IDENTIFICATION OF BRAND PERSONALITY ATTRIBUTES OF SOUTHERN LIFESTYLE BRANDS AND ITS IMPACT ON PERCEIVED QUALITY, BRAND ATTITUDE, AND PURCHASE INTENTION

by

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A THESIS

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ABSTRACT

Many southern lifestyle brands have been experiencing rapid expansion and growth in recent years. In order to continue growing, it is important for marketers to understand what sets their brands apart from other clothing brands. The objective of this research are as follows: (1) to empirically investigate the personality of southern lifestyle brands; (2) to explore the impact of brand personality on perceived quality, brand attitude and purchase intention; and (3) to investigate the relationships among perceived quality, brand attitude, and purchase intention.

Specifically, this study used Aaker’s brand personality framework to investigate the personality of southern lifestyle brands based on data collected from 283 participants. Results revealed that the personality of southern lifestyle brands could be described in three dimensions with 62 personality traits: sophisticated, casual, and southern. In addition, the results clearly indicated that brand personality has a significant impact on perceived quality and brand attitude, and there are positive relationships among perceived quality, brand attitude, and purchase intention.
DEDICATION

While living in Europe this past year, I was constantly surrounded by reminders of the Second World War. Thanks to this, for the first time in my life I was able to truly grasp WWII for what it was: one of the most significant events in human history, with freedom, democracy, and life as we know it, hanging by a thread. I am forever changed by the first-hand accounts I heard while living over there. Those I met are perpetually grateful for their liberators. Therefore, this work is dedicated to the 350 former University of Alabama students who gave their lives in the line of duty during the Second World War. We are forever in debt to them, for it is with their own lives that they paid for the liberties, freedom, and pursuits we enjoy today. It is a great honor to be able to say that I attend the same school as such heroes. May this dedication help ensure that they will always live on in our hearts.
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   To God the Father, all of this is because of you. Thank you for your unfailing love.

   To Him be the glory.
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INTRODUCTION

Southern Tide apparel brand was launched in 2006 and experienced a 3,121% growth rate in three years (“Our Story”, 2015). The company was established by college student Allen Stephenson at the University of South Carolina. Stephenson developed the brand because he “…saw a need in the market place for high-quality clothing with a classic southern style” (“Our Story”, 2015). In the following years, several other similar clothing lines were developed including Mobile Bay, Southern Proper, and Coastal Cotton. These brands claim to market to “the classic Southerner” (“A Little About Us”, 2014). For the purpose of this research, Southern Tide and similar brands are referred to as southern lifestyle brands. A unique aspect of Southern Tide, and other southern lifestyle brands, is that the launch these new brands came at a time when numerous retailers were experiencing substantial profit loss due to the economic recession. Not only were the majority of southern lifestyle brands created during this period, but they flourished remarkably well despite the weak economic climate. Although budget retailers, such as Dollar General, expanded during the recession, clothing companies with the price points similar to that of southern lifestyle brands, did not witness overall growth (Morningstar, 2015).

Southern lifestyle brands set themselves apart from other brands that are viewed by many to be classic American style brands, by marketing their products as specifically southern, not just American. Literature shows that consumers in different parts of the world vary in their attitudes towards marketing strategies due in part to cultural differences (Tong & Hawley, 2009a). Based on the fact that the growth of southern lifestyle brands occurred during the second largest economic downturn in US history, their expansion and success is somewhat
intriguing. The identification of specific factors that set southern lifestyle brands apart from other clothing brands could be valuable to clothing research. An increased understanding of the reasons influencing the success of southern lifestyle brands can assist marketers and product development teams with creating desirable consumer products. Since this is the case, an investigation into what set this type of clothing brand apart from others is significant to apparel research.

Current literature shows that the functionality of a consumer product is by no means the only factor consumers consider when deciding to purchase a good. Research indicates that symbolic qualities associated with consumer brands are frequently the principal motivator behind consumer purchase decisions. (Maehle, Otnes, & Supphellen, 2011). The construct of brand personality, which refers to a set of human characteristics associated with a brand (Aaker, 1997), offers an explanation into how consumers develop and identify symbolic qualities associated with consumer brands. By way of use of the personality of a brand, the consumer is able to express her own self, ideal self, and specific dimensions of the self (Aaker, 1997). Brand Personality directly impacts the consumer’s preference and use of a brand (Sirgy, 1982).

In conjunction with brand personality, consumer bias toward a certain country or region can influence brand purchase decisions. For instance, a number of studies indicate that consumers favor products manufactured in their native countries as opposed to products manufactured in foreign countries. Research conducted by Shimp, Dunn, and Klein (2004) suggests regional animosity and its influence on consumer preference occurs at both and international and interregional level. Their findings demonstrate that consumers possess, “…strong preference for products/services that originate in their home region. Results further reveal that scores on a scale measuring regional animosity correlated with the extent to which
consumers chose products/services from their own region and the degree to which they were willing to pay premium prices to obtain these pieces” (p. 75). Researchers examining brand personality constructs, along with regional animosity, have been cautious to point out that the generalization of consumers, with disregard to their specific regions and cultures, can produce misleading results.

With this same mindset, it is imperative brand personality specific to goods marketed to consumers in the southeast be examined separately from consumers in other regions of the country. Researchers point out that this region of the country possess a unique culture primarily due to its distinctive history and southern identity (Thompson & Tian, 2007). Despite the fact that Americans exhibit an independent view of the self, studies show that even within an individualist culture those who are collectivist in attitudes and behavior still exist (Triandis, Bontemp, Villareal, Asai, & Lucca, 1988). Researchers Sneath, Megehee, and Spake (2008) explain, “The American South, like other microcosms of culture, brings to mind a unique set of characteristics to describe its people…Southerners do form collectivist groups that exclude outsiders, even though American society is widely regarded as low on the collectivist side of the collectivism-individualism scale” (p. 170). This is a significant finding as one who views themselves as belonging to a collective group typically, to an extent, will behave in a manner that represents shared beliefs of that group (Fisher & Wakefield, 1998). This in turn, can impact consumption related judgment and behavior (Shimp, Dunn, & Klein, 2004). The results of one particular study regarding regional animosity reveal how southerners are willing to pay premium prices in order to acquire regionally preferred brands. Additionally, the same study reports that southern consumers favor purchase options that are representative of southern states (Shimp, Dunn, & Klein, 2004). Therefore, southern lifestyle brands should possess a unique and
engaging brand personality.

In order to have a clear understanding of this research, it is necessary to define what this study refers to as “the south” or “southern states”. According to research by Cooper & Knotts (2010) “…many scholars follow the traditional approach of defining the south by the eleven states of the old Confederacy” (p. 73). Based on their finding, this current study will also use the traditional definition. Therefore, the eleven states that are considered “southern states” or “the south” are as follows: Florida, South Carolina, Georgia, Alabama, Mississippi, Louisiana, Tennessee, Arkansas, Texas, North Carolina, and Virginia.

Using the framework of brand personality, perhaps southern consumers demonstrate favor towards brands representative of southern states because in a way they view these brands as “fellow southerners”. This notion of assigning human characteristics to non-human entities is called anthropomorphism. Both ancient and modern human cultures exhibit instances of identifying human traits in non-human objects. In other words, humans can view material objects as having desires, emotions, personalities, and other inner traits parallel to their own (Gilmore, 1919). In contemporary society, this can manifest through associations consumers make between retail brands and human personality traits. (Aaker, 1997). Research suggests that humans may experience increased levels of comfort when interacting with products they have anthropomorphized, as it makes a product more familiar and decreases uncertainty (Tong & Su, 2014). If a consumer is able to connect with a good on a personal level, they may be more inclined to view the branding of the good as authentic. As Ridgway and Myers (2014) explain, “Creating a likeable, relatable brand personality is one way that fashion brands can connect with consumers and increase profits” (p. 50). Research findings suggest that human personality dimensions exhibit cohesiveness across cultures. However, as Aaker states in her study, brand
personality may vary to an extent across cultures (1997).

Previous studies show that brand personality helps researchers better understand the development and growth of relations between brands and consumers (Louis & Lombart, 2010). Research in this area should prove useful to apparel firms, as many struggle to establish trusting relationships with consumers (Bhaduri, 2011). According to a study by Louis and Lombart (2010), brand personality can be separated into three key areas, “the conceptualization and development of a measurement scale of the construct; the understanding of the influence of the congruence, between the personalities of a brand and a consumer, on product selection; the impact of brand personality on consumer behavior” (p.114). In addition, researchers Freling and Forbes (2005) reported that brand personality has a positive influence on consumers’ product evaluation. They refer to this phenomenon as the brand personality effect, which is defined as, “the direct influence that brand personality will have on a variety of consumer-driven outcomes” (p. 405).

Although a general brand personality scale currently exists, one specifically for southern lifestyle brands does not. When Aaker published her initial brand personality scale she explained that her scale may not be appropriate for measuring brands across various cultures. Since the southern states demonstrate cultural variations from the rest of the United States, this aspect should be considered as southern lifestyle brands specifically target this culturally dissimilar consumer (Aaker, 1997). Additionally, current literature demonstrates the importance of constructing an appropriate scale for sector specific personality traits (Su & Tong, 2015).
The research objectives of this master thesis are the following:

1) Identify the brand personality construct of southern lifestyle brands.

2) Empirically investigate the impact of brand personality on the three dependent variables:
   - perceived quality, brand attitude, and purchase intention.

3) Investigate the relationships among perceived quality, brand attitude, and purchase intention.
LITERATURE REVIEW

Brand Personality

As previously stated, brand personality is defined as the set of human characteristics associated with a brand (Aaker, 1997). Since the publishing of Aaker’s influential and groundbreaking study, *Dimensions of Brand Personality* (1997), research associated with this topic has proliferated considerably (Tong & Su, 2014). Aaker’s study is significant because it uses research based on the “Big Five” human personality structure to create a theoretical framework of brand personality dimensions (Aaker, 1997). The “Big Five” model is a human psychology model that classifies and organizes the determinants of human personality into the following five dimensions: extraversion, agreeableness, conscientiousness, emotional stability (or neuroticism), and openness” (Tong & Su, 2014). In Aaker’s 1997 research, she selected 37 brands across numerous product categories and developed a lexical approach much like the “Big Five” model. Based on her research, Aaker created a measurement scale consisting of 42 items, which she called the brand personality scale. Additionally, she identified the following five unique personality dimensions that are accompanied with brands: Excitement, Sincerity, Competence, Sophistication, and Ruggedness. The following contains the specifics of Aaker’s brand personality framework:
1) Sincerity facets are honest, down-to-earth, wholesome, and cheerful.

2) Excitement facets are daring, spirited, imaginative, and up-to-date.

3) Competence facets are reliable, intelligent, and successful.

4) Sophistication facets are upper class and charming.

5) Ruggedness facets are outdoorsy and tough.

Research performed by O’Cass & Lim (2002) suggest that brand personality enables a brand to distinguish itself from a competitor, thus increasing the likelihood that consumers’ view it as more unique and valuable. These researchers also argue that, “…the more in-line a brand personality is with the consumers and the greater the degree of congruency between consumer-image and brand-user image, stronger preference and higher purchase intention should be found” (p. 41). Additionally, brand personality is typically considered to be less imitable than some product attributes, therefore giving brands a viable advantage over its competitors (Ang & Lim, 2006). Another positive aspect of favorable brand personality as view by consumers are increased levels of usage, confidence, and favoritism towards a product (Wang, Yang, & Liu, 2009). Due to this, researchers have invested significant attention towards better understanding the idea of brand personality (Tong & Su, 2014). In the past, marketing researchers have entertained inquiry into the implication of consumer personality on preferences, personality, and behavior. Despite the fact that efforts to illustrate the link between consumer personality and behavior have not proved meaningful, other studies founded on personal values and demographics have been more effectual (Mulyanegara, Tsarenko, & Anderson, 2009). This gives a strong indication that a study pertaining to southern lifestyle brands in the context of brand personality could prove advantageous.
The Impact of Brand Personality on Perceived Quality

In this research perceived quality is not considered the objective or actual quality of the product (Zeithaml, 1988), but is instead defined as the customer’s perception of the overall quality or superiority of the product (or service) in regards to its intended end use. Current research suggests that perceived quality is linked to company profitability (Tong & Hawley, 2009b).

Traditionally, retailers have attempted to enhance a product’s perceived quality through mechanisms such as price or guarantees (Ramaseshen & Tsao, 2007). Although these endeavors may prove useful, research by Ramaseshen and Tsao (2007) demonstrates that dimensions of brand personality are positively related to perceived quality. In other words, an innovative and effective way to enhance perceived quality is through brand personality. Another study conducted by Clemenz, Brettel, and Moeller (2012) establishes a connection between brand personality and perceived quality. The results of their research show that the individual traits of brand personality are directly related to consumers’ perception of quality dimension. Especially the personality traits Responsibility and Activity seemed to impact quality perception. Studies concerning brand personality and its influence on perceived quality specific to a niche market, such as luxury fashion goods, have been conducted with valuable results. However, no such major studies have been done in this regards specific to southern lifestyle brands. The results of a study specific to this category may be useful as product attributes vary in importance from one niche market to another (Chang & Wildt, 1994). The identification of these attributes, in addition to the information that forms the importance value of these attributes, may help retailers better understand a consumer’s quality perception for specific clothing categories. Thus, the following hypothesis is proposed:
The Impact of Brand Personality on Brand Attitude

For the purpose of this research brand attitude is defined as, “a relatively enduring, unidimensional summary evaluation of the brand that presumable energizes behavior” (Spears & Singh, 2004, p. 54). This definition clearly distinguishes attitude toward a brand from feelings for a brand. It is imperative to differentiate attitude from feelings, as feelings are transitory, while attitudes are considered to be relatively enduring (Spears & Singh, 2004). Even so, emotions do play a key role in the establishment of brand attitude structure. The consumer’s attitude toward a brand is based off of the perception of rational information and emotional information (Petty, Cacioppo, & Schumann, 1983). A study conducted by Yoo and MacInnis (2005), demonstrates how the process by which brand attitude is formed, is directly related to both emotional and informational communication to the consumer. In their research, ads presented in an emotional format created an increase in positive feelings, a reduction in negative feelings, and an increase in credibility regarding the ad. Similarly, ads with an informational format showed enhanced evaluative thoughts concerning the ad’s credibility, along with increased positive feelings and decreased negatives ones. Both variables illustrate a direct impact on brand attitude.

Furthermore, additional research suggests that, “…knowledge-based consideration of a brand’s emotional benefits can influence consumers’ beliefs about the brand and brand attitudes” (Ruth, 2001, p. 100). Unlike rational information perception, emotional information perception is gathered from psychological experiences communicated from the retailer to the consumer. The emotional aspect conveys signals regarding self-satisfaction, social identity, self-improvement and emotional assessment (Chaoying, Jian, & Ille, 2011). Studies show that the emotional appraisal of products increases positive brand attitudes. Moreover, the emotional
aspect is influenced by the consumer’s intuition, which requires them to evaluate information in an abstract manner. This process helps the consumer connect information conveyed by the retailer to a broader context. Emotional information content has also been shown to be closely related to youth, enthusiasm, and living-style (Chaoying, Jian, Ille, 2011). Since these attributes are similar to the image that southern lifestyle brands wish to portray, further research in this area could yield useful findings. In summary, the formation process of brand attitude is one of perception, it can significantly influence the consumer’s decision making process. (Aaker, 1995). This is why the process is a rather critical one for both consumers and retailers.

Although brand attitude towards fashion goods have been studied, there does not currently appear to be a study focusing on southern lifestyle brands. A study unique to this subject would enable researchers to better understand consumer attitudes and subsequent implications. Past research that focuses on this topic generally, instead of specifically, may not be applicable to this market. As the researcher of one study concerning attitude points out, “…a specific attitude will predict a single-act criterion better than a multiple act criterion” (Bagozzi, 1981). Undertaking a study specific towards brand attitudes in the context of southern lifestyle brands creates an exclusive look into this function. Thus, the following hypothesis is proposed:

**H2: Brand personality has a positive and significant impact on brand attitude.**

*The Impact of Brand Personality on Purchase Intention*

For the purpose of this study, purchase intention is defined as an individual’s conscious plan to attempt to purchase a brand. (Spears & Singh, 2004). Previous studies suggest that perceived quality is greatly influenced by intrinsic product attribute cues. Traits not directly related to product functionality can influence the consumer’s perception of a good’s overall
value. Therefore, a consumer item viewed as having higher overall value will have an increased likelihood of being purchased (Chang & Wildt, 1994). Furthermore, a consumer marketing study by O’Cass and Lim (2002) demonstrates the significance of perceived attributes in relation to purchase intention. The article explains, “Significantly, the findings show strong determinants of preference and purchase intention are price, perception, image congruency, feelings and personality. From a closer examination of these relationships, price perceptions and degree of self-image congruency, for example, we found to have a significantly stronger relationship with purchase intention towards a brand than with brand preference rating. The feelings attached to as brands as well as the brand’s personality were found to also have stronger relationships with purchase intention, than with brand preference. There was also a congruity between self-image and the brand-user image of the brand and purchase intention, but not for brand preference” (O’Cass & Lim, 2002, p. 63).

Researchers Percy and Rossiter (1992) explain that contrary to what may appear obvious, purchase intention is seldom the direct result of advertising communication strategy. Instead, retailers must help consumers form a positive attitude towards the brand prior to the purchase decision being made. The researchers explain that purchase intention involves the cognitive aspect of brand attitude. Since this is the case, the study of this area must be tailored to a particular target audience. This adds to the importance of researching these relational consequences specifically towards southern lifestyle brands. Thus, the following hypothesis is proposed:

\[ H3: \text{Brand personality has a positive and significant impact on purchase intention.} \]

The Relationship Among Dependent Variables

Prior research shows that relationship exists among the three dependent variables. For
example, perceived quality impacts purchase intention. Subsequently, perceived quality impacts brand attitude, which in turn impacts purchase intention (Bhaduri, 2011). Minimal research has been published concerning the interdependence among these variables, however the research which does exist suggests there is a substantial relationship among all three.

For instance, marketers recognize that brand attitude is a central concept related to consumer behavior, including a consumer’s intention to purchase (Lee & Kang, 2013). Previous studies have found that consumers exposed to advertisements under high relevance conditions exhibited greater predictability in regards to purchase intention (Petty, Haugtvedt, & Smith, 1995). Additionally, research conducted by Lee and Kang (2013), which focuses on which specific brand personalities affect consumer-brand relationships and attitudes, demonstrates that brand attitude positively influences purchase intention.

While research has been conducted on perceived quality and its direct impact on purchase intention, existing studies do indicate a relationship between these two variables. A study performed by researchers Washburn, J. & Plank, R. (2002), shows that when perceived quality and brand loyalty have a high connection, purchase intention is positively influenced (Chi, Yeh, & Yang, 2009). Another study, which was conducted with 204 college students at a Greek University, reports that perceived quality was significantly related to purchase intention (Tsiotsou, 2005). Furthermore, a number of scholars in consumer behavior argue a positive direct effect of perceived quality on purchase intentions (Boulding, Staelin, & Zeithaml, 1993). It is imperative that current insight into the relationship between perceived product quality and purchase intention is expanded, as it could assist academics in better understanding consumer decision making (Tsiotsou, 2005).

Based on current literature, relationship among perceived quality and brand attitude is
suggested. For instance, one study performed by Homer showed that perception of quality most impacts utilitarian attitude (Homer, 2008). Another study proposed that brand loyalty is comprised of attitude, and that perceived quality is an important factor in the foundation of loyalty.

This association could be a signal that further research specific to perceived quality and brand attitude might prove beneficial to consumer research (Yang & Wang, 2010). Thus, the following three hypotheses are proposed:

H4: Perceived quality has a positive and significant impact on purchase intention.

H5: Brand attitude has a positive and significant impact on purchase intention.

H6: Perceived quality has a positive and significant impact on brand attitude.

For the purpose of this study, a conceptual framework was developed and is shown in Figure 1.

Figure 1. Research Model Developed for the Study
METHODOLOGY

Selection of Brand Personality Attributes

For this study, an instrument was created for the purpose of measuring brand personality specific to southern lifestyle brands. A three-step process, similar to the one previously employed by Tong and Su (2014), was utilized for the development and selection of southern lifestyle brand personality attributes. Initially, a list of personality characteristics used to describe southern lifestyle brands was complied. This list resulted from descriptions used by southern lifestyle brands, literature reviews, and consumer publications. Since the amount of published scholarly research pertaining to southern lifestyle brands is limited, most of the characteristics were extracted from consumer publications and directly from southern lifestyle clothing companies. A total of 48 characteristics were identified in the first step.

For the second step of this process, a survey aimed at potential consumers was conducted. This survey, conducted primarily with students from the University of Alabama, asked participants to write down personality attributes that first came to mind when thinking of the following southern lifestyle brands: Southern Tide, Coast Apparel, Southern Proper, State Traditions, Southern Shirt Company, Southern Marsh, Wm., Lamb & Sons, Mobile Bay, Coastal Cotton, Southern Point, High Cotton, and Over Under.

Finally, in order to remain consistent with Aaker’s framework of brand personality, all 42 original traits from Aaker’s 1997 study were integrated into the compiled list. As a result of these three steps, a total of 234 personality attributes were identified. However, all attributes could not be used since some of the, were “redundant”, “ambiguous”, or “irrelevant”. After discarding
items that fit the previous descriptions, a final set of sixty-six personality attributes was developed to investigate southern lifestyle brand personality.

*Measurement Scale of Dependent Variables*

The measurements of the three dependent variables were developed based on relevant literature and were provided in Table 1. The variables were measured by a five-point Likert scale (1=strongly disagree, 5=strongly agree).

**Table 1. Measurement Scale of Dependent Variables**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Operational Definition</th>
<th>Measurement</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Quality</td>
<td>Customer’s perception of the overall quality or superiority of the product (or service) in regards to its intended end use (Tong &amp; Hawley, 2009a).</td>
<td>I think clothes made by this brand are durable. I find clothes by this brand to be reliable.</td>
<td>Grewal, Krishnan, Backer, &amp; Born (1998) Chong, Pyscarchik, &amp; Hwang (2009)</td>
</tr>
<tr>
<td>Brand Attitude</td>
<td>A relatively enduring, unidimensional summary evaluation of the brand that presumable energizes behavior (Spears &amp; Singh, 2004).</td>
<td>I have a favorable attitude toward this brand. I like this brand. I think this brand is good. I feel this brand is satisfactory.</td>
<td>Laroche, Kim, &amp; Zhou (1996)</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>Purchase intention is defined as an individual’s conscious plan to attempt to purchase a brand (Spears &amp; Singh, 2004).</td>
<td>I would purchase this brand in the near future. I would recommend this brand to people who are close to me. The probability I would consider buying this brand in the future is high.</td>
<td>Grewal, Krishnan, Backer, &amp; Born (1998)</td>
</tr>
</tbody>
</table>

*Survey and Questionnaire*

In order to conduct the research for this study, a questionnaire was developed to investigate consumer perceptions of brand personality specific to southern lifestyle brands. The questionnaire is comprised of three sections. Section A presents participants with a list of 10 southern lifestyle brands and asked them to select the brand they are most familiar with: Southern Tide, Southern Proper, State Traditions, Southern Shirt Company, Southern Marsh,
Mobile Bay, High Cotton, Coast Apparel, Southern Point. These brands were included because of their frequency mentioned by participants in the pilot survey. After identifying a familiar southern lifestyle brand, the participants were asked to rate the extent to which each personality trait described their most familiar southern lifestyle brand on a 5-point scale (1 = not at all descriptive and 5 = extremely descriptive) in Section B. The following instructions were given to the participants before they answered questions regarding the personality of the chosen familiar brand:

In this section, we are interested in finding out your perception of human personalities associated with your most familiar southern lifestyle brand as identified in Section A. While evaluating the following set of attributes, please ask yourself, ‘If this southern lifestyle brand was a person, how would I describe him/her?’

Section B also includes questions designed to measure the dependent variables. Section C asks participants to identify their gender, age, ethnicity, household income, and state of residence. The full questionnaire took about 5-7 minutes for respondents to complete.

Sampling and Data Collection

The questionnaire was administered to voluntary participants at the University of Alabama main campus in Tuscaloosa, Alabama, and areas adjacent to campus as well. The participants were primarily undergraduate and graduate students enrolled at the university. There were also a number of respondents who were young professionals living in the Tuscaloosa, Alabama area. The researcher randomly selected individuals and these selected individuals were asked to participate in the study. No incentives or gifts were offered to the participants for their participation in the study. The data collection resulted in a total of 283 questionnaires completions, with all of them being valid. College-age millennials are considered as the primary target market of southern lifestyle brands (Cooper, 2012). That is why several southern lifestyle brands have launched innovative college ambassador programs to communicate with their target
groups and promote their brands. These programs recruit local college students to represent their brand on campus via numerous activities, such as hosting promotion events at tailgates and overseeing social media campaigns. For example, Southern Tide alone has college ambassador programs in 250 colleges with 350 representatives (“Southern Tide Ambassador Program”, 2015).
DATA ANALYSIS AND RESULTS

Demographic Characteristics

Among the 283 respondents, 77% were female (n=219) and 23% were male (n=64). Of the respondents, about 89% were under 25 years of age, 9% were from 25 to 35 years old, and only 2% were over 35 years old. The most prevalent ethnic group was Caucasian (92%), followed by African-American (5%). Concerning the state of residence, about 86% of the respondents reported as being a resident of a southern state. The remaining 14% of respondents reported as being residents of states not in the south. The top five southern states reported were as follows: Alabama (n=159), Texas (n=25), Florida (n=16), Georgia (n=16), and Tennessee (n=15). The participants chose Southern Tide (n=97), Southern Shirt Company (n=67), Southern Marsh (n=45), Southern Proper (n=23), and State Traditions (n=21) as the top-five southern lifestyle brands.

Brand Personality Scale for Southern Lifestyle Brands

An exploratory factor analysis (EFA) with maximum likelihood extraction and varimax rotation method was conducted to identify the dimensions that capture the personality traits of southern lifestyle brands. During the EFA, four items that were not related to any factor were excluded from the next steps of the analysis. In the result, a total of three factors were extracted from the remaining 62 traits.
The adequacy of this three-component solution was determined by the following criteria:

1) All three factors had eigenvalues larger than 1;
2) The three-factor solution explained a high level of variance (41.9 per cent);
3) A significant dip in the scree plot followed by the three factors;
4) The factor loading score for each factor (> 0.4); and
5) The meaningfulness of each dimension (Aaker, 1997).

The resulted three factors accounted for approximately 42 per cent of the total variance and met all the criteria we used. The following is a list of the three factors measuring the personality of southern lifestyle brands. Table 2 shows the EFA results of the three factors extracted and the items loaded on each factor.

Aaker (1997) argued that personality dimension may contain sub-dimensions, called facets. Following the process used by Costa and McCrae (1992), a facet identification step was also included in this study. Identification of facets within the three factors was carried out by means of EFA with maximum likelihood extraction and varimax rotation, performed separately for each dimension (Aaker, 1997; Aaker, 2002). The analysis revealed that the Sophisticated factor has five facets. No sub-dimensions were found for the two other factors, indicating a one-dimensional structure. Figure 2 depicts the extracted brand personality traits and their corresponding facets and dimensions.
Figure 2. Southern Lifestyle Brand Personality Dimensions and Their Facets

Southern Lifestyle Brand Personality Dimensions

- **Casual**: casual, relaxed, simple, outdoorsy, comfortable
- **Sophisticated**: appealing: exciting, desirable, energetic, cool, reputable, reliable, popular, adventurous, active, casual
  charming: sincere, fun, polite, authentic, classy, friendly, free-spirited, down to earth, charming
  rugged: hard-working, confident, rugged, independent, determined, courageous, ambitious, successful, innovative, secure, unique, tough, accessible, competitive, proud, brave, durable
  competitive: intelligent, high-quality, competitive, educated, sophisticated, professional, defined, intense, contemporary
  reliable: honorable, classic, gentleman, proper, reliable, nostalgic, traditional, family oriented, local, rugged, practical
- **Southern**: Southern, preppy, old south
Table 2. EFA Results on Personality Dimensions for Southern Lifestyle Brands

<table>
<thead>
<tr>
<th>Traits</th>
<th>Sophisticated</th>
<th>Casual</th>
<th>Southern</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard-working</td>
<td>0.70</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intelligent</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honorable</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confident</td>
<td>0.69</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exciting</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independent</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td>High quality</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Determined</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Courageous</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ambitious</td>
<td>0.68</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Successful</td>
<td>0.66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovative</td>
<td>0.66</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Desirable</td>
<td>0.65</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sincere</td>
<td>0.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energetic</td>
<td>0.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educated</td>
<td>0.64</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sophisticated</td>
<td>0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secure</td>
<td>0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fun</td>
<td>0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique</td>
<td>0.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional</td>
<td>0.62</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tough</td>
<td>0.61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Successful</td>
<td>0.61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Appealing</td>
<td>0.61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competitive</td>
<td>0.61</td>
<td></td>
<td></td>
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<tr>
<td>Cool</td>
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<tr>
<td>Reputable</td>
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<td>Proud</td>
<td>0.58</td>
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<td></td>
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<tr>
<td>Polite</td>
<td>0.58</td>
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<td></td>
</tr>
<tr>
<td>Defined</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Classic</td>
<td>0.58</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliable</td>
<td>0.58</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brave</td>
<td>0.57</td>
<td></td>
<td></td>
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<tr>
<td>Intense</td>
<td>0.56</td>
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</tr>
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<td>Gentleman</td>
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<tr>
<td>Authentic</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Classy</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Versatile</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Popular</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proper</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventurous</td>
<td>0.54</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nostalgic</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Friendly</td>
<td>0.54</td>
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<td></td>
</tr>
<tr>
<td>Free-spirited</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Down-to-earth</td>
<td>0.53</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditional</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Charming</td>
<td>0.51</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Active</td>
<td>0.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contemporary</td>
<td>0.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durable</td>
<td>0.49</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family-oriented</td>
<td>0.48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>0.46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rugged</td>
<td>0.45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Practical</td>
<td>0.42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Casual</td>
<td>0.61</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relaxed</td>
<td>0.59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Simple</td>
<td>0.57</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoorsy</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comfortable</td>
<td>0.40</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southern</td>
<td>0.55</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preppy</td>
<td>0.50</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Old south</td>
<td>0.43</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Eigenvalues</td>
<td>20.16</td>
<td>3.95</td>
<td>3.52</td>
</tr>
<tr>
<td>% of variance</td>
<td>30.54</td>
<td>5.98</td>
<td>5.34</td>
</tr>
<tr>
<td>Cumulative %</td>
<td>30.54</td>
<td>36.52</td>
<td>41.86</td>
</tr>
</tbody>
</table>
Analogous to the framework of Allport (1961), which introduces the concept of a ‘whole personality’, brand personality in this study was measured as a reflective second-order factor with the three sub-dimensions mentioned above, standing for a general evaluation of the anthropomorphic inferences that consumers develop toward a brand (Brakus et al., 2009; Su & Tong, 2015). An EFA was first done on the 13 items measuring the three dependent variables with a varimax rotation. EFA produced three distinct factors among the items (perceived quality, brand attitude, and purchase intention). Cronbach’s alpha coefficients were then used to examine the internal consistency of the items and items with adequate Cronbach’s alphas were retained for the scales. The final Cronbach’s alpha values for ‘brand personality (whole personality)’, ‘perceived quality’, ‘brand attitude’, and ‘purchase intention’ were 0.71, 0.91, 0.93, and 0.92, respectively, all of which were greater than the recommended cut-off value of 0.70 (Nunnally, 1978).

Next, the convergent and discriminant validity were assessed. A CFA for the measurement model with four constructs was performed using Amos (the structural equation model package). The goodness-of-fit statistics indicated that all criteria met the recommended values in the measurement model ($\chi^2/df = 2.01; \text{GFI} = 0.92; \text{Adjusted Goodness-of-Fit Index (AGFI)} = 0.89; \text{CFI} = 0.97; \text{Root Mean Square Residual (RMR)} = 0.03, \text{and RMSEA} = 0.06$). The results confirmed convergent validity since all items loaded significantly ($P < .001$) on the underlying latent constructs (Anderson & Gerbing, 1988). Discriminant validity was tested by conducting $\chi^2$ difference tests between all possible pairs of constructs (Anderson & Gerbing, 1988). The $\chi^2$ difference tests confirmed significant lower $\chi^2$ values ($P < .001$) for the unconstrained model for all comparisons that were tested, implying the achievement of discriminant validity (Bagozzi & Phillips, 1982).
Results of the Structural Model

According to the purpose of this study, a structural equation model (see Figure 1) was developed with Amos to assess the statistical significance of the relationships among brand personality of southern lifestyle brands, perceived quality, brand attitude, and purchase intention. All of the fit measures indicated a good fit between the structural model and the data in the study ($\chi^2/df = 2.23; \text{GFI} = 0.91; \text{AGFI} = 0.87; \text{CFI} = 0.97; \text{RMR} = 0.04$, and $\text{RMSEA} = 0.07$). Therefore, it seems feasible to carry out the analysis of the results of the structural model.

The statistical results obtained from this study provided strong support for H1 and H2, which clearly indicated that brand personality has a significant impact on perceived quality ($\beta = 0.73, t = 7.33$) and brand attitude ($\beta = 0.36, t = 3.34$). However, the results did not provide strong support for H3, which indicted that brand personality does not have a significant direct impact on consumers’ purchase intention ($\beta = -0.05, t = -0.71$). Results also provide support for the proposed positive relationships among perceived quality, brand attitude, and purchase intention (H4, H5, and H6). The values of the parameters and their degree of significance are indicated in Table 3.

Table 3. Standardized Coefficients and T-values

<table>
<thead>
<tr>
<th>IV</th>
<th>DV</th>
<th>Standardized Coefficient</th>
<th>T-value</th>
<th>P-value</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Brand personality</td>
<td>Perceived Quality</td>
<td>0.73</td>
<td>7.33</td>
<td>≤ 0.001</td>
<td>Supported</td>
</tr>
<tr>
<td>H2 Brand personality</td>
<td>Brand Attitude</td>
<td>0.36</td>
<td>3.34</td>
<td>≤ 0.001</td>
<td>Supported</td>
</tr>
<tr>
<td>H3 Brand personality</td>
<td>Purchase Intention</td>
<td>-0.05</td>
<td>-0.71</td>
<td>&gt; 0.05</td>
<td>Unsupported</td>
</tr>
<tr>
<td>H4 Perceived Quality</td>
<td>Purchase Intention</td>
<td>0.19</td>
<td>2.71</td>
<td>≤ 0.01</td>
<td>Supported</td>
</tr>
<tr>
<td>H5 Brand Attitude</td>
<td>Purchase Intention</td>
<td>0.79</td>
<td>9.84</td>
<td>≤ 0.001</td>
<td>Supported</td>
</tr>
<tr>
<td>H6 Perceived Quality</td>
<td>Brand Attitude</td>
<td>0.54</td>
<td>5.91</td>
<td>≤ 0.001</td>
<td>Supported</td>
</tr>
</tbody>
</table>

The Effect of Demographic Factors on Respondents’ Brand Evaluation and Purchase Intention

In order to investigate the effect of demographic variables (gender, age, ethnicity, and state of residence) on respondents’ evaluation of perceived quality, brand attitude, and purchase intentions toward southern lifestyle brands, independent t-tests were conducted to determine
whether there is statistical evidence that the associated population means are significantly different. The results of the t-tests showed that there were no significant differences in the mean scores across age and ethnic groups at the 0.05 level of significance; however, a significant statistical difference between gender groups in their evaluation of product quality and purchase intention for southern lifestyle brands was found. Specifically, the results indicate that there is a statistically significant difference between the mean scores for males and females (t = 3.52, p = .001) on brand attitude. These findings imply that male respondents (Mean = 4.10) have more positive attitude towards southern lifestyle brands than female respondents (Mean = 3.60). The results also suggest that there is a statistically significant difference between the mean scores for respondents from different states (t = 2.23, p = .05) in perceived quality, which implies that respondents of the Southern states (Mean = 4.17) perceive higher quality of southern lifestyle brands than respondents from other states (Mean = 3.83).
DISCUSSIONS AND IMPLICATIONS

This study offers several new contributions to its field of study. First, this study developed a valid and reliable scale that measures personality for southern lifestyle brands, and it confirmed that consumers do associate particular brand personality dimensions with specific brand categories (such as southern lifestyle brands). The results show that the personality of southern lifestyle brands can be described in three dimensions with 62 personality traits:

Sophisticated, Casual, and Southern. Second, this research confirms that brand personality has a positive impact on consumer-perceived quality and brand attitude. Third, this study suggests that consumer’s gender and state of residence influence their perception and attitude toward a brand.

**Personality of Southern Lifestyle Brands**

Findings from this study revealed that the personality attributes of southern lifestyle brands have three dimensions: Sophisticated, Casual, and Southern. Moreover, the analysis revealed that the Sophisticated factor has five facets: appealing, charming, rugged, competitive, and reliable. The remaining two factors, Casual and Southern, proved to be one-dimension structures, with no sub-dimensions. The most important personality dimension is *Sophisticated*, which consists of traits such as *unique, proud, classy, nostalgic, traditional*, and *local*. The *Casual* dimension encompasses traits like *relaxed, simple*, and *comfortable*. The most unique personality dimension identified by this study for southern lifestyle brands is Southern, which includes three traits: *southern, preppy and old south*. The results of this study show that the personality of southern lifestyle brands is a unique combination of product attributes (high-quality, innovative, and practical) and brand heritage (southern, local, and traditional). The
personality dimensions and traits emerged in this research reflect how consumers feel about southern lifestyle brands. This study found that the personality attributes selected by respondents in this research are similar, or identical, to the attributes southern lifestyle brands attempt to convey to consumers. This finding suggests that the efforts of southern lifestyle brands to incorporate brand personality into their marketing, is successful in portraying their desired image to consumers.

A substantial amount of literature demonstrates that consumers favor brands that express elements of their own personality, or self-image. Therefore, the scale and the distinctive brand personality dimensions identified by this study can be used as a practical marketing tool for brand managers to establish trust and long-term relationships with consumers. Specifically, these findings would help managers better understand the image of their brand in the minds of consumers, incorporate the positive personality traits identified in this research in positioning their brand, and identify the target market that is sensitive to the personality traits attached to their brand.

The Impact of Brand Personality

In line with previous studies, the results of this study confirm that brand personality has a significant positive impact on perceived quality and brand attitude (H1 and H2). This implies that brand personality encourages a positive perception of product quality and increases the consumer’s preference for southern lifestyle brands. From a managerial point of view, these results imply that in order to enjoy the substantial competitive and economic advantages provided by a loyal customer base, southern lifestyle brands should manage not only the customer satisfaction with the tangible/functional attributes of the brand such as quality but also intangible/symbolic attributes such as brand personality.
The empirical data and statistical tests in this study did not provide enough support for the positive and direct relationship between brand personality and purchase intention (H3), indicating that having a strong brand image alone does not necessarily lead to an increase in consumers’ willingness to buy southern lifestyle brands. It should be noted, however, significant positive relationships exist among perceived quality, brand attitude, and purchase intention (H4, H5, and H6). Thus, brand personality might affect purchase intention by influencing perceived quality and brand attitude first.

*The Impact of Demographics*

The results from this study indicate that male consumers have a more positive attitude towards southern lifestyle brands than female consumers. Su and Tong’s study (2016) also suggests that the consumer’s gender may play a bigger role in the perception of brand personality than previously thought. This study confirms the strong influence of gender on consumers’ perception and attitude toward a brand. A potential reason for male respondents having a more positive brand attitude than females, is due to the fact that the majority of merchandise offered by southern lifestyle brands is targeted towards male consumers. The expansion of the merchandise of southern lifestyle brands to include women’s clothing is relatively new. For example, Southern Tide, the leading southern lifestyle brand, was founded in 2006, but this company did not offer women’s clothes until 2013. Since these brands started as men’s clothing lines, male consumers have had more time to learn about each brand. The increased familiarity male consumers have with the brands, is perhaps a reason why they possess a more favorable brand attitude. Since male consumers reported a more favorable attitude than female consumers, southern lifestyle brands should continue to focus its resources on male consumers.

As suggested by the results of this study, respondents from southern states perceive a
higher quality of southern lifestyle brands than respondents from states outside of the south. “Regional animosity” could be used to explain this result. According to Shimp, Dunn, and Klein (2004), regional animosity is a consumer’s partiality for their own (in-group) geographic region and incorporates elements of animosity towards individuals from an outgroup region. Findings from Shimp, et al.’s study (2004) indicate that consumers from southern states have preferences for purchase options that originate from southern states, and southern consumers perceive brands from the south as possessing favorable qualities. Although American society is regarded as being low on the collectivist side of the collectivism-individualism scale (Hofstede, 1984), researchers acknowledge that Southerners do form collectivist groups that exclude outsiders (Sneath, Megehee, & Spake, 2007). Therefore, it is imperative for marketers to understand that America does not consist of one overall culture, but also contains various subcultures, including social systems that are collectivist in nature. Clearly, the region of the country in which a consumer is from can influence consumers brand evaluation, due to unique histories and experiences. Since the American South is a microcosm of culture, that can differ significantly from mainstream American culture, it important for marketers to consider the distinct preferences of consumers in this area.
LIMITATIONS AND FUTURE RESEARCH

This research has two major limits, which constitute areas for future research. First, college students and young professionals are the target market for southern lifestyle brands. However, the number of college-age participants (18-25 years old) vastly outweighs young professionals (26-35 years old) in this study. Thus, it could be beneficial to conduct similar studies in the future specifically focusing on the 26-35 year old young professional group. Since this segment of consumers is more likely to hold full-time jobs and have higher income than college students, their purchase intention of southern lifestyle brands may prove to be different than college-age consumers. It should also be noted that this research reveals that the respondent’s gender played a larger influence on brand personality than anticipated. Thus, future studies may want to consider revising the brand personality scale in order to account for gender differences.
REFERENCES


The purpose of the present study is to explore consumers' perceptions of brand personality of southern lifestyle brands.

Section A

1. From the following southern lifestyle brands, please choose the brand you are MOST familiar with:

   (1) Southern Tide ( )
   (2) Southern Proper ( )
   (3) State Traditions ( )
   (4) Southern Shirt Co. ( )
   (5) Southern Marsh ( )
   (6) Mobile Bay ( )
   (7) High Cotton ( )
   (8) Coast Apparel ( )
   (9) Southern Point ( )
   (10) Other (please write down): ________________________________

Section B

On the next two pages, there are statements about your most familiar southern lifestyle brand. Please indicate the extent to which you agree or disagree with each statement by circling a number between 1 and 5. There are no right or wrong answers, your own personal views are important.

2. Your evaluation of brand personality of your most familiar southern lifestyle brands

   If I asked you to give me your impression of a particular person, you might answer with a set of personality attributes. Now, let’s think about southern lifestyle brands in the same way. In this section, we are interested in finding out your perception of human personality associated to your most familiar southern lifestyle brand (the brand you chose in Question 1). While evaluating the subsequent set of attributes, please ask yourself, “If this southern lifestyle brand was a person, how would you describe him/her?”

   Note: the “X” in the statements represents the brand you chose in Question 1. (For example, if you choose “Southern Tide” as your most familiar jeans brand in Question 1, the “X” in the following statements represents “Southern Tide”)

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th></th>
<th>I perceive X as being active.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>I perceive X as being adventurous.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>I perceive X as being ambitious.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>I perceive X as being appealing.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>I perceive X as being authentic.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>I perceive X as being beachy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>I perceive X as being brave.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>I perceive X as being carefree.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>I perceive X as being casual.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>I perceive X as being charming.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>I perceive X as being classic.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12</td>
<td>I perceive X as being classy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13</td>
<td>I perceive X as being comfortable.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14</td>
<td>I perceive X as being competitive.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15</td>
<td>I perceive X as being confident.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>16</td>
<td>I perceive X as being contemporary.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>17</td>
<td>I perceive X as being cool.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>18</td>
<td>I perceive X as being courageous.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>19</td>
<td>I perceive X as being defined.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>20</td>
<td>I perceive X as being desirable.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>21</td>
<td>I perceive X as being determined.</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>22</td>
<td>I perceive X as being down-to-earth.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>23</td>
<td>I perceive X as being durable.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>24</td>
<td>I perceive X as being educated.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>25</td>
<td>I perceive X as being energetic.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>26</td>
<td>I perceive X as being exciting.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>27</td>
<td>I perceive X as being family-oriented.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>28</td>
<td>I perceive X as being free-spirited.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>29</td>
<td>I perceive X as being friendly.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>30</td>
<td>I perceive X as being fun.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>31</td>
<td>I perceive X as being gentleman.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>32</td>
<td>I perceive X as being reputable.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>33</td>
<td>I perceive X as being hard-working.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>34</td>
<td>I perceive X as being high quality.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>35</td>
<td>I perceive X as being honorable.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>36</td>
<td>I perceive X as being independent.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>37</td>
<td>I perceive X as being innovative.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
38. I perceive X as being intelligent. 1  2  3  4  5
39. I perceive X as being intense. 1  2  3  4  5
40. I perceive X as being leader. 1  2  3  4  5
41. I perceive X as being local. 1  2  3  4  5
42. I perceive X as being nostalgic. 1  2  3  4  5
43. I perceive X as being old south. 1  2  3  4  5
44. I perceive X as being outdoorsy. 1  2  3  4  5
45. I perceive X as being polite. 1  2  3  4  5
46. I perceive X as being popular. 1  2  3  4  5
47. I perceive X as being practical. 1  2  3  4  5
48. I perceive X as being preppy. 1  2  3  4  5
49. I perceive X as being professional. 1  2  3  4  5
50. I perceive X as being proper. 1  2  3  4  5
51. I perceive X as being relaxed. 1  2  3  4  5
52. I perceive X as being reliable. 1  2  3  4  5
53. I perceive X as being rugged. 1  2  3  4  5
54. I perceive X as being secure. 1  2  3  4  5
55. I perceive X as being proud. 1  2  3  4  5
56. I perceive X as being simple. 1  2  3  4  5
57. I perceive X as being sincere. 1  2  3  4  5
58. I perceive X as being sophisticated. 1  2  3  4  5
59. I perceive X as being southern. 1  2  3  4  5
60. I perceive X as being stylish. 1  2  3  4  5
61. I perceive X as being successful. 1  2  3  4  5
62. I perceive X as being tough. 1  2  3  4  5
63. I perceive X as being traditional. 1  2  3  4  5
64. I perceive X as being unique. 1  2  3  4  5
65. I perceive X as being versatile. 1  2  3  4  5
66. I perceive X as being youthful. 1  2  3  4  5

3. Relational consequences of brand personality of your most familiar southern lifestyle brand

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would consider buying at this price</td>
<td>1  2  3  4  5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The probability I would consider buying</td>
<td>1  2  3  4  5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. I have a very favorable attitude toward</td>
<td>1  2  3  4  5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
this brand

4. I like this brand very much  1  2  3  4  5
5. I think this brand is very good  1  2  3  4  5
6. I feel this brand is very satisfactory.  1  2  3  4  5
7. This brand has excellent workmanship.  1  2  3  4  5
8. I think clothes made by this brand are very durable.  1  2  3  4  5
9. I find clothes by this brand to be very reliable.  1  2  3  4  5
10. The brand is easy to manage/care for.  1  2  3  4  5
11. The brand is comfortable.  1  2  3  4  5
12. I think the fiber content of this brand is good.  1  2  3  4  5

Section C

C-1. What is your age?
(1) 18 – 20 years old ( )
(2) 21 – 25 years old ( )
(3) 26 – 30 years old ( )
(4) 31 – 35 years old ( )
(5) 36 – 40 years old ( )
(6) More than 40 years old ( )

C-2. What is your gender?
(1) Male ( )
(2) Female ( )

C-3. What is your racial background?
(1) Caucasian ( )
(2) Asian ( )
(3) Africa-American ( )
(4) Native American ( )
(5) Other ( )

C-4. What is your state of residence? ________________________________

Thank you so much for your cooperation and time!
IRB APPROVAL

June 21, 2016

Jamie Parks
College of Human Environmental Sciences
The University of Alabama
Box 870158

Re: IRB # 16-OR-228, “Identification of Brand Personality Attributes of Southern Lifestyle Brands and Its Impact on Purchase Intention, Perceived Quality, and Brand Attitude”

Dear Ms. Parks:

The University of Alabama Institutional Review Board has granted approval for your proposed research.

Your application has been given expedited approval according to 45 CFR part 46. You have also been granted the requested waiver of written documentation of informed consent. Approval has been given under expedited review category 7 as outlined below:

(7) Research on individual or group characteristics or behavior (including, but not limited to, research on perception, cognition, motivation, identity, language, communication, cultural beliefs or practices, and social behavior) or research employing survey, interview, oral history, focus group, program evaluation, human factors evaluation, or quality assurance methodologies.

Your application will expire on June 19, 2017. If your research will continue beyond this date, please complete the relevant portions of the IRB Renewal Application. If you wish to modify the application, please complete the Modification of an Approved Protocol form. Changes in this study cannot be initiated without IRB approval, except when necessary to eliminate apparent immediate hazards to participants. When the study closes, please complete the Request for Study Closure form.

Should you need to submit any further correspondence regarding this proposal, please include the above application number.

Good luck with your research.
Consent Page/Introduction Sheet

Hello,

Jamie Parks (Principal Investigator), a master's student, from the University of Alabama is conducting a research study to explore consumers’ perceptions of brand personality of southern lifestyle brands. She hopes to learn more about the identification of brand personality attributes of southern lifestyle brands and its impact on perceived quality, brand attitude, and purchase intention.

Taking part in this study involves completing a paper survey that will take about 10 minutes. This survey contains questions regarding southern lifestyle brand familiarity, evaluation of brand personality of southern lifestyle brands, three dependent variables, and demographics.

Please be assured that your responses are confidential and will not be reported individually nor attributed to you personally. Only summarized data will be presented at meetings or in publications.

There will be no direct benefits to you. The findings will be useful to other scholars in the field of apparel and textiles. There are no foreseeable risks to individuals for participating in this study. You may skip any questions you do not want to answer.

If you have questions about this study, please contact Ms. Jamie Parks at (904) 662-0256 or by email: jcparks1@crimson.ua.edu. You may also contact my advisor, Dr. Michelle Tong, at Mtong@ches.ua.edu. If you have questions, concerns, or complaints about your rights as a participant in this research study, you may contact Ms. Tanta Myles, the Research Compliance Officer at UA, at 205-348-8461 or toll-free at 1-877-820-3066. If you have complaints or concerns about this study, file them through the UA IRB outreach website at http://osp.ua.edu/site/PRCO_Welcome.html. Also, if you participate, you are encouraged to complete the short Survey for Research Participants online at this website. This helps UA improve its protection of human research participants.

YOUR PARTICIPATION IS COMPLETELY VOLUNTARY. You are free not to participate or stop participating any time before you submit your answers.

COMPEITION OF THE ATTACHED SURVEY INDICTAES YOUR CONSENT TO TAKE PART IN THIS RESEARCH STUDY. You will be given a copy of this consent form to keep.

Thank you very much for your time and for participating in this survey!

*Note: you must be at least 18 years old to participate in this study.*