THE IMPACT OF BRAND PERSONALITY ON BRAND PREFERENCE AND LOYALTY: EMPIRICAL EVIDENCE FROM MALAYSIA

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ABSTRACT

This article examines the roles of the perception of brand personality in consumers' brand preference and loyalty. This research conducts a survey of 300 adults in Malaysia with regard to brand personality, brand preference and loyalty in investigating two foreign brand coffee outlets, Starbucks and Coffee Bean. A questionnaire was used to gather data from respondents in various cities in Malaysia using purposive and convenience sampling methods. Statistical tests including factor analysis, reliability analysis and multiple regressions were utilized. The results of the analysis revealed that there are differences in consumer's perception on brand personality attributed to foreign coffee outlet brands. The results indicate that Starbucks is a better brand than Coffee bean. The result shows that brand personality has a strong effect and influence on brand preference and consumer loyalty. This study suggests that intangible attributes contribute to brand perceptions, consumer preference and loyalty. The research findings provide useful insights for practitioners, brand managers and academicians.

JEL: M3, M31

KEYWORD: Brand personality, Starbucks, Coffee Bean, Personality Inventory, Malaysia

INTRODUCTION

Brands constitute the basis by which organizations position themselves in a competitive surrounding. They serve as a vital distinction element in what any given organization offers relative to its competitors. Thus, purchasing a particular brand may enable individuals not only to achieve maximum benefit by way of the brand's implemental meaning, but also to express their personalities through the product's symbolic meaning (Slaughter, 2004).

It is a well-known fact that consumer brands have significance that goes far beyond their utilitarian, functional, and commercial value (Ericksen, 1996; Leigh and Gabel, 1992; Czikszentmihalyi and Rochberg-Halton, 1981; Mick, 1986; Levy, 1959) Consumers do not "consume brands for their material utilities but consume the symbolic meaning of those brands as portrayed in their images" (Elliot, 1997). Thus, the brands that are consumed are not only "bundles of attributes that yield particular benefits" (Holt, 1995) but they are capable of signifying symbolic meaning to consumers. This was confirmed by a recent study by Bhat and Reddy (1998) who reported that brands have both functional as well as symbolic significance for consumers. Marketing scholars have become increasingly interested in understanding and measuring the symbolic meaning consumers attribute to brands. It is expected the more a consumer perceives a brand to have personality dimensions the better they can generate preference. This article examines the role of the perception of brand personality in consumers' brand preference and loyalty. The remainder of the paper is organized as follows. In Section 2 there will be literature review, section 3 describes the theoretical framework, section 4 explains the research methodologies used in the study

followed by presentation of result and analysis. Finally, the paper is concluded with a discussion, limitations of the study and description of future work in Section 5.

LITERATURE REVIEW

In recent years there has been a considerable amount of literature published on brand personality. Amidst the existing researcher regarding brand equity, a central fundamental is concerned with the image of a brand. The work of Kapferer and Theoning (1994) anticipated that brand image is the determinant of mental representations, emotional and/or cognitive, an individual attribute to a brand or to an organization. Brand personality is one of the indispensable constituent of brand image. Plummer (1985) delineates brand personality as being perceptions of a consumer about a brand. The brand has a peculiar personality profile. David Aaker (1991) in fact points out that any brand has an identity and nature, i.e a brand personality. This view is supported by Keller (1993) concluding that it tends to serve a symbolic or self-expressive function. Some researchers define brand personality from its expressions. Upshaw (1995) argues that brand personality is the same as brand image or brand reputation. In fact, the visual aspect of a brand is the extraneous personality depicted by the brand, like that of a person. An external personality is something that is given to the characteristic of a brand, and functions as the causal connection between the brand and the consumer either now or in the future. The more riveting and engrossing a brand, the more emotional the consumer communication will be. Hence, like the idea of Macrcac (1996), communication with consumers has the feature of variance dependant on brand personality profiles.

Furthermore, some researchers define brand personality from its construction. Rajeev Batra (1999) claim that brand personality is the internal link of the whole brand image. It includes, but is not bounded to, all of the relationships among the brand specialty, the brand identity, and the lifestyle and characteristics of a consumer. All such relationships create the entire image of a brand. Langmeyer (1994) concludes a brand personality is built by its characteristics and the fascinating response process of consumers in the market surrounding; precisely like that the personality of a person is based on his or her genetic endowment and his or her environment. Their researches show that the image of a product or service can be measured independently, and it is not related to the target consumers.
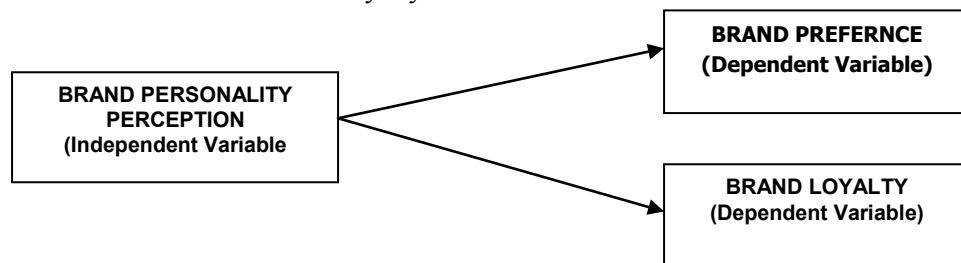
Aaker (1997) considered that brand personality represents the set of human characteristics associated with a brand. For example, Absolut Vodka was described as a cool, hip, contemporary 25-year old man. The personality traits associated with a brand, such as those associated with an individual, tend to be relatively enduring and distinct. Among all brand research, little has been done based on the Chinese market, and far less is founded in the perceptions of consumers about their preference, attitude, loyalty, and buying intent. Aaker (1997) insisted that brand personality, used as a heuristic cue, might influence consumer attitudes. The brand personality framework and scale developed by Aaker have important applications for researchers examining the perceptions of brand personality across cultures. Nonetheless, the scale might not be appropriate for measuring brand personality in different cultural contexts.

Aaker (1997) developed a 42-item Brand Personality Scale (BPS) to structure and measure the brand personality of any brand across five key dimensions. The research focuses on dimensions in examining the salience of brand personality for each brand as perceived by consumers. Although brand personality dimensions and framework create by Aaker (1997) were tested across many product categories (such as shoes, clothing, cars, fragrance, soft drink, credit card and so on) in different countries, the theories have only been tested by Bamini, A.Saufi and Amran (2008) in the car market of Malaysia. It was found that only when consumers perceive a brand to have descriptive personality does it influence the preferences. The idea here is that consumers become "attached" to a brand on the personality and intangible level whereby feelings influence brand preference and loyalty. Bamini et al (2008) suggest that further investigation is needed in different brands and product levels for further confirmation and

understanding. Therefore, this study provides a significant contribution on determining the effectiveness of Aaker's dimension in a Malaysian context in a different market setting.

CONCEPTUAL FRAMEWORK

Figure 1: Proposed Theoretical Model Framework the Relationship between Brand Personality Perception with Brand Preference and Loyalty

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┌─────────────────────────┐                  ┌─────────────────────────┐
│   BRAND PERSONALITY     │ ───────────────▶ │   BRAND PREFERNCE       │
│   PERCEPTION            │                  │   (Dependent Variable)  │
│   (Independent Variable │                  └─────────────────────────┘
│                         │
└─────────────────────────┘ ───────────────▶ ┌─────────────────────────┐
                                              │   BRAND LOYALTY         │
                                              │   (Dependent Variable)  │
                                              └─────────────────────────┘
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The theoretical framework in Figure 1 shows the important elements of this research. Consumers perception on brand personality serves as an independent factor influencing the brand preference and loyalty as the dependent factors.

Figure 1 shows the proposed theoretical model. Extensive literature on personality in psychology and other behavioral sciences has persuaded marketing researchers to theorize that brand personality characteristics should predict brand preference and other types of buyer activity (Bamini et.al 2005, Engel, J., Blackwell, R. & Miniard, 1995). Therefore, within such a framework the direct effect of personality attributes on consumers perception about a brand create brand preference and loyalty. Brand personality is different among different brands. Thus, it is important to distinguish brand differences, since brand personality influences the perceptions of consumers.

RESEARCH HYPOTHESES AND METHODS

Brand personality is different among brands. It is important to distinguish brand differences, because brand personality influences the perceptions of consumers. The perception of a brand personality is considered an expressive valuation of a brand in the mind of consumers. Based on brand personality valuation, a hypothesis is set up as follows:

The perception of brand personality influences directly the consumer's preference and loyalty.

A non-student sample representing the population in Malaysia was collected. Fifty percent of the sample was female respondents aged between 20 and 50. A sample of various working respondents from the government and private sectors were surveyed. To enhance generalizability, according to Nunnaly (1978), a sample of 300 respondents is sufficient to test measurement scales in a research study. Thus, a sample (n = 300) that represented the Malaysian population with respect of working adults with purchasing power in making decision on selecting a particular brand were selected. The subjects in the two brand surveys were selected from the same sample base. Using an intercept survey method, these respondents were approached conveniently, and were delivered a questionnaire by hand. The survey was conducted with the assistant from the researcher if required. The surveys were conducted in Malaysia including the main cities of Penang, Ipoh, Kuala Lumpur, Kuantan, Johor Bharu, Kota Kinabalu and Kuching . Approximately 70 questionnaires were distributed at each research location. This approach was taken to provide equal ratio of sample for each area. Usable responses of 261 out of 280 collected which translate to 87% of response rate.

For the purpose of brand personality testing, two mega-foreign coffee brands in Malaysia were chosen: Starbucks and Coffee Bean & Tea Leaf. All respondents who participated in the study were supposed to

be familiar with these two brands. Two filter questions were included to eliminate the non-respondents, as "You know the brand Starbucks/Coffee Bean?" Using a five-point Likert scale (1=extremely descriptive, 5=completely non-descriptive), subjects were asked to rate the extent to which 42 personality traits (Aaker, 1997) described the brand Starbucks; the same was done for Coffee Bean. We used also a five-point semantic scale to test the image of a brand as follows:

I think Starbucks is a _____ brand.

Good---------(1)----(2) --------(3)------(4)-----(5) Bad
Positive------(1)----(2) --------(3)------(4)-----(5) Negative
Exhilarating (1)----(2) --------(3)------(4)-----(5) Depressing

Two statements were developed to measure the brand preference, the brand reputation, the consumer's loyalty to the brand. Each statement used a five-point Likert scale (1=totally agree, 5=totally disagree). For example, 1) the brand preference was measured by "I like the brand"; 2) the brand reputation was measured by "If someone asks my opinion about this brand, I will give a positive comment"; 3) the consumer's loyalty to the brand was measured by "I will recommend the brand to my friends".

ANALYSIS RESULTS

First, a paired sample t-test was used to examine the difference of the respondents' attitudes toward Starbucks and Coffee Bean. The attitude of the respondents was measured by the goodness, positiveness, and exhilaration of the brand. The resulting output is shown in Table 2, which produced the following conclusions: The brand Starbucks was as good as Coffee Bean, The brand Starbucks was more positive than Coffee Bean and The brand Starbucks was more exhilarating than Coffee Bean.

Table 1: Result of Paired Sample T-Test for Starbucks and Coffee Bean

Attitude	Difference (Mean)	Standard Deviation	T value	2 tail Sig.
		Starbucks/ Coffee Bean		
Good	-.038	.935	-.618	.532
Positive	.264	1.034	3.978	.000***
Exhilarating	.286	1.055	4.208	.000***

*This table shows the results of the paired T-test for differences in means. ***, **, and * indicate significance at the 1, 5 and 10 percent levels respectively.*

Second, we identified the brand personality dimensions as perceived in consumers' minds for Coffee Bean and Starbucks based on Aaker's brand personality scale. Principal components analysis and a varimax rotation were utilized. For each of the brands, Starbucks and Coffee Bean, a four–factor solution resulted based on the criteria in Table 2.

Table 2: Criteria for Four Factor Solution

All four factors for Starbucks and Coffee Bean had Eigen values greater than one.
The four factors for each of the two brands were the most meaningful, richest, and most interpretable.
Every four-factor solution for the two brands, Starbucks and Coffee Bean, explained a level of variance in brand personality as 68.83% ~ 66.12%.
The Cronbach's Alphas were high (see Table 2）, which indicates a high level of internal reliability.
The Barlett test of Spehericity is significant and the Kaiser Meyer Olkin Measure is far greater than 0.6 that is 0.914.
Inspection on the anti-image correlation matrix reveals that all the measures of sampling adequacy are well above the acceptable level of 0.5.

This table shows the criteria for the four factor solution based on the work of Aaker (1997)

The results are presented in Table 3. For Starbucks, the factor 1 has high coefficient for V31 (SB_Confident), V32 (SB_Upper class), V20 (SB_Up-to-Date), V26 (SB_Intelligent), V29 (SB_Successful), V30 (SB_Leader), and V35 (SB_charming). Therefore, this factor may be labeled as a Confident and Successful factor. Factor 2 is highly related with variables V33(SB_glamorous), V8

(SB_original), V18 (SB_imaginative), V9 (SB_cheerful), V15 (SB_spirited). This factor may be labeled as a Glamorous and Spirited factor. Factor 3 is highly related with variables V13 (SB_trendy), V19 (SB_unique), V11 (SB_friendly), V16 (SB_Cool), so this factor may be labeled cool and trendy. The last factor may be labeled as one of the original dimensions of brand personality, Ruggedness with a high coefficient for V42 (SB_rugged) and V39 (SB_Masculine).

A propose of the brand Coffee Bean, factor 1 has high a coefficient for V84 (CB_rugged), V62 (CB_independent), V72 (CB_confident), V60 (CB_unique), V65 (CB_hardworking), V69 (CB_contemporary) and V54 (CB_trendy) so this factor may be labeled as a modern and unique factor. The factor 2 is highly related with variable V67 (CB_intelligent), V50 (CB_cheerful), V77 (CB_charming), V61 (CB_up-to-date), V65 (CB_upperclass) and V53 (CB_daring). Thus, this factor may be labeled as Charm of Intelligence. Factor 3 is highly related with V79 (CB_smooth), V47 (CB_sincere) and V57 (CB_cool). It may be labeled as a cool and smooth factor. The last factor's brand personality trait, which is highly related with variable V55 (CB_exciting), V52 (CB_masculine) and V52 (CB_friendly) is labeled Friendly and Exciting.

As a result, the data can be summarized by stating that the Malaysia consumer appeared to perceive four major kinds of brand personality for each coffee outlet brand respectively from Starbucks: Confident and Successful, Glamorous and spirited, cool and trendy, Rugged and Coffee Bean: Modern and Unique, Charm of Intelligence, Cool and Smooth, Friendly and Exciting. This resulted that Malaysians' perceive the personality of both foreign coffee brands distinctly and are able to distinguish each with different traits.

One of the major objectives of this research is to test the impact of brand personality on Malaysian consumers' brand preference and loyalty. Here, a series of multiple regression analyses were used to examine the relationship among the dependent variable, consumers' brand preference and loyalty and independent variables related to the four factors of brand personalities of Starbucks and Coffee Bean. For example, the four major kinds of brand personality traits from Starbucks are Confident and Successful, Glamorous and spirited, Cool and trendy and Rugged. The four major kinds of brand personality traits from Coffee Bean: Modern and Unique, Charm of Intelligence, Cool and Smooth and Friendly and Exciting.

For Starbucks (SB) a 2 multiple regression model is estimated as follows:

$$V_d = \beta 0i + \beta 1i\, F1_{SB} + \beta 1i\, F2_{SB} + \beta 1i\, F3_{SB} + \beta 1i\, F4_{SB} + E,\ _{d\,=\,\text{brand preference and loyalty}}$$

The regression coefficients were presented in Table 4. Accordingly the F-test of the null hypothesis $\beta ij=0$ (j=1,2,3,4, i=preference (V85) and loyalty(V86) or R square = 0 were rejected. Thus, both βij and R square were statistically different from zero at $\alpha = 0.001$. Since all variance inflation factor (VIF) scores of explanatory variables were less than or equal to 1 within the accepted threshold values, the regression outcomes were unlikely to be effected by potential multicollinerity problems. In addition, the hetereoscedasticity tests performed for all regression equations showed that, that regression were free from hetereoscedasticity.

Model 1: $V(85)\text{preference}_{SB} = 0.335^a\, F1_{SB} + 0.415^a\, F2_{SB} + 0.331^a F3_{SB} - 0.093^c\, F4_{SB} + 1.942^a$ shows that the regression was positively related with F1 Confident and Successful, F2 Glamorous and Spirited and F3 Cool and Trendy. However, it was negatively related with F4 Rugged. The same results are found from Model 2 V Loyalty. In other words, the consumers' loyalty was positively related with F1 Confident and Successful, F2 Glamorous and Spirited and F3 Cool and Trendy but the influence of F4 Rugged was vague.

Thus, some brand personality traits such as F1 Confident and Successful, F2 Glamorous and Spirited and F3 Cool and Trendy of Starbucks have a good contribution to the brand perception value, but traits like F4 Ruggedness should be transformed because it had a negative effect on consumers' brand preference and vague impact on brand loyalty.

Table 3: Factors Affecting Starbuck's / Cofee Bean's Personalities Inventory

Brand (% variance explained)	Factors	Variables included in the factor loading		Cronbach's Alpha
	F1: Confident and Successful	V31 SB_confident	.909	
		V32 SB_uspperclass	.808	
		V20 SB_up to date	.740	
		V26 SB_intelligent	.717	.897
		V29 SB_successful	.675	
		V30 SB_leader	.636	
		V35 SB_charming	.612	
	F2: Glamour and Spirited	V33 SB_glamorous	.853	
		V08 SB_original	.814	
Starbucks		V18 SB_imaginative	.732	.847
(68.83%)		V09 SB_cheerful	.592	
		V15 SB_spirited	.575	
	F3: Cool & trendy	V13 SB_trendy	.806	
		V19 SB_unique	.693	
		V11 SB_friendly	.572	.725
		V16 SB_cool	.552	
	F4: Rugged	V42 SB_rugged	.842	.604
		V39 SB_masculine	.695	
	F1: Modern & Unique	V84 CB_rugged	.810	
		V62 CB_independent	.789	
		V72 CB_confident	.757	
		V60 CB_unique	.725	.885
		V65 CB_hardworking	.698	
		V69 CB_contemporary	.683	
		V54 CB_trendy	.613	
	F2: Charm of Intelligence	V67 CB_intelligent	.768	
		V50 CB_cheerful	.743	
		V77 CB_charming	.727	
Coffee Bean		V61 CB_up-to-date	.676	.863
(66.12%)		V65 CB_upperclass	.659	
		V53 CB_daring	.643	
	F3: Cool and Smooth	V79 CB_smooth	.731	
		V47 CB_sincere	.580	
		V57 CB_cool	.536	.663
	Friendly and Exciting	V55 CB_exciting	.876	
		V81 CB_masculine	.644	.722
		V52 CB_friendly	.617	

Table 3 shows the factor of brand personality trait derived for both Starbucks and Coffee Beans and the internal reliability of the traits.

Table 4: Regression Model on Preference and Loyalty for Starbucks

	Model 1	Model 2
Explanatory Variable	B (V85)	B (V86)
	preference	Loyalty
(Constant)	1.933*	2.254*
	(46.478)	(43.668)
Starbucks F1	.335*	.192*
	(7.959)	(3.704)
Starbucks F2	.415*	.447*
	(9.781)	(8.455)
Starbucks F3	.331*	.328*
	(5.514)	(6.378)
Starbucks F4	-.093*	.132***
	(-2.242)	(1.849)
R Square	.667	.553
F-Statistics	49.126	46.288
Sig.	.000	.000
Number of Observations	261	261

All regressions are estimated by ordinary least square (OLS). Dependent variable is preference or loyalty. Figures within parentheses are t-test results *, **, *** denote significance at 0.001, 0.01 and 0.1 levels, respectively. The Collinearity Statistics indicates that all models do not have a collinearity problem with VIF=1.

For Coffee Bean (CB), as with Starbucks, two multiple regression models were estimatedas follows:

$$V_d = \beta0i + \beta1i\ F1_{CB} + \beta1i\ F2_{CB} + \beta1i\ F3_{CB} + \beta1i\ F4_{CB} + E,\ _{d = \text{brand preference and loyalty}}$$

The regression coefficients are presented in Table 5. Based on an F-test, the null hypothesis $\beta ij=0$ (j=1,2,3,4, i=preference (V87) and loyalty(V88) or R square = 0 were rejected. Thus, both βij and R square were statistically different from zero at $\alpha = 0.001$. Since all variance inflation factor (VIF) scores of explanatory variables were less than or equal to 1, within the accepted threshold values, the regression outcomes were unlikely to be effected by multicollinearity problems. In addition, the hetereoscedasticity tests performed for all regression equations showed that, that regression were free from hetereoscedasticity.

Table 5: Regression Model on Preference and Loyalty for Coffee Bean

	Model 1	Model 2
Explanatory Variable	B (V87)	B (V88)
	preference	Loyalty
(Constant)	2.214*	2.218*
	(46.478)	(43.668)
Coffee Bean F1	.396*	.431*
	(11.538)	(8.508)
Coffee Bean F2	.424*	.386*
	(8.681)	(7.566)
Coffee Bean F3	.342*	.320*
	(5.514)	(5.378)
Coffee Bean F4	.225*	.185*
	(3.634)	(3.630)
R Square	.633	.557
F-Statistics	63.959	47.680
Sig.	.000	.000
Number of Observations	261	261

All regressions are estimated by ordinary least square (OLS). Dependent variable is preference or loyalty. Figures within parentheses are t-test results *, **, *** denote significance at 0.001, 0.01 and 0.1 levels, respectively. The Collinearity Statistics indicates that all models do not have a collinearity problem with VIF=1.

Model 1: V87preference$_{CB}$ = 0.396^a F1CB + 0.424^a F2$_{CB}$ + 0.342^a F3$_{CB}$ + 0.225^a F4$_{CB}$ + 2.214^a shows that the regression was positively related with F1 Modern and Unique, F2 Charm of Intelligence and F3 Cool and Smooth and also F4 Friendly and Exciting. The same result can be found from Model 2 V88 Loyalty.

In other words, the consumers' brand preference and loyalty for Coffee Bean was positively related with F1 Modern and Unique, F2 Charm of Intelligence and F3 Cool and Smooth and also F4 Friendly and Exciting. Thus, all brand personality traits as perceived by consumer for Coffee Bean have a good contribution to the brand perception value with statistically significant impact.

CONCLUSIONS AND CONTRIBUTIONS

This paper examines the brand characteristics of Starbucks and Coffee Bean. The results indicate that the perceptions of consumers are different for the two brands. The results indicate that, the characteristics of foreign coffee outlet brand Starbucks by consumer are F1 Confident and Successful, F2 Glamorous and spirited, F3 Cool and Trendy and F4 Rugged. However, the characteristics of the foreign coffee outlet brand Coffee Bean are F1 Modern and Unique, F2 Charm of Intelligence, F3 Cool and Smooth and F4 Excitement. It is interesting that there are no common combinations of traits for these two brands even though they are both well known foreign brand coffee outlets.

In the global and international sights, the first impression is the most crucial in the brand personality characteristics. The first characteristic of Starbucks regarded by consumers is Confident and Successful, and the second is Glamorous and spirited. For Coffee Bean, Modern, Unique, and Charm of Intelligence are more distinctive. This leads to a number of interesting questions for further research. Most interesting might be the question of: Is there a gap between the brand personality strategy set by the organization and the one expected and perceived by the consumers? Second, we found that Starbucks and Coffee Bean are really two good brands for consumers, but Starbucks was more positive and exhilarating than Coffee Bean with regard to brand image. To unveil the exact reason behind such a difference, more research will be necessary.

Third, the results show that brand personality has a strong effect and influence over consumer brand preference and brand loyalty. The sense of brand for Malaysian consumers is very strong. Hence, international firms should pay attention to the building of their brands when expanding into the Malaysian market. Marketers must get under the skin of the brand and to consider the non-functional personality elements of the brand. An excellent brand with good perception from consumers will offer higher value attributes to the products under the brand umbrella. Finally, this research also reaffirms the validity of Aaker's brand personality framework in Malaysia markets thus contributing further on the pioneering work done in Malaysia on the impact of brand personality by Bamini et.al (2008). The perception of brand personality varies in different cultural backgrounds. Since cultural background influences the perception of brand personality to consumers, reorganizing cultural influences in brand personality is a strategy conducive to the value proposition of products.

This study is limited because it addresses only one market, foreign coffee brand outlets. Future research should examine other markets. The study of the impact of brand personality might also be examine consumer's attitude and intentions to purchase.

APPENDIX

SECTION B: BRAND PERSONALITY
Instruction: To answer the questions in this section respondent is required to look at the coffee brands as if it is carrying human personality traits (e.g. down-to-earth, honest, intelligent, etc.)

    1.   Please indicate your agreement to which extent that the brand personality attributes below describe each brand.

Scale
(1) = Extremely non-descriptive
(2) = Non-descriptive
(3) = Neutral
(4) = Descriptve
(5) = Extremely descrptive

Statement This personality attribute below describes the brand's personality:										
PERSONALITY ATTRIBUTES/ *BRANDS*	**Starbucks**					**Coffee Bean AND TEA LEAF**				
DOWN-TO-EARTH	1	2	3	4	5	1	2	3	4	5
FAMILY ORIENTED	1	2	3	4	5	1	2	3	4	5
SMALL TOWN	1	2	3	4	5	1	2	3	4	5
HONEST	1	2	3	4	5	1	2	3	4	5
SINCERE	1	2	3	4	5	1	2	3	4	5
REAL	1	2	3	4	5	1	2	3	4	5
WHOLESOME	1	2	3	4	5	1	2	3	4	5
ORIGINAL	1	2	3	4	5	1	2	3	4	5
CHEERFUL	1	2	3	4	5	1	2	3	4	5
FRIENDLY	1	2	3	4	5	1	2	3	4	5
SENTIMENTAL	1	2	3	4	5	1	2	3	4	5
DARING/	1	2	3	4	5	1	2	3	4	5
TRENDY	1	2	3	4	5	1	2	3	4	5
EXCITING	1	2	3	4	5	1	2	3	4	5
SPIRITED	1	2	3	4	5	1	2	3	4	5
COOL	1	2	3	4	5	1	2	3	4	5
YOUNG	1	2	3	4	5	1	2	3	4	5
IMAGINATIVE	1	2	3	4	5	1	2	3	4	5
UNIQUE	1	2	3	4	5	1	2	3	4	5
UP-TO-DATE	1	2	3	4	5	1	2	3	4	5
INDEPENDENT	1	2	3	4	5	1	2	3	4	5
CONTEMPORARY	1	2	3	4	5	1	2	3	4	5
RELIABLE	1	2	3	4	5	1	2	3	4	5
HARDWORKING	1	2	3	4	5	1	2	3	4	5
SECURE	1	2	3	4	5	1	2	3	4	5
INTELLIGENT	1	2	3	4	5	1	2	3	4	5
CORPORATE.	1	2	3	4	5	1	2	3	4	5
SUCCESSFUL	1	2	3	4	5	1	2	3	4	5
LEADER	1	2	3	4	5	1	2	3	4	5
CONFIDENT	1	2	3	4	5	1	2	3	4	5
UPPERCLASS	1	2	3	4	5	1	2	3	4	5
GLAMOROUS	1	2	3	4	5	1	2	3	4	5
SOPHISTICATED	1	2	3	4	5	1	2	3	4	5
GOOD-LOOKING	1	2	3	4	5	1	2	3	4	5
CHARMING	1	2	3	4	5	1	2	3	4	5
FEMININE	1	2	3	4	5	1	2	3	4	5
SMOOTH	1	2	3	4	5	1	2	3	4	5
TOUGH	1	2	3	4	5	1	2	3	4	5
MASCULINE	1	2	3	4	5	1	2	3	4	5
WESTERN	1	2	3	4	5	1	2	3	4	5
RUGGED	1	2	3	4	5	1	2	3	4	5

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