

Conquering brand consistency: Measuring its personality according to its origin and identity

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Abstract:

Brand personality is a shared dimension between brand identity and brand image. It is crucial for establishing coherence between these two entities.

This research is considered the cornerstone of the study due to the non-existence of its measurement tool in an Algerian context. Items identified in the literature review, and those derived from semi-structured interviews during a qualitative study, were used to discuss their applicability in an Algerian context.

Fifty-four brand personality traits have been developed and are ready to be utilized in upcoming phases, which aim to develop a measurement scale for Algerian brand personality.

The present research is the beginning of a series of studies centred on brand coherence, with each subsequent study focusing on a key dimension or variable of brand management.

Keywords: Brand personality; Measurement scale; Algerian context.

Jel classification: M23, M61

1. INTRODUCTION:

Brand personality has always intrigued researchers and brand professionals, and continues to possess an aura that unites several notions and concepts around it. This importance stems from the links that brand personality manages to forge, on the one hand, with the brand's main dimensions and, on the other hand, with the consumer, with whom the brand establishes an interpersonal relationship.

Considered a shared dimension between brand image and brand identity (Michel, 2022) , it plays a valuable role for both entities. Its measurement is crucial because it allows for the identification of discrepancies between the results of internal company efforts and consumer perceptions.

Brand personality is also considered to have significant strategic value; it plays a differentiating role and impacts preferences, attitudes, and loyalty (Plummer, 2003) . It constitutes an additional tool for differentiation to attract potential customers who are unsettled by market changes and sensitive to brand character (Gouteron, 2006) .

Among symbolic associations, authors have identified brand personality (Aaker, 1997; Keller, 1993; Korchia, 1999; Michel, 2017) . As a symbolic element of the brand, it allows companies to establish and manage relationships with consumers (Gouteron, 2008).

Studies on brand personality are numerous and plentiful; however, this research does not focus on the relationship between brand personality and other dimensions as an antecedent or consequence. Rather, it is the measurement of brand personality in different contexts that is of greatest interest to us.

To our knowledge, no brand personality scale specific to the Algerian context has been proposed, despite the unique characteristics of the context and the personality of the Algerian population. Therefore, our main objective in this research is to create such a scale and make it available to Algerian brand managers for use as a strategic brand management tool, and to researchers for further use in academic research.

This research concerns the qualitative phase of proposing a brand personality measurement scale. It aims to prepare for the quantitative phase, namely the refinement and validation of the scale for field testing. This phase also allows us to enrich the academic literature with a list of brand personality traits from the Algerian context, ready for further use.

2. Conceptual Framework:

2.1. Brand Personality:

The appeal of brand personality has made it an integral part of numerous studies and research projects conducted over many years. The most significant work that garnered considerable attention from peers is that of Aaker (1997) , who defined brand personality as "the set of human characteristics associated with a brand" (Aaker , 1997) . This definition paved the way for many other studies conducted within diverse socio-cultural contexts.

Several studies have followed or even preceded this one by researchers and renowned figures in the field of branding (Aaker , 1997; Ambroise, 2005; Caprara & Cervone, 2000; Davies et al., 2018; J.-M. Ferrandi et al., 2003; J.-M. Ferrandi & Valette-Florence, 2002; Keller, 1993; Le, 2012) . In the 1980s and 1990s, attention turned to brand personality, which came to occupy a significant place in marketing, particularly concerning brand image and advertising communications (Keller, 1993; Le, 2012; Plummer, 2003) .

The brand's personality plays a cross-cutting role that allows it to provide added value to several stakeholders.

Firstly, for the brand, brand differentiation in the consumer's mind is one of the main added values that brand personality offers. The consumer is able to identify with the brand and value the relationship the brand builds with them, thanks to symbolic benefits (J.-M. Ferrandi & Valette-Florence, 2002) . It could thus "more directly affect the brand's role as a partner in the relationship" (Gouteron, 2008) .

The brand can also, thanks to its personality, conquer new markets with different cultural contexts and adapt its offering to consumer needs (Plummer, 2003) , and subsequently impact their perceptions, creating strong and unique positive associations in them (Keller, 1993) .

Brand personality is very useful for an effective marketing strategy; it simply needs to identify a target audience compatible with the brand's identity personality traits and positioning strategies that allow it to differentiate itself from its competitors (Gouteron, 2008) .

Secondly, for employees; when they identify with the brand, its traits and values, they commit to their company, and this will be apparent in the perceptions of the target audience (Ind, 2007) .

Thirdly, for the consumer, perceived brand personality helps them choose brand X or product X, particularly in highly competitive markets, and thus influences their preferences (J.-M. Ferrandi et al., 2003) . Furthermore, brand personality "evokes emotions in the consumer and increases loyalty and trust" (Gouteron, 2008) . Ferrandi believes that "brand personality allows consumers to express their self-image" (2003) , which, if well-maintained, enables companies to establish a strong and lasting relationship with their customers.

Thus, brand personality as symbolic benefits, unlike functional benefits, has power over consumer attitudes and their ability to express themselves (Aaker, 1997; Keller, 1993) .

2.2. Brand Personality Measures

Thanks to Aaker , marketing underwent a revolution in the area of brand personality. The scale she proposed (Aaker, 1997) has been used by most researchers as a basis for their research and for adapting their scales to other cultural contexts. However, it should be noted that some have used other scales or have drawn on human personality scales proposed in social psychology (Aaker, 1997; Ambroise, 2005; Caprara et al., 2002; JM Ferrandi et al., 1999; J.-M. Ferrandi & Valette-Florence, 2002; Geuens et al., 2009; Montacer, 2014) .

Having a measure of brand personality seems crucial because of the importance of the entity itself in brand management; the idea of providing one is not only essential for the academic world, but also for the professional world, which would, in the presence of a measure, have the ability to adjust the gaps between the brand's identity personality and its perceived personality, and in particular establish consistency between the two.

There are many scales for measuring brand personality, they differ from country to country and from field to field, among them, the Ambroise barometer (2005) .

Ambroise created her barometer based on a range of personality traits applicable to brands, believing that one could not start with a human personality trait. Thus, "Most of the work done on brand personality is based on the transposition of human personality theories to the domain of brands and the raw use of measurement tools initially developed for human personality. However, several researchers question the legitimacy of applying adjectives originally identified for measuring human personality as is. Indeed, from the very beginning of research on brand personality, questions were already emerging" (Ambroise & Valette-Florence, 2010) .

Ambroise generated brand-applicable personality traits following a qualitative study, combined them with items from brand measurement scales, and exposed the resulting collection of

items to a sample of 166 students who rated 112 items on a 5-point scale (1) not at all relevant, (5) completely relevant (Le, 2012) .

Subsequently, she conducted a study with brand experts and consumers, generating qualifiers that were evaluated on the basis of a 7-point scale (Le, 2012) .

The result of the two studies, i.e. 88 items, was validated by an empirical study conducted with 350 people; highlighting a result composed of 5 facets, called the brand personality barometer (Ambrose, 2005) .

2.3. Ambrose's choice of barometer

First, Ambrose's starting point is the domain of brands. While most researchers have transposed existing scales that originally came from human personality scales, Ambrose started with a group of personality trait items that qualify brands.

Furthermore, she compared her results with human personality scales, which allowed her to "assess the congruence of consumer and brand personalities" (Montacer , 2014) . Thus, her research aims to measure the personality traits of brands and consumers, which paves the way for us to verify the applicability of our results, specifically, the personality scale of the Algerian brand on the Algerian consumer.

Finally, we found that, unlike some authors, it incorporates negative personality traits such as deceitful and hypocritical, which allows us to assess consumer perceptions of brands and give an accurate picture in terms of perceived brand personality, even in the case of a brand image with negative associations.

2.4. Why measure brand personality only for Algeria?

On the one hand, there are brand personality measurement scales designed for different cultural contexts and fields. Based on our literature review, we distinguish three categories:

- Scales proposed based on human personality, like that of Caprara, Barbaranelli and Guido (2002) .
- Scales proposed from a qualitative study which is used to generate items such as that of Ambrose (2005) .
- Scales that have been transposed from Aaker 's scale , for example, in order to suit the targeted socio-cultural context, such as that of Koebel and Ferrandi (1999; 1999) .

Aaker had considered that his scale was validated and designed for the American context and it might not be adequate and appropriate for another socio-cultural context (1997) .

Due to differences between countries, particularly at the level of language, "The scales had to be adapted, since in practice the markers differ from one language to another even if the labelling of the factors converges" (Ambrose & Valette-Florence, 2010) .

On the other hand, the Algerian context differs from those of other countries, even neighbouring countries, due to the trials that Algeria has gone through since colonialism, through the dark decade, to the present day.

Indeed, in her work *Algeria of the Ulemas*, Charlotte Courreye(2002) highlights the speech of Muḥammad al- Šabbūkī who said, "However, we need to distinguish the personality of Algeria and to rebuild it, and what meaning can we give to independence if our personality is not independent, Each people distinguishes itself from unity by its originality which allows it to have a very particular place in this world. If this originality were to disappear, all individuals would then be like fish under water, thus the Algerian, the Frenchman, the Spaniard and the Greek would resemble each other on this land, which would thus become an international country" (Courreye ,

2022). He adds, "We are Algerians and that means that we are a people with our own personality, this personality appears in our religion, in our language, in our customs, in our tradition, finally in our history" (Courreya , 2022).

Therefore, existing personality scales cannot adequately fulfil their role, as the Algerian personality appears unique, and brands draw inspiration from its consumers. A personality measurement scale for Algerian brands, developed by Algerians, studied on Algerians, and tested and validated on Algerian brands, is essential for the successful management of any Algerian brand, or any foreign brand targeting Algerians, that aims to thrive in the Algerian market.

3. Research methodology:

3.1. Research approach:

In this research, we apply Churchill's paradigm (1979) , an approach put in place to develop measurement scales in marketing.

In this research, we are following an Emic-Etic approach (Hui & Triandis, 1985) . Firstly, the ETIC approach concerns the study of phenomena external to the culture of the object being studied, in this case, brand personality. This approach allows these phenomena to be explored in several cultural contexts; thus, the researcher can use a concept already studied in one country and verify its applicability in another (Olavarrieta et al., 2015) . In the present case, we have chosen Ambroise's barometer (2005) , which was designed in a French context, and we are studying the possibility of its transposition to the Algerian context.

Secondly, the EMIC approach studies objects while taking into account differences in cultural contexts, requiring researchers to consider these differences (Herche et al., 1996). It is based on the researcher's observations, experience, and lived experience during the study (Abdul-Ghani et al., 2011) , and is considered a phenomenon specific to each country (Akrouf & Mrad, 2023) . Thus, a qualitative study is conducted with Algerian consumers, Algerian marketing professionals, and Algerian marketing professors. This study aims to generate verbatim comments related to the personality of the Algerian brand. These comments will be associated with items in the selected barometer and subsequently validated by an exploratory study. This paper discusses only the qualitative phase of the study.

3.2. Back-translation

This approach was chosen by referring to authors who have transposed brand personality scales from another context to the context of their country (Le, 2012; Montacer, 2014) . The goal of back-translation is to enable respondents, during semi-structured interviews, to understand the meaning of the items, and to rewrite in the original language a text that has already been translated.

Although this is not a transposition of a brand personality scale, but rather an approach to proposing this scale to the Algerian context, this step is crucial because it involves honouring part of the first phase of Churchill's paradigm, which is the generation of items through literature review (1979) .

First, the brand personality barometer was translated from French to Arabic by a translator, and then this result was submitted to another translator to translate it from Arabic to French.

Next, the results of the barometer translated from Arabic to French were compared to the original Ambroise barometer, whose items are in French, by a French language teacher. In the case of differing terms, those with optimal semantics for translation into Arabic, culturally appropriate, and which simultaneously retained the meaning of the original version, were selected and added to

the similar terms from both lists. Finally, a back-translated version of the Ambroise barometer, in French, and another in Arabic, were obtained; both were used with the respondents.

3.3. Modality of the qualitative study:

- **Objectives of the qualitative study:**

The main objectives of the qualitative study are to test consumers' understanding of the brand's personality, to understand the views of marketing professionals and consumers regarding the Ambroise barometer, and to generate new brand personality traits.

- **Semi-structured interviews:**

Data collection was carried out using semi-structured interviews, "an interview method in which the researcher guides the respondent to provide extensive, detailed, and high-quality information on research-related topics, while exerting minimal influence, thus ensuring a degree of bias that contributes to sound scientific methodology" (Romelaer , 2005) . Most interviews were conducted by telephone; only two participants were interviewed face-to-face.

- **Sample selection criteria for the study:**

We distinguish two groups of respondents, illustrated below:

- ✓ **Consumers** : Role in consumption (Buyer, advisor)
- ✓ **Brand professionals** : Job title (Corporate professional, marketing professor)

- **interview guide:**

The interview guide is composed of two main parts. The first involves a phase where the interviewee is questioned about the brand's personality traits using projection techniques. A focus was put on brands consumed daily and repeatedly referencing the Algerian context to guide the respondent's answers. The interviewee is then asked at every opportunity to cite personality traits applicable to Algerian brands.

The second part is dedicated to the personality traits included in Ambroise's brand barometer (2005) , the idea is to discuss them one by one, decide on their applicability to the Algerian context and highlight those that are most likely to be part of an Algerian brand measurement scale and those that should be omitted from it.

An analysis grid was established based on the annotations and milestones that delimited the corpus built from the consolidation of all the interviews.

The presence of these milestones and annotations is crucial to facilitate the processing of qualitative data on the Sphinx IQ3 software.

The milestones are the initial dimensions and the annotations are the sub-dimensions that were identified after transcription, as the interviews were read.

3.4. Processing and analysis of data on Sphinx IQ3:

The analysis was done using Sphinx IQ3 software, initially with flat analyses which made it possible to describe the corpus, and the contribution of each interview, each milestone and annotation in the entire corpus.

Secondly, using semantic text analysis, we conducted keyword-by-context and phrase-by-context analyses, selecting only adjectives as keywords. This allowed us to identify the personality traits mentioned in each section, milestone, and annotation.

In three locations, we put the names together in order to identify the brands and services most valued by the interviewees.

We ensured that the verbatim transcripts were signed by the interviewee's profile, taking into account the profile as illustrated in the sample structure.

The results were accompanied by a table or a word cloud or both to facilitate their interpretation and understanding.

4. Analysis results and discussion:

The milestone that occupied the most space in the corpus was the one dedicated to Ambroise's barometer (2005) , which explains why the applicability of the personality traits present in the barometer was thoroughly discussed. However, several traits were added by respondents spontaneously or through projection techniques.

All the traits in Ambroise's barometer were discussed individually with the interviewees. Some were emphasized more than others by the interviewees themselves and received a higher frequency of mention, such as **Modern, Engaging, Serious, Creative, Deceptive, Warm, and Hypocritical** . It should be noted that some personality traits were introduced during this session despite not being included in Ambroise's barometer, such as **Traditional, Strong, and Conservative**.

“Ah, so I would say, **young** and **modern** , and this is to attract young people. Even if it's a traditional product, it needs to be presented differently to make it **modern**. So, **traditional** and **modern**, like the basket from the ancient times, people are decorating it to make it **modern** . You stay within Algerian tradition, but you make it modern and refined. You can keep the Algerian tradition and identity, and you can improve it.”

Yes, Algerian brands need to be trendy, **contemporary** , and **modern** , especially lately .”
Consumer advisor

“ Yes, but I'm afraid to say it, and once a brand is **conservative** , it will confine it to a sphere of rigor and rigidity, preventing it from being up-to-date or **modern** . That's why I insist on finding the right balance; we must be in tune with the times while taking into account our limitations and our culture. ” – Professor of marketing

“ It all depends on the sector of activity. As for modernity, I don't agree 100%; we need to be **modern** while respecting **Algerian culture**.” local “**Professor** of marketing
It seems contradictory that the two traits "**modern**" and "**traditional**," which are somewhat antonyms, best describe the Algerian brand, according to those interviewed. They believe that the Algerian brand must preserve and maintain its traditional character while modernizing its actions and offerings; in this way, it will reflect its past, of which Algerians are proud, and offer the best to its youth, who are seeking modernity.

“I don't have a specific personality trait in mind right now. We'd like to find something open or **modern**, but generally these traits can clash with an Algerian product, or make it resemble a foreign product, which will cause it to lose its **authenticity** as an **Algerian product**.” **Professor of marketing**

“It must be **traditional**, respectful, and reflect **Algerian society**.” – Consumer

“Proud, the Algerian is very proud, **traditional** because we are known for our **traditions**, our **heritage** as well; having values, strong values, this should also inspire respect, respectful.”
Corporate professional

Warm, pleasant and friendly, these three adjectives were most frequently cited in an emotional context, linking these traits to brands that respondents were fond of. They associated them with a period in their lives, such as Bimo or Hamoud. “ Hamoud is a genuine person, more of a man, nostalgic, he is **likeable** , I have the impression that if Hamoud were a person, he would have no negative side, he is a good person. ” **Consumer/buyer** .

Other respondents mention these traits by associating them with the character of the Algerian people: “Climatic conditions and genetic predispositions make us sensitive when it comes to pleasant, **friendly** and **warm** people or brands.” **Marketing professor**.

Deceptive and **pleasing** are the traits that have been cited and linked to functional associations with the image of the packaging or the product it-self, in what follows, verbatim quotes that show this link.

“They promise something and deliver a product that falls short, and **is misleading**, like cheeses; they don't declare that it's not cheese but a cheese preparation, or they write it in tiny print to **deceive** the consumer. Or perhaps they don't list the ingredients on **the packaging**.” Consumer Advisor

“Yes , like the Excellence juice brand from Rouiba , the **product** itself is **pleasant** when I consume it.” Consumer Advisor

The trait «Forte" (**Strong**) has been cited several times by professionals; they believe that Algerians have a strong personality, and this should be reflected in Algerian brands. These brands must be strong to endure and face the competition.

“Strong, because Algerians like to boast about being **strong**; when an Algerian talks about himself, he does so with all his might.” **Professor of Marketing**

“I would say confidence, because Algerian brands lack confidence, so the trait, self-confidence, how we can characterize it, I don't know, but the consumer must feel that this brand is confident.” **strong**, and it will be able to stand up to international competition.” **Professor of marketing**

“In any case, a brand is supposed to evoke emotion when you mention it, and **strong brands** are those whose brand platform includes emotions and personality, so yes, this definition resonates with me.” **Corporate professional**.

The most frequently mentioned product brands are Hamoud , Ifruit , Mama, and Cotex ; conversely, the most frequently mentioned service brands are Ooredoo , Yassir, and Djazzy . (Top of form)

“ **Hamoud** is a genuine person, more of a man, nostalgic, he's kind. I get the impression that if **Hamoud** were a person, he wouldn't have any negative sides; he's a good person.” – **Consumer**

“For drinks, I prefer to buy local products like **Hamoud** , juices, and **Ifruit** . **Consumer/buyer**

“Yes, it can be reserved, but it should be a choice, like **Hamoud** , it's a brand that already has its reputation, so it doesn't need to advertise.” – **Consumer Advisor**

“Yes, for example, **Hamoud** has a warm aspect, because in their communication, they talk about family togetherness, sharing, etc. ” **Professor of marketing**

“If I take the example of **Hamoud** , I would say, Authenticity, an authentic brand, because **Hamoud** Boualem is very different from other brands; it's a brand that symbolizes our culture, our country, which is why I consume it a lot.” **Professor of marketing** .

We recall that in psychology personality traits allow the person to react in different ways in different cases and conditions (Caprara & Cervone, 2000) , they are described as specific or general, the latter are constant and convey a translation of the person's general behavior (John et al., 2008) and in brand management, brand personality is the "set of human characteristics associated with a brand" (Aaker , 1997) .

We discard synonyms and terms that are not considered personality traits in social psychology, and replace them with the appropriate personality traits.

Some associations are grammatically considered adjectives but are not applicable to brands, or are not considered personality traits; some will be discarded or replaced by their synonyms in one of the personality scale models. Ultimately, 54 personality traits were selected and will be subjected to quantitative analysis.

As a result of this study, four profiles were identified, two deduced from consumer interviewees and the other two from professional interviewees in the field of marketing.

- **The patriotic consumer**

Those who defend Algerian products, emphasizing the traditional touch within them, reject the notion that Algerian brands should simply imitate and copy foreign brands. Consumers see "Made in Algeria " as a label and a guarantee of trust.

Fluxcaire and Nedjma laboratories; they have good products, both in terms of ingredients and packaging.” **Consumer/buyer.**

“Brands that simply copy and paste from foreign brands, like a brand that adds a letter to the Kinder brand and sells its chocolate, I don't like that copycat approach where there's no effort.”

Consumer/buyer

“Well, I was offered it, but I don't know, I was pleasantly surprised by this Algerian product.”

Consumer/buyer.

- **The conscious consumer**

Possessing a high level of awareness, they believe that quality takes precedence over all other aspects. These are consumers who scrutinize packaging labels, who pay attention to the messages included in communications, and who ensure consistency between what the brand promises and what it actually offers in terms of products and services.

“So I would think about the product itself, I would look at the packaging, how it's presented, and the information it might contain. So the packaging is super important, and I have to find all the information that exists on the packaging.” **Consumer Advisor**

“I can perceive the brand negatively when the producers aren't serious, as is often the case in Algeria. Sometimes the brand is good, but as soon as it's launched, the quality deteriorates.” –

Consumer/buyer

“...the product needs to be of high quality, so we would like the Algerian brand to be available as well.” – **Consumer/buyer**

“I would like the brand to be proactive. I would like the brand to get closer to the consumer. I'm not talking about communication. I'm talking about the fact that it's always available if I want it, so it shouldn't be unavailable; the brand needs to be serious, that's the bare minimum.”

Consumer/buyer

- **The demanding professional**

These professionals are aware of the role of brands and the impact of their communication efforts on the purchasing process. Influenced by their professional roles, they refuse to allow brands to manipulate consumer opinions. They prefer honest brands that deliver on their promises and are open to the establishment of other foreign brands as long as their products and services are of high quality. They believe the market should be competitive, ultimately benefiting the consumer.

“Algerians need helpful tips in their daily lives; they are always looking for solutions because they make life easier.” **Corporate professional**

“Yes, because we are facing increasingly demanding generations; we must be creative to meet the competition that exists.” **Corporate professional**

“Deceitful and misleading, because some brands are like this. Sometimes brands don't deliver what they promise.” **Corporate professional**

“Yes, let me give you an example: Algeria Telecom. They try to be appealing to retain customers, but they don't give other competitors a chance. I think that's bad for customers.”

Corporate professional

“Consumers need to feel that this brand is confident, strong, and able to stand up to international competition.” **Professor of marketing**

- **The emotional professional**

Aware of the role of emotions in the purchasing process and the integration of emotional associations into brands' marketing strategies, and recognizing the Algerian people as an emotional people with a unique personality, they hope that brands will take into account the symbolic dimensions of emotions and personality so that brands can achieve their objectives and satisfy their customers.

“Algerians are very welcoming and generous, even in our communications. There are scenes where one person welcomes another, so they are welcoming, endearing, and the familial bond is emphasized.” **Corporate professional**

“In any case, a brand is supposed to evoke emotion when you mention it, and strong brands are those whose brand platform includes emotions and personality, so indeed.” **Corporate professional**

“But overall, Algerians are attached to brands that remind them of their heritage, like Hamoud and Bimo . So they need to be a strong sense of belonging, of Algerian identity.” **Corporate professional**

“It's a brand that appeals to emotions; for example, a diaper brand evokes emotion in mothers, a brand that creates attachment.” **Corporate professional.**

5. Conclusion :

This research focuses on the qualitative aspects of creating a brand personality measurement scale, taking into account the Algerian context. Despite numerous studies on brand personality in marketing, no brand personality scale has yet been proposed specifically for the Algerian context.

The present qualitative study identified 54 personality traits, which will be subjected to two quantitative studies. The latter will serve, firstly, to purify the measurement scale, and secondly, to estimate its reliability and validity, following the steps of Churchill's paradigm (1979) .

The qualitative phase is crucial; it provides researchers with a list of personality traits of the Algerian brand. These personality traits will serve as a database for future academic research.

The lack of a specific domain definition appears to be a limitation of this study. Interviewees unconsciously refer to a brand or a brand domain when giving their opinions on personality traits. Specifying the domain would have been more productive; however, in the absence of a personality trait classification specific to the Algerian context, it was more prudent not to define the domain.

Consequently, purification and validation studies can be conducted in an Algerian context, focusing on specific brand domains. Researchers are now able to target a domain, such as an automotive, food, or ride-hailing brand, and offer them a personality measurement scale specific to that domain and the Algerian context.

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7. Appendices:

Table number 1: Sample structure according to selection criteria

Profiles	Criteria	Detailed criteria	Number of respondents
Consumers	Role in the consumption process	Buyers	3
		Advisors	3
Professionals	Workstation	Corporate Marketing	3
		Marketing professors	

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Table number 2: Sections of the interview guide

Sections	Subheadings
Brand personality traits outside of Ambrose's scale	-Understanding the concept of brand personality -Generation of brand personality traits
Brand personality traits from the Ambrose barometer	-Applicability of each feature of Ambrose's scale to the Algerian context -Generation of brand personality traits

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Table number 3: Milestones of the analysis grid

Milestones
Brands of products consumed by the interviewee
Service brands used by the interviewee
Projection techniques
Associations linked to the personality of the Algerian brand
Associations not linked to the personality of the Algerian brand
Ambrose's Barometer
Ambrose's Barometer: The essential personality traits of the Algerian brand
Ambrose's Barometer: Non-essential personality traits of the Algerian brand
Personality traits to be added by the interviewee

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Table number 4: Annotations of the analysis grid

Annotations
Features
Communication
Local product
Algerian context
Functional associations
Emotional associations
Digital communication
Membership
Brands mentioned

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Table number 5: Personality traits, results of the qualitative phase

Character	Facet	Associated Traits	Number of features
Sophistication	Originality	modern, trendy, contemporary	3
	Preciousness / comfort	refined	1
Pleasant	Conviviality	endearing, warm, friendly, pleasant, kind, convivial, agreeable	6
	Creativity	creative, clever, imaginative	3
	Seduction	tempting, charming, seductive	3
	Sincerity	Honest, Sincere	2
	Generosity	generous	1
	Attraction	attractive	1
	Protection	Protective	1
	Reliability	reassuring	1
	Empathy	empathetic	1
Conscientious	Conscientious	serious, organized, rigorous, meticulous, conscientious	5
Fallacious	Misleading	deceitful, hypocritical, liar	3
	Ascendant/Waxing	haughty, arrogant, ambitious	3
Traditionalism	Adherence to standards	traditional	1
	Conservatism	conservative	1
Introversion	Introversion	reserved, shy, discreet	3
Rudeness		Robust	1
Extroversion	Energy/Activity	dynamic	1
		Young	1
	Sociability	Extroverted, Sociable, Follower	3
	Innovation	innovative	1

Authenticity	Congruence	authentic	1
Respect	Respect	respectful	1
Opening	Originality/Uniqueness	original, welcoming	2
Trust	Insurance	confident	1
Hostility	Aggressiveness	Aggressive	2
Skill	Expertise	Competent	1
Total			54

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