

EFFECT OF BRAND PERSONALITY ON CONSUMER BUYING DECISION OF SWAN BOTTLE WATER IN NORTH-CENTRAL, NIGERIA.

JIBRIN, Abdulazeez Musa¹ & ABUBAKAR, Huzaiifa Agida² & YUNUSA Hauwa³

^{1,2&3}Department of Business Administration, Nasarawa State University, Keffi

Abstract

The consumer goods sector plays a crucial role in the economic development of Nigeria, contributing to job creation, economic diversification, exports and GDP. However, the performance of Swan bottle water in Nigeria has been inconsistent, with consumers showing continued preference for competing brands which has made Swan bottle water to lose its place as once a market leader. The objective of this study was to examine the effect of brand personality on consumer buying decision of Swan bottle water in North Central, Nigeria. This study adopted a survey research design with a sample size of 384 which was determined using Cochran sample size formula and purposive sampling technique was used to select the respondents. The study employed questionnaire as the instrument for data collection. Partial least square structural equation modeling was employed to analyze the data obtained. The study found that brand sincerity has positive and significant effect on consumer buying decision of Swan bottle water in North Central, Nigeria. while brand excitement has positive and insignificant effect on consumer buying decision of Swan bottle water in North Central, Nigeria. The study therefore recommended that SWAN table water should develop dynamic and entertaining content on social media that showcases the lifestyle associated with Swan bottled water, making it more relatable and exciting. They should also create memorable experiences through interactive marketing campaigns, events, or tastings that can evoke stronger emotions and excitement.

Keywords: Brand Personality, Brand Sincerity, Brand Excitement, Consumer Buying Decision

INTRODUCTION

The intensity of competition in the global business atmosphere has increased significantly orchestrated by the availability of multiple brands and goods aided by globalization and cross-border information flow, competing for attention and patronage of a single customer who most of the time, make abundant decisions relating to every feature of the product or service available to him/her (Attor et al., 2022; Jibril et al., 2019). This has forced businesses to make a shift from product-oriented approach to consumer-oriented strategies, emphasizing the importance of meeting consumers' needs and preferences. Consequently, understanding consumer decision-making in today's global marketplace is crucial for businesses navigating diverse cultural, economic, and social landscapes.

In Nigeria, consumer goods firms have witnessed intense competition for competitive advantage and market share which has been made challenging and complex given the high level of diversity among the populace. Consumer decisions are influenced by traditional values, socio-economic conditions, and technological integration as such, businesses ought to adapt strategies to balance tradition with modern trends (Ajayi et al., 2022). To navigate this challenging track of complex consumer decision making, companies ought to apply modern consumer-oriented marketing concepts that prioritizes consumers demands while overriding the influence of traditional values as well as socio-economic conditions on the buying decisions towards their brands.

According to Ekawati et al. (2021), brand personality entails the symbolic consumption and emotional connection that customers establish with a brand. This crucial intangible asset, goes beyond distinguishing the products and services provided by a company to establishing a psychological connection between products and consumers. Brand personality also functions as a medium for the representation of symbolism and self-expression.

A consumer's perception of the sincerity of a brand is a dimension through which he or she determines whether or not the brand is true to its essential values. Sincerity encompasses the brand's core values and guiding principles. As a result, a customer can determine if those fundamentals have a commercial orientation based on the genuineness of the brand (Attor, et al., 2022). Sincerity of brand helps businesses with the opportunity to build a friendship-based customer business connection which could trigger favourable purchase decision (McManus, et al., 2021).

Excitement, according to Cai and Mo (2020) entails the condition of being thrilled and craving a specific product or brand. A brand's ability to be considered exciting is based on its ability to be fashionable and adventurous, among other characteristics. Emotions like enthusiasm can play an important part in the customer experience, impacting perceptions as well as consumer involvement and, ultimately, brand choice (Lambert-Pandraud & Laurent, 2020).

Statement of the Problem

The consumer goods sector plays a crucial role in the economic development of Nigeria, contributing to job creation, economic diversification, exports and GDP. However, the performance of Swan bottle water in Nigeria has been inconsistent, with consumers showing continued preference for competing brands which has made Swan bottle water to lose its place as once a market leader. Over the years Swan bottle water contribution to the consumer goods sector has not been stable as shown by the UAC of Nigeria PLC Audited results in 2020 (-12%), 2021 – (+3.0%), 2022 – (-1.7%), 2023 – (n/m). This situation could be attributed to various government efforts at encouraging and protecting home grown food companies such as enforcing consumer protection laws and promoting fair competition through the Federal competition and consumer protection commission (FCCPC), promoting local industries, establishing free trade zones, introducing a new visa policy, replacing the expatriate quota and encouraging research and development. As this situation persists, Swan bottle water is confronted with intense competition from local firms and may witness more consumers showing preference for other brands which will be detrimental to their growth. Therefore, it becomes pertinent for Swan bottle water to look inward for solutions to this pitiable situation and hence this study seeks to examine the effect of brand personality on consumer buying decision of Swan bottle water in Nigeria and in particular the North Central Zone of Nigeria.

Extant studies have been researched on the effect of brand personality on consumer buying decision; such as Bharat (2021) who focused his study on smartphones in India, Attor et al. (2022) focused on telecommunication providers in Ghana, while Locally in Nigeria, Ladipo et al. (2021) focused on mobile telecom operators, Adindu and Aniuga (2022) focused on smartphone users in Umuahia, Abia State. While a study conducted by Harcourt (2023) used marketing performance to measure brand personality in Rivers State. Thus, numerous studies have investigated this topic across sectors and economies however, there is still paucity of studies that attempted to link brand personality to consumer buying decision in the consumer goods sector of Nigeria while being specific to UAC foods and hence the gap this study seeks to fill by examining the effect of brand personality on consumer buying decision of Swan bottle water in North Central, Nigeria.

The specific objectives of the study are to:

- i. examine the effect of brand sincerity on consumer buying decision of Swan bottle water in North Central, Nigeria;
- ii. determine the effect of brand excitement on consumer buying decision of Swan bottle water in North Central, Nigeria;

LITERATURE REVIEW

Consumer Buying Decision

According to Stankevich (2017), the consumer decision-making process is a step-by-step procedure that customers employ while purchasing goods or services. The steps that buyers go through before and after completing a purchase are considered in consumer buying behaviour. According to Qazzafi (2019), decision making, and psychological activity are involved while assessing, purchasing, consuming, or ordering products and services. The consumer buying decision process is the decision-making process that begins with the consumer purchasing products or services in the market in exchange for money before, during, and after the purchase of goods or services (Kotler & Armstrong, 2017). It helps the seller or marketer sell their goods or services in the market. If a marketer is effective in understanding customer behaviour as it relates to the consumer purchasing decision process for products or services, the marketer may be successful in selling its goods or services.

Brand Personality

Brand personality has been described as a collection of meanings describing the "inner" features of a brand. These meanings are based on the behaviour of consumers with personified brands (Davies et al., 2018). Measures of brand personality are frequently used to operationalize intangible brand connections, and the method has proven beneficial to both academics and practitioners in understanding the implications of such associations with a brand (Japutra & Molinillo, 2019). The personality of the brand is defined as the human properties of a brand that make it unique in comparison to other brands (Bairrada et al., 2019). According to Kumar (2018), brand personality is a combination of characteristics that apply and are significant both to brands. This study defined brand personality as the set of human traits and characteristics that are attributed to a brand. It shapes how consumers perceive and interact with the brand, influencing their emotional connection and loyalty.

Brand Sincerity

According to Stewart and Tierney (2017) Sincerity is a cornerstone of human conduct, embodying authenticity, transparency, and congruence between one's words, deeds, and intentions. It epitomizes a genuine disposition void of ulterior motives or pretense, fostering trust and credibility in interpersonal relationships. Individuals who exemplify sincerity engender respect and admiration, as they communicate and act in accordance with their core values and beliefs, transcending personal interests or social façades. This authenticity nurtures meaningful connections, anchoring bonds built on mutual understanding and empathy.

A consumer's perception of the sincerity of a brand is the dimension through which he or she determines whether or not the brand is true to its essential values. Sincerity encapsulates the brand's core values and guiding ideas. As a result, a customer can determine if those fundamentals have a commercial orientation based on the genuineness of the brand. According to McManus et al., (2021), brand sincerity and relatedness needs are closely related, provided those businesses are more likely to build a friendship-based customer business connection. This study defined brand sincerity as the authenticity and genuineness of a brand in its communications, actions, and values. It encompasses how well a brand aligns with its stated mission and the expectations of its audience

Brand Excitement

Excitement is associated with the characteristics of audacious, moving, thrilling, cool, youthful, inventive, original, up-to-date, independent and modern (Wisetsri, 2018). Thus, they typically utilize bright logos, non-ordinary typefaces, that are shown in unexpected and interesting locations and settings. This personality is often visible in sports tournaments and major music events. The team of managers works hard to encourage and stimulate the consumer, as businesses that "think outside the box" (Gómez-Suárez et al., 2017).

According to Kang et al., (2019), brand excitement is defined as the total amount of interest and affection that customers have for a certain brand. According to the findings of their study, the arousal and positive impacts of brand enthusiasm are considered as the emotional element of satisfaction. As a result, interesting businesses provide wonderful experiences while also meeting their objectives. Consumers continue to seek emotional fulfillment from the brand as a result of the accumulation of their encounters with it. However, this study defined brand excitement as the emotional response and engagement that consumers feel towards a brand. It encompasses feelings of enthusiasm, anticipation, and passion, which can drive customer loyalty and advocacy

Brand Sincerity and Consumer Buying Decision

Lokesh (2023) investigates the role of Brand Personality on Purchase Decisions in the Indian context. The study adopts a quantitative research design. Data was collected through an online survey distributed via email and social media platforms. Stratified random sampling technique was employed to ensure a representative sample. A sample of 500 respondents from various age groups in India participated in the study. Data was analyzed using advanced statistical techniques, including regression analysis and mediation analysis. The results show that brand sincerity demonstrated a significant positive correlation

with purchase intentions, indicating their strong influence on consumer behavior. The study was conducted outside Nigeria and may not be applicable here.

Cecelia (2023) investigated brand sincerity and customer loyalty of soft drink industries in Rivers State. The study adopted survey research design. Which was done through the use of a questionnaire. The population of the study comprised of consumers of the forty (40) registered soft drink manufacturing/dealer's firms in Rivers State as enlisted in Rivers State Yellow Page, 2013/2014. The sample size was determined using taro Yamane sample size determination technique. Convenience sampling procedure was used to select the respondents. The data was analyzed using SPSS v23. The findings revealed that brand sincerity has a strong positive association with customer loyalty of soft drink industries in Rivers State. The study focused on customer loyalty which means that the result may not be applicable to consumer buying decision.

Cardoso et al. (2022) Analysis of the impact of Airbnb brand sincerity on consumer involvement and institutional trust. In order to carry out a comprehensive analysis, theoretical and empirical research methods were used. The selected marketing research methodology was quantitative research, and it aimed to analyze the relationships between the constructs. The target population for the survey was adult users of Airbnb services in European countries. Convenience sampling was used to select the sample. The primary data collection in this paper is carried out through an online survey. The survey had a total of 124 respondents. The hypothesis was tested using Pearson correlation. The result show that brand sincerity is shown to have a significant effect on consumer involvement and institutional trust. The study was limited to a small population and may not be applicable to a larger population.

Brand Excitement and Consumer Buying Decision

Shezi (2022) investigated the role of brand personality influencing team identification among PSL teams in South Africa. A descriptive research design and quantitative research method were used. A self-administrated questionnaire was used as the instrument for data collection from participants. Generation Y university students were the target population for this study. The participants were full-time students registered at two public higher education institutions in South Africa, namely a traditional university and a university of technology. Convenience sampling method of non-probability sampling was employed during the data collection process. Data for this study was collected from the Sedibeng district in Gauteng, South Africa. A total number of 435 questionnaires were completed. The study utilized descriptive statistics, reliability and correlation analysis. In addition, confirmatory factors analysis, specifically structural equation modelling (SEM) was used to validate and model the role of brand personality influencing team identification. The Statistical Package Social Sciences (SPSS) and Analysis of Moment Structures (AMOS), Version 27 for Windows were used to perform the analysis for this study. The result revealed that brand personality was statistically significant and therefore influences team identification among PSL teams. The study focused on South Africa which the result will not be applicable to Nigeria

Adindu and Aniuga (2022) examined the influence of brand excitement on consumer buying decision of buyers of Smartphones. The study adopted a survey research design. The population of the study comprised buyers/users of Smartphones in Umuahia, Abia State, Nigeria. The study collected primary data from 400 users of smartphone using a questionnaire. Since the size of the population was unknown, the sample size was determined using Cochran formula. The convenient sampling technique was used to arrive at the test units. Simple regression was used as a method of data analysis. The data was analyzed using E-views (2022). The researcher used closed – ended questions in the survey. The study revealed that brand excitement has a positive and statistically significant influence on consumer buying decision of buyers of Smartphone. The study focused on smartphone user which the result may not be generalized Shekhar et al., (2022) examined the impact of brand excitement on consumer buying decision. The research method is a collection of reliable and organized guidelines, instruments, and techniques for gathering information. The goal of the study was applied, and the data collection method used in the study was descriptive causal. The study used two categories of data collection techniques namely library

techniques and field techniques. The results showed that brand excitement has a statistically significant link with consumer buying decision.

Personality Trait Theory

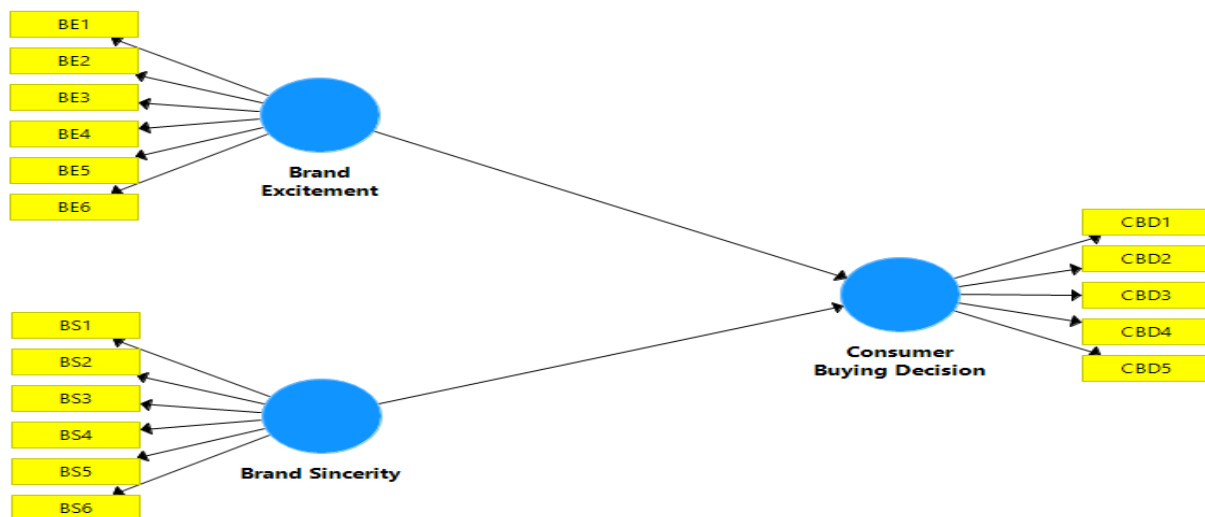
This study is based on personality trait theory which was propounded by an American psychologist and educator Gordon Allport in 1937. Personality trait theory emphasizes the uniqueness of individuals and the internal cognitive and motivational processes that influence behavior. The theory proposes that personality is biologically determined at birth and shaped by environment and experience. A Person's behavior in terms of thoughts and feelings are determined by their personality (Allport, 1961). Different researchers have different views about personality traits, some believe that personality traits are generated naturally and are stable while others believe that personality traits will continue to evolve (Sternberg, 2000).

METHODOLOGY

The study adopted a Survey research design, using primary data in the form of a structured questionnaire to examine the effect of brand personality on consumer buying decision of Swan bottle water in North central, Nigeria. The population of the study consist of all consumers of Swan bottle water in North Central, Nigeria. Since there is no available data on the exact number of consumers of Swan bottle water in the region, the study declares the population to be infinite and as such, the Cochran sample size determination formula was employed to arrive at 384. However, the sample size used for the study was four hundred and three (403) consumers of Swan bottle water in North Central Nigeria including a five percent (5%) provision for un-responded and/or unreturned questionnaires. The study used adopted purposive sampling technique where Swan water consumers who have consumed the product more than three (3) times was be chosen.

Model specification

The model of the regression analysis is specified thus:



structural model for direct relationship between brand personality and consumer buying decision

RESULTS AND DISCUSSION

Table 1: Descriptive Statistics

	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Skewness
BS	4.24	4.45	1	5	0.79	1.69	-1.08
BE	4.37	4.55	1	5	0.74	1.82	-1.29
CBD	4.33	4.45	1	5	0.78	1.86	-1.28

Source: SMART PLS Output, 2025

Table 1 provided statistical description of the variables as expressed in the data collected in terms of the mean, minimum, maximum, standard deviation, skewness and kurtosis values, brand sincerity (BS) showed minimum and maximum values of 1 and 5 respectively with an average value of 4.2 and a standard deviation value of 0.79. Brand excitement (BE) had minimum and maximum values of 1 and 5 respectively however, it showed an average of 4.3 along with a standard deviation of 0.74. Consumer buying decision (CBD) had a mean value of 4.3 along with a standard deviation value 0.78.

Indicator Reliability

When evaluating the measurement model, we initiate the process by examining the item outer loadings. Generally, it is recommended to consider loadings above 0.708, as they signify that the construct accounts for more than 50 percent of the variance in the indicator, ensuring acceptable item reliability (Hair et al., 2019). However, Hair et al. (2019) also suggest that low but statistically significant indicator loadings (below 0.50) may be included. Conversely, outer loadings below 0.4 should be eliminated, and in exploratory research, loadings between 0.4 and 0.7 may be retained if the average variance extracted is satisfactory (Hair et al., 2014). This justifies the decision not to exclude indicators with loadings below 0.70 and above 0.40 from the model.

Measurement Model

Indicator Reliability

In assessing the measurement model, we begin by assessing the item outer loadings. As a rule, loadings above 0.708 are recommended, as they indicate that the construct explains more than 50 percent of the indicator's variance, thus providing acceptable item reliability (Hair, et al., 2019). However, Hair, et al., (2019) also posited that low but significant indicator loading (less than 0.50) can be included. Also, outer loadings less than 0.4 should be deleted and in exploratory research, loadings more than 0.4 and less than 0.7 can be retained if the average variance extracted in satisfied (Hair, et al., 2014) hence justifying why indicators with loadings less than 0.70 and above 0.40 were deleted from the model.

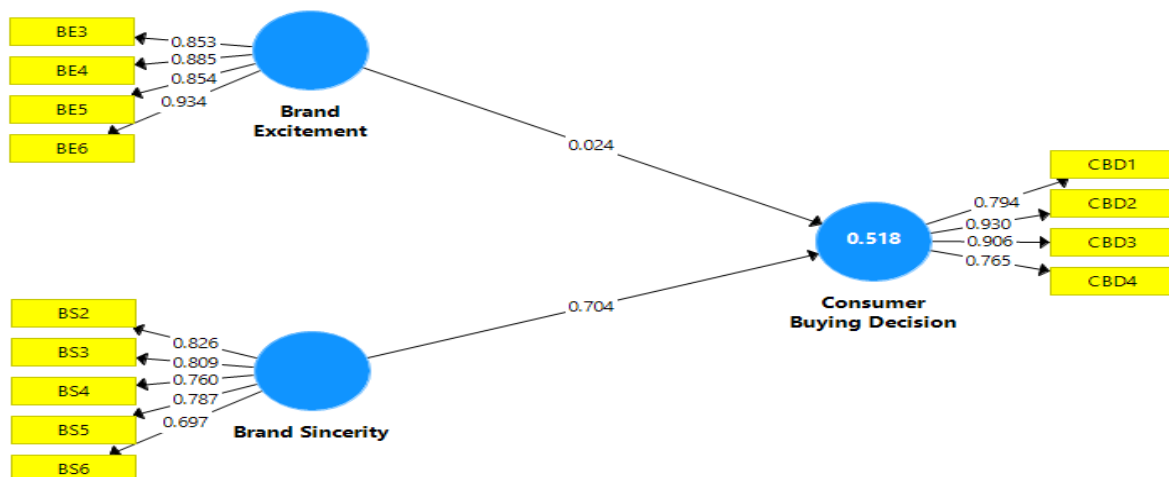


Fig 2: Indicator Loadings.

Source: SMART, PLS Output, 2025

Table 2: Factor Loadings of the Constructs

	Brand Sincerity	Brand Excitement	Consumer Decision	Buying
BE3	0.853			
BE4	0.885			
BE5	0.854			
BE6	0.934			

BS2	0.826	
BS3	0.809	
BS4	0.760	
BS5	0.787	
	0.697	
CBD1		0.794
CBD2		0.930
CBD3		0.906
CBD4		0.765

Source: SMARP-PLS Output, 2025

Construct Reliability

To establish internal consistency reliability of the construct, Cronbach's alpha and composite reliability (CR) should be higher than the threshold of 0.7. It is clear from the table 4.4, that all the latent indicators are reliable since their values are higher than the threshold value of 0.7. As an alternative to Cronbach's alpha and composite reliability, Dijkstra and Henseler (2015) proposed rho A as an approximately exact measure of construct reliability, which usually lies between Cronbach's alpha and the composite reliability. Hence, rho A may represent a good compromise if one assumes that the factor model is correct.

Convergent Validity

Convergent validity gauges the degree to which a construct converges to elucidate the variance within its items. To evaluate convergent validity, the average variance extracted (AVE) should exceed 0.5. As depicted in Table 3, the AVE values for all constructs surpass 0.5, affirming that our constructs meet the criteria for convergent validity. This observation suggests that the entire construct accounts for 50 percent or more of the variance present in the items comprising the construct.

Table 3: Construct Reliability and Convergent Validity of the Indicators

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Brand Sincerity	0.791	0.863	0.612
Brand Excitement	0.788	0.863	0.709
Consumer Buying Decision	0.781	0.859	0.604

Source: SMART PLS Output, 2025

Discriminant Validity

Discriminant validity is the extent to which a construct is empirically distinct from other constructs in the structural model. There are many traditional methods for discriminant validity assessment, such as cross loadings and the Fornell-Larcker criterion (Fornell & Larcker, 1981), but researchers are advised to apply the Heterotrait-Monotrait (HTMT) criterion (Henseler et al., 2014). This is because traditional methods fail to indicate a lack of discriminant validity, even when two constructs are perfectly correlated, rendering this criterion's use ineffective for empirical research. For this thesis, table 4.4 shows the HTMT criterion for all the latent constructs. The discriminant validity of the construct is valid if the upper bound of the 95% confidence interval of HTMT is lower than 0.9. From table 4.4, this condition is satisfied.

Table 4: Heterotrait-Monotrait Ratio (HTMT)

	Brand Sincerity	Brand Excitement	Consumer Buying Decision
Brand Sincerity	1.00		
Brand Excitement	0.790	1.00	
Consumer Buying Decision	0.576	0.854	1.00

Source: SMART-PLS Output, 2025

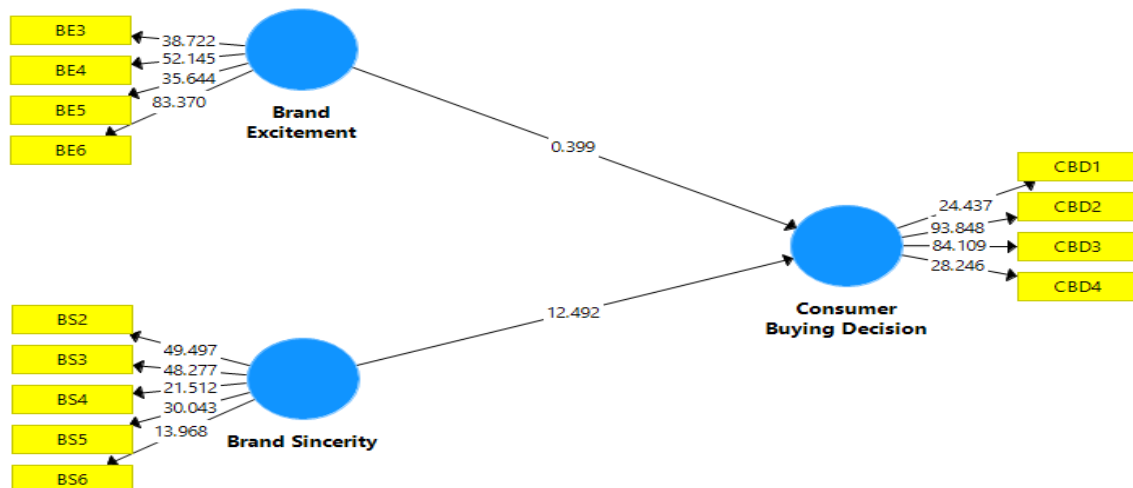
The variance inflation factor (VIF) was used to evaluate collinearity of the formative indicators. All the VIF values were less than 5 indicate the absence of critical collinearity issues among the indicators of formatively measured constructs (Hair, et al., 2019).

Model Goodness of Fit (GoF)

Sequel to the need to validate the PLS model, there is a need to assess the goodness of fit of the model as Hair, et al. (2017) suggested. This study used the standardised root mean square residual's (SRMR). The choice of this index was based on the fact that the SRMR provides the absolute fit measure where a value of zero indicates a perfect fit. The study adopted Hu & Bentler (1998) suggestion that a value of less than 0.08 represents a good fit while applying SRMR for model goodness of fit. The study result indicates an SRMR value of 0.030. This indicates the model is fit.

Assessing the Structural Model

Having satisfied the measurement model assessment, the next step in evaluating PLS-SEM results is to assess the structural model. Standard assessment criteria, which was considered include the path coefficient, t-values, p-values and coefficient of determination (R^2). The bootstrapping procedure was conducted using a resample of 5000.



Source: SMART, PLS Output, 2025

Table 4: R Square Table

	R Square	Q ² (=1-SSE/SSO)	P.Value
Consumer Buying Decision	0.518	0.369	0.000

Source: SmartPLS Output, 2025

The R-square value stood at 52% indicating that brand personality proxied by brand competence and brand sophistication are responsible for 54% variation of consumer buying decision of Swan bottle water in North Central, Nigeria. The remaining 48% variation could be explained by other factors not included in the study. Based on Hair, et al., (2019), the r-square is considered substantial. The result of the path analysis is presented in the table below:

Test of Hypotheses

The table below show the path coefficients, t-values and p-values used to test the hypotheses of the study:

Table 7: Path Coefficient of the Model

Variables	Beta	T Statistics (O/STDEV)	f ² Values	P Values	Decision
Brand Sincerity-> Consumer Buying Decision	0.704	12.492	0.147	0.000	Rejected
Brand Excitement -> Consumer Buying Decision	0.024	0.399	2.394	0.690	Accepted

Source: SMART-PLS Output, 2025

Hypothesis One

H₀₁: Brand sincerity has no significant effect on consumer buying decision of swan table water in North Central, Nigeria.

The result of the test as shown in table 7 revealed that brand sincerity has positive and significant effect on consumer buying decision of swan table water in North Central, Nigeria, with $\beta = 0.704$ and $p = 0.000$. Thus, hypothesis one was not supported and therefore rejected at 5% level of significance. There is adequate evidence to reject the null hypothesis and the study therefore conclude that brand sincerity has positive and significant effect on consumer buying decision of swan table water in North Central, Nigeria.

Hypothesis Two

H₀₂: Brand excitement has no significant effect on consumer buying decision of swan table water in North Central, Nigeria.

The result from table 7 revealed that brand excitement has positive but insignificant effects on consumer buying decision of swan table water in North Central, Nigeria, with $\beta = 0.024$ and $p = 0.690$. Thus, hypothesis two was supported and therefore accepted at 5% level of significance. There is adequate evidence to accept the null hypothesis and the study therefore conclude that brand excitement has positive and insignificant effects on consumer buying decision of swan table water in North Central, Nigeria.

Discussion of Findings

The first finding revealed that brand sincerity has a positive and significant on consumer buying decision of Swan bottle water in North Central, Nigeria, this implies that that higher perceived brand sincerity leads to an increase in consumer purchasing decisions. This means that consumers who view Swan bottled water as a sincere brand are more likely to buy it. The finding is in agreement with Lokesh (2023) who found a significant effect on Purchase Decisions in the Indian context

Secondly, findings revealed that brand excitement has positive but insignificant effect on consumer buying decision of Swan bottle water in North Central, Nigeria. This implies that that as brand excitement increases, consumer buying decisions may also increase. This implies that consumers who feel more enthusiastic about the brand are somewhat more likely to purchase the product. This finding agrees with the findings of Adindu and Aniuga (2022) who found positive but insignificant effect on consumer buying decision of buyers of Smartphones in Umuahia, Abia State, Nigeria.

CONCLUSION AND RECOMMENDATIONS

This study explores the impact of brand personality on consumer buying decisions for Swan table water in North Central Nigeria. The results indicate that brand sincerity plays a crucial and significant role in influencing consumer purchasing behavior. This underscores the importance of building trust and authenticity in the brand, as consumers are more likely to choose products from a brand they perceive as sincere. while brand excitement shows a positive relationship with buying decisions, it does not reach statistical significance. This suggests that while excitement can enhance consumer interest, it is not a decisive factor in purchasing decisions for Swan table water.

Finally, the findings highlight that focusing on brand sincerity is essential for driving consumer loyalty and purchase intentions, whereas brand excitement may need to be supported by other marketing strategies to effectively influence buying behavior. Based on the findings and conclusions above, the study recommends thus:

- i. SWAN table water should regularly share information about sourcing, production processes, and sustainability efforts. This builds trust and shows commitment to quality. Also, they should share clear and honest information about sourcing, production processes, and sustainability practices. This can build trust with consumers.
- ii. SWAN table water should develop dynamic and entertaining content on social media that showcases the lifestyle associated with Swan bottled water, making it more relatable and exciting. They should also create memorable experiences through interactive marketing campaigns, events, or tastings that can evoke stronger emotions and excitement.

REFERENCES

- Attor, C., Jibril, A. B., Amoah, J., & Chovancova, M. (2022), "Examining the influence of brand personality dimension on consumer buying decision: evidence from Ghana", *Management & Marketing. Challenges for the Knowledge Society*, Vol. 17(2), pp. 156-177.
- Ajayi, D. O., Ogah, A. V., & Nwachukwu, C. (2022). Package graphic design and customers' patronage. *African Journal of Management and Business Research*, 3(5), 105-114. <http://www.afropolitanjournals.com/>
- Bairrada, C. M., Coelho, A. and Lizanets, V. (2019), The impact of brand personality on consumer behavior: the role of brand love. *Journal of Fashion Marketing and Management*, 23(1), 30-47.
- Cai, Y., & Mo, T. (2020). Making an exciting brand big: Brand personality, logo size, and brand evaluation. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 37(3), 259-267.
- Cardoso, A., Paulauskaite, A., Hachki, H., Figueiredo, J., Oliveira, I., Rego, R., Silva, R., & Meirinhos, G. (2022). Analysis of the impact of Airbnb brand personality on consumer involvement and institutional trust, *Journal of Open Innovation: Technology, Market, and Complexity*, Vol. 8(3), pp. 1-16, <https://doi.org/10.3390/joitmc8030104>
- Cecelia, U. K. N. (2023) Brand Personality and Customer Loyalty of Soft Drink Industries in Rivers State. *International Journal of Business Diplomacy and Economy*. Vol 2 (6), 118-141.
- Davies, S., & Philpott, C. (2017). "The Routledge Handbook of Literature and Space." Routledge.
- Ekawatia, N. W., Yasa, N. N. K., Kusumadewia, N. M. W., & Setini, M. (2021). The effect of hedonic value, brand personality appeal, and attitude towards behavioral intention. *Management Science Letters*, 11, 253–260.
- Harcourt, H., Kayii Numbarabari, E., & Ikegwuru, M. (2020). Brand Personality and Customer Loyalty of Beverage Firms in Rivers State of Nigeria. *International Academic Journal of Management and Marketing*, 6(5), 115-129.
- Hassan, F. M. & Hami, M. (2024). Examining the mediating role of advertising on brand personality and consumer purchase decision. *IJAEDU- International E-Journal of Advances in Education*, Vol. X (27 & 28), 45-51.
- Japutra, A. & Molinillo, S. (2019). Responsible and active brand personality: On the relationships with brand experience and key relationship constructs. *Journal of Business Research*, <http://dx.doi.org/10.1016/j.jbusres.2017.08.027>
- Jibril, A., Kwarteng, M., Chovancova, M., & Pilik, M. (2019). The impact of social media on consumer brand loyalty: A mediating role of online based-brand community. *Cogent Business & Management*, 6(1), 1673640.
- Kotler, P., & Keller, K. L. (2016). "Marketing Management." Pearson.
- Ladipo, P.K.A., Mordi, K.I. & Iheanacho, A.O. (2021). Effect of brand personality on consumer product choice in the telecoms industry. *Academy of Marketing Studies Journal*, 25(4).
- Lambert-Pandraud, R., & Laurent, G. (2020). Impact of age on brand choice. *The Aging Consumer: Perspectives from Psychology and Marketing*, 163.
- Lokesh, J. (2023) The Role Brand Personality Plays in Purchase Decisions. *Journal of Propulsion Technology*, 44(4), 322-329.

- McManus, J. F., Carvalho, S.W. & Trifts, V. (2021). "The role of brand personality in the formation of consumer effect and self-brand connection", *Journal of Product & Brand Management*, DOI: <https://doi.org/10.1108/JPBM-08-2020-3039>.
- Shekhar, V. (2022). A study of impact of brand personality on consumer decision making. *NeuroQuantology* 2022; Vol. 20 (8), 10756-10763.

Questionnaire

	Brand Excitement (BE)	SA	A	U	D	SD
BE1	Swan bottle water is very unique					
BE2	Swan bottle water is very cool					
BE3	Swan bottle water is very modern					
BE4	Swan bottle water is very independent					
BE5	Swan bottle water is very creative					
BE6	Swan bottle water is very exciting					
	Brand Sincerity (BS)					
BS1	Swan bottle water is very simple					
BS2	Swan bottle water is very realistic					
BS3	Swan bottle water is very friendly					
BS4	Swan bottle water is very original					
BS5	Swan bottle water is very sincere					
BS6	Swan bottle water is very sentimental					
	Consumer Buying Decision (CBD)					
CBD1	The quality of a product significantly influences my buying decision					
CBD2	My emotional response to a product affects my decision to purchase it					
CBD3	I consider the risks associated with a product before making a Purchase.					
CBD4	I am more likely to purchase products from brands I am loyal to					
CBD5	The ease of using a product influences my decision to buy it					