert that the respondents had positive opinions towards these traits.

4.2.3.5 Consumer Personality Neuroticism. A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning consumer personality neuroticism.

Table 22

Descriptive Statistics of Neuroticism

	N	Mean	Std. Deviation
Does "Neuroticism" characterize your personality?	383	3.20	1.263
Anxiety	383	3.18	1.214
Nervous	383	3.23	1.282
Emotional	383	3.31	1.241
Insecure	383	2.91	1.325
Inadequate	383	2.92	1.283

A mean value of 3.20 and a standard deviation of 1.26 are pointed out in table 22, this indicates that participants slightly disagreed with the questions describing this trait as their personality trait. The standard deviation indicates a high variation, which means that the questions' outcomes were not near the means.

Table 22 also shows the various means of consumer personality neuroticism traits. A mean value of 3.18 of respondents slightly disagreed that they are worrying. The respondents faintly disagreed with a mean value of 3.23 that they are nervous. A mean value of 3.31 of respondents further neither agreed nor disagreed that they are emotional. Moreover, a mean value of 2.91 of respondents disagreed that they are insecure, they also disagreed with a mean value of 2.92 that they are inadequate. To interpret, constructs with low mean values point out that the respondents disagree with the statements related to the construct. By considering the mean values from the descriptive statistics we assert that the respondents had almost negative opinions toward these traits.

4.2.4 Descriptive Statistics of Purchase Intention

A five-point Likert scale was applied to evaluate the participants' approval or disapproval with diverse assertions concerning purchase intention.

Table 23*Descriptive Statistics of Purchase Intention*

Statements	N	Mean	Std. Deviation
My first preference when buying an alcoholic product is the product brand.	383	4.30	.712
I will plan on buying this brand of alcoholic beverages, given the option.	383	4.41	.710
This alcoholic brand will still be my most frequently purchased brand within the next 6 months.	383	4.26	.718
My intention is to purchase assorted products from this alcoholic brand.	383	4.42	.733
This is an alcoholic brand I will recommend to others.	383	4.33	.749

By examining the mean values in table 23, we can ascertain the respondents' purchase intention about the various statements in the questions within that construct. A mean value of 4.30 of respondents agreed with the assertion "My first preference when buying an alcoholic product is the product brand". The table displays a mean value of 4.41 of respondents who agreed with the assertion "I will plan on buying this brand of alcoholic beverages, given the option.", they further agreed with a mean of 4.42 of respondents that assertion "My intention is to purchase assorted products from this alcoholic brand". Moreover, respondents agree with a mean of 4.26 that "This alcoholic brand will still be my most frequently purchased brand within the next 6 months.". A mean value of 4.33 of respondents agreed with the assertion that "This is an alcoholic brand I will recommend to others.". By considering the mean values from the descriptive statistics we assert that the respondents had positive reactions toward the concept.

4.3 Correlation Analysis

Correlation indicates the level of connection between variables that determines the correspondence of data (Sekaran and Bougie, 2016). A connection improves with a strong correlation value but the connection is not valid at zero as a correlation value. The Pearson correlation coefficient was designated by this research to examine the relationship

between variables. The connection is positive when the Pearson correlation coefficient is in the range of 0.2 or above. Table 24 displays the outcomes between the independent variable (Brand personality, Consumer personality) and the dependent variable (Consumer purchase intention). There exists a positive correlation between each construct, and there also is a statistical significance between each construct, where $p < 0.01$ at a significance level, which implies that there exists a smaller than 1% chance that the outcomes were unexpected (Saunders et al., 2012).

Table 24

Pearson Correlation Analysis

		B.S	B.C	B.E	B.R	B.S o	C	A	O	E	N
B. S	Pearson Correlat ion	1	.895 **	.878 **	.165 **	.510 **	.807 **	.825 **	.687 **	.792 **	.179 **
	Sig. (2tailed)		.000	.000	.001	.000	.000	.000	.000	.000	.000
	N	383	383	383	383	383	383	383	383	383	383
B. C	Pearson Correlat ion	.895 **	1	.910 **	.201 **	.457 **	.874 **	.859 **	.738 **	.838 **	.196 **
	Sig. (2tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	383	383	383	383	383	383	383	383	383	383
B. E	Pearson Correlat ion	.878 **	.910 **	1	.145 **	.473 **	.841 **	.861 **	.736 **	.878 **	.198 **
	Sig. (2tailed)	.000	.000		.004	.000	.000	.000	.000	.000	.000
	N	383	383	383	383	383	383	383	383	383	383
B. R	Pearson Correlat ion	.165 **	.201 **	.145 **	1	- .222 **	.157 **	.134 **	.142 **	.167 **	.804 **
	Sig. (2tailed)	.001	.000	.004		.000	.000	.000	.005	.001	.000
	N	383	383	383	383	383	383	383	383	383	383
B. So	Pearson Correlat ion	.510 **	.457 **	.473 **	- .222 **	1	.427 **	.420 **	.440 **	.436 **	- .262 **
	Sig. (2tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	383	383	383	383	383	383	383	383	383	383

Table 24 (continued)*Pearson Correlation Analysis*

		B.S	B.C	B.E	B.R	B.S	C	A	O	E	N	
		o										
C	Pearson	.80	.87	.84	.15	.42	1	.93	.79	.86	.22	
	Correlation	7**	4**	1**	7**	7**		2**	4**	5**	4**	
	Sig. (2tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	
	N	383	383	383	383	383	383	383	383	383	383	
A	Pearson	.82	.85	.86	.13	.42	.93	1	.83	.88	.20	
	Correlation	5**	9**	1**	4**	0**	2**		1**	9**	2**	
	Sig. (2tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	
	N	383	383	383	383	383	383	383	383	383	383	
O	Pearson	.687**	.73	.73	.14	.44	.79	.83	1	.75	.095	
	Correlation		8**	6**	2**	0**	4**	1**		9**		
	Sig. (2tailed)	.000	.000	.000	.005	.000	.000	.000		.000	.064	
	N	383	383	383	383	383	383	383	383	383	383	
E	Pearson	.792**	.83	.87	.16	.43	.86	.88	.75	1	.233**	
	Correlation		8**	8**	7**	6**	5**	9**	9**			
	Sig. (2tailed)	.000	.000	.000	.001	.000	.000	.000	.000		.000	
	N	383	383	383	383	383	383	383	383	383	383	
N	Pearson	.179**	.19	.19	.80	-	.22	.20	.09	.23	1	
	Correlation		6**	8**	4**	.26	4**	2**	5	3**		
	Sig. (2tailed)	.000	.000	.000	.000	.000	.000	.000	.064	.000		
	N	383	383	383	383	383	383	383	383	383	383	

**Correlation is significant at the 0.01 level (2-tailed).

Among the correlations between the facets of independent and dependent variables, the highest correlation was between excitement and extroversion ($r = .878$),

followed by competence and conscientiousness ($r = .874$), as well as sincerity and agreeableness ($r = .825$) and then ruggedness and neuroticism ($r = .804$). The slightly highest correlation was between sophistication and openness to new experiences ($r = .440$).

4.4 Regression Analysis

The regression analysis is made in order to enable asserting or excluding our hypotheses and assessing the impact of the independent variables on the dependent variable. In this study, a multiple regression was carried out because it involves several independent variables and a dependent variable. Besides, this study carried out multiple regression analysis since we decided to only introduce one dependent variable. Hence, the dependent variable is defined as purchase intention, while the first independent variable is determined as the brand personality of the Ivorian alcoholic beverage industry including excitement, competence, sincerity, sophistication, and ruggedness, as well as the second independent variable is related to consumer personality of the Ivorian alcoholic beverage industry including conscientiousness, agreeableness, extraversion, openness to new experiences and neuroticism.

4.4.1 Multiple Regression Analysis: Brand personality and Purchase Intention

Table 25

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.498 ^a	.248	.238	.50552

a. Predictors: (Constant), Sophistication, Ruggedness, Excitement, Sincerity, Competence

In order to analyze the relationship between brand personality and consumer purchase intention, a regression analysis was applied. The degree of association is $r = .498$ which implies a correlation between brand personality and purchase intention. The R square measures the intensity of the relationship between the predictors with each other and the dependent variable. An R square value of .248 was observed which represents the ratio of variance in the dependent variable and can be explained by predictors. Besides, the adjusted R square represents the degree of intensity of the independent variables in interpreting the dependent variable. The adjusted R square value is .238, which can be described by that the independent variables can justify 23.8% of the variance in the dependent variable. The standard error of the estimate indicates the fluctuation around the

estimated regression line and the precision of the regression model. In other words, it represents to what degree the dependent variable varies from the regression model referring to the independent variables. The model portrayed a standard error of the Estimate value of .50552, which means the purchase intention score deviates by 0.50552 units from the regression model by brand personality.

Table 26

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.788	5	6.358	24.878	.000 ^b
	Residual	96.342	377	.256		
	Total	128.130	382			

a. Dependent Variable: PI

b. Predictors: (Constant), Sophistication, Ruggedness, Excitement, Sincerity, Competence

ANOVA (analysis of variance) is described as a statistical method that ascertains the deviation between the mean of separate variables (William and Wagner, 2010). The method applies a definite form of predictors in line with the current dependent variable. Based on the table, the results are statistically significant because the p-value (0.000) is lower than Alpha value ($\alpha=0.05$). This model accurately determines the statistical influence between brand personality and purchase intention. Consequently, brand personality is reliable to explain the variation in purchase intention.

In view of the above-described results, a regression analysis is carried out to give a depth overview of the relationship between each independent variable and the purchase intention. The aim is to examine the significance of these variables' influence on purchase intention. The regression is significant when the significance value, $p < 0.05$. The score of p or the significance value was intended to be lower than 0.05 in our findings because it refers to a significant impact (Saunders et al., 2012). Moreover, the linear regression's sign coefficient indicates a positive or negative association between each independent variable and the dependent variable. The beta coefficient determines the degree to which the dependent variable (purchase intention) is influenced by the independent variables. This assumes that the dependent variable varies with the value of beta when the independent variable shifts by one unit.

Table 27*Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.408	.192		12.558	.000
Sincerity	.321	.108	.324	2.958	.003
Competence	.251	.111	.257	.458	.001
Excitement	.441	.099	.465	1.433	.008
Ruggedness	-.032	.027	-.059	-1.201	.231
Sophistication	-.027	.032	-.047	-.851	.395

^aDependent Variable: PI

The results of table 27 show the influence between brand personality and purchase intention. The coefficient is applied to determine the influence levels of all elements (sig<0.05). Some independent variables (sincerity, competence, and excitement) exerted a positive influence on purchase intention and also represent a statistical significance. Those were sincerity ($\beta= 0.324$; $p<0.05$), competence ($\beta= 0.257$; $p<0.05$), and excitement ($\beta=0.465$; $p<0.05$). This means purchase intention will increase if the Ivorian alcoholic beverage brands base their brand personality on the sincerity trait because the beta of sincerity is the highest (0.324), which exerts the preeminent influence on purchase intention. Concerning the last two independent variables namely ruggedness ($\beta= -0.059$; $p>0.05$) and sophistication ($\beta= -0.047$; $p>0.05$), they exert a negative influence on purchase intention and do not represent a statistical significance. The regression equation below supports the link between brand personality variable and purchase intention: $PI= 2.408 + 0.324*SIN + 0.257*COM + 0.465*EXC - 0.059*RUG - 0.047*SOPH$

4.4.2 Multiple Regression Analysis: Consumer Personality and Purchase Intention**Table 28***Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.482 ^a	.232	.222	.51076

^aPredictors: (Constant), Neuroticism, Openness, Extraversion, Conscientiousness, Agreeability

In order to analyze the relationship between consumer personality and consumer purchase intention, a regression analysis was applied. the degree of association is $r = .482$

which implies a correlation between consumer personality and purchase intention. The R square measures the intensity of the relationship between the predictors with each other and the dependent variable. An R square value of .232 was observed which represents the ratio of variance in the dependent variable and can be explained by predictors. Besides, the adjusted R square represents the degree of intensity of the independent variables in interpreting the dependent variable. The adjusted R square value is .222, which can be described by that the independent variables can justify 22.2% of the variance in the purchase intention. The standard error of the estimate indicates the fluctuation around the estimated regression line and the precision of the regression model. In other words, it represents to what degree the dependent variable varies from the regression model referring to the independent variables. The model portrayed a standard error of the Estimate value of .51076, which means the purchase intention score deviates by 0.50552 units from the regression model by consumer personality

Table 29

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.779	5	5.956	22.830	.000 ^b
	Residual	98.351	377	.261		
	Total	128.130	382			

^aDependent Variable: PI

^bPredictors: (Constant), Neuroticism, Openness, Extraversion, Conscientiousness, Agreeableness

Based on table 29, the results are statistically significant because the p-value (0.000) is lower than the Alpha value ($\alpha=0.05$). This model accurately determines the statistical influence between consumer personality and purchase intention. Consequently, consumer personality is reliable to explain the variation in purchase intention.

Table 30*Coefficients^a*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.584	.177		14.561	.000
Conscientiousness	.351	.114	.396	3.083	.002
Agreeability	-.026	.130	-.030	-.202	.840
Openness	-.017	.066	-.021	-.254	.799
Extraversion	.124	.083	.353	1.503	.004
Neuroticism	-.016	.024	-.031	-.665	.507

^aDependent Variable: PI

The results of table 27 show the influence between consumer personality and purchase intention. The coefficient is applied to determine the influence levels of all elements (sig<0.05). We observed that only conscientiousness ($\beta = 0.396$; $p < 0.05$) exerts a positive influence on purchase intention and also represents a statistical significance. Besides, extraversion ($\beta = 0.353$; $p > 0.05$).

This means purchase intention will increase if the Ivorian alcoholic beverage brands base their brand personality on the sincerity trait because the beta of sincerity is the highest (0.396), which exerts the preeminent influence on purchase intention. Concerning the last three independent variables namely agreeableness ($\beta = -0.030$; $p > 0.05$), openness to new experiences ($\beta = -0.021$; $p > 0.05$), and, neuroticism ($\beta = -0.031$; $p < 0.05$), they exert a negative influence on purchase intention and do not represent a statistical significance. The regression equation below supports the link between brand personality variable and purchase intention:

$$PI = 2.584 + 0.396 * CONS - 0.030 * AGR - 0.021 * OPE + 0.353 * EXT - 0.031 * NEU$$

4.5 Hypothesis Testing

The next part displays the outcomes of hypotheses testing. This study examined its hypotheses through correlation analysis and regression analysis. The conceptual model of the study involves two distinct independent variables and a dependent variable.

4.5.1 Hypothesis 1

H1: There is a positive and significant relationship between brand personality and consumer personality in the Ivorian alcoholic beverage industry.

- H1a: There is a positive and significant relationship between brand personality sincerity and consumer personality (extroversion, agreeableness, conscientiousness, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry:
 - Based on the correlation analysis, $r = .825$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sincerity and consumer personality agreeableness is supported.
 - $r = .807$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sincerity and consumer personality conscientiousness is supported.
 - $r = .687$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sincerity and consumer personality openness to new experiences is supported.
 - $r = .792$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sincerity and consumer personality extroversion is supported.
 - $r = .179 < 0.2$; $p = 0.000$ refer to a negative correlation and a statistical relevance and imply that the significant positive relationship between brand personality sincerity and consumer personality neuroticism is refuted.

According to the test results, H1a is partly supported.

- H1b: There is a positive and significant relationship between brand personality competence and consumer personality (extroversion, agreeableness, conscientiousness, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry.

- Based on the correlation analysis, $r = .859$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality competence and consumer personality agreeableness is supported.
- $r = .874$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality competence and consumer personality conscientiousness is supported.
- $r = .738$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality competence and consumer personality openness to new experiences is supported.
- $r = .838$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality competence and consumer personality extroversion is supported.
- $r = .196 < 0.2$; $p = 0.000 < 0$. refer to a negative correlation and a statistical relevance and imply that the significant positive relationship between brand personality competence and consumer personality neuroticism is refuted.

According to the test results, H1b is partly supported.

- H1c: There is a positive and significant relationship between brand personality excitement and consumer personality (extroversion, agreeableness, conscientiousness, openness to new experiences, and neuroticism) in the Ivorian alcoholic beverage industry.
 - Based on the correlation analysis, $r = .861$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality excitement and consumer personality agreeableness is supported.
 - $r = .841$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand

personality excitement and consumer personality conscientiousness is supported.

- $r = .736$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality excitement and consumer personality openness to new experiences is supported.
- $r = .878$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality excitement and consumer personality extroversion is supported.
- $r = .198 < 0.2$; $p = 0.000 < 0.01$ refer to a negative correlation and a statistical relevance and imply that the significant positive relationship between brand personality excitement and consumer personality neuroticism is refuted.

According to the test results, H1c is partly supported.

- H1d: There is a positive and significant relationship between brand personality sophistication and consumer personality (extroversion, agreeableness, conscientiousness, openness to new experiences and neuroticism) in the Ivorian alcoholic beverage industry.
 - Based on the correlation analysis, $r = .420$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sophistication and consumer personality agreeableness is supported.
 - $r = .427$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sophistication and consumer personality conscientiousness is supported.
 - $r = .440$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sophistication and consumer personality openness to new experiences is supported.

- $r = .436$; $p = 0.000$ refer to a positive correlation and statistical relevance and imply that the significant positive relationship between brand personality sophistication and consumer personality extroversion is supported.
- $r = -.262 < 0.2$; $p = 0.000 < 0.01$ refer to a negative correlation and a statistical relevance and imply that the significant positive relationship between brand personality sophistication and consumer personality neuroticism is refuted.

According to the test results, H1d is partly supported.

- H1e: There is a positive and significant relationship between brand personality ruggedness and consumer personality (extroversion, agreeableness, conscientiousness, openness to new experiences and neuroticism) in the Ivorian alcoholic beverage industry.
 - Based on the correlation analysis, $r = .134$; $p = 0.000 < 0.01$ refer to a negative correlation and statistical relevance, and imply that the significant positive relationship between brand personality ruggedness and consumer personality agreeableness was refuted.
 - $r = .157$; $p = 0.000 < 0.01$ refer to a negative correlation and a statistical relevance, and imply that the significant positive relationship between brand personality ruggedness and consumer personality conscientiousness was refuted.
 - $r = .142$; $p = 0.005 < 0.01$ refer to a negative correlation and statistical relevance, and imply that the significant positive relationship between brand personality ruggedness and consumer personality openness to new experiences was refuted.
 - $r = .167 < 0.2$; $p = 0.001$ refer to a negative correlation and statistical relevance, and imply that the significant positive relationship between brand personality ruggedness and consumer personality extroversion was refuted.
 - $r = .804$; $p = 0.000$ refer to a positive connection and statistical relevance, and imply that the significant positive relationship between brand

personality ruggedness and consumer personality neuroticism was supported.

According to the test results, H1e is partly supported.

4.5.2 Hypothesis 2

H2: Brand personality influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry.

- H2a: Brand personality sincerity influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 27, ($\beta = 0.324$; $p = 0.003$) this revealed that brand personality sincerity exerts a positive and significant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was refuted with a 95% confidence level because the significance value of the independent variable (brand personality sincerity) was lower than 0.05. Also, the Beta (β) score indicates that a unit rise in brand personality sincerity will influence 0.324 times rise in consumer purchase intention. Thus the above-mentioned H2a is supported.
- H2b: Brand personality competence influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 27, ($\beta = 0.257$; $p = 0.001$) this revealed that brand personality competence exerts a positive and significant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was refuted with a 95% confidence level because the significance value of the independent variable (brand personality competence) was lower than 0.05. Also, the Beta (β) score indicates that a unit rise in brand personality competence will influence 0.257 times the rise in consumer purchase intention. Thus the above-mentioned H2b is supported.
- H2c: Brand personality excitement influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 27, ($\beta = 0.465$; $p = 0.008$) this revealed that brand personality excitement exerts a positive and significant influence on consumer purchase intention in the Ivorian alcoholic beverage

industry. In fact, the null hypothesis was refuted with a 95% confidence level because the significance value of the independent variable (brand personality excitement) was lower than 0.05. As part of the beta formula, a unit change in brand personality excitement will influence consumer purchase intention 0.465 times. Thus the above-mentioned H2 is supported.

- H2d: Brand personality sophistication influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 27, ($\beta = -0.047$; $p = 0.395$) this revealed that brand personality sophistication exerts a negative and insignificant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was not refuted with a 95% confidence level because the significance value of the independent variable (brand personality sophistication) was higher than 0.05. Also, the Beta (β) score indicates that a unit rise in brand personality sophistication will influence 0.047 times a decrease in consumer purchase intention. Thus the above-mentioned H2d is not supported.
- H2e: Brand personality ruggedness influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 27, ($\beta = -0.059$; $p = 0.231$) this revealed that brand personality ruggedness exerts a negative and insignificant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was not refuted with a 95% confidence level because the significance value of the independent variable (brand personality ruggedness) was higher than 0.05. Also, the Beta (β) score indicates that a unit rise in brand personality ruggedness will influence 0.059 times a decrease in consumer purchase intention. Thus the above-mentioned H2e is not supported.

4.5.3 Hypothesis 3

H3: Consumer personality influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry.

- H3a: Consumer personality conscientiousness influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage

industry. Based on the results of multiple regression analysis shown in table 30, ($\beta=0.396$; $p=0.002$) this revealed that consumer personality conscientiousness exerts a positive and significant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was refuted with a 95% confidence level because the significance value of the independent variable (consumer personality conscientiousness) was lower than 0.05. Also, the Beta (β) score of 0.396 indicates that a unit rise in consumer personality conscientiousness will influence 0.396 times the rise in consumer purchase intention. Thus the abovementioned H3a is supported.

- H3b: Consumer personality agreeableness influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 30, ($\beta=-0.030$; $p=0.840$) this revealed that consumer personality agreeableness exerts a significant negative influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was not refuted with a 95% confidence level because the significance value of the independent variable (consumer personality agreeableness) was higher than 0.05. Also, the Beta (β) score of -0.030 indicates that a unit rise in consumer personality agreeableness will influence -0.030 times to decrease in consumer purchase intention. Thus the above-mentioned H3b is not supported.
- H3c: Consumer personality extroversion influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 30, ($\beta=0.353$; $p=0.004$) this revealed that consumer personality extroversion exerts a positive and significant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was refuted with a 95% confidence level because the significance value of the independent variable (consumer personality extroversion) was lower than 0.05. Also, the Beta (β) score of 0.353 indicates that a unit rise in consumer personality conscientiousness will influence 0.353 times the rise in consumer purchase intention. Thus the above-mentioned H3c is supported.

- H3d: Consumer personality openness to new experiences influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 30, ($\beta = -0.21$; $p = 0.799$) this revealed that consumer personality openness to new experiences exerts a negative and significant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was not refuted with a 95% confidence level because the significance value of the independent variable (consumer personality conscientiousness) was higher than 0.05. Also, the Beta (β) score of -0.021 indicates that a unit rise in consumer personality openness to new experiences will influence -0.021 times the decrease in consumer purchase intention. Thus the above-mentioned H3d is not supported.
- H3e: Consumer personality neuroticism influences positively and significantly consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the results of multiple regression analysis shown in table 30, ($\beta = -0.031$; $p = 0.507$) this revealed that consumer personality neuroticism exerts a negative and significant influence on consumer purchase intention in the Ivorian alcoholic beverage industry. In fact, the null hypothesis was not refuted with a 95% confidence level because the significance value of the independent variable (consumer personality neuroticism) was higher than 0.05. Also, the Beta (β) score of -0.031 indicates that a unit rise in consumer personality neuroticism will influence -0.031 times the decrease in consumer purchase intention. Thus the above-mentioned H3e is not supported.

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

The results of the research study are summarized in this chapter. Furthermore, the findings, discussions, conclusions, implications, and recommendations are all resumed in this section of the study chapter. This study aims to analyze the relationship between brand personality and consumer personality and study the effects on consumer purchase intention towards the alcoholic beverage industry in Ivory Coast.

In addition to the context of the study, Chapter 1 involves the study's background, problem statement, study's purpose, study's significance, research questions and hypotheses, assumptions, and definition of terms. The second chapter is designated to an examination of appropriate literature on the research topic. The methodological strategy for this research was specified in Chapter 3. The researcher applied a survey method to gather data with the purpose of meeting the study objectives. On the basis of this research, a questionnaire was applied as a data collection instrument. Moreover, chapter four includes data presentation and analysis, along with the examination of three (3) hypotheses drafted in the research applying SPSS version 25. The hypotheses examination outcomes and discussions were also mentioned in the chapter.

5.1 Summary of Findings and Discussions

The aim of this research was to analyze the relationship between brand personality and consumer personality and study the effects on consumer purchase intention towards the alcoholic beverage industry in Ivory Coast. To perform this, three research objectives, three research questions, and three research hypotheses were set up.

5.1.1 Objective 1: Examine the Relationship Between Brand Personality and Consumer Personality in the Ivorian Alcoholic Beverage Industry

Hypothesis 1: There is a positive and significant relationship between brand personality and consumer personality in the Ivorian alcoholic beverage industry

The objective was partly achieved because the findings on the significant positive relationship between brand personality and consumer personality in the Ivorian alcoholic beverage industry were not entirely supported.

- The first sub-hypothesis revealed the positive and significant relationship between brand personality sincerity and consumer personality agreeableness, conscientiousness, extroversion, and openness to new experiences. In the current study, the highest correlation is between brand personality sincerity and consumer personality agreeableness. This is because consumers with a high score of agreeableness prefer brands with a sincere personality. The findings are also consistent with Aaker's findings (1997) arguing that consumers with an agreeableness personality prefer sincere brands because they display a collective behavior through their sincerity, honesty, and originality. Brand personality sincerity matches with consumer personality agreeableness because alcoholic consumers seek ethical or responsible brands that can make their products responsible from start to end. Besides, sincere brands can take consumers' expectations into consideration while using transparency to make consumers trust their production process.
- The second sub-hypothesis displayed the positive and significant relationship between brand personality competence and consumer personality conscientiousness, agreeableness, extroversion, and openness to new experiences. In the current study, the highest correlation is between brand personality competence and consumer personality conscientiousness. This is because consumers choose a brand to reveal or show their personalities. So consuming a brand with a competent personality reveals that consumers consume alcoholic beverages that are reliable, and technical and prioritize brand value. These characteristics match with their own while leading them to an achievement feeling. These findings corroborate Aaker's development (1997) stipulating that consumers with conscientious personality traits are susceptible to purchasing a brand with reliable personalities.
- The third sub-hypothesis demonstrated the positive and significant relationship between brand personality excitement and consumer personality extraversion, agreeableness, conscientiousness, and openness to new experiences. In the current study, the highest correlation is between brand personality excitement and consumer personality extroversion. The findings corroborate with Belk's outcomes

(1988) arguing that extroverts opt for exciting brands to manifest their sociable character. Brand personality excitement matches with consumer personality extroversion because consumers try to consume alcoholic beverages in order to manifest their outgoing nature with others people. On the whole, the brand personality excitement of Ivorian alcoholic beverages makes consumers socialize more with others.

- The fourth sub-hypothesis indicated that there is a positive and significant relationship between brand personality sophistication and consumer personality openness to new experiences, extroversion, agreeableness, and conscientiousness. The highest correlation is between brand personality sophistication and consumer personality openness to new experiences. According to Aaker (1997), the sophistication factor cannot be related to any personality factor because it is associated with an inspirational attribute which means consumers aim to be what they desire but cannot afford it. In the current study, this correlation can be explained by the fact consumers with openness to new experiences personality seek to consume brands with high standards while making them feel like trying new things or tackling new challenges. On the whole, consumers with openness to new experiences in the Ivorian alcoholic beverage industry adopt brand personality sophistication because they probably did not consume sophisticated alcoholic brands before and now they feel open-minded to experience and want to experiment with them.
- The fifth sub-hypothesis demonstrated that there is a positive and significant relationship between brand personality ruggedness and consumer personality neuroticism. According to Aaker (1997), the ruggedness factor cannot be related to any personality factor because it is associated with an inspirational attribute which means consumers aim to be what they desire but cannot afford it. This analysis is contradictory to Belk's investigations that displays consumers with high score of ruggedness prefer sincere brands because this allows them to relieve stress. In the current study, the connection can be explained by the fact that consumers of the Ivorian beverage industry deal with a low score of neuroticism and want to consume

brands with rugged personality to reveal their masculinity or toughness buried in them.

Table 31

Summary: Results of the First Hypothesis Testing

Hypothesis	Sub-hypotheses	Conclusion
H1 : There is a significant positive relationship between brand personality and consumer personality in the Ivorian alcoholic beverage industry	H1a: There is a significant positive relationship between brand personality sincerity and consumer personality	Partly supported
	H1b: There is a significant positive relationship between brand personality competence and consumer personality	Partly supported
	H1c: There is a significant positive relationship between brand personality excitement and consumer personality	Partly supported
	H1d: There is a significant positive relationship between brand personality sophistication and consumer personality	Partly supported
	H1e: There is a significant positive relationship between brand personality ruggedness and consumer personality	Partly supported

5.1.2 Objective 2: Assess the Influence of Brand Personality on Consumer Purchase Intention in the Ivorian Alcoholic Beverage Industry

Hypothesis 2: Brand personality positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry

The objective was partly achieved because the findings on the influence of brand personality on consumer purchase intention in the Ivorian alcoholic beverage industry were not entirely supported.

- The first sub-hypothesis reveals that brand personality sincerity positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was supported ($\beta=0.324$). The findings are in line with the research conducted by Khani, Imanikhah, Gheysari, Kamali and Ghorbanzadeh, (2013) arguing that brand personality sincerity has a significant effect on purchasing mobile phones. The influence of brand personality sincerity emanates from the fact that consumers opt for valuable, authentic, or sincere products as characteristic during consumption. In addition, the results are similar to the study conducted by Rampl and Kenning (2014) on leader brand trust underlining that leader brand is clearly linked to sincerity. By taking into account of Ivorian alcoholic beverage industry, consumers are willing to intend to purchase alcoholic beverage brands which are related to sincerity because the brand can provide them with product characteristics such as kindness in terms of understanding, or seriousness in terms of commitment.
- The second sub-hypothesis indicates that brand personality competence positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was supported ($\beta=0.257$). The results corroborate the research carried out by Chen, Huang, Yang and Dube (2014) affirming that developing brand personality competence contributes to increasing the brand value of smartphones. Indeed, connecting competence features to smartphones might enhance their value. Besides, the outcomes are in agreement with the research by Kinjal (2014) revealing that the consumers' choices are Coca-Cola because of competence features. By taking into consideration of Ivorian alcoholic beverage industry, consumers are set to intend to purchase alcoholic beverages with competence attributes when the brand incorporates features such as reliability in terms of credibility, success in terms of productivity, accomplishment in terms of achievement, or influence in terms of authority.

- The third sub-hypothesis demonstrates that brand personality excitement positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was supported ($\beta=0.465$). The outcomes corroborate the research carried out by Punyatoya (2011) affirming that brand personality excitement not only impacts consumer brand choice but also buying decisions. In fact, brand personality excitement influences consumer purchase decisions due to the features related to it. Consumers prefer brands to provide exciting experiences during their consumption through admirable, innovative, or impressive traits. Besides, the findings are also congruous with the outcomes of Liang and Lee (2010) arguing that a mineral water brand possesses specific features related to brand personality excitement. By taking into account of Ivorian alcoholic beverage industry, consumers are inclined to intend to purchase alcoholic beverages industry with excitement attributes when they are satisfied that the brand can provide them with products features including creativity in terms of product diversification, spiritedness in terms of animation or youthfulness in terms of innovativeness.
- The fourth sub-hypothesis indicates that brand personality sophistication positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was refuted ($\beta= -0.047$). The results are contradictory to the research carried out by Rameseshan and Tsao (2017) arguing that brand personality exerts a positive and significant effect on observed brand quality. Consumers considered that products are worth it when they are related to sophisticated attributes such as fascinating or delightful. Besides, brand personality sophistication is an important aspect in determining and affecting consumer purchase attitude. By taking into consideration of Ivorian alcoholic beverage industry, consumers are not set to intend to purchase alcoholic beverages with sophisticated attributes because they do not perceive sophisticated attributes such as upper class or glamorous in branded products.
- The fifth sub-hypothesis demonstrates that brand personality ruggedness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was refuted ($\beta= - 0.059$). The results corroborate the research conducted by Rubiyanti and Iqbal (2014) describing the irrelevance of the effect of

brand personality roughness on the purchase intention of converse shoe consumers. Indeed, the answerers assume that brand personality ruggedness attributes could not presage well with the converse shoes. By taking into consideration of Ivorian alcoholic beverage industry, consumers are not set to intend to purchase alcoholic beverages with ruggedness attributes because consumers perceived a negative effect towards ruggedness attributes due to the masculine and rugged description beyond.

Table 32

Summary: Results of the Second Hypothesis Testing

Hypothesis	Sub-hypotheses	Conclusion
H2: Brand personality positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	H2a: Brand personality sincerity positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Supported
	H2b: Brand personality competence positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Supported
	H2c: Brand personality excitement positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Supported
	H2d: Brand personality sophistication positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Not supported

Table 32 (continued)

Summary: Results of the Second Hypothesis Testing

Hypothesis	Sub-hypotheses	Conclusion
	H2e: Brand personality ruggedness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Not supported

5.1.3 Objective 3: Assess the Influence of Consumer Personality on Consumer Purchase Intention in the Ivorian Alcoholic Beverage Industry

Hypothesis 3: Brand Personality Positively and Significantly Influences Consumer Purchase Intention in the Ivorian Alcoholic Beverage Industry

The objective was partly achieved because the findings on the impact of consumer personality on consumer purchase intention in the Ivorian alcoholic beverage industry were not entirely supported.

- The first sub-hypothesis reveals that consumer personality conscientiousness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was supported ($\beta= 0.396$; $p=0.002$). The findings are in line with the research conducted by Rehman and Manjur (2018) arguing that conscientiousness personality trait impacts positively online impulsive purchases. Indeed, people with conscientiousness trait are more disposed to purchase spontaneously.
- The second sub-hypothesis demonstrates that consumer personality agreeableness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was refuted ($\beta=- 0.030$; $p=0.840$). The outcomes corroborate the research carried out by Rehman and Manjur (2018) stipulating that the agreeableness personality trait impact negatively online impulsive purchases. Indeed, consumers do not perceive collective behavior. Consumers with a high score of agreeableness personality traits are mostly altruistic people, they display affection towards others and are associated with corporate behavior. By taking into account of Ivorian alcoholic beverage industry, consumers with a low score of agreeableness personality traits do not intend to purchase alcoholic beverages due

to their aloofness or loneliness, which means they do not feel needed to consume alcoholic beverages.

- The third sub-hypothesis indicates that consumer personality extroversion positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was supported ($\beta= 0.353$; $p=0.004$). The findings are in agreement with the study by Rehman and Manjur (2018) arguing that the extroversion personality trait exerts a beneficial impact on online impulsive purchases. In fact, people with extroversion traits are more disposed to purchase spontaneously. By taking into account of Ivorian alcoholic beverage industry, people with extroversion traits are more disposed to purchase impulsively alcoholic beverages because of their energy from being among individuals and their gregariousness.
- The fourth sub-hypothesis demonstrates that consumer personality openness to new experiences positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was refuted ($\beta=- 0.21$; $p=0.799$). The findings are contradictory to the research by Rehman and Manjur (2018) arguing that openness to new experiences trait has a beneficial influence on online impulsive purchases. Indeed, people with an openness to new experiences trait are more disposed to purchase spontaneously. By taking into account of Ivorian alcoholic beverage industry, consumers with a low score of openness to new experiences personality trait do not intend to purchase alcoholic beverages due to their self-discipline, or their adhesiveness to conventional routine proceedings which means they do not feel the need to consume alcoholic beverages.
- The fifth sub-hypothesis indicates that consumer personality neuroticism positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry was refuted. The outcomes corroborate the study by Rehman and Manjur (2018) affirming that the neuroticism personality trait impact negatively online impulsive purchases. Indeed, it describes the stable tendency to experience depressed feelings, and consumers with a high score of neuroticism can be stressed to purchase online due to their anxiety or fear of not receiving their purchases. By taking into account of Ivorian alcoholic beverage industry, consumers with a high

score of neuroticism personality trait do not intend to purchase alcoholic beverages due to their irritability, or emotional instability which means they are cautious about consuming alcoholic beverages.

Table 33

Summary: Results of the Third Hypothesis Testing

Hypothesis	Sub-hypotheses	Conclusion
H3: Consumer personality positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	H3a: Consumer personality conscientiousness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Supported
	H3b: Consumer personality agreeableness positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Refuted
	H3c: Consumer personality extroversion positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Supported
	H3d: Consumer personality openness to new experiences positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Refuted

Table 33 (continued)

Summary: Results of the Third Hypothesis Testing

Hypothesis	Sub-hypotheses	Conclusion
H3: Consumer personality positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	H3e: Consumer personality neuroticism positively and significantly influences consumer purchase intention in the Ivorian alcoholic beverage industry	Refuted

5.2 Comparisons between Literature and Findings

Concerning the literature elaborated in this study, it was indicated that brand personality is evaluated along five dimensions that directly impact consumers' brand impressions, comparatively to the "Big Five" model (Aaker,1997). Aaker's framework drew up a widespread (reputable and applicable) scale to measure brand personality (Koebel and Ladwein, 1999). Scholarly publications about brand personality are revolved around Aaker's framework by the reason of the considerable influence of this model. Despite that, the brand personality scale is applicable to "Big Five" model, supporting only three brand personality dimensions (sincerity, competence, and excitement). In contrast to the literature, in the context of the Ivorian alcoholic beverage industry, all the dimensions of brand personality have a connection with the dimensions of consumer personality.

Similarly, literature revealed that a specific brand personality can contribute to building a set of singular and positive combinations in the consumer mind, and hence create and increase brand equity (Keller, 1993). Consequently, brand personality is referred to as a fundamental aspect of the performance of a brand relating to priority and preference (Biel, 1993). Besides, in her study Aaker (1997) estimated the level of positive or negative attitudes people experience through each brand and deduced that personality variables were considerably associated with attitudes. Hence, a particular relationship described by different brands changed because some variables are associated with positive attitudes and others with negative attitudes. Along the same line, the personality variables

related to positive attitudes are sincerity, competence, and excitement (Aaker,1996). In comparison to the present results , it could be assumed those above-mentioned dimensions exert a significant impact on consumer purchase intention in the Ivorian alcoholic beverage industry.

Furthermore, literature indicated that consumer personality influences on consumers' preference for a brand that adequately reflects one's personality. Consumers are prone to consume a brand that manifests their personalities and is susceptible to selecting a brand or company, whose brand personality is being enhanced. In fact, when people feel there is an accommodation between their self-image and a personality brand, thus it can affect or drive a purchasing decision. In contrast to this, the actual results speculated "Big Five" model influences consumer purchase intention. And it was found that some dimensions influence consumer purchase intention in the Ivorian alcoholic beverage industry.

5.3 Conclusions

The objective of this research is to analyze the relationship between brand personality and consumer personality and determine the effects on consumer purchase intention. Considering that, personality can be considered people attitude's component for explaining the consumer's behavior towards a brand, as well as in the decision-making process or purchase intention, it is intended that the findings of the study will significantly impact the usage and documentation.

The outcomes of this research supported the first hypothesis, as all dimensions of brand personality have a positive and significant relationship with consumer personality of Ivorian alcoholic beverages industry. Regarding the first objective of the study, it could be deduced that brand personality and consumer personality are correlated in the Ivorian alcoholic beverage industry. In reference to the second objective, it was partly supported, as some dimensions of brand personality positively and significantly influence consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the discussion of the findings, it was determined that brand personality sincerity, competence and excitement positively and significantly influence consumer purchase intention. In terms of the third objective, it was slightly supported, as some dimensions of consumer personality positively and significantly influence consumer purchase intention in the

Ivorian alcoholic beverage industry. In reference to the discussion of the results, it was ascertained that consumer personality conscientiousness and extroversion positively and significantly influence consumer purchase intention.

5.4 Contributions of the Study

Recent studies have demonstrated that brand personality is correlated to consumer personality. Some researchers found that some dimensions such as sincerity, competence, and sophistication are mainly correlated to consumer personality because they can embody human character. Referring to sophistication and ruggedness dimensions, it was indicated that they reflect an inspirational behavior, and they cannot be associated with personality dimension. In the framework of the present study all the brand personality dimensions have been explored in order to see their correlation with all personality dimensions. It was found that all the dimensions are correlated to personality variables. Based on the outcomes, this thesis would be advantageous to the Ivorian alcoholic beverage industry particularly marketing managers or brand managers in appreciating the benefits of the correlation between brand personality and consumer personality of Ivorian alcoholic beverage industry. Future research workers and specialists would also profit from the research since it will enhance and intensify their comprehension on how brand personality can be associated with consumer personality of the Ivorian alcoholic beverage industry.

Furthermore, preliminary studies have stipulated the significant influence of brand personality on purchase intention. Nevertheless, these studies indicated both methodical and theoretical gap which should be adjusted. This research addressed those gaps by applying descriptive research design. In Ivory Coast's context, there is a scarcity of studies on this subject, hence the research also participates in empirical literature by displaying that three brand personality variables (sincerity, competence and excitement) exert a significant influence on consumer purchase intention in the Ivorian alcoholic beverage industry.

The study also participates in additional information with its notions of how consumer personality significantly influences consumer purchase intention of Ivorian alcoholic beverage industry. Besides, the study imparts behavioral theories, particularly

the personality trait theory, which indicates that human personality traits impact people's behavior as well as their purchase intention.

5.5 Implications and Recommendations

Marketing and research professionals have become increasingly interested in brand personality. This is not only because it makes the product attractive for new customers but also because it helps retain existing customers by engaging them in loyal relationships with the brand. Thus, understanding customer opinion of a brand is the best way to create a strong brand. Knowing the brand's personality allows marketers to design advertising campaigns based on generic brand opinions. In concordance with the research outcomes, some managerial implications can be highlighted to conduct to consumer purchase intention in the Ivorian alcoholic beverage industry. Based on the outcomes from this research finding, alcoholic beverage companies need to include and define an appropriate brand personality with the purpose of making consumers feel the brand personality. Additionally, it is highly recommend to company managers to revolve around brand personality sincerity, competence, excitement, sophistication, and ruggedness because there was a positive and significant relationship between all the variables of brand personality and consumer personality. The management of the alcoholic beverage industry need to perform a valuable and recognizable brand personality where it can facilitate consumers to feel bound to the brand personality. Because the greatest brand personality is estimable, the highest consumers will be congruent to the brand.

According to the results of this study, consumers have an apparent vision of the personality of alcoholic beverage brands and therefore, marketers can further promote persuasive personality traits in the Ivorian alcoholic industry. In fact, marketers of the alcoholic beverage industry should consider enhancing their marketing strategies to refine the brand awareness of their brand. These marketers could enhance their marketing efforts based on the main brand personality variables determined by this study. The main brand personality variables influencing purchase intention as defined by consumers were "sincerity", "competence" and "excitement". It is advisable that when branding alcoholic beverages, these variables should assign priority as part of their branding tactics. For this purpose, marketers can develop their business performances while incorporating these definite personality traits affecting consumer purchase intention. Consumers consider

brand personality as a predictor when intending about purchasing the alcoholic beverage industry.

Several points about the consumer personality of the alcoholic beverage industry were revealed. Based on the results, conscientiousness and extroversion have a positive influence on consumer purchase intention, while agreeableness, openness to new experiences, and neuroticism negatively influence consumer purchase intention. On the basis of these results, it is arguable that alcoholic beverage companies must be concentrated on distinct personality traits of consumers and apply diverse approaches to target diverse audiences. For instance, as outcomes describe that people who are extroverted are likely to intend about purchasing, so as to stimulate the managers must produce alcohol beverages surrounded by cordial or convivial notions. In addition, for those who are conscientious, companies can set up a discussion meeting with consumers to give them more details about the beverages they consume. Hence, it will create a bond between companies and consumers.

In terms of limitations, it was discovered that gender was not evenly distributed because the majority of participants were males. This study discovered that the majority of alcoholic beverage consumers in the Ivorian alcoholic industry are male because it is misinterpreted that the female gender consumes alcoholic beverages as they please. Future research could look into the effect of gender on the relationship between brand personality and consumer purchase intention in the alcoholic beverage industry.

This study focused only on the personality opinions of brand users. Interesting results can be found if comparisons are made between the personality opinions of users and nonusers of brands. The difference will be the gap to be filled by the brand to convert nonusers into users. In addition, future research on the relationship between brand personality and brand loyalty should be undertaken to assess the tangible benefits of the intangible dimensions of personality.

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APPENDICES

APPENDIX A

Informed Consent Form and Questionnaire

Dear Participant,

This research project is being conducted by N'guessan Marie Denise Kouassi of Final International University. This research project aims to analyze the relationship between brand personality and consumer personality and the effect of consumer purchase intention by using the Ivorian alcoholic beverage industry case. This survey is intended for people from 18 years and older.

The proposed study is entitled "ANALYZING THE RELATIONSHIP BETWEEN BRAND PERSONALITY AND CONSUMER PERSONALITY AND THE EFFECT OF CONSUMER PURCHASE INTENTION: THE CASE OF THE LOCAL ALCOHOLIC

BEVERAGE INDUSTRY IN IVORY COAST". You will be a participant of the project if you read and approve this informed consent form. The survey link will be active between 12/22/2022 and 01/02/2023. You are expected to participate in this survey study only once. The survey will be online. This survey is anonymous. Other than being anonymous, no information is required to identify you and you cannot be identified by the answers you supply. Information to be obtained within the scope of this study will only be shared in scientific publications, presentations, and online environments for educational purposes by the researcher. The data collected is anonymous and will be kept safely in an encrypted file on a computer.

Participation in this study is voluntary. Your participation in this project can contribute to your knowledge about brands and can support you in the future. None of the steps in the survey can cause personal discomfort. However, if you feel uncomfortable for any reason, you are free to quit the survey and leave the research without explaining the reason. In such a case, the information you provide will only be used by the researcher with your consent.

Thank you in advance for participating in this study. If you need any further information about the study or if you have any questions you would like to ask you can contact me on nguessan.kouassi@final.edu.tr or, +905338882183, the researcher. Thank you,

N'guessan Marie Denise Kouassi
Toroşlar Cad. No: 6 Girne, Cyprus

SCREENING QUESTIONS

- Do you accept to participate in this online survey? Yes No
- Do you live in Ivory Coast? Yes No
- Do you consume local alcoholic beverage products? Yes No

SECTION A: Respondent’s demographic data and general information.

1. What is your gender?

- Male Female

2. What is your age?

- 18 – 24 26 – 30 31 – 35 36 – 40
41 and over

3. What is your occupation?

- Student
- Self-employed
- Employed
- Unemployed
- Retired
- Other Please, state

4. What is your monthly household gross income?

- Lower than 60,000 XOF
- 60,000 XOF- 100,000 XOF
- 101,000 XOF- 150,000 XOF
- 151,000 XOF- 200,000 XOF
- More than 201,000 XOF

5. Which type of alcoholic beverages do you consume?

(You can choose more than one box)

- Beer
- Wine

- Spirits
- Cider
- Other

6. Please, write down the first brand that comes to your mind in the local alcoholic beverage industry

7. How often do you intend to purchase the local alcoholic beverages from this brand per month?

- Once
- Often
- Very Often
- All the time

SECTION B: For this section, use the local alcoholic beverage brand you mentioned above to answer the following questions. Indicate the level to which you agree or disagree with the following statements. There are no right or wrong answers. What is expected of you is that you choose the best choice from the alternatives offered in order to show your perceptions.

1 = Strongly disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly agree.

Brand Personality

1. Would you describe the local alcoholic beverage brand as “sincere”?	1	2	3	4	5
Sincere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cheerful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wholesome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Down-to-earth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Family-oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small-town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sentimental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Would you describe the local alcoholic beverage brand 1 as “competent”?					
Reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Secure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Successful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technical	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confident	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard-working	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Corporate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Would you describe the local alcoholic beverage brand 1 as “exciting”?					
Exciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trendy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Young	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Imaginative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Up-to-date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Spirited	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Independent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contemporary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Would you describe the local alcoholic beverage brand 1 as “though”?					
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Though	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Rugged	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Outdoorsy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Western	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Would you describe the local alcoholic beverage brand 1 as “sophisticated”?					

Upper class	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feminine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glamorous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good looking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smooth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION C: For this section, describe your personality in accordance with the use of the local alcoholic beverage brand you mentioned above to answer the following questions. Indicate the level to which you agree or disagree with the following statements. There are no right or wrong answers. What is expected of you is that you choose the best choice from the alternatives offered in order to show your perceptions.

1 = Strongly disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly agree

Consumer Personality

1. Conscientiousness	1	2	3	4	5
Hard-working	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-disciplined	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Punctual	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scrupulous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Persevering	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambitious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Agreeableness	1	2	3	4	5
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft-hearted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good-natured	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trusting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forgiving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Straightforward	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gullible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Openness to experience	1	2	3	4	5
Curious	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Broad interests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Imaginative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Untraditional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Extroversion	1	2	3	4	5
Fun-loving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sociable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimistic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Active	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talkative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Person-oriented	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affectionate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Neuroticism	1	2	3	4	5
Worrying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nervous	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emotional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Insecure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inadequate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hypochondriacal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION D: For this section, use the local alcoholic beverage brand you mentioned above to answer the following questions. Indicate the level to which you agree or disagree with the following statements. There are no right or wrong answers. What is expected of you is that you choose the best choice from the alternatives offered in order to show your perceptions.

1 = Strongly disagree; 2 = Disagree; 3 = Neither Agree nor Disagree; 4 = Agree; 5 = Strongly agree

Purchase Intention

Variables	1	2	3	4	5
1. I consider the brand products to be my first choice when I want <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> to purchase alcoholic beverages.					

If I want to buy products in the future, given the choice, I probably will buy products from this local alcoholic beverage brand.

3. In approximately 6 months, I expect that I will still consider products from this local alcoholic beverage brand to be my most frequently purchased brand.

4. I intend to purchase products from this local alcoholic beverage brand through various choices.

5. I will encourage other people to purchase this local alcoholic beverage brand.

Thank you for your valuable contribution.

APPENDIX B

Informed Consent Form and Questionnaire (French Version)

Cher participant,

Ce projet de recherche est conduit par N'guessan Marie Denise KOUASSI de Final International University. L'objectif de ce projet de recherche est d'étudier la relation entre la personnalité de la marque et la personnalité du consommateur sur l'intention d'achat du consommateur en utilisant des marques de boissons alcoolisées de l'industrie de brasserie ivoirienne. Cette enquête est destinée aux personnes de 18 ans et plus.

Le thème de cette recherche est intitulé : “ L'ANALYSE DE LA RELATION ENTRE LA PERSONNALITE DE LA MARQUE ET LA PERSONNALITE DU CONSOMMATEUR ET L'EFFET DE L'INTENTION D'ACHAT DU CONSOMMATEUR : LE CAS DE L'INDUSTRIE LOCALE DES BOISSONS ALCOLISEES DE COTE D'IVOIRE”. Vous serez un participant à ce projet de recherche si vous lisez et approuvez ce formulaire de consentement. Le lien vers l'enquête sera actif entre le 22/12/2022 et 02/01/2023. Vous êtes censé(e) participer à cette enquête une seule fois. L'enquête sera en ligne. Cette enquête est anonyme. Outre son caractère anonyme, aucune information n'est requise pour vous identifier et vous ne pouvez pas être identifié (e) par les réponses que vous fournissez. Les informations obtenues dans le cadre de cette étude seront uniquement partagées dans des publications scientifiques, des présentations et des environnements en ligne à des fins éducatives par le chercheur. Les données recueillies sont anonymes et seront conservées en toute sécurité dans un fichier crypté sur un ordinateur.

La participation à cette étude est volontaire. Aucune des étapes de l'enquête ne peut vous mettre mal à l'aise. Toutefois, si vous vous sentez mal à l'aise pour une raison quelconque, vous êtes libre de quitter l'enquête sans en expliquer la raison. Dans ce cas, les informations que vous aurez fournies ne seront utilisées par le chercheur qu'avec votre consentement.

Merci d'avance pour votre participation à cette étude. Si vous avez besoin de plus amples renseignements sur l'étude ou si vous avez des questions, vous pouvez me contacter par courriel à nguessan.kouassi@final.edu.tr ou par téléphone au +90 5338882183

Merci

N'guessan Marie Denise Kouassi

Toroslar Cad. No: 6 Girne, Cyprus

QUESTIONS DE SELECTION

- Acceptez-vous de participer à cette enquête en ligne ? Oui Non
- Etes-vous en Côte d’Ivoire ? Oui Non
- Consommez- vous les boissons locales alcoolisées ? Oui Non

SECTION A : Données démographiques et informations générales du répondant

1. Quel est votre genre ?
Masculin Féminin

2. Quelle est votre tranche d’âge ?
18 – 24 26 – 30 31 – 35 36 – 40 41 et plus

3. Quelle est votre profession ?
Etudiant
Travailleur indépendant
Salarié
Sans emploi
Retraité
Autres Veuillez spécifier.....

4. Quel est la tranche de votre revenu mensuel ?
Inférieur à 60 000 FCFA
60 000 FCFA- 100 000 FCFA
101 000 FCFA- 150 000 FCFA
151 000 FCFA- 200 000 FCFA
Supérieur à 201 000 FCFA

5. Quel type de boissons alcoolisées consommez-vous ?
(Vous pouvez choisir plus d’une case)

- Bières
- Vins
- Spiritueux
- Cidre
- Autres

6. Veuillez écrire la première marque qui vous vient à l'esprit dans l'industrie locale des boissons alcoolisées

7. Combien de fois par mois avez-vous l'intention d'acheter les boissons alcoolisées locales de cette marque ?

- Une fois
- Très souvent
- Souvent
- Tout le temps

SECTION B : Pour cette section, utilisez la marque de boisson alcoolisée locale que vous avez mentionnée ci-dessus pour répondre aux questions suivantes. Indiquez dans quelle mesure vous êtes d'accord ou non avec les affirmations suivantes. Il n'y a pas de bonnes ou de mauvaises réponses. Ce que l'on attend de vous, c'est que vous choisissiez le meilleur choix parmi les alternatives proposées afin de montrer vos perceptions.

1 = Pas du tout d'accord ; 2 = Pas d'accord ; 3 = Ni d'accord ni pas d'accord ; 4 = D'accord ; 5 = Tout à fait d'accord.

Personnalité de la marque

	1	2	3	4	5
1. Décrieriez-vous la marque locale de boissons alcoolisées comme étant "sincère" ?					
Sincère	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Honnête	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Réelle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Originale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gaieté	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amicale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Véridique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Axée sur la famille	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Petite ville	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sentimentale	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2. Décrivez-vous la marque locale de boissons alcoolisées 1 2 3 4 5
comme "compétente" ?**

Fiable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sécurisée	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intelligente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Succès	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confiante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travailleuse acharnée	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sens de l'entreprise					

**3. Décrivez-vous la marque locale de boissons alcoolisées 1 2 3 4 5
comme "passionnante" ?**

Passionnante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tendance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jeune	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Imaginative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A la page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Animée	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Audacieuse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indépendante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contemporaine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Décrivez-vous la marque locale de boissons alcoolisées 1 2 3 4 5					
comme étant "robuste" ?					
Masculine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Forte	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Robuste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extravertie	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Western	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Décrivez-vous la marque locale de boissons alcoolisées 1 2 3 4 5					
comme "sophistiquée" ?					

Classe Supérieure Féminine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Glamour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Belle apparence		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Douce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Charmante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>				

SECTION C : Pour cette section, décrivez votre personnalité en fonction de l'utilisation de la marque de boisson alcoolisée locale que vous avez mentionnée ci-dessus pour répondre aux questions suivantes. Indiquez dans quelle mesure vous êtes d'accord ou non avec les affirmations suivantes. Il n'y a pas de bonnes ou de mauvaises réponses. Ce que l'on attend de vous, c'est que vous choisissiez le meilleur choix parmi les alternatives proposées afin de montrer vos perceptions.

1 = Pas du tout d'accord ; 2 = Pas d'accord ; 3 = Ni d'accord ni pas d'accord ; 4 = D'accord ; 5 = Tout à fait d'accord.

Personnalité du consommateur

6. Conscience de soi	1	2	3	4	5
Travailleur (euse) acharné (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fiable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autodiscipline (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organisé (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ponctuel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scrupuleux (se)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soigné (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Persévérant (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambitieux (se)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Agréabilité	1	2	3	4	5
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coeur tendre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bon vivant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Faisant confiance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Serviable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indulgent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Franc et direct	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crédule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Ouverture d'esprit	1	2	3	4	5
Curieux (se)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intérêts varies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Créatif (ve)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Original (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Imaginatif (ve)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non linéaire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Extraversion	1	2	3	4	5

Amusant (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sociable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimiste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Actif (ve)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bavard (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>					
Oriente (e) vers la personne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affectueux (se)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>					
10. Neurotisme	1	2	3	4	5
Inquiet (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Nerveux (se)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emotif (ve)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Précaire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inadéquat (e)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hypocondriaque	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION D : Pour cette section, utilisez la marque de boisson alcoolisée locale que vous avez mentionnée ci-dessus pour répondre aux questions suivantes. Indiquez dans quelle mesure vous êtes d'accord ou non avec les affirmations suivantes. Il n'y a pas de bonnes ou de mauvaises réponses. Ce que l'on attend de vous, c'est que vous choisissiez le meilleur choix parmi les alternatives proposées afin de montrer vos perceptions. 1 = Pas du tout d'accord ; 2 = Pas d'accord ; 3 = Ni d'accord ni pas d'accord ; 4 = D'accord ; 5 = Tout à fait d'accord.

L'intention d'achat

Variables	1	2	3	4	5
1. Je considère les produits de la marque comme mon premier choix lorsque je veux acheter des boissons alcoolisées.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Si je veux acheter des produits à l'avenir, si j'ai le choix, j'achèterai probablement des produits de cette marque locale de boissons alcoolisées.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Dans environ 6 mois, je pense que je considérerai toujours les produits de cette marque locale de boissons alcoolisées comme étant la marque que j'achète le plus fréquemment.		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. J'ai l'intention d'acheter des produits de cette marque locale de boissons alcoolisées parmi plusieurs choix.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. J'encouragerai d'autres personnes à acheter cette marque locale de boissons alcoolisées.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>