**WHY IS IT IMPORTANT FOR YOUR BUSINEESS TO HAVE A PERSONALITY?**

Who are you? What do you do? And most importantly why should any potential customer care? Business or brand personality is everything for a business whether it’s big or small. Jennifer Aaker (1997) defines brand personality as “a set of human characteristics associated with a brand”. Just like how people interact with other people based on their personality the same goes for the brands they choose to build a relationship with. The more attractive your brand personality is the more customers will recommend it to their friends and family, and it will help build loyalty with the brand. While doing research for this topic I read a lot of research papers in the area of brand personality and I find myself credible enough to tell you about the significance of brand personality in your business.

You may be thinking, why does my business need a brand personality? You need a clear, authentic brand personality because your audience is made up of actual human beings with real feelings and desires. People are attracted to other people with personality, and they’re also attracted to businesses with personality. Brands with personality evoke emotional responses and are much easier to remember. Think about Nike and their slogan, “Just Do It”. That slogan, which represents their brand personality, evokes an emotional response and is incredibly easy to remember. When your brand has a strong personality, people will respond emotionally and remember your brand.

Since consumers like to select products that have an image which appeal to them, by developing the symbolic part of a product, marketers allow customers to express themselves. It may reflect the consumer’s real or ideal personality. In addition, the greater the similarities between human characteristics and brand characteristics, the greater the preference for the brand might be. People choose their brands the same way they choose their friends; they simply like them as people. A study on consumer-brand relationships in sports examined how strong the effect of brand personality can be on consumers. The more consumers were affiliated or identified themselves with a sports team, the more likely they purchased non-sport products of brands related to their favorite sports team. Mostly because they want to show their support for the team, but also due to the upcoming feeling of belonging that comes along with buying products related to their favorite sports team.

Brand impressions matter, there’s no doubt about it. Studies have shown that 13% of consumers would pay 31-50% more for your products or services if they were under the impression that your business is making a positive impact on the world. When a company cares about the environment, consumers don’t mind paying more for its products or services – in some cases up to 50% more. Let’s take an example of a pakistani clothing brand generation which has used its platform to raise awareness about environmental issues in their last campaign and has recently started a social challenge named dupatta challenge where you have to show a fun or inventive way of using a dupatta and tag 5 other people to do the same and for every post fitting the said criteria they’ll donate 1000 rupees to akhuwat foundation. This has helped them gain many followers on social media and boost up their sales. So adopting a caring personality attracts more customers and helps your business to grow more.

From the explanations that I’ve provided so far I can say that personality is what makes people love or hate a brand. It’s what attracts clients to your brand or business. The concept of personality of a brand is a relationship based marketing, which helps build a sustainable relationship with your customers by forming an emotional attachment with your brand. The concept of personality should be practiced by all the businessess in order to amp up their sales and form a trustworthy relationship with their customers.