Systematic review of gender differences and similarities in online consumers' shopping behavior

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The Antecedents and Consequences of Brand Personality: A Systematic Review

Abstract

Purpose – The topic of brand personality has received extensive research attention in the last two decades, with a particular focus on examining its antecedents and consequences. This study, therefore, aims to systematically review and synthesize extant research on antecedents and consequences of brand personality of consumer products.

Design/methodology/approach – A systematic review approach is used to identify and analyse relevant studies from five major databases and a search engine. This review identified 62 articles from 43 journals published during 1997-2018. The relevant literature germane to our research objectives is extracted from these articles.

Findings - This study identifies and classifies antecedents and consequences of brand personality of consumer products, along with key mediators and moderators underlying these relationships. Additionally, the study reveals pertinent characteristics of brand personality literature, including conceptualizations, measurements, methods, theories, and research settings. Finally, this study develops an integrative conceptual model and presents avenues for future research.

Originality - To the best knowledge of the authors, this is the first systematic review that synthesizes existing empirical research on antecedents and consequences of brand personality of consumer products.

Practical implications - This study provides insight to practitioners that create and develop brand personalities. The study would inform managers concerning the outcomes of brand personality.

Keywords: Brand personality, Consumer products, Systematic review.

Article type: Literature review

1. Introduction

Marketers strive to differentiate their brands from the myriad of competing brands. Both scholars and practitioners consider functional and symbolic features of products or services to create and differentiate brands (George & Anandkumar, 2018). Brand personality (BP) is one of the important symbolic features that serves as a key element in brand differentiation and positioning strategies (Japutra & Molinillo, 2019; George & Anandkumar, 2018; Aaker & Fournier, 1995; Plummer 1985). Brand personality refers to "the set of human characteristics associated with a brand" (Aaker 1997, p. 347). Recently, Morris Garages positioned its newly introduced car brand 'Hector' by showing its humanlike traits and using a slogan "it's a human thing". Given its significant role in driving brand success and consumer behavior (e.g., Chang, 2018; Bekk et al., 2017; Liao et al., 2017; Babu & LavanyaLatha, 2018), academics and practitioners have paid great attention to the topic of BP.

A significant stream of research has generated rich literature on antecedents and consequences of BP. This research, however, is diverse and fragmented (Radler, 2018; Eisend & Stokburger-Sauer, 2013). Furthermore, researchers have used different theories, methods, contexts, and measures in this domain. Diversity in the approaches to studying BP research makes it difficult for researchers and practitioners to reach definite conclusions. Consequently, only a few researchers attempted to integrate existing BP research. For example, Radler's (2018) bibliometric review (for the period 1995-2016) uses Web of Science articles to identify BP research streams and recommend potential avenues for future research. Similarly, Llanos-Herrera et al. (2019) use bibliometric approach to describe characteristics of BP research by considering Web of Science articles. However, they focus on only a limited set of characteristics, such as authors, number of studies and citations, journals and countries. Eisend and Stokburger-Sauer (2013) conduct a meta-analysis on particular antecedents and consequences of BP based on five dimensions proposed by Aaker (1997). Although such research stands to contribute to BP literature, a qualitative synthesis of extant research on antecedents and consequences of BP is missing. Therefore, scholars call for a systematic review on antecedents and consequences of brand personality (e.g., Radler, 2018). Heeding this call, our research aims to systematically review and document extant literature on antecedents and consequences of BP.

Specifically, we consider BP research published during the period 1997-2018 in five major databases and a search engine to (1) appraise different characteristics of relevant studies on BP; (2) identify and classify examined antecedents and consequences of BP; (3) recognize and classify mediators and moderators in empirical BP research; (4) highlight definitional issues and propose a new

theoretical, and comprehensive definition of BP; and (5) provide directions for future research. To achieve these research objectives, we constrain this review's scope to BP of consumer products due to the following reasons. *First,* this context is chosen as most of the past BP research focuses on consumer products (Kim et al., 2018; Baxter et al., 2018), yielding a rich body of literature in this context. *Second,* since the concept of BP has been extended in several contexts (e.g., product, service, destination, corporate), it has various context-dependent antecedents and consequences (e.g., Kim et al., 2007; Whelan et al., 2010; Watkins & Gonzenbach, 2013). It can be difficult to study all such context-dependent antecedents and consequences of BP in one systematic review, which aims to address other research objectives (e.g., related to study characteristics, mediators, moderators, definitional issues, and future research directions, as mentioned above). Therefore, we focused on the context of consumer products only in this systematic review. Studying BP of consumer products would help to synthesize an extensive body of literature on antecedents and consequences of BP.

The remaining paper is organized as follows. The next section presents the methodology and a description of the final sample of articles. The subsequent section discusses the conceptual foundations of BP and proposes a new definition of BP, followed by analysis and results. Discussion and conclusion and suggestions for future research are included in the last section.

2. Methodology

This study provides a systematic review of empirical research on antecedents and consequences of the BP of consumer products published from January 1997 to December 2018. Literature reviews increasingly employ narrative reviews, meta-analysis, and systematic reviews to summarize data. A narrative review is likely to be biased because selecting relevant studies for a narrative review depends on the author's discretion (Wright et al., 2007). Meta-analysis provides an efficient means for summarizing data. Nevertheless, when studies differ in their design and measurement, these methods lead to heterogeneous data pooling (Crowther, Lim & Crowder 2010). Heterogeneity can become managed by removing studies from the analysis, but this process simultaneously limits the ability to report on the breadth of research examining a focal construct. The authors therefore elected to employ a systematic review rather than a meta-analysis.

A systematic review refers to applying scientific strategies that limit bias by the systematic assembly, critical appraisal, and synthesis of all relevant studies on a specific topic (Cook et al., 1995). Systematic

reviews are rare in marketing research (Christofi, Leonidou & Vrontis, 2017) because of a preference for narrative reviews (Pittaway et al., 2004). The authors selected the systematic review and applied the following six steps outlined by Denyer et al. (2008) and Walker (2010).

1. Formulation of the research question;
2. Identification of the keywords and terms;
3. Identification of studies;
4. Assessment of the quality of identified studies;
5. Extraction of data from studies selected after the assessment; and
6. The synthesis of extracted data.

2.1. Formulation of research questions

A well-formulated research question minimizes bias and increases efficiency by saving time and cost of searching and obtaining relevant studies (Wright et al., 2007). Besides, the research question's scope facilitates the generation of a broader range of studies to reach a definitive conclusion. This review intends to synthesize empirical research on antecedents and consequences of the BP of consumer products. Therefore, this study aims to answer the following research questions:

(1) Which constructs are confirmed empirically as antecedents and consequences of the brand personality of consumer products?

(2) Which constructs are confirmed empirically as mediators and moderators of relationships between brand personality and its antecedents and consequences?

(3) What are the key characteristics of empirical research on antecedents and consequences of the brand personality of consumer products?

(4) What is a comprehensive and theoretically sound definition of brand personality?

2.2. Identification of key terms and articles

We selected a search engine (i.e., *Google Scholar*) and five online databases (i.e., *Emerald, ProQuest Business Premier Collection, Elsevier (Science Direct), Wiley Online Library, and JSTOR*) for locating relevant studies. These databases and search engine were selected because of their usage by many of the previous systematic and/or meta-analytic reviews related to brand management and consumer behavior in particular and marketing and management in general (see e.g., Eisend & Stokburger-Sauer, 2013; Ali et al., 2015; Nguyen et al., 2018; Arora et al., 2012; Blackman et el., 2016). These academic articles provide

sound basis for locating relevant publications as they include leading marketing, branding, and consumer behavior related journals. Drawing on previous research (e.g., Radler, 2018; Eisend & Stokburger-Sauer, 2013), we used '*brand personality*' as a key term for searching relevant studies from these databases and search engine.

The key term '*brand personality*' was applied to search from the selected databases and search engine, starting in the last week of 2018. With no start date restriction, the search retrieved 2703 articles from the five databases and a search engine. Next, we saved the selected articles to RefWorks - an online reference management software. RefWorks contains the title, abstract and the information related to the article, the journal, and its publisher. As this review uses multiple sources of academic articles, the repository of the articles contained some duplicates. We removed duplicates by using options of exact duplicates and close duplicates in RefWorks. We further examined close duplicates manually to avoid deleting a relevant article wrongly. After the removal of duplicates articles (192 articles), we were left with 2511 articles. We used RefWorks as a reference management software only, to store and organize the references of the studies shortlisted for the systematic review. As mentioned in Figure 1, the selected studies were manually reviewed in different review process stages. Therefore, no other software was used. *Table 1* summarizes our search strategy and the number of articles after removing the duplicates.

Table 1 is about here

2.3. Quality assessment of selected articles

The authors formulated an inclusion and exclusion criterion (*see Table 2*) to further shortlist the selected studies and decide the final number of articles in the systematic review. This step ensured the relevance and quality of each selected article. By applying these criteria, we carefully identified the maximum number of possible relevant studies (Keränen et al., 2012). Further, this study used a quality filter by considering the studies published in peer-reviewed journals only. These journals are supposed to apply a rigorous quality evaluation process to publish selected articles.

Based on our inclusion and exclusion criteria, we reviewed the title and abstract of each article. In the end, our final sample had 62 articles. *Figure 1* shows the final articles' selection process through the PRISMA flow diagram (Moher et al., 2009). Our review identified consumer product, corporate, location, university, retail, team and event brand personality as prominent research contexts. Still, it eliminated all the studies which were not focusing on consumer product BP. Similarly, we could not access the full text

of some selected articles, by using the selected databases and search engine. We therefore excluded such articles because we were not able to acquire the sufficient information from such sources to address our study objectives. Although it is not an ideal option, however such exclusion of articles without availability of/access to full text has been practiced by some previous researchers who worked on systematic review or meta-analysis (see e.g., Prayag et al., 2019; Li et al., 2018; Uhlmann & Frazzon, 2018).

Figure 1 is about here

2.4. Extraction of data from shortlisted studies

We followed a standardized data extraction procedure to minimize subjectivity. The extraction process involved capturing and coding all the relevant information/data from the selected articles. We synthesized that information, and then used that synthesized information to address our research questions. We prepared an excel sheet (for recording, coding and synthesizing purposes) that included the title of the publication, author(s), the name of the journal, the year of publication, country of study, nature of respondents and sample size of each article included in our final sample. We also included in the same excel sheet the definitions of BP, research methods, theoretical approaches and their application, research settings, measures of BP, and research designs used in the selected studies. We further identified the presence of any antecedents and consequences of BP, and any mediators and moderators (for the respective relationships of BP with its antecedents and consequences) and reported such information in the same excel sheet.

Table 2 is about here

2.5. Data analysis and synthesis

Data analysis aims to address the study objectives by examining each study and identifying relevant information and relationships of BP with its antecedents and consequences (e.g., Denyer & Tranfield, 2009). Similarly, synthesis aims to organize the results of individual studies uniquely and produce knowledge that cannot be inferred by reading selected studies individually (Denyer & Tranfield, 2009). The subsequent sections present the key findings and the main contributions of this study.

3. Descriptive Analysis

This section identifies and describes several characteristics of the final 62 articles.

3.1. Date of publication

Our review identified that the first relevant article was published in the year 2000 (i.e., Kim, 2000). Hence, we considered this year as the starting year. Brand personality is a relatively new area of research and most of the articles were published between 2009-2018 (> 83 percentage, n=52) and show steady growth from the year 2007 (*see Figure 2*). In 2017, researchers published the largest number of relevant studies (12 studies). This trend indicates the growing popularity of BP research among branding and consumer behavior researchers. Nevertheless, variations in the frequency of yearly publications reflect a lack of consistency and ongoing attention from research scholars. Such fluctuations may cast doubts on the research significance of BP among academics, and it may call for programmatic attention focused on enhancing quality research on BP.

Figure 2 is about here

3.2. Publication journals and authors

It is important to classify articles according to journals to see where the authors are publishing research related to BP (e.g., Islam & Rahman, 2016). Sixty-two (62) articles of our review were published in forty-three (43) peer-reviewed journals (see *Table 3*). The list of publishing journals informs BP researchers seeking to find a suitable publication outlet. Out of the forty-three journals, twenty-two (22) were specialized journals of marketing and branding journals. We found that most of the journals (i.e., n=33) published only one article and only four journals published more than two articles. The remaining six journals published two articles each. Such a long and diversified list of journals shows a lack of domain-specific journals, which is critical for promoting research in this particular area.

Journal of Brand Management is the most preferred publication platform (published six articles, almost 10%), followed by the *Journal of Product & Brand Management* (published five articles, around 8%). This publication trend is evident as the area of BP falls under the realm of brand management research.

This review identified 132 authors who have contributed to this research area. A majority of the authors (121 authors) published only one article. Only eight authors published two articles each. Three

authors, Xuehua Wang, Zhilin Yang, and Jin Su, published four articles. This result indicates a lack of research interest in the field of BP. Our review suggests that the key authors of BP research paid greater attention to scale development (see Aaker, 1997; Geuens et al., 2009; Azoulay & Kapferer, 2003; Sung et al., 2015). Consequently, future research should focus on the empirical investigation of the relationship of BP with other marketing constructs, both at the consumer and corporate levels.

Table 3 is about here

3.3. Research setting and design

Our final sample shows that BP research has been conducted in eleven (11) different contexts. The prominent research contexts are fashion brands (measured in 13 studies) and automobile brands (measured in 11 studies). The choice of such contexts reflects the importance consumers place on symbolic aspects of these brands. Another important context is the mobile phone brand, which is considered in four studies. The remaining contexts (e.g., Chocolate, FMCGs, Sportswear & Cosmetics) appeared once or twice. Our review shows that some studies (13 studies) considered more than one product category as a context. Still, researchers paid little attention to products such as laptops, furniture, shoes, and home appliances regarding BP research.

Our review shows that most of the studies apply a quantitative research approach (n=59, around 95% of studies). Mixed-methods appeared in two studies, and only one study employed a qualitative approach. This finding demonstrates that a majority of researchers employ predetermined constructs to investigate relationships with BP, indicating a lack of qualitative research in exploring possible antecedents and consequences of brand personality. Furthermore, academics mainly apply survey methods (n=51 studies) in BP research, followed by experiments (n=10 studies). Sixty (60) studies were cross-sectional, and only two were longitudinal studies.

3.4. Country of study

A country-wise categorization is essential to reveal the intensity of BP research in different parts of the world (e.g., Goyal et al., 2013; Fatma & Rahman, 2016). The country of the study was determined based on respondents' country. Studies that failed to specify the country of respondents selected the first author's country as the country of study (e.g., Fetscherin & Usunier, 2012). Our review demonstrated that the shortlisted articles (62) belonged to twenty-six (26) different countries. By contributing fifteen (15) studies

in this filed, the USA is the major contributor in terms of the amount of research, followed by China (06), India (04), and Korea (04) (*see Figure 3)*. The development of the US-based BP scale (e.g., Aaker, 1997) may have resulted in greater research contributions from the USA.

This geographical dispersion of BP research demonstrates the global scope of the area. Most of the BP research, however, is concentrated in four countries (i.e., USA, China, India and, Korea). Moreover, BP research received relatively less attention in developing countries. This observation reveals a significant research oversight as consumers in emerging and developing economies are involved in status-related consumption (Saeed et al., 2016) and have excellent profit potential for multinational consumer firms. Future BP research should consider these largely ignored contexts. Comparative studies investigating the impact of BP on consumers' behavior in both developed and emerging economies could provide interesting insights.

Figure 3 is about here

3.5. Measurement of brand personality

Our review identifies sixteen different measures of BP (See *Table 4*). A majority of studies adopted a BP scale from previous studies, and only a few studies put effort into developing BP scales. The current research shows that Aaker's BP scale (1997) is the most widely used. Thirty-six studies (58% of the selected studies) adopted it, whereas seven of the studies (around 11% of the studies) adopted Geuens et al.'s (2009) BP scale. The adoption of Aaker's BP scale by majority studies strengthens its position as a valid measure (Davies et al., 2018, George & Anandkumar, 2018).

Some researchers argue that Aaker's (1997) scale lacks a clear and common theoretical underpinning (e.g., Clardy, 2012; Austin et al., 2003), yet Aaker uses 'the big-five human personality framework' (Goldberg, 1990) as a theoretical base for measuring BP. This framework describes human personality traits in terms of five dimensions: openness to experience, conscientiousness, extraversion, agreeableness, and neuroticism. However, this empirically driven framework itself has a little theoretical underpinning (Davies et al., 2018). Besides, several studies failed to reproduce the five-factor structure of Aaker's scale (e.g., Austin et al., 2003; Milas & Mlac, 2007; Ferrandi et al., 2015).

Researchers attempted to develop a theoretically driven (e.g., Davies et al., 2018) and reproducible (e.g., Lieven, 2017) scale of BP. Some studies applied and investigated BP with other marketing constructs

(e.g., Wang et al., 2009; Su & Tong, 2016; Tong et al., 2018). Nonetheless, a reproducible BP scale seems to be missing in the existing literature (Lieven, 2017).

Table 4 is about here

3.6. Theoretical perspectives used in BP research

An application of a broader set of theories within a research domain demonstrates its richness (Walker, 2010). A theoretically embedded study emphasizes the efforts to test and develop a relevant overarching theory (Runyan & Droge, 2008). In our review, only eighteen studies (29% of studies) were theoretically informed and applied eleven different theories, whereas the remaining forty-four studies (71% of studies) were without theoretical underpinning. *Table 5* shows the theories applied by researchers in the BP domain and also explains the application of theory. BP research shows a growing trend toward theory-based research. For instance, while there was only one theory-based article (5%) in the 2000-2006 era, the number of theory-based papers increased to five (28%) during 2007-2012, and twelve (67%) during 2013-2018.

Overall, fifteen theories are applied in eighteen studies. These results reveal a lack of an overarching theory. Theory of anthropomorphism (Guido and Peluso, 2015), social congruity theory (Wang, Zang and Kiu, 2009), interpersonal relationship theory (Ramaseshan and Stein, 2014), and social identity theory (Kim, Han and Park, 2001) have been the mostly applied theories. Four studies applied the theory of anthropomorphism, while two studies applied social congruity theory, interpersonal relationship theory, and social identity theory. The remaining theories appeared only once.

Table 5 is about here

3.7. The conceptualization *of BP*

The trait-factor approach is widely used to describe human personality (Eysenck, 1970; Pervin, 2003). This approach postulates that human personality is a combination of different traits or factors (Sweeney & Brandon, 2006). Researchers apply the lexical and hierarchical approaches to identify human personality traits (Ambroise et al., 2005). The lexical approach assumes that important human traits must have been encoded in natural language because of their significance (Goldberg, 1981). In contrast, the hierarchical approach assumes that personality is composed of a limited number of factors, each of which

is comprised of several characteristics. Following the lexical approach, Goldberg (1990) developed the big five model. This model describes human personality as a set of five traits, namely extroversion, agreeableness, conscientiousness, neuroticism, and openness (Sweeney & Brandon, 2006).

In the 1960s, the concept of personality was applied to products or brands. For example, Birdwell (1968) and Dolich (1969) investigated the relationship between the consumer's self and personalities of products (e.g., cigarettes, cars, and beer). Initially, academics used human personality to represent a product or BP. Later, researchers (e.g., Aaker, 1997) demonstrated that BP is different from the human personality. Consequently, Aaker (1997) conceptualized BP and developed its measurement. Aaker (1997) defined BP as the set of human characteristics associated with the brand, which later became the most widely used definition of BP (Valette-Florence & De Barnier, 2013). There remains, however, a lack of consensus among researchers on the conceptualization and measurement of BP (Davies et al., 2018; Radler, 2018; Aaker & Fournier, 1995). Our review identifies several definitions of BP (*See Table 6*).

Table 6 is about here

Aaker's (1997) conceptualization of BP receives several criticisms. First, researchers argue that BP contains several aspects of brand identity (Azoulay & Kapferer, 2003), which makes its definition vague and difficult to differentiate from a brand image or brand identity (Freling & Forbes, 2005). Second, academics suggest that several brand-specific traits like economical, convenient, and famous should be a part of BP (e.g., Caprara et al., 2001). Third, all items of Aaker's BP scale are positively-worded, but it is difficult to believe that all brands have positive traits only. For instance, Tong et al. (2018) developed a measure of BP in which authors included a dimension 'snobby,' a negative trait of brand.

The literature emphasizes that the construct of BP lacks a clear theoretical underpinning (Avis et al., 2012; Terjesen et al., 2016; Clardy, 2012; Austin et al., 2003; Ekinci & Hosany, 2006). Researchers commonly believe that the big-five model provides the theoretical framework for BP (Davies et al., 2018). However, this theory itself is derived through empirical research, having little or no theoretical underpinning (Davies et al., 2018; McCrae & John, 1992; Digman, 1990). To address this serious issue, researchers proposed several theoretical perspectives in understanding BP. For example, Ekinci & Hosany (2006) suggested that the theory of symbolism can be used to understand the origin of BP. More recently, Lieven (2017) and Davies et al. (2018) proposed the theory of animism (Gilmore, 1919) and signaling theory (Spence, 1973) as the theoretical foundations of BP, respectively.

The above argument suggests that we need a more comprehensive and theoretically supported definition of BP. Signaling and theory of animism seem relevant in defining BP. Signaling theory posits that the information holder (the company that owns the brand) prefers to use one or more cues or signals instead of perfect information to communicate with the other party or any stakeholder (Spence, 1973). Consistent with this theory, BP develops when a company sends consistent and unique brand-related signals to consumers. Drawing on Davies et al. (2018) work, we suggest that consistent and unique signals develop the BP of a brand that a company uses to communicate with its customers through marketing communications.

Similarly, the theory of animism (Harvey, 2005) provides a sound theoretical basis for Aaker's (1997) conceptualization and measurement of BP. The theory postulates that individuals use human-like traits to characterize inanimate objects. Explicitly, the theory explains customers' use of human-like traits to describe a brand. Based on the theory of animism, signaling, and the literature on BP, we define BP as *a set of positive and negative human-like traits of a brand that serves as a source of consistent and unique identification, and differentiation for that brand*. Previous BP literature emphasizes that BP is relatively steady (Pendergrast 1993; Lin, 2010) and a source of brand differentiation (Aaker, 1997; Aaker & Fournier, 1995), thereby suggesting such traits are useful for conceptualization and description of BP. Therefore, the inclusion of consistency, unique identification and differentiation, in definition, makes our suggested definition more comprehensive.

Aaker (1997) describes brand personality as wholesome traits, while in practice, some brands promote an undesirable image to position themselves as less wholesome (Sweeney & Brandon, 2006). For instance, young consumers rely on less good traits when choosing glitzy fast cars and alcoholic drinks. Studies (Tong et al., 2018) underscore that brands need to reorganize and revitalize brand personality consistent with the positive and negative traits. Relying only on traditional and wholesome aspects of a brand's personality would be quite deficient in establishing a brand's personality in current competitive markets.

4. *Thematic analysis and* synthesis

In this section, we critically analyse and synthesise the findings from the final 62 articles. Since this review aims to identify the antecedents and consequences of BP, we organise and synthesise the findings from final studies using four broad categories: antecedents, consequences, mediators and moderators. Under each of these four categories, we report several key themes and synthesis findings identified in this review into their respective themes.

4.1. Antecedents of BP

Our final set of articles provides a diversified list of antecedents of BP. We identify four key themes within this broad category. These themes are: brand-related, product-related, consumer-related, and promotion-related factors (*see Table 7*). Of these four broad categories, brand-related factors received greater attention from researchers. The brand-related factors were either relevant to brand itself or the consumer cognition. The former factors that predicted BP were brand iconic colour (Baxter et al, 2018; Boudreaux & Palmer, 2007), type font (Grohmann et al., 2013), and brand name (Baxter et al, 2018), among others. Similarly, the brand relevant cognitive predictors of BP were brand image (Liao et al., 2017), brand awareness (Liao et al., 2017), brand attitude (Maymand & Razmi, 2017; Saeida et al., 2017), and brand experience (Brakus et al., 2009; Shahzad et al., 2018; Ly & Loc, 2017), among others. Researchers focused on two brand-related factors: brand experience (03 articles) and brand attitude (02 articles). Further, academicians consider brand experience as the major foundation for the formation of BP.

The second major theme that emerged within the antecedents of BP was related to promotion. Although promotion plays a critical role in forming BP, this theme could not get the research attention it deserves. Our review identified five factors within promotional theme, including advertising (Liao et al., 2017), and sales promotion (Zhang, 2017), celebrity endorsement (Babu & LavanyaLatha, 2018), and celebrity effectiveness (Dissanayake & Weerasiri, 2017). Finally, the consumer related theme identified two factors (i.e., consumer personality & anthropomorphism), whereas product related theme identified one factor (i.e., product type and level) factors. Our findings display that researchers paid little attention to investigate the consumer, promotion, and product related antecedents of BP. Earlier BP studies (e.g., Davies et al., 2018; Radler, 2018) highlight this deficiency and our lack of complete understanding of the antecedents of BP.

Table 7 is about here

4.2. Consequences of BP

Our review identifies four themes within the broad category of consequences. These themes comprised relational, cognitive, behavioural, and brand-related consequences (see *Table 8*). Regarding relational consequences, our review revealed that BP positively affect brand trust (e.g., Ha, 2016; Tong et al., 2018;

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Mabkhot et al., 2017), brand loyalty (e.g., Guido & Peluso, 2015; Lin, 2010; Su & Chang, 2018), customer satisfaction (e.g., Su & Tong, 2016; Bekk et al., 2017), brand love (e.g., Becheur et al., 2017; Saeida et al., 2017), and brand attachment (e.g., Ambroise et al., 2014; Ramaseshan & Stein, 2014), among others. Of these relational consequences, brand loyalty was investigated the most (12 articles), followed by brand loyalty (8 articles), customer satisfaction (04 articles), customer loyalty (03 articles), brand love (03 articles), brand attachment (03 articles) and brand commitment (03 articles). The remaining relational consequences appeared in one or two articles.

Furthermore, our review identifies eleven (11) cognitive consequences of BP. Brand attitude (e.g., Lee & Kang, 2013; Madrigal & Boush, 2008) appeared as the most widely investigated consequence of BP (03 articles), and the remaining cognitive consequences (e.g., brand image, brand awareness) appeared in one or two articles. This indicates a lack of focus on examining the cognitive consequences of BP. Scholars examined several behavioural consequences, such as purchase intention (e.g., Wang & Yang, 2011; Xiao & Chunxiao, 2013; Babu & LavanyaLatha, 2018), brand preference (Banerjee, 2016); Maymand & Razmi, 2017), and word-of-mouth (e.g., Anggraeni &, Rachmanita, 2015; Kim et al., 2001), among others. Of the behavioural consequences, researchers paid greater attention to purchase intention (11 articles) and word of mouth (03 articles). These findings suggest that customer's purchase intention and word of mouth are important behavioural consequences of BP. Finally, we identified brand equity as an important consequence of BP (e.g., Su & Tong (2015); Valette-Florence et al., 2011). There were four studies that investigated the impact of BP on brand equity. Overall, these themes indicate that scholars focused more on relational and cognitive consequences.

Table 8 is about here

4.3. Moderating variables

We identify several studies that investigated the effects of moderating variables on the relationships of BP with its consequences (e.g., Banerjee, 2016; Chung & Park, 2015; Wang & Yang, 2011). These moderators fall into six themes: customer-related, brand-related, product-related, company-related, demographics and others (see *Table 9*). The consumer-related factors, such as consumer ethnocentrism (Supphellen & Grønhaug, 2003), consumer personality (Tuzcuoglu et al., 2018), and consumer-brand congruity (Wang et al., 2009) positively moderated the relationship between BP and its consequences. Similarly, brand-related factors, such as brand attractiveness (Hayes et al., 2006), brand identification

(Chung & Park, 2015), and brand endorser (Ambroise et al., 2014) strengthened the relationship of BP with its consequences. Furthermore, the experiential (vs. symbolic) brand concept accentuated the impact of sophistication (vs. excitement) dimension of BP on perceived quality (Ramaseshan & Tsao, 2007).

Another important theme within the broad category of moderators was related to the product. This theme contained three moderators: product category congruent brand colour (Baxter et al., 2018), product meaning (Kum et al., 2012), and product type (Zhang, 2017). Baxter et al. (2018) reported that brand iconic colour has more impact on BP perceptions when it is congruent (vs. incongruent) with product category colour schema. Furthermore, Kum et al. (2012) demonstrated that consumers make brand personality inferences based on brand (vs. product) for symbolic (vs. functional) products. Similarly, Zhang (2017) revealed that assertive (vs. responsive) communication style has more impact on brand personality (i.e., sophistication) of hedonic (vs. utilitarian) products.

This review also identifies some corporate level factors (e.g., corporate brand credibility, corporate personality) that positively moderated brand personality's impact on its consequences. The extant BP research investigated the moderating role of consumer age and gender. Bekk et al. (2017) found that brand personality impacts aged (vs. young) consumers' loyalty. Likewise, Nikhashemi & Valaei (2018) reported that brand personality impacts cognitive and affective brand loyalty for female consumers only.

Table 9 is about here

4.4. Mediating variables

The relational theme emerged as the only theme under the broad category of mediators (*see Table 10*). This theme includes consumer perception of partner-quality, consumer-brand relationship, brand love, brand trust, customer satisfaction, and self-brand congruity. Out of these six mediators, two studies investigated brand trust as a mediator. All other mediators are investigated only once. Besides these mediators, two studies considered the brand personality itself as mediator. Babu & LavanyaLatha (2018) demonstrated that BP mediates the relationship between celebrity endorsement and purchase intention. Similarly, Shahzad et al. (2018) found that BP partially mediates the relationship between brand experience and brand equity.

Researchers have paid limited attention to investigate mechanisms through which BP influences various outcomes, and the results are inconsistent. For instance, Lin (2010) reports a significant impact of BP on brand loyalty. In contrast, follow-up research by Molinillo et al. (2017) and Su and Chang (2018) do not illustrate a consistent influence of BP on brand loyalty. Consequently, this paucity of research calls for further research investigating how BP influences customers' cognitive, affective, and behavioural responses (Radler, 2018).

Table 10 is about here

4.5. An integrative model of BP

Our selected sample identified several conceptual models that show the relationship of BP with its various antecedents and/or consequences (Guido & Peluso, 2015; Louis & Lombart, 2010; Sung & Kim, 2010). Here we propose an integrative BP model by combining antecedents, consequences, mediators, and moderators in BP studies (see *Figure 4*). The proposed model recognizes a wide-ranging list of variables linked to BP research and provides a good summary for future researchers. For managers, the model provides guidelines for building BP and achieving different BP-related marketing outcomes.

Figure 4 is about here

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5. Discussion and conclusion

The present study's design was to review and synthesize the empirical research on antecedents and consequences of BP. In doing so, this review complements Radler's (2018) bibliometric review on BP. Furthermore, the review extends the works of Eisend and Stokburger-Sauer (2013) and Ahmad and Thyagaraj (2014) by including multiple databases and a search engine to provide a comprehensive picture of BP literature published between 1997-2018.

When considering the antecedents of BP, our review identified four themes: brand-related, product-related, consumer-related, and promotion-related factors. Among these antecedents, the brand-related theme received the most attention of researchers with particular focus on brand experience and brand attitude. However, only a few studies consider customer- and product-related themes. Such BP research falls under the umbrella of brand management, so brand-related antecedents remain the focus of researchers. This study also reveals several promotion-related antecedents such as advertising and sales

promotion. Overall, these findings corroborate prior studies (e.g., Davies et al., 2018; Radler, 2018), highlighting a relative lack of research studies examining BP's antecedents as compared to consequences.

Our review also revealed mediators and moderators between the relationship of BP with its antecedents and consequences. The present study identified customer-related, brand-related, product-related, company-related, demographics and others, whereas mediators were grouped into relational factors. Our review finds relatively higher emphasis of researchers on examining contingencies and boundary conditions for the effects of BP on its consequences as compared to relationship between BP and its antecedents.

Our review shows that brand-related antecedents remain the main focus of brand management research. The changing composition of global consumer markets (i.e., millennials and Z generations) and the increasing role of high-tech innovations in influencing consumer choices underscores the need to introduce new BP antecedents. In case of moderators, comsumer- and brand-related factors dominated the BP research, while relational based mediators such as brand trust lead the research.

5.1. Theoretical and practical implications:

A growing body of literature has been established in the domain of BP (Japutra and Molinillo, 2019). However, researchers paid little attention to integrate extant BP research. Our review, therefore, integrates past research on antecedents and consequences of BP. The descriptive analysis reveals that BP research is predominantly quantitative and atheortical. Of the limited number of theories considered in BP research, the theory of anthropomorphism (Guido and Peluso, 2015) appears the most, followed by some social and psychological theories (i.e., social identity theory, interpersonal relationship theory, self-congruity). These results indicate that BP stretches beyond a single theory. Our review further demonstrates that Aaker (1997) and Geuens et al. (2009) scales are the most widely used measures of BP. Moreover, JBM and JPBM are the leading publication platforms for PB research. This confirms the significant contributions of these articles and journals.

We also systematically identify and classify several themes within BP research. The brand-related theme is the predominant theme within the broad categories of antecedents (e.g., brand experience, brand name, brand attitude) and moderators (e.g., brand concept, brand attractiveness). Similarly, the relational theme emerges as the key theme within the broad categories of mediators (partner- quality, consumer-brand relationship) and consequences (e.g., brand trust, brand love). These results indicate that BP is an important aspect of branding, and plays a critical role in building consumer-brand relationship.

This review also offers several insights to marketers. As this research identifies and synthesise the antecedents and consequences of BP, it will help marketers to create BP and understand its consequences. The findings suggest that marketers should focus on brand experience (Brakus et al., 2009; Ly & Loc, 2017) and brand attitude (Maymand & Razmi, 2017) to create BP. Furthermore, it indicates that promotion (e.g., advertising, celebrity attractiveness) can help marketers to shape BP. With regard to consequences, this review indicates that BP influences consumer relational, cognitive and behavioural responses. Specifically, BP can help marketers to influence brand trust (Tong et al., 2018), customer satisfaction (Bekk et al., 2017), brand attitude (Lee & Kang, 2013; Madrigal & Boush, 2008), purchase intention (Babu & LavanyaLatha, 2018), brand loyalty (Guido & Peluso, 2015; Su & Chang, 2018), and brand equity (Valette-Florence et al., 2011), among others.

Additionally, the relationships of BP with its antecedents (e.g., product type, communication style) and consequences (e.g., consumer-brand congruity, brand attractiveness, brand identification) are influenced by several moderating factors. These findings offer valuable insights for practice. For example, Kum et al. (2012) suggest that marketers should emphasise brand (vs product) to create BP of symbolic (vs functional products). Similarly, Zhang (2017) informs advertisers to use assertive (vs responsive) appeal to create BP of hedonic (vs utilitarian) products. Finally, BP appeal is more effective when marketing to female (Nikhashemi & Valaei, 2018) and/or aged consumers (Bekk et al., 2017).

5.2. Limitations and Future research directions

This systematic review has some limitations. Our systematic review shortlisted only empirical papers that investigated the relationship of BP with its antecedents and consequences. Including review papers and conceptual studies on BP could provide better insights. We utilized a search engine and five databases only to search for the relevant literature, and did not use other relevant databases. Future researchers may expand in this direction. This study did not extract any quantitative information (e.g., correlation coefficients, sample sizes) about the relationships of BP with its antecedents and consequences. Such information, if collected, may help future researchers in conducting quantitative reviews or meta-analysis. This study provides several promising avenues for future research on BP.

First, since our review indicates that BP research is mostly atheoretical, applying suitable theoretical perspectives in future research would significantly contribute to BP literature. To this end, brand resonance model (BRM; Keller, 2001) may be useful to examine the impact of BP on different relational consequences (e.g., brand engagement, brand community). Importantly, BRM may help to

uncover rational as well as emotional processes through which BP would affect its relational consequences. Implicit theories (Dweck, Chiu, and Hing, 1995) may also be considered in BP research because of their relevance to human personality. Implicit theories posit that people are either incremental or entity theorists. Incremental theorists believe that traits are malleable, whereas entity theorists believe that traits are fixed. These views about traits malleability influence individuals' evaluations. For example, entity theorists base their judgements on initial trait information, but incremental theorists rely on their needs, emotions, and goals (Yorkston, Nunes, & Matta, 2010). Thus, entity (vs incremental) theorists may base their evaluations of a brand on its personality. Additionally, it would be intriguing to study how entity vs incremental theorists respond to changes in BP.

Second, the majority of the studies on BP apply Aaker's (1997) definition and scale of BP. However, the literature indicates a lack of consensus on the conceptualization and measurement of BP. Several studies (e.g., Plumeyer et al., 2017; Gürhan-Canli et al., 2016) show a significant change in the business environment that must be considered both in practice and theory to ensure the survival of brands and businesses. An interesting avenue for future research can examine the role of responsiveness, innovativeness, and responsibility, the emerging components of brand image in BP (Gürhan-Canli et al., 2016). Future research can apply such recent changes and rethinking that emerged in the conceptualization of BP (Bairrada et al., 2019; Davies et al., 2018).

Third, our review shows that researchers singularly considered quantitative approach in BP research. Qualitative studies are rare in this area. This is perhaps due to the fact that early BP research focused on quantitative design (e.g., Aaker, 1997). This lack of qualitative research is critical considering the fact that it significantly contributes to theory development. Furthermore, qualitative research may help to get deeper understanding of the antecedents and consequences of BP. Specifically, it may uncover contextual differences as well as the processes that underlie the relationship of BP with its antecedents and consequences. Thus, future research should consider qualitative or mixed design in to examine the antecedents and consequences of BP.

Fourth, the majority of the BP research is carried out in developed countries. This is understandable, as consumers from developed countries may have more experience of brands and BP. However, consumer brands experience an increase in revenue streams from developing countries, which demands research in this direction. The cross-cultural context of developing countries will provide a new perspective on developing a better understanding of the antecedents and consequences of BP.

Fifth, green marketing is gaining increasing attention of researchers and practitioners because consumers are becoming increasingly interested in environmental sustainability. However, BP has received little attention in the context of green brands. In practice, consumers seem reluctant to purchase green products (Olson, 2013). Developing sustainable or green BP may play a vital role in influencing consumers' purchase intention (Wang et al., 2009; Paz et al., 2015), brand preference (Banerjee, 2016; Maymand & Razmi, 2017), and brand loyalty (Su & Chang, 2018; Molinillo et al., 2017). Future studies should aim to conceptualize green BP and to test its relationship with other brand-related factors such as brand trust, brand relationship, brand equity, and consumer behavior. This new development also underlines the need to integrate a new set of customer, innovation, and environment moderators and mediators together with new theories to examine the changing dynamics of BP.

Sixth, several marketing constructs such as brand value, customer-perceived value, customer experience, customer engagement, brand authenticity, brand performance, brand prominence, and customer inspiration have rarely been linked to BP. Future research should focus on investigating the relationship between BP and marketing constructs.

Lastly, the role of social media information in developing a BP is unclear. Social media plays an integral part in consumers buying decisions. Businesses increasingly apply social media channels to engage consumers and market their brands. Thus, investigating the impact of social media or integrated marketing communications on BP is a promising direction for future research. Furthermore, future research should investigate the impact of BP on consumer responses (e.g., like, share, comment) in the context of social media.

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