

# Measuring Destination Brand Personality of Jaipur as a Destination Brand

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## Abstract

The present research study is based on the application of the concept of brand personality to the tourist destination brand in Indian context. The study location is Jaipur, a popular Indian heritage city. Through exploratory factor analysis and frequency distribution five personality traits have been discovered for Jaipur's brand personality as a tourist destination brand. The study is based on the domestic tourists' perception. The study concludes that the destination brand personality scale differs from one destination to another because of the different characteristic and tourism offerings of the destination. However, the concept of brand personality can be easily applied to destinations similar to the corporate brands. Every destination has its unique personality.

**Keywords:** Brand, Personality, Destination, Tourism, Tourist

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## Introduction

The concept of destination brand has gained momentum since the book on destination branding by Morgan, Pritchard and Pride was introduced in the year 2002 (Morgan, Pritchard and Pride 2004). Since then, the concept has become a global phenomenon for the different tourist destinations across the world. The globalization is the driving force behind the development of tourism brands. In the year 2002, the destination brand for the Indian tourism industry 'Incredible India' was launched as a response to the global competition. The campaign aimed at creating a distinguished identity of India as a tourism brand to beat the competition. Since then, the destinations are developing themselves as a tourist destination brand.

The destination brands are emerging equivalently to the corporate brands. The concept of brands and branding has been widely applicable to the tourist destinations. The marketing campaign helps the destination brand to develop an imagery in the mind of the targeted audience and brand is being personified.

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The concept is known as brand personality. Thus, brand personality can be defined as the "set of human characteristics associated with a brand" (Aaker 1997). Keller (1993) regarded brand personality as a user imagery, a component of brand association that leads to formation of brand image. In other words, brand personality is an important component of destination brand image.

Brand personality defines the different human traits that can be associated with a brand based on the different products and services offered by the brands. For example, Coca Cola is characterized as cool. In terms of tourist destination, Rishikesh can be characterized as adventurous because of white water river rafting. Every brand has different personality traits, which can be modified to suit the different needs of the customers (Kaplan, 2008). The knowledge about the destination brand personality is important for the destination marketer to know the brand perception amongst the tourists. Identification of destination brand personality traits helps the destination marketer to match the tourism supply with the tourist's preference as tourists choose the destination, which is identical to their personality.

Indian tourism industry is highly characterized by forts, palaces and monuments mainly the heritage tourism; as India is known as "Land of Maharajas". Therefore, the present research study aims to identify the brand

personality traits of a popular Indian heritage city-The Pink City Jaipur.

### Literature Review:

The universally acceptable scale on brand personality was proposed by J. Aaker in the year 1997. In her research study, Aaker validated and generalized the brand personality scale, which is widely adopted and has relevance till today. Five dimensions were identified through exploratory factor analysis, the dimensions are Sincerity, Excitement, Competence, Sophistication and Ruggedness. The first factor 'Sincerity' has four facets namely 'down-to-earth', 'honest', 'wholesome' and 'cheerful'. The second factor is 'Excitement', it comprises of four facets, which are 'Daring', 'Spirited', 'Imaginative' and 'Up-to-Date'. The third factor is 'Competence' with three facets. The facets are 'Reliable', 'Intelligent' and 'Successful'. The two facets 'Upper Class' and 'Charming' constitutes the fourth factor 'Sophistication'. The fifth factor is 'Ruggedness' represented by two facets, first is 'Outdoorsy' and second is 'Tough'. Adopting this scale, numerous research studies were conducted in the area of brand personality including destination brands.

In the year 2006, Ekinici and Hosany conducted a research study in the field of destination brand personality following the research framework provided by Aaker (1997). The study attempted to revalidate the previous scales of brand personality. They developed a three-dimensional scale for destination brand personality. The first factor obtained from exploratory factor analysis was 'Sincerity' factor explains the dependability and trustworthiness of the tourist destinations. The second factor 'Excitement' is represented with personality traits such as daring, exciting, spirited and original. The third factor was named as 'Conviviality' which represents the destination personality traits such as family-oriented, charming and friendly. The two factors, 'Sincerity' and 'Excitement' shared a similarity with the scale developed by Aaker (1997).

Kaplan et al. (2008) conducted a research study examining the application of brand personality for tourism destinations. The study stated that the concept of brand personality can be easily applied to the destination brand as similar to conventional products.

Through exploratory factor analysis the study obtained six factors solution. The factors of brand personality identified for place branding are 'Excitement', 'Malignancy', 'Peacefulness', 'Competence', 'Conservatism' and 'Ruggedness'. Out of six, four were congruent with the earlier researches. However, the two new factors are significant contribution to the existing literature. The new factors are Malignancy and Conservatism.

'Excitement' is defined with the facets like passionate, outgoing, feminine and sympathetic. 'Malignancy' facets were unreliable, arrogant and self-seeking. 'Peacefulness' was defined as the calmness and serenity of the place. The facets of 'Competence' factors are authoritarian and sophisticated. Conservatism was defined as religious and uneducated characteristics of the place. Last factor 'Ruggedness' was not defined properly in the research study.

The research study stated that brand personality is important for place branding for the cities all around the world. It was stated that brand personality depends on the tourism offerings of the place and it is different from one destination to another destination.

Upadhyaya (2012) conducted a research study on the concept of brand personality for Jaipur as a tourist destination and identified the factors of the destination personality for Jaipur. The six factors were obtained from exploratory factor analysis. The factors are 'Modern', 'Youthful', 'Ruggedness', 'Vibrant', 'Sincerity' and 'Contemporary Trends'. It is difficult to generalize the results as the study is specific only to one city of India. The factors identified in the research are limited to India only as the study was carried in India, Albeit, the study is very useful for the present study as its study location is Jaipur, which is the study destinations itself.

Bilim and Bilim (2014) undertook a research study to analyze the association between brand personality and brand image of the tourist destination. The study classified destination brand image as cognitive and affective. Cognitive image defined as image perception of the tourist destination elements. Affective destination image was defined as tourist feelings towards a tourist destination like pleasant-unpleasant and exciting-boring.

**Table 1: Variable Extraction Table from Literature Review**

<b>Construct: Brand personality</b>		
<b>Research</b>	<b>Parameters</b>	<b>Explanation to parameters</b>
Aaker (1997)	Sincerity	Down-to-earth Honest Wholesome Cheerful
	Excitement	Daring Spirited Imaginative Up-to-date
	Competence	Reliable Intelligent Successful
	Sophistication	Upper class Charming
	Ruggedness	Outdoorsy Tough
Ekinci and Hosany (2006)	Sincerity	Reliable sincere Intelligent Successful wholesome
	Excitement	Exciting Daring Original Spirited
	Conviviality	Friendly Family oriented Charming
Unurlu and Kucukkancabas (2013)	Vibrancy Sophistication Competence Contemporary Sincerity	-NA-
Bilim and Bilim (2014)	Sincere Intelligent Reliable Successful Secure Wholesome Down to earth Exciting	-NA-

Research	Parameters	Explanation to parameters
	Original Unique Spirited Friendly Family oriented Charming	
Glinska and Kilon (2014)	Peace Neatness Conservatism Others	-NA-
Meer (2010)	Thesis (Amsterdam)	
	Down to earth Family-oriented Small-town Honest Sincere Real Wholesome Original Cheerful Sentimental Friendly Daring Trendy Exciting Spirited Cool Young Imaginative Unique Up-to-date Contemporary Reliable Hard working Secure Intelligent Technical Corporate Successful Leader Confident Upper class Glamorous	-NA-

Research	Parameters	Explanation to parameters
	Good looking Charming Feminine Smooth Outdoorsy Masculine Western Tough Rugged	
Kaplan et al. (2008)	Excitement Malignancy Peacefulness Competence Conservatism Ruggedness	-NA-
Upadhyaya(2012)	Sincerity Excitement Competence Sophistication	-NA-

The scales for personality and image were found compatible with each other however, they were different in reality. The study location was Didim. The study identified ten different brand personality traits for Didim as a tourist destination. The traits are sincerity, intelligent, reliable, successful, secure, wholesome, down to earth, exciting, original and unique.

Glinska and Kilon (2014) conducted a research study to identify the personality traits of Poland as a destination brand based on the perception of destination marketer. The study followed the footsteps of Aaker (1997) and discovered three new factors in addition. The factors are peace, neatness and conservatism. However, destination brand personality concept is more appropriate to tourists and the study did not considered tourists' perception in measuring destination brand personality.

Meer (2010) conducted an extensive research study on the application of the concept of brand personality to the tourist destinations. Amsterdam was selected as a destination for study purpose. The research study identified different traits of brand personality with respect to tourists' destination.

**Research Methodology:**

**Research Objective:**

To Know the Personality Traits of Jaipur as a Destination Brand

**Research Design:**

Research design was exploratory in nature as the study explored the different personality traits of Jaipur as a tourist destination brand through exploratory factor analysis.

**Sample Design and Procedures:**

Judgemental sampling design was adopted to suitably select the respondents, who were on the heritage tourism trip of Jaipur. The sample unit consists of the individual respondents at the tourist destination. The data intercept point was the outside area of the monuments in Jaipur. The total sample size for the study was 176 respondents. As per the conditions of factor analysis sample size should be five to seven times of the item statements. 13 interval-scale item statements were employed in the questionnaire. Sample size is quite high because the research study constitutes the pilot study of the doctoral thesis.

### Scales Adopted in the Research Study:

7-point interval scale was adopted and nominal scale was also used to measure demographic profile of the study respondents. Nominal scale was also used to measure different personality traits of Jaipur.

### Data Analysis and Presentation:

After data collection, it was manually entered into the

SPSS file. Then it was analyzed using SPSS 22.0. Exploratory factor analysis and frequency distribution was the data analysis technique adopted. Exploratory factor analysis was conducted with principal component analysis as a method of extraction and varimax as rotation method. Reliability statistics was calculated using Cronbach alpha value. Data is presented with the help of tables and bar charts.

**Table 2: Rotated Component Matrix**

Item statements	Component		
	1	2	3
Serenity of the place	-.200	.786	.165
Calm and clean environment	.093	.761	.011
Place welcoming everyone	.342	.596	.031
Exciting atmosphere of the destination	.268	.608	.186
Nightlife of the city	.692	.359	.023
Well maintained roads	.602	.238	.225
Monuments cleanliness	.471	.174	.556
Monuments beautiful architecture	-.092	.106	.834
Cheating with the tourists	-.636	.071	-.140
Basic amenities at the tourist destination	-.501	.050	-.439
Tourist facilities in the city	.589	.003	.175
New infrastructure developments	.367	.154	.571
Tourism department sincerity	.624	.254	-.082

The first factor comprises of four statements. The first statement is 'nightlife of the city' with factor loading of 0.692, the second statement is 'well maintained roads' with the factor loading 0.602. The third statement is 'tourism department sincerity' with factor loading of 0.624. The statements are showing the responsibility of the tourism department to provide good nightlife environment, better infrastructure in terms of roads as roads are the major mode of transportation in Jaipur and the last statement is representing the sincerity of the tourism department, thus the factor is named as 'Sincerity'.

The second factor is made up of four statements. The

first item statement is 'serenity of the place' with factor loading 0.786. It represents calmness at the tourist destination. The second statement is 'calm and clean environment' with factor loading 0.761. The third statement is 'place welcome everyone' representing the hospitality of the place. The factor loading for this statement was 0.596. The fourth item statement in the second factor is 'exciting atmosphere at the destination' with factor loading of 0.608. All the statements are representing the serene and calm tourism environment at the destination. Therefore, the factor is named as 'Calm'.

The third factor is constituting of three item statements. The first statement 'monuments

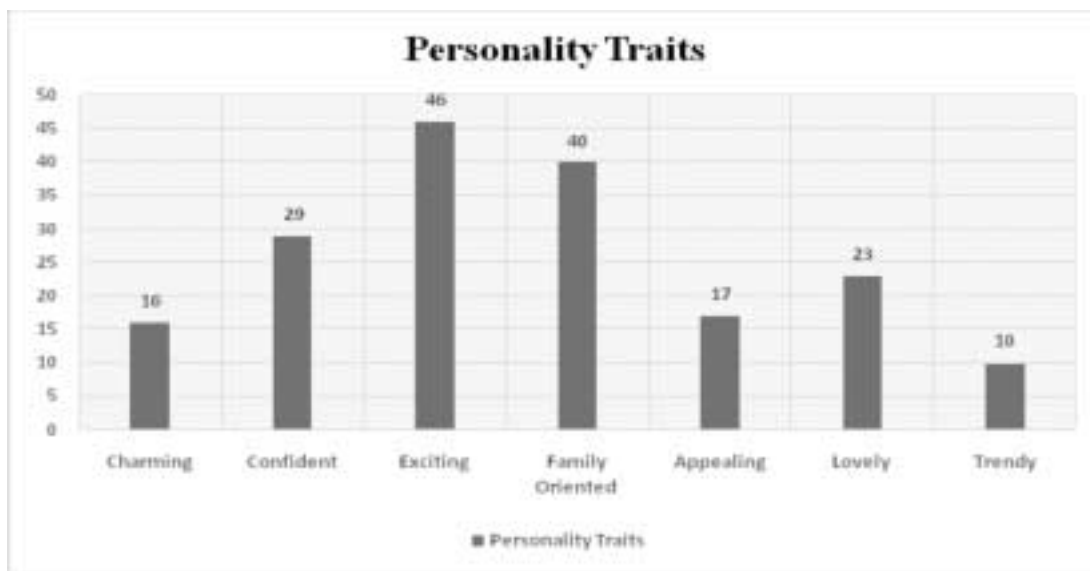
cleanliness' with factor loading of 0.556. The second statement is 'monuments beautiful architecture' is 0.834. The third item statement is 'new infrastructure development with factor loading of 0.571. The item statements are related with monuments beauty and cleanliness and infrastructure, therefore the factor is named as 'stunning'.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.791, which shows sample size

adequacy to run the factor analysis. The Bartlett's test of sphericity obtained was 552.080 with 78 degrees of freedom and p-value 0.000.

The three factors (personality traits) obtained from exploratory factor analysis are 'Sincerity', 'Calm' and 'Stunning'.

The Cronbach alpha value for 13 interval item statements was 0.611. It shows the internal consistency of the research instrument.



**Exhibit-1: Personality Traits Based on Nominal Scale Presented through Frequency Count**

Respondents were provided these personality traits with the checkboxes. They were supposed to tick mark the trait, which they can link with Jaipur as a destination brand. The top two traits with highest number of frequencies are 'Exciting' and 'Family-oriented'.

Thus, three factors from exploratory factor analysis and two factors from nominal scale analysis were obtained. The factors are 'Sincerity', 'Calm', 'Stunning', 'Exciting' and 'Family-oriented'

Total sample size was 176. 135 of the study respondents were males and 41 of the respondents were females. 10 of the respondents were from the age group of 16-20 years. 35 of the respondents were aged between 21-25 years. 49 of the study respondents were from the age group of 26-30 years. 25 of the study respondents were lying in the age group 31-35 years and 23 were from the age group of 36-40 years. 9 of

the respondents were from the age group of 41-45 years. 6 of the respondents belonged to the age group of 46-50 years. 5 of the respondents belonged to the age group of 51-55 years. 2 respondents were from the age group of 55-60 years. 1 of the respondent was from the age group of 61-65 years, 1 respondent was belonging to the age group of 65-70 years. One of the respondents was senior citizen aged 72 years. 8 of the respondents have not mentioned their age.

61 respondents were travelling alone and 69 were travelling with their families and 18 of the study respondents were travelling in group. 28 of the study respondents did not define their travelling pattern. 59 of the study respondents were travelling for tourism purpose and five were travelling because of the official work. 112 respondents have not mentioned their travelling purpose.

114 of the study respondents were graduates and 25 were

**Table 3: Demographic Profile of the Study Respondents**

<b>Gender</b>		<b>Travelling Purpose</b>	
Male	135	Tourism	59
Female	41	Official	5
<b>Age</b>		Not defined	112
16-20	10	<b>Education</b>	
21-25	35	School Level	23
26-30	49	Graduation	114
31-35	25	Post-Graduation	25
36-40	23	Doctorate	4
41-45	9	Post Doctorate	4
46-50	6	Not defined	6
51-55	5	<b>Nationality</b>	
55-60	2	Indian	176
61-65	1		
65-70	1		
Above 70	1		
Not defined	8		
<b>Travelling Pattern</b>			
Alone	61		
Family	69		
Group Travel	18		
Not defined	28		

post graduates. 4 of the respondents were doctorates and 4 were post doctorates. 23 of the study respondents had education up to school level. All the study respondents were Indian nationals as the study was focused on measuring domestic tourists' perception.

### **Conclusion:**

The study was oriented towards identification of the personality traits of Jaipur as a destination brand based on the domestic tourists' perception. Variables were extracted from the literature review including the universal scale of brand personality given by J. Aaker in 1997. Questionnaire was formulated based on the variables that were extracted from the literature review and the destination characteristics. Through exploratory factor analysis three factor solutions was developed or in other words three personality traits

were identified. The identified traits are 'Sincerity', 'Calm' and 'Stunning'. Apart from factor analysis, one of the questions was based on nominal scale where different personality traits were presented to the respondents. Checkbox was provided against every option as respondents were required to tick-mark the traits which is congruent to Jaipur based on their perception. The calculation was done using frequency distribution. Two most desirable personality traits with highest frequency count are 'Exciting' and 'Family-oriented'. Therefore, comprehensively the research discovered five personality traits for Jaipur as a tourist destination brand. The identified traits are 'Sincerity', 'Calm', 'Stunning', and 'Exciting' and 'Family-oriented'. The personality traits are different from individual to individual similarly the personality trait differs from destination to destination.



The first factor represents Jaipur as a 'Sincere' tourist destination, which is responsive towards the tourists needs. Second factor is 'Calm' that represents serenity and tranquility at the various tourist destinations mainly at the monuments in Jaipur. The third factor 'Stunning' represents the exquisite architecture of the monuments including forts and palaces. The fourth factor is 'Exciting' based on the tourist's frequency count. It represents that tourists were excited to visit the heritage city of Jaipur and feel the rich Indian heritage in term of culture and monuments. The fifth factors 'Family oriented' represents Jaipur as a family holiday destination.

However, the identified personality traits are specific to the study location i.e. the Pink City Jaipur, which is also one of the limitation of the research study. However, some of the findings congruent with the past studies. The factor 'Exciting' is similar to the findings of Aaker (1997), Ekinci and Hosany (2006),

Bilim and Bilim (2014), Meer (2010), Kaplan et al. (2008) and Upadhyaya (2012). The factor 'Family oriented' is congruent with the studies of Ekinci and Hosany (2006), Bilim and Bilim (2014) and Meer (2010). First factor, 'Sincerity' is also congruent with the brand personality scale developed by Aaker (1997), Ekinci and Hosany (2006), Unurlu and Kucukkancabas (2013), Bilim and Bilim (2014), Meer (2010) and Upadhyaya(2012). The factor 'Calm' is congruent with the research studies of Kaplan et al. (2008) and Glincka and Kilon (2014).

The study concludes that brand personality concept is applicable to tourist destination brands similar to the products and services or in other words similar to the corporate brands. Every destination has its unique personality based on the tourism offerings of the place. Thus, brand personality is different from one place to another.

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