[Responsible Brands vs Active Brands? An Examination Of Brand Personality On Brand Awareness, Brand Trust & Brand Loyalty]

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ABSTRACT

This research explores the role of brand personality traits, namely responsible and active personalities, in consumer-brand relationships with a focus on brand awareness, brand trust, and brand loyalty. This research uses Aaker's (1997) Brand Personality Scale and tests the effects of responsible brands (as stable, down-to-earth, and reliable) and active brands (as dynamic, innovative, and energetic) on consumer attitudes and behaviors. A quantitative research approach was used, involving a seven-point Likert scale survey among 200 respondents from Pakistan's retail sector. Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze data in order to test convergent validity, discriminant validity, and path coefficients. The findings show that active brands significantly enhance brand awareness and trust, while responsible brands build greater levels of brand trust and loyalty, albeit with varying levels of significance. The research increases understanding of brand personality's role in shaping consumer connections and offers practical insights for marketers looking to employ these traits for competitive advantage. Limitations include the focus on a single geographic setting, suggesting the need for cross-cultural verification in future work.

Keywords: Brand personality, Responsible brands, Active brands, Brand awareness, Brand trust, Brand loyalty, Consumer-brand relationships

Introduction

Brand personality design has long been studied in customer behavior research. Due to brand personality disagreements, some companies' figurative use persists (Raja, et al., 2022, Raja, 2022; Raja, et al., 2021). Retailers' brand look and equity depend on manufacturer brands and equity. Some merchants compete with manufacturers to acquire customers, but they adopt manufacturer brands to win their affection, goodwill, and brand loyalty, according to Steiner (1993).

Brand personality design impacts brand preference (Ali, et al., 2023; Yasmin, et al., 2020). Analysts like Belk (1988) have examined how the Brand Personality empowers customers to decide their feelings and optimal self (Kleine et al. 1993) through brand use. Some experts feel brand personality is key to product division. Beil (1993) said Brand Personality drives client preference and acceptance, while others said it's a familiar static marketer can use in varied civilizations (Kayani, et al., 2023; Khan, et al., 2021). A brand that builds long-term client relationships should keep doing so forever. Due to rapid competition and challenging revolution, branding and criteria must be regularly updated to stay effective and efficient (Mir, Rana, & Waqas, 2021).

According to Geuens et al., brand personality scale includes obligation magnitude (down to earth, stable, and responsible) and exertion percentage (dynamic, active, and innovative). Responsible brands are grounded, steady, and responsible, while active brands dominate innovation and dynamism to win customers' trust, according to Gordon et al. (2016).

The two essential demeanors in today's branding can be described as on the First side Brands do have its own personalities or further we can claim that they have affections like an individual's personality in order to extricate those brands in one

another, & for customers those individual eminences are extensive; the another one is that the customer brand engagement, which allude that they also tact to feel peculiar, hysterical & emblematic acquaintances with some specific brands & it is the main argumentation why the proposition of personality of a brand & liaison of customers with a specific brand captivate, it remains in the consideration of practitioners & executives, the researchers like (Aaker, 1997) contributed an enthusiasm towards the better sympathetic that by what means & on what cause customers can creates affiliations with specific brands, the further addition towards the concept of brand personality was noticed by some researchers like (Grisaffe & Nguyen, 2011) in which they conceptualized the essence of the personality of brand or customer brand engagement relationship but it has not been frequently noticed by the previous practitioners (Ali, et al., 2021; Muhammad, et al., 2020; Farooq, et al., 2019). Consumer-brand relationship (CBR) attracted in the early 1900s. Different groups promoted expertise on customer feelings about a brand to determine why people pick it over others. CBR researchers are researching many factors why companies and customers are close (Zaheer, et al., 2021; ul Haq, 2017; ul Haq, 2012).

Fournier (1998) studied the role of brand quality in customer brand relationships in their award-winning human relationship analogy research (Danish, Akhtar & Imran, 2023). After then, many researchers interpreted consumer attachment and brand impression modernity while being sensitive to brand-customer relationship motives and difficulties. Bitner et al. (2000) examined a retail sector debate on customer brand interest (Rooh, et al., 2025; Naseer, et al., 2024). A customer will trust a brand and judge that it is staunch, intact, and virtue usage designs are vast to brand trust relationships, reducing ambivalence (Ansari, Akhtar & Hafeez, 2024; Akhtar, et al., 2021). Brand trust is a customer's belief that a brand will provide, according to Chaudhuri & Holbrook (2001). The first level of brand trust gives authenticity to an inventive or appropriateness-positioned origin, while the second extent attributes positive impulsions to a brand in terms of customer significance and contentment. Brand loyalty may also be the danger of consumers switching brands owing to its appeal. A company that only needs brand recall will have higher sales and cheaper advertising costs with loyal customers.

According to (Aaker, 1991, Keller, 1993), brand awareness causes associations to a certain brand in the mind of a specific customer and is linked to all amplitudes of brand equity. Brand personalities are engaged and responsible, say researchers (Japutra & Molinillo 2016). Few researchers have researched these two brand personality qualities, however practitioners and academics have highlighted brand personality, therefore Active & Responsible have been studied on multiple platforms. Japutra & Molinillo (2016) found that brand personality cannot predict all brand experiences, but being responsible appears to increase satisfaction and trust, while being active appears to increase loyalty.

Further studies demonstrated that brand personality strongly impacts customer-brand connections (Jalil, Sarmad & Shafi, 2023). A study found that active brands predict brand recognition more than ethical brands. Responsibility predicts brand trust and loyalty, while activity decreases it (Molinillo, Japutra, Nguyen & Chen 2016). It's a popular retail trial to learn how to build good customer relationships. Many companies are working on it, and merchants must consider Brand Personality and CBR composites

to build great customer brand relationships. Brand Personality is studied differently by scholars. It examines brand personality expressions and the relationship between active and responsible brands and consumer brand relationship arrangements.

Research Objective

The main objective of this research is to highlight the special focus towards the generosity of the two preeminent temperament of Brand Personality that are denominated as Active brand personality & Responsible brand personality to explore the affiliations of temperament of Brand Personality on the three Consumer Brand Relationship compositions that are denominated as Brand loyalty, Brand Trust & Brand awareness.

Research Questions

What are the impacts of brand awareness on responsible brand personality & active brand personality?

What are the impacts of brand trust on responsible brand personality & active brand personality?

What are the impacts of brand loyalty on responsible brand personality & active brand personality?

There are so many researches that has been established the concepts of Personalities of a Brand & its idiosyncrasies from the last century, Jennifer Aaker was the one who firstly presented & interpreted the intent of Brand Personality, thus from that time it has been notified that contrasted Brands also possess few personalities, after that different practitioners has started to oppose the diversified suppositions of a Brand's Personality, so in this research here seem to be deliberated that what Brand Personalities are; uniquely this paper will further argue the two vital strains of Brand's personality that are named as Active Brands & Responsible Brands & additionally it's liaisons with Brand awareness, Brand Trust & Brand Loyalty, that will prove to be the great support in the better recognition of brand personality magnitudes moreover this research will be constructive for the retailing industries in Pakistan as well as it will also provide the better range of knowledge to the retailers throughout the world.

Literature Review

Ancient history demonstrates that the persona of a brand has intrigued numerous researchers in various manners. Numerous investigations have discovered that brands and products has distinct personalities, capable of eliciting sensitivity, affection, and ethical considerations, thereby rendering humans as gregarious, affectionate, vigilant, and creative (Shah, et al., 2024; Ali, et al., 2024; Kayani, et al., 2023). Gilmore (1919) discovered that individuals want to engage with organizations that align with their personality.

Global marketing research indicates that consumers' views and intentions toward a brand are not linked to the practical attributes and supremacy of its services and products. Brand Personality was often utilized, as indicated by Batra et al. (2007).

Customers exhibit interest in the brand through essential personality aspects, while brand managers endeavor to sway customers by highlighting their goals, so enhancing their brand's reputation relative to competitors (Jalil, Rabbani, & Sarmad, 2025.; Fatima, et al., 2024; Khan, et al., 2021). In 1955, Gardner and Levy identified the

concept of brand personality and contended that it might enhance an organization's value. As per Ogilvy 1955, every commercial shapes a brand's identity.   The references imply that corporations ought to cultivate robust consumer-brand interactions by fostering a favorable brand persona (Oad, Zaidi, & Phulpoto, 2023).   While certain researchers, such as Belk (1988) and Malhotra (1988), have shown that Brand Personality can motivate a consumer to convey their own identity and ideal persona via a brand, others have identified methods to categorize a product (Halliday 1996 & Biel 1993). The primary factor in this regard may be a customer's impression (Ahmad, et al., 2021; Ahmad, 2018).   Frequency of brand usage, Plummer, 1985   Brands can be promoted across several cultures via the most recognized integer.

Aaker (1997)   A brand's personality can exemplify human virtue.   Brand personality traits can be defined through the elements of the marketing mix and the designs employed in brand-customer interactions (Jalil & Sarmad, 2024; Rana, et al., 2021; Khan, et al., 2021; Sarmad, 2016). In 1997, Jennifer L. Aaker created the Brand Personality Scale to examine the influence of sincerity, excitement, competence, sophistication, and ruggedness on consumer purchasing behavior. The five personality qualities encompass sincerity, domestic affiliation, honesty, and genuine positive sentiments associated with a brand. Keller and Lehmann (2006) examined the four dimensions of Brand Personality, with the initial dimension analyzing how Brand Personality, Brand Choice, and perceived relationships with a Brand can affect consumers' purchase decisions. Freling and Forbes (2005) examined the sole personality that shapes customer perceptions of a brand.

Belk (1988) and Malhotra (1988) discovered that Brand Personality can motivate customers to convey their own identity and ideal persona via a brand, while other scholars identified methods to categorize a product's classification.   According to Halliday (1996) and Biel (1993), a primary motivator may be a customer's perception and frequency of brand utilization. Plummer (1985) asserts that a brand can be marketed across diverse cultures by employing the most recognizable integer.

Empirical Review

H1. Responsible Brand Personality Positively Affects Brand Awareness

Kim, Han and Park, (2001) identified the influences of brand management on brand personalities through customer identification with specific brands. This study highlights concerns regarding WOM, brand personality, self-expression, social identification, and fluctuations in brand loyalty. A questionnaire was developed, and a brief pre-test was conducted, resulting in 180 questionnaires being distributed to students at a university in Korea. The capabilities of the structural modeling method have been cautioned against. The research findings indicated that there are definitive connections influencing the uniqueness, appeal, and self-assessments of brand personalities (Shah, et al., 2025; Azhar, Iqbal & Imran 2025). The communications in the research indicate significant numerical outcomes regarding customer identifications. It is recommended that the analytical and authoritative implications of the final reactions be considered, along with the recommendations addressing both the limitations of the research and the future directives. The study by Geuens, Weijters, and Wulf (2009) aimed to evaluate the various scales of brand personality that encompass the fundamental components of brand personality.   This study incorporates several primary constraints: brand personality,

brand attitude, scale reliability, scale development, and scale validity. A questionnaire was developed to collect data from 12,789 participants, all of whom were online consumers in Belgium. The correlation technique has been utilized. The research communications indicated that this new development demonstrates high stability. It is recommended that future studies explore a broader range of brand personalities across diverse contexts (Ali, et al., 2020; Ali, et al., 2020; Xu, et al., 2019). According to Muniz and Marchetti, (2012) study aims to further examine the dimensions of a brand's personality, as argued by Jennifer Aaker in 1997, which will contribute to specific assessments in the Brazilian context. This study is constrained by factors such as brands, brand personalities, and marketing. A significant example has been recorded of 1,302 respondents who participated in the online survey focused on Brazilian contexts. The study was analyzed using two methods: Exploratory Factor Analysis and another approach. The study was analyzed using Confirmatory Factor Analysis. The results indicated significant variations in personality traits associated with each service and product, revealing diverse personalities across different contexts. Future studies by researchers should examine the relationships between brand levels and their effects on consumer behavior, as well as investigate the implications for brand personality.

H2. Active Brand Personality Positively Affects Brand Awareness

Louis and Lombart (2010) the main theme for which this research has been proposed was an imitation that assimilates the two aspects of explicit & inexplicit accouterments of perceived personality of a brand on the three extensive & comparative residual forges that are of connections, trust & engagements en route a brand. Customers, Identity of a brand, Trust, loyalty towards a brand are fluctuations that were passed down in this specific study. The pattern of convenience sampling has been performed for this study along with the 348 French appellants that were selected from the youth aged around the youngsters over 19 till 23 the industry was retail industry & appellants were questioned about the Coca-Cola brand. Structural equations modeling procedure has been applied. The outcomes of the study witnessed revealing that the 9 peculiarities of personality of a brand named Coca Cola deliberated the explicit brunt on minimum 1 from the main three affiliated results in the research. For the future researches the researchers highly recommend to accentuate virtue obligations for the achievement of coveted fallouts along with the routes purposefully admissible to diversified consumers.

H3 Responsible Brand Personality Positively Affects Brand Trust

Arora and Stoner (2009) aimed to explore the utilization of integrated methodologies, specifically quantitative and qualitative approaches, to investigate a brand's personality. Their study focused on the personality dimensions of prominent retail brands, specifically the store brands Wal-Mart and Target, as well as the athletic brands Nike and Adidas. The constants that have been utilized are designated as brand identity, brand image, and qualitative research methodology. The investigation of this study has been enhanced and encapsulated by a targeted one-on-one interview survey focused on Jennifer Aaker's dimensions of Brand Personality. The data was analyzed using QDA Software and qualitative assessments. The analysis revealed a significant inadequacy in the confluence of the Brand's Personality dimensions; individuals cannot align expectations with the varied approaches and segments, highlighting a critical capacity that emerged solely in

the two quantitative or qualitative assessments.

According to Japutra and Molinillo (2016), this research has been modified to elucidate the varied dimensions of brand personality, particularly focusing on the two most significant traits: the diverse perceptions of individual customers about responsible brands and active brands. Brand loyalty, brand personality, trust, satisfaction, and brand experience were among the variables that have been examined. Three hundred thirty-nine appellants, all of whom were Spanish individuals, were involved in data collecting. Partial Least Squares, or PLS, was utilized to examine the results. The research indicated that responsibility correlates with higher levels of trust and happiness when associated with activity, and that being active correlates with increased loyalty when linked to responsibility. This study concludes that subsequent research should incorporate appropriate improvements to the links between customer brand experiences and brand personality.

H4. Active Brand Personality Positively Affects Brand Trust

Freling, Forbes (2005) This study provides empirical support for brand personality and customer decision-making. Experimental design and brand image fluctuations' convenience. All 192 students in the South Western University marketing program participated in the study, which earned them extra credit. The ANOVA method is used. These lectures imply that a brand's personality can dramatically impact product interpretations and lead to more brand associations. In future study, brand personas should guide further explanations. Jennifer L. Aaker created the Brand Personality Scale in 1997 to assess how sincerity, excitement, competence, sophistication, and ruggedness affect customer purchase behavior. Sincerity, home affiliation, honesty, and brand-related good emotions are Aaker's five personality dimensions.

Chinomona, Mahlangu, Pooec (2013) Brand services, trust, and consumer satisfaction affect brand loyalty, according to this study. Brand satisfaction, trust, preference, loyalty, service excellence, and commitment. Data came from 170 questionnaires. SEM was used. Future studies should focus on more traits. Zivanovic, Cerovic, and Bjeckic (2017) tested the HEXACO model for brand personality. This study uses brand personality, honesty-humility, HEXACO, and trust limitations. A detailed questionnaire was used to obtain data from 55 participants. We analyzed the data using correlation. The results supported the six-factor band personality model. More cross-cultural study is needed. Goldsmith and Goldsmith (2011) investigated how brand personality and perceived brands relate. 132 US university students offered input for this study. CFA and Amos were used in studies. The results showed that brand personality affects brand perception. Future studies should validate brand image and engagement in the same scenario.

This study by Bekk, Sporrle, Landes, and Moser (2016) examined how consumer trust and satisfaction affect brand loyalty. Brand loyalty, trust, age, and satisfaction. Data was collected from 1032 pollution incidents using a detailed questionnaire. Multiple mediation model was used to test hypothesis. The study found that brand association increases consumer loyalty, thus customer age matters. This environment's longitudinal properties should be studied in the future. Azoulay and Kepferer (2003) analyzed brand image, brand personality, and brand personality attributes to better define the brand

personality scale.   Survey participants numbered 40.   The SEM technique was used. Results showed a positive association between factors.   Human behavior study is needed.

A study by Mabkhot, Shaari, and Salleh (2017) examined the links between brand loyalty, image, and personality.   Brand trust, perception, identity, Malaysian automakers. An online survey of 576 appellants collected data.   SEM was used in study.   The findings showed a relationship between all variables.   Further empirical research on other standards was advised.

H5 Responsible Brand Personality Positively Affects Brand Loyalty

Westberg and Wilson (2009) sought to investigate the elements of Customer Relationship Management regarding the impact of sponsorships and sales promotions on consumers' purchasing intentions and brand attitudes, as well as the differences in brand loyalty, cause-related marketing, and promotional sales.   A convenience sample of 200 Australian citizen students was utilized for data gathering, employing a survey comprised of self-constructed questions.   Covariance analysis of variance and multivariate studies have been utilized.   Consequently, the study advised that customers adopt a more assertive stance towards Customer Relationship Management systems rather than support services.   This should be regarded as a long-term research endeavor involving multiple aspects of Customer Relationship Management strategy across various departments with known personnel.

This research conducted by J.K. Prakash and Khattri (2012) sought to examine the application of the Brand Personality Scale (BPS) by analyzing three leading brands: Pepsi, Thumbs Up, and Coca-Cola, in the Indian context.   The study examines brand personality, its dimensions, brand, discriminant analysis, and features of perceptual mapping.   The document contains underlined descriptive analysis.   The study has demonstrated that the personalities of aggressive brands markedly affect consumer behavior towards a certain brand.   Additional research in this area should focus on the marketing mix.

This study (Kunzel, Halliday 2010) seeks to analyze the impacts of repeated purchasing, brand personality alignment, and brand image on brand identification and loyalty.   This research employs social identity theory, branding, brand loyalty, brand personality, and brand reputation as determinants.   Data was gathered in a German context.   Findings suggest that managers may engage in the evaluations of various brands and the measurement of brand loyalty.   Additional research is recommended to be undertaken in a similar manner.   Badgaiyan, Dixit, and Verma (2017) aimed to ascertain the factors affecting consumers' impulse buying behavior.   Impulse buying behavior, Search Engine Marketing, dimensions of brand personality, brand identity.   A total of 522 individuals participated in the survey.   The SEM technique has been employed.   The results demonstrated that explicit effects were observed among the components.   In the future, this literature should be disseminated through diverse channels.

Aaker (1997)   The personality of a brand can be depicted as the embodiment of human virtues linked to the brand's aim.   The attributes of brand personality can be developed through the elements of the marketing mix and the designs utilized in all aspects of communication between the company and its clientele.

The principal objective of this study (Gorbaniuk, Sokolowski, Markowska, Czajka & Mielczarek 2015) was to clarify the connections between the boundaries of brand personality and brand equity as viewed by consumers. Customer-based brand equity, brand personality, and brand quality are among the constraints that have been employed. A poll was performed including 520 individuals. The correlation method was assessed. The results demonstrated a distinct correlation among the variables.

This study (Steinman 2012) seeks to investigate the impact of brand violations and brand personality on consumer behavior. The research investigates brand violations, brand relationships, and brand personality as its primary variables. One hundred seven appellants engaged in the study. Cronbach's alpha has been employed. The analysis revealed a substantial correlation among the variables. Future research should be unencumbered.

This study (Naresh 2012) investigated the importance of several brand personas in major markets. Brand identity, brand strategy, branding effectiveness, consumer perceptions, brand character. A total of 360 individuals from the FMCG sector contributed to the data collection initiative. The Proxscal multidimensional methodology has been employed in this area. The results demonstrate that the components of brand identity defined by Jennifer Aaker substantially impact brands. This subject should be analyzed in various contexts in the future.

The principal aim of the research conducted by Kohler and Perrino (2017) was to examine Italian enterprises and the roles of their CEOs concerning their brands and responsibilities. The research employed antecedents including authenticity, brand, communal identities, face-to-face interaction, Italy, Made in Italy, oral narrative, and posture. Data was gathered via interviews. The results have clearly shown the influence on one another.

H6. Active Brand Personality Positively Affects Brand Loyalty

Muller and Dye (2017) study South African generation Y students' Toyota brand perceptions. Brand personality, Toyota, Generation Y, and South Africa are study antecedents. 356 participants' data was utilized to build a questionnaire. Statisticians descriptively tested this data. A study indicated that South African generation y perceived Totyo as a responsible, tough, and outdoorsy brand. More research is needed elsewhere.

A 2017 study by Almasi and Dadanehi evaluated how brand equity affects sports gear buying behavior and brand personality. Brand personality, mediating role, obsessive shopping, and sportswear consumers were studied. A questionnaire collected data from 246 appellants. There was association in this investigation. Results show an antecedent-relationship. Future study may use different methodologies.

In hotels, a brand's adaptable personality promotes customers' self-image over brand personalities and its sincerity and enthusiasm (Su & Reynolds 2017). Data was collected from 229 appellants by questionnaire. Structure equation modeling and confirmatory factor analysis helped analyze data. According to the data, many personality traits performed poorly on comparable factors. Future research should examine hotel self-image model and brand congruity. Esch, Langner, Schmitt & Gues (2006) explored how brand relationship and knowledge affect purchase intentions.

Brand management, equity, consumer behavior, and awareness are factors. The study employed SEM. An explicit brand link was found. Further research should examine how consumer feedback affects buying intentions. Mustari, Kadir, Asdar & Sudirman (2016) explored how customer feelings, marketing messaging, and brand equity affect consumer decisions. In this study, 220 appellants participated. We utilized SEM. Everything seemed friendly. This study should disclose more norms.

Torku brand consumer opinions were evaluated (Bilgili & Ozkul 2015). Satisfaction, loyalty, brand, positioning, and personality. A questionnaire was given to 400 Istanbul residents. Use of Lisrel technique. Controlled relationships exist between key components. Additionally, brand positioning was suggested.

Muzellec & Lambkin (2005) analyzed business strategy drivers. Change management, corporate branding, and brand management were key. A descriptive data was collected from 166 rebranded organizations. Used SEM. Testing showed that marketing strategies affect brand equity more than other factors. Branding should be assessed using many criteria. Saleem, Rahman, Umar (2015) Brand awareness, loyalty, and quality will be studied. With completed questionnaires, 130 participated. Focus on brand awareness, mediation, beverage industry, Pakistan, brand loyalty, perceived quality, and brand image. A Pearson correlation is applied. All aspects are interconnected. Differentiated industry research was advised.

(Foo, Douglas & Jack 2007) studied how new methods have altered consumer-bank interactions. The study included brands, exchange, incentives, banks, financial services, and relationship marketing. Several 32 groups collected data. Analyze data with Anova. Research shows that various schemes help buyers understand a company. Display perceptual dimensions. Malaysian retail brands and customer loyalty were explored by Abdullah et al. (2012). The study examined customer loyalty, branding, private label, retailing, and store brand factors. Results show a direct relationship between these factors. Studies in other countries were suggested.

Hongwei et al. (2012) found that social personality coordinates brand identity, trust, values, and loyalty interpretation in customer–brand relationships. Shopping center capture interviews revealed study data. Zentes, Morschett, & Klein (2007) examined Jennifer Aaker's Brand Personality assessment in German standards. This explanation supports brand personality, store loyalty, retail brands, and store image changes. The 1337 candidates answered written questions. Using Cronbach alpha for measurements. This means retail companies can leverage Aaker's BPS. This BPS may be utilized in future European standard studies.

Muller & Bevan-Dye (2017) evaluated Generation Y university students' Toyota Motor Car brand perceptions and intentions. This study includes Toyota mobility, Generation Y, South Africa, and brand personality. This poll includes 356 South African public university generation Y students. Toyota is trusted by Generation Y South African students for inimical sophistication.

Choi, Ok, and Hyun (2014) examined how coffeehouse experiences and brand personality features affect brand esteems, quality, and loyalty in the coffeehouse business. Charisma, experience, prestige, connection quality, Coffeehouse. Study participants included 309 appellants. Coffee shop customers provided data. Statisticians

use confirmation factor analysis. The results reveal that behavioral brand loyalty affects brand relationship quality poorly. Future research should revisit these designs. This study examines brand and high-five personality traits (Eisend & Sauer 2013). This study examined culture, item accumulation, and brands. We sampled 94 appellants. This study employed factor analysis and explanation. BP Scale results indicated Brand's personality characteristics. The work first showed that these variations are not independent and confirmed GFP. Future research should determine GFP percentage.

Barbara et al. (2006) tested brand love theory and made customers excited about brands. The results showed that fulfilled purchase behavior love is more important for hedonic companies and brands with more regular sources of interest. Brand love increases brand stability and verbal skills. It was hypothesized that satisfied purchasers are less loyal to hedonic product orders and praise self-expressive brands.

Fatima (2001) We explore how corporate ability (CA) and client brand identification effect retail bank customer brand loyalty in India. Through brand identification, CA and CSR associations positively and indirectly enhanced client brand loyalty. This illustrates that CA becoming committed is more nuanced and affected by various factors, making brand differentiation proof crucial for customer brand loyalty. We examined 489 thrifty buyers. Targets, assumptions, and data were examined using structured equation modeling. This review discusses how brand identity influences brand loyalty through responsibility and satisfaction.

Conceptual Model
Brand Personality
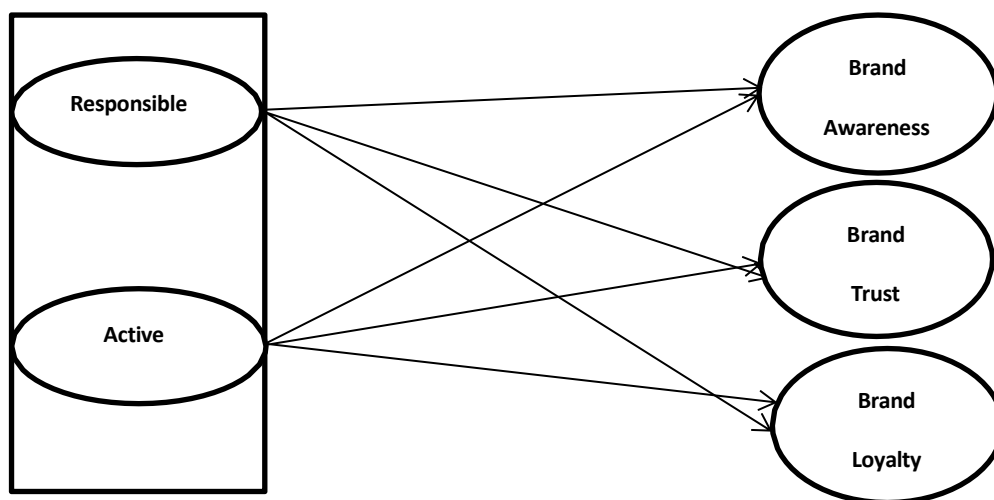
The theory underpinning all the volatilities in this study is referred to as brand personality theory. Researcher Aaker (1997) identified various dimensions of brand personality, including responsibility and activity. Additionally, Aaker introduced the brand personality scale, which encompasses traits such as sincerity, honesty, domestic associations, and positive emotions associated with a brand. Modern practitioners, such as Japutra and Milinillo (2016), corroborated that every brand embodies these characteristics. Consequently, the theory of brand personality underpins all the antecedents present in this study.

Methodology

This research employs a correlation technique, applying correlation due to the diverse variables under examination. This method enables the understanding of the relationships between various variables. In the analysis of this study, convenience sampling has proven to be the most appropriate method for the research conducted. This method, a variant of non-probability sampling, contrasts with the two principal categories of sampling techniques: probability and non-probability sampling. The inclination for convenience sampling stems from its simplicity, enabling the efficient gathering of data from a varied population, thus expediting information acquisition within a limited timeframe. The data has been compiled with 200 appellants, aiming to analyze and gather information from 120 persons, consisting of 80 men and 40 women. This data must be obtained from consumers who are directly or indirectly involved in retail purchases.

The data will be gathered from persons who partake in the consumption of distinctive items or services. No substantial obstacles exist to the collection of data from diverse persons living in Pakistan, especially in Karachi. The data collection will occur through a questionnaire employing a seven-point Likert scale from 1) strongly disagree to 7) strongly agree. The justification for utilizing this seven-point scale is in its ability to offer greater differentiation than a five-point Likert scale, facilitating more accurate findings.

Brand personality: responsible	This Brand is down to earth. This is a stable Brand.	Adopted from the paper of 2009
Brand personality: active	This Brand is dynamic. This is an innovative Brand. This is an active Brand.	Adopted from the paper of 2009
Brand awareness	I am aware of this Brand I can quickly recall the symbol or logo of this brand I can recognize this brand among other competing brands	Adopted from the paper of 2011
Brand trust	I rely on this brand This is an honest brand This brand is safe	Adopted from the paper of 2010
Brand loyalty	I consider myself to be loyal to this brand. This brand would be my first choice. I will not buy other brands if this brand is available at the store.	Adopted from the paper of 2008

Descriptive Analysis

In the area of descriptive analysis, it is analyzed that what the data is displaying. Descriptive analysis is basically the simplification of the integrated amount of data which describes the basic aspects that what this entire data possesses. This research has been executed through the sample size of 200 respondents, all of the respondents were asked to record their valuable views towards the retail brands that they usually use and the retail brands that they love to use the most.

The below mentioned table is displaying the structural proportions of the appellants on

the individual basis.

Table 1:   ***Demographics Statistics***

| **Gender**		
Male	141	70.5%
Female	59	29.5%
Marital Status		
Married	40	20%
Unmarried	160	80%
Occupation		
Employed	117	58.5%
Unemployed	83	41.5%
Age		
25 Years or less	101	50.5%
26 years to 30 years	60	30%
31 years to 35 years	32	16%
36 years to 40 years	7	3.5%
41 years or above		0%
Education Level		
Under Graduate	25	12.5%
Graduate	86	43%
Post Graduate	58	29%
M. Phil	24	12%
PhD	3	1.5%
Other	4	2 %
Income		
Below Rs 25000	70	35%
Rs 25000	41	20.5%
Above Rs 25000	89	35%

Model Measurement

To gauge the model dimensions, it is convenient to use the PLS application. According to (Ringle et al, 2005) Partial Least Squares (PLS) is an authentic indicator for models and is appropriate underlying circumstances, brilliantly PLS exploit while taking into consideration in the assessments of demonstrations of the model in the meantime. The factors that are effective to he most are of Partial Least Squares (PLS) path modeling algorithm and to construct the constraints, as it is shown the below mentioned table.

Figure 1: ***Path Model***
Convergent Validity
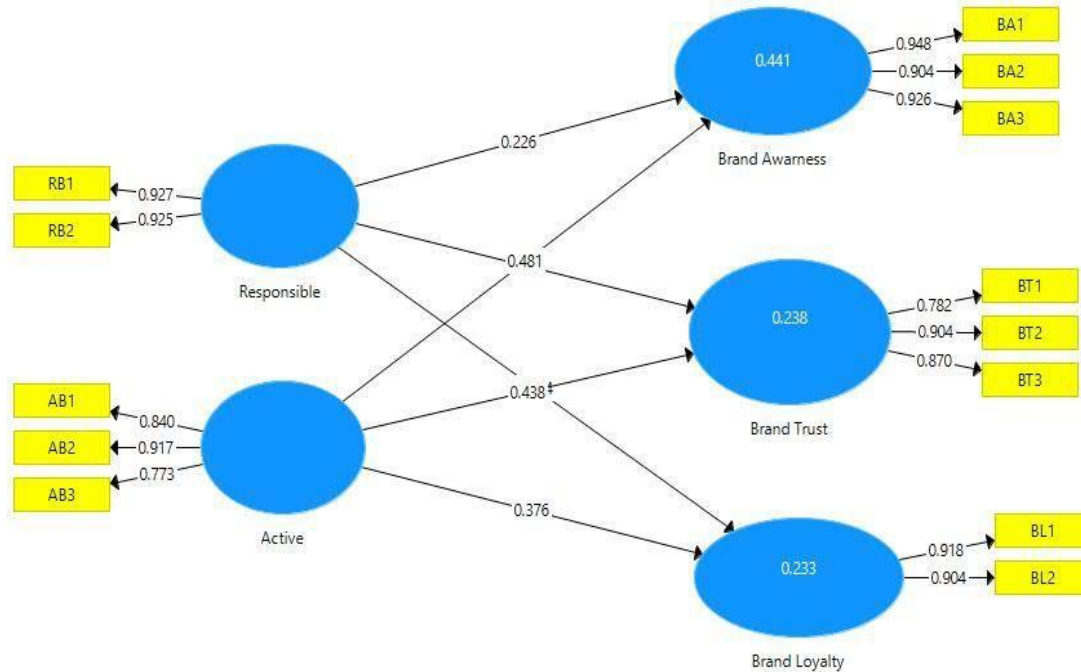
Convergent validity is ambiguous by momentous factor loadings from each of the amplification on the applicable attribute or phase (Cole, 1987). (Fornell & Larcker 1981) described convergent validity is typical, in case the divergence-extract value exceeds 0.50. The concluding points resulting assigns that the fluctuation extorted in three dimensions that are on the first place factor loadings must consists the greater values than 0.50 (Hair et al 2007), on the hand in the results the composite reliability for every composition must outpace 0.70 and in the end average variance extracted (AVE) for all compositions must discontinuance the uphold 0.50 value.

Table 2: ***Factor Loadings, Cronbach's Alpha, Composite Reliability and AVE***

Block	Outer loadings	Cronbach's	Composite	AVE
Active		0.799	0.882	0.714
AB1	0.840			
AB2	0.917			
AB3	0.773			
Brand Awareness		0.918	0.948	0.858
BA1	0.948			
BA2	0.904			
BA3	0.926			
Brand Loyalty		0.796	0.907	0.831
BL1	0.918			
BL2	0.904			
Brand Trust		0.811	0.889	0.728
BT1	0.782			
BT2	0.904			

BT3	0.870			
Responsible		0.833	0.923	0.857
RB1	0.927			
RB2	0.925			

In reach, this study displays the outer loadings that revealed that there is a supportive convergent validity for the given five variables, further for the clarification, mentioning that all the outer loadings of the five variables are exceeding 0.70 (Fornell & Larcker 1981) while even exceeding the value of 0.70, as it ranged from 0.773 to 0.948 (Table 4.2.1). In order to prove that these components have convergent validity it is enough to witness these components possess higher factor loadings. The above table still showing the positivity in the area of composite reliability as all of the values are outpaced the benchmark value 0.70. In the third part of evaluation the (table 4.2.1) shows greater values than 0.50 that is displaying significance to interpret the convergent validity.

Discriminant Validity

For the affirmation of compositions, it is important to assess the discriminant validity. The method introduced by (Campbell and Fiske 1959) basically discriminant validity emulates the amplitude that is convenient to assess the components in a more efficient and effective way (peter & curchill 1986). In order to figure out the discriminant validity different procedures should be taken into consideration, one is Average Variance Extracted (AVE) that is a frequent approach to check the discriminant validity (Gerbing and Anderson, 1988), the approach through which discriminant validity can be analyzed is cross loadings for each component in the design and square root of AVE must be calculated.

Table 3:   Discriminant Validity

	AB	BA	BL	BT	RB
AB	**0.845**				
BA	0.646	**0.926**			
BL	0.474	0.438	**0.911**		
BT	0.486	0.350	0.422	**0.853**	
RB	0.726	0.576	0.407	0.385	**0.926**

The constructs in the table should be high in terms of loadings comparable compositions than cross loadings on the other compositions in the design.

Table 4:   Cross Loading

	AB	BA	BL	BT	RB
AB1	0.840				
AB2	0.917				
AB3	0.773				
BA1		0.948			
BA2		0.904			

BA3	0.926			
BL1		0.918		
BL2		0.904		
BT1			0.782	
BT2			0.904	
BT3			0.870	
RB1				0.927
RB2				0.925

In the above model table 4 most probably the loading are higher than the other corresponding constructs, but to some extent the loadings are not showing the exceeding value than the other constructs.

Table 5: *Heterotraitmonotrait (HTMT) Table*

	AB	BA	BL	BT	RB
AB					
BA	0.737				
BL	0.566	0.509			
BT	0.578	0.398	0.518		
RB	0.885	0.651	0.500	0.467	

In the above table 5 the clarified evaluation of HTMT is displaying in order to determine the results of discriminant validity. The values of the components should be more than 0.5 and accurately less than 0.9 according to the (Gold et al 2001) and in the above table it is clearly visible that the values of all variables Active Brand, Brand Awareness, Brand Loyalty, Brand Trust, Responsible Brand are less than 0.9, Hence it can be interpreted that these constructs are possesses discriminant validity.

Blind Folding and Coefficient of Determination

Blindfolding is basically a pattern that simplifies the technique. Blindfolding concedes the determination Stone-Geisser's Q^2 value (Stone, 1974; Geisser, 1974) and it is representing the analysis precedent for the cross-validated anticipative applicability of the Partial Least Squares (PLS) path model. Blindfolding is basically a way to investigate the overall fitness of the design or model, the criteria under which the fitness of the model is to be investigated from the results is that the value of Q2 should exceeding Zero, which in turn witnesses that the overall model and the results of the study are considered to be as good fit.

Table 6: *Blindfolding*

	R^2	Q^2-SSE/SSO
AB		
BA	0.441	0.344
BL	0.233	0.178
BT	0.238	0.157
RB		

In the above table 6 the values that are displayed in the section of R^2 is displaying the values of the three dependent variables BA with a value of 0.441, BL with a value of 0.233 & BT with a value of 0.238. Whereas Q2 it is clearly visible that the values are above than Zero which is showing a positive sign towards the interpretation of the table & it is also displaying that the overall model is considered to be as a good fit.

Structural Model Analysis

The structural model analysis in the field of statistics in regard to any internal underlying determinants to some other underlying determinants, in terms of convenience components in the Partial Least Squares software (PLS) it is stated that this can explore structural design and hypothesis through the calculations of path coefficients, whereas according to (Cohen, 1988). Partial Least Squares software (PLS) does not compel a ordinarily appropriated data that is evaluated with R-squared calculations to the dependent underlying determinants. (F.Hair Jr et al, 2014) suggested that the hypotheses were tested by the application of bootstrapping practices.

Bootstrapping

Partial Least Squares (PLS)-SEM usage is becoming much suitable and convenient, and because it has the possibility of enormous data for investigations (Kock, N. 2014).Bootstrapping is the way for authorized capacities of veracity characterized in bias, confidence intervals, variance, prediction errors and many more such allotments for the estimation of samples. According to (Efron 1979) bootstrapping is considered to be as the most extensively used resampling technique in PLS-SEM, moreover some scholars like (Aczel & Sounderpandian, 2002; Kock, 2014b) defined expectation of P value for an individual as a lower P value to be bring in for a vigorous path coefficient just because the contingent probability of these path coefficient measurements gets decrease with its consequence (Aczel & Sounderpandian, 2002; Kock, 2014b).

Table 7:   *Path Coefficients*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P value
AB->BA	0.481	0.495	0.136	3.529	0.000
AB->BL	0.376	0.396	0.194	1.934	0.053
AB->BT	0.438	0.473	0.129	3.388	0.001
RB->BA	0.226	0.219	0.140	1.619	0.106
RB->BL	0.134	0.119	0.161	0.834	0.404
AB->BT	0.067	0.046	0.139	0.479	0.632

The above diagram (table 7) is showing the outcomes of bootstrapping in which the test was applied to show the complete effects of the entire model. The above table basically possesses the mean, standard deviation and P values for data estimations.

The path coefficients in the above table are displaying the clear direct relationship among the variables that is showing that variables named; active brand (AB) and brand awareness (BA) has direct positive relationship to one another it can be interpreted through the alliances that there is the value of β i.e. sample mean which is displaying its

effect in a way to 0.495 which is close enough to the value 1it's simply responding to the element that the relation among the variables the variables are directly positive. In addition, on the other hand the results of P value of the variables is showing the sign of positivity among the variables as the P value here is 0.000 which is surely showing a positive sign towards the variables because this value is less than 0.05.

The relationships that are noticed in the above table regarding the results of active brand (AB) and brand loyalty (BL) where these both variables are displaying the positive relationship in the area of sample mean i.e. β on the contrary the results are showing an insignificant relationship among the variables because with the unsupportiveness of their P value that is displaying its value more than 0.05 and possess 0.053 value. In the above table the relationship of active brand (AB) and brand trust (BT) it has been shown from the results that these two variables has a direct positive relationship with one another, the value of sample mean is showing 0.438 which is comparatively closer to 1. On the contrary when it's time to check the validity in terms of P value it again is showing the positive impact 0.001 which is less than 0.05, so this is considered as a positive direct relationship. The variables responsible brands (RB) and Brand Awareness (BA) is showing direct relationship to one another and there is an insignificant relationship among these variables the P value is 0.106 which is not less than 0.05.

Responsible brands (RB) and brand loyalty (BL) has an indirect positive relationship on one another as there is the value of sample means i.e. β which is shown as 0.134 and on the contrary there displays 0.404 value that is far greater than the value 0.05 which is displaying insignificance among the variables. The results of the variables active brand (AB) and brand trust (BT) is showing a direct positive relation because 0.046 is the value of β and there is a an insignificant relation among these variables as the results of the study is showing the P value of 0.632 which is greater than 0.05

Discussion

In this chapter the different aspects of the variables have been discussed in detail with the particular references and with the authentication of results. Partial Least Squares (PLS)-SEM has been used to run the test as it the most authentic application to get the results of a large data. The number of 200 appellants has been gathered to get the favorable results and to check the authenticity of variables. The first and foremost step to get the results was to determine the demographics in which the number of respondents and their other demographic details were to be noticed and mentioned, the demographics were witnessed the specific identification of the appellants that has been participated in the collection of data. The second step in this chapter is the measurement of the model that is drawn while performing the test, the model is consisted of all of the variable and in order to make it more appropriate and authentic it was needed to eliminate some variables from it. Convergent validity was the third step I this chapter trough the test of convergent validity it was analyzed that has been analyzed through factor loadings, composite reliability and average variance extracted (AVE) and of these three criteria has shown the positivity towards the results. In discriminant validity it is clearly displaying that after investigating the discriminant validity, HTMT and Cross loading results have shown the positivity towards these

variables active brands and responsible brands. In bootstrapping there is a mixture of results active brand (AB) and brand awareness (BA) and the impacts of active brand (AB) and brand loyalty (BL), active brand (AB) and brand trust (BT) has shown a direct significant relationship while on the other hand the results of responsible brands (RB) and Brand Awareness (BA) and the variables like Responsible brands (RB) and brand loyalty (BL), active brand (AB) and brand trust (BT) has shown the insignificant direct and indirect relationships.

Conclusion

This research displayed the different personalities of a brand named active and responsible. This study was basically creating an individual's focus towards the topic of building the long lasting relationships with the consumers, and by maintaining the personalities of a brand an organization can make it possible to create those relationships strong and to remove the gaps to create a better bridge in the better understanding of customer brand relationships.

The purpose to conduct this research was to highlight the main constraints of brand personality (Aaker 1998) this study possess the personality of a brand responsible brands and active brands to forecast the outstanding customer brand's relationship constructs, and also brand awareness, brand trust, and brand loyalty.

While talking about the results of the study, this research possesses a combination of significant and insignificant results, this study shows that the active brands can show the insignificance towards the brand trust, as also stated by (Rampl, Kenning 2014). The rsults of the study has also shown the significant and positive results in between active brands and brand loyalty. This research has also enlighten the positive aspects of the relationships among the constraints that are of active brands and brand awareness, trust and loyalty and also highlighted the observations towards their explicit possessions which further identified active brands are more important factors to build the awareness among the consumers but are not the main factor to create brand's loyalty and brand's trust and after the analysis it is said for sure that a particular brand cannot depend on just one constraint of a brand's personality, there is always a need to embrace all other personalities of a brand as well in every stage to make a brand successfully strong and to build long lasting relationships with the consumers.

Recommendations

In the future this study should be conceptualized on different industries as well it should not be conceptualizing in the field or area of retail industry. In future this study should be done in the context of different culture as well as this time this study has been conducted in the context of Pakistan and specifically the area of retail industry has been targeted this study is needed to be more generalized than this version, in this paper some of the different characteristics and personalities have been discussed while for next time or in the future it is much needed to discover the other concepts and characteristics of the different personalities of a brand, as stated by (Mende, Bolton, Bitner 2013) more generalized forms of brand personality is needed to be identified with this existing identified and researched personalities of a brand, furthermore the attachment of consumers towards the brand should be discussed. The emotions, an individual's personal experiences and their perceptions should also be included in that

study as a part to generate more interest and to get the different and better results regarding the concept of brand personality.

Managerial Implications

The implications of this study apprise that how an individual can create personalities by their own involvements. The people who are busy in managing different things in their lives should implement their own enhancing functionalities by the virtue of their experiences without including audiovisual, additive and assertive experience of them. An individual's own perceptions and involvements can build a path for them to enhance the opportunities that basically leads towards the personalities named active and responsible. By gathering those involvements in different tasks that include marketing activities which possesses some kind of out of home activities and involves fun can make the surrounding interestingly amazing for them. It is not easy to build personalities but to some extent it is possible for managers (who manage things or employees) to make people build personalities by providing them a proper and comfortable environments and surroundings. On the contrary when we talk about the personalities of brand, it is also highly important for an organization to build up the great personality of their brands, that can lead towards the strong and effective bonding between their customers and that brand, here awareness and trust towards the brand is also highly effective to build (Aaker et al 2004). It was also identified after the application of these variables that amazing brand personalities are more effective to create a great image of that brand in the minds of the customers Sauer's (2013). It was shown that the personality of a brand that are responsible possess the factor of more trust than the personality of a brand that is active as said by (Sung, Kim 2010). According to another scholar (Rampl, Kenning 2014) it was found that personality of a brand that are to be excited are more likely to gain the trust from the consumers and it has been noticed that those brands that possess responsible personality are more accurate.

Prospective Research Avenues

Subsequent studies should extend this research by examining the impacts of brand personality in different industries (e.g., tech, pharmaceuticals) and cultures to enhance generalizability. Cross-cultural comparisons could clarify how cultural values affect customer behavior as it relates to responsible and innovative brand personas. Longitudinal studies would also allow researchers to examine the stability of these correlations over time, particularly in rapidly changing markets.

Examination of the effect of digitalization, such as AI-based customization and social media interaction, on perceptions of brand personality could be highly insightful for marketers today. An additional compelling avenue is research into the intersection of brand personality and sustainability initiatives in keeping with SDG 12 (Responsible Consumption and Production). How do sustainably focused brand personas influence trust and loyalty? Similarly, relating active firms to SDG 9 (Industry, Innovation, and Infrastructure) is likely to capture their role in developing innovative consumer solutions. Qualitative methods, such as in-depth interviews, have the potential to deepen understanding of emotional and symbolic links with brands. Finally, the integration of neuro-marketing methods can uncover implicit consumer responses to brand identity, allowing for a more holistic comprehension of their influence.

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