
Using consumer's sport cluster membership to predict affective brand loyalty

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Abstract

If products yield almost identical physical product attributes, the brand attribute is often key for the final purchase decision of a consumer. It is well known, that consumers tend to choose that branded product, which arouses the most positive brand affect. Brand affects encompass brand related emotions, like joy or happiness, and are strongly driven by the personality of a brand. Brand personality is defined as the set of human characteristics associated with a certain brand. In this context, it has been found that consumers prefer those brands which match their own personality traits. Hence, consumer's personality could be used as a predictor for consumer's affective brand loyalty created by brand personality.

However, the exploration of the personality structure of a target market segment constitutes highly cost intensive, because consumer's personality traits are not a directly observable. Hence, a company may reduce their efforts by relating consumer's personality to a variable, which is easily observable.

Within our study, we search for such a variable and check, if consumer's sport cluster membership mirrors consumer's personality traits. To operationalize consumer's personality, we use the established Big Five model, which assumes that personality is determined by five factors: extraversion, neuroticism, agreeableness, conscientiousness and openness to experience. Based on an empirical study, we found evidence, that sport clusters like for example nature sportsmen or fitness sportsmen; differ significantly within their extraversion, conscientiousness and openness. This argues for a relationship between consumer's personality and her/his sport cluster membership. Hence, companies may read consumers' personality traits from their sport cluster membership. To this end, consumer's sport cluster membership could be used as a predictor for consumer's affective brand loyalty through brand personality.
