Brand Personality and Marketing Performance of Deposit Money Banks in Port Harcourt, Nigeria

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ABSTRACT

There is a growing interest in brand personality concept, as it offers systematic approach to developing symbolic benefits that influence consumer purchase behavior. This study investigates brand personality and marketing performance of deposit money banks in Port Harcourt, with the aim of identifying if brand personality is affects marketing performance. The measurement of brand personality was based on Aaker's brand personality dimensions while customer loyalty, sales growth and profitability were the measures of marketing performance. This study adopted survey technique. Based on the research questions, hypotheses were formulated. 76 copies of questionnaire were distributed to the 19 deposit money banks in Port Harcourt, however only 72 were used for the analysis. Spearman rank correlation coefficient was used in testing the hypotheses with the aid of SPSS version 21.0. and it was found that brand personality has a strong positive association with marketing performance of deposit money banks in Port Harcourt. We therefore recommend that Deposit money banks should maintain the policy of aligning their brand position to reflect brand personality.

Keywords: brand personality, deposit money banks, marketing performance.

INTRODUCTION

Brand relationship theory suggests that brand acts as a means of connecting for both consumer and suppliers (Chang & Chieng, 2006). In essence, individuals and producers have a way of attaching their personality to a brand they like. People use words like "it matches my skin and my person" to show their association to a particular brand. Yeoh *et al*. (2014), opine that brands have been attributed to individual personality, for example, Campbell (sincerity), Porsche (excitement) IBM (competence), Revlon (Sophistication), Levi's (Ruggedness), and the list goes on. Further, Halliday (1996), asserts that practitioners view brand personality as a key way to differentiate a brand in a product category. It is also seen as a central driver to consumer preference and usage (Biel, 1993).

In the services industry such as banks, branding plays a special role that helps increase the loyalty of customers to their preferred bank; as strong brands can increase customer trust of the invisible purchase (Berry, 2000). Consumers perceive the brand on dimensions that typically capture a person's personality and extend that to a domain of brands (Rajagopal, 2008).

Marketing performance is a term used by scholars in the field of marketing to measure the efficiency and effectiveness of a particular marketing strategy (Maclayton and Nwoka, 2012). The yardsticks for measuring marketing performance includes profitability, sales growth, customer loyalty, among others. The implication of brand personality on the marketing performance of deposit money banks in Port Harcourt, Nigeria is the main thrust of this study

Statement of the Problem

Strict competition exist in Nigerian banking industry; and surviving in such competitive environment requires the adoption of certain marketing strategies including brand personality.

In recent times, most banks are creating brand personality to appeal to a wide range of customers. Nonetheless, banks cannot say for sure, the kind of impact brand personality has on their marketing performance, as no known study has been conducted on the subject matter, in Nigeria.

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Objective of the Study

The major objective of this study was to empirically investigate the association between brand personality and marketing performance of deposit money banks in Port Harcourt, Nigeria.

Operational Framework

The operational framework, as shown in figure 1 below, was developed as a guide for the study. The research variables are brand personality (predictor variable) with its dimensions as brand sincerity, brand competence, and brand sophistication, and marketing performance with its measures as customer loyalty, sales growth and profitability.
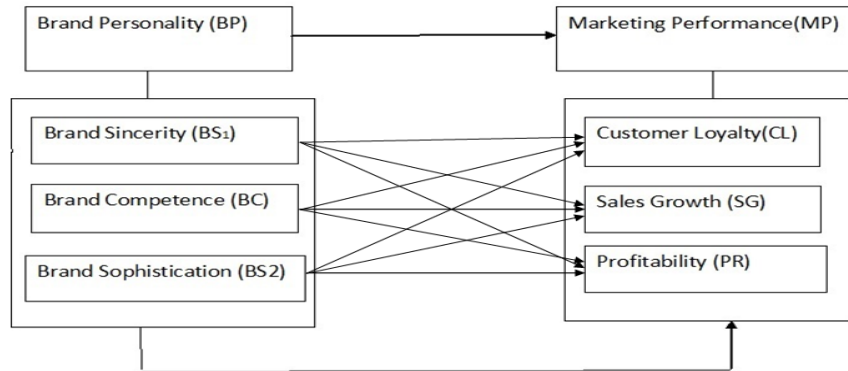

Fig1. *Operational Framework of Brand Personality and Marketing Performance of Deposit Money Banks.*

Source: *Desk Research, 2016.*

Research Hypotheses

Based on the operational framework, the following hypotheses were developed for the study:

Ho_1: Brand sincerity is not associated with customer loyalty of deposit money banks in Port Harcourt.

Ho_2: Brand sincerity is not associated with sales growth of deposit money banks in Port Harcourt.

Ho_3: Brand sincerity is not associated with profitability of deposit money banks in Port Harcourt.

Ho_4: Brand competence is not associated with customer loyalty of deposit money banks in   Port Harcourt.

Ho_5: Brand competence is not associated with sales growth of deposit money   banks   in   Port Harcourt.

Ho_6: Brand competence is not associated with profitability of deposit money banks in Port Harcourt.

Ho_7: Brand sophistication is not associated with customer loyalty of deposit money banks   in Port Harcourt.

Ho_8: Brand sophistication is not associated with sales growth of deposit money banks in   Port Harcourt.

Ho_9: Brand sophistication is not associated with profitability of deposit money banks in Port Harcourt.

REVIEW OF RELATED LITERATURE

Branding has been a topical issue since the 1950s, although it did not gain much recognition until the 1970s and 1980s when it was more firmly developed and established, thus becoming an important research area within the entire discipline of marketing (Moore & Reid, 2008). In the 1970s, companies began to communicate non-cognitive values their products could offer in comparism to their competitors' products, thus brands became story-tellers about companies products and services thereby creating meaning for their customers (Roper & Parker, 2006).

According to Kotler and Amstrong (2008), a brand is an element in an organization's relationship with its customers as it affects consumers perception about a product and everything that the product means to the consumer. Okpara (2012), defined a brand as a name, term, sign, symbol or their combination used in identifying and differentiating a firm's products from those of competitors. This definition is adopted in this study because it focuses on the fundamental brand purpose which is differentiation, as well as corporate perspective rather than consumer benefits.

Personality is referred to as something dynamic, cumulative and above all durable and relatively stable overtime (Azoulay & Kapferer, 2003). According to the dictionary of fundamental psychology, personality is the set of relatively stable and generally dynamic, emotional and affective characteristics of an individual's way of being. It refers to an individual's way of reacting to a situation. Personality is more often than not described as a trait (Azoulay & Kapferer, 2003). A trait is any distinguishable, relatively enduring way in which one individual differ from others (Batra, Lehmann & Singh, 1993). Trait approach to personality is one of the major theoretical areas in the study of personality, as it focuses on difference between individuals (Yasar, 2013). The trait approach assumes that behavior is determined by relatively stable traits which are fundamental units of one's personality (McLeod, 2014).

Brand Personality

Brand personality was first coined by advertisers and marketers (Azoulay & Kapferer, 2003). Brand personification or brand character describes the inner characteristics of a brand (Yeoh et al 2014). (Aaker 1997) posits that brand personality is the set of human characteristics with a given brand. It is in no doubt that brand personality describes a brand as possessing similar characteristics as a person and to buttress this fact, Frelings & Forbes (2005) explain that brand personality defines how an organization relates a brand with human personality traits for the purpose of creating a symbolic relations that are strong, unique, distinct and consistent to the consumer. According to Lin (2010), this relation comes from three sources, firstly association of the brand with the consumer, secondly the company trying to create an image (i.e. creating a corporate image by the use of advertising and spokespersons) and thirdly, product attributes such as distribution channel and product category. Brand personality deals with the affective, emotional and dynamic aspects of a brand (Azoulay & Kapferer 2003).

Niro & Pollalis (2014) opine that brand personality trait should be durable and give the opportunity to consumers to recognize. They further explained that durability and visibility of brand personality will help consumers to identify such traits that suit them and attach themselves to such brands. This has become vital due to the recent notion of one-to-one marketing , which has made marketers to shift away from mass marketing (Barwise & Farley 2005).Brand personality refers to both the personality endowed in the brand by the company and the personality perceived by the consumers.

Brand personality plays an imperative role in understanding the attributes of a brand which enable consumers to differentiate inter-brand and intra-brand values (Rajagopal, 2008). When companies build their marketing communications plan carefully, research and spot their target audience correctly, use the communication tools to reveal their target customer's characteristics, they build their brand personality in a very strong position (Yasar, 2013). This means that brand personality helps to increase the power and perception of brands in marketing communications and create ease in penetration to the target customer. This study adopted Aaker's (1997) three- dimension of brand personality- brand sincerity, brand competence and brand sophistication- as a "road map" to ascertain the association of brand personality with marketing performance of deposit money banks. Thus, the dimensions of brand personality adopted in this study are brand sincerity, brand competence and brand sophistication.

Brand Sincerity

Brand sincerity is viewed as being down-to-earth, wholesome and cheerful (Aaker 1997). Brand sincerity symbolizes the idea a brand would like to signal to potential relationship partners (Aaker *et al,* 2004). Sincere brands are seen to appeal more to anxious consumers who are likely to be consistent with their ideal self concept (Tuan *et al,* 2012). Sincere brands are good at establishing long-term relationships with consumers, built on trust and dependable behavior (Heding & Knudtzen, 2009)

Aaker *et al* (2004) were of the opinion that consumers would prefer brands with which they share sincere characteristics, thereby increasing the chances of developing a relationship with the brand. Brand sincerity increases consumers preference for a brand.

Brand Competence

Brand competence is exuding traits of a brand such as reliability, intelligence and success (Aaker, 1997). In essence, brand competence entails that a brand had proven, to consumers, its ability to deliver time and time again.

A strong brand personality leads to brand competence that is favorable, unique, strong and congruent in the minds of consumers (Aaker, 1999). An organization as part of its personality traits must be able to align itself to depict a quality of reliability, intelligence and success. This creates a level of satisfaction to consumers who patronize such business organization. Brand competence plays an enormous role in brand differentiation in service industry such as deposit money banks. It is a major factor or traits in differentiating items (Aaker, 1999).

Brand Sophistication

A brand that is sophisticated is viewed as charming and fit for the upper class. Such brands depict esteem to their users as well as longevity. The Chanel brand has time and time again depicted sophistication (i.e. Aspirational luxury). Although some researchers like Azoulay & Kapferer (2003), have criticized brand sophistication as having characteristics of social class which is not seen as a personality trait, others, like Levy (1999), opine that brand sophistication (social class) is part of the imagery associated with typical users of the brand (user imagery). User imagery, according to Louis & Lombart (2010), is a term used to describe human characteristics associated with typical users of a brand, firm's employee and product fans; and social status could be imbued to a brand through typical users**.**

Marketing Performance

The issue of marketing performance has been a source of constant debate in every aspect of management, especially strategic management, with both scholars and practising managers exhibiting great interest in the subject matter (Morgan, Clark & Goner, 2002). Some marketing scholars have criticized the marketing performance literature for having limited analysis power (Pont & Shaw, 2003). This according to (Ambler & Kokkinaki 1997; Clark 1999), is as a result of excessive number of different measures and the related difficulty in comparism. Many scholars are of the opinion that the concept of marketing performance has proven more stubborn and difficult to conceptualize than any other concept studied. As a result of this difficulty, performance is viewed by each scholar in relation to the indicators chosen (Murphy, Trailer & Hill, 1996).

Marketing performance is a term used by marketing scholars to describe the efficiency and effectiveness of marketing strategy (Maclayton & Nwoka, 2012). Despite this definitions and many others, no unanimous measure of marketing performance has been adopted. According to Brudan (2010), marketing performance measurement represents a component of performance management dealing with the identification, monitoring and communication of performance result with the use of performance indicators. Lamberti & Noci, (2010) measured marketing performance in terms of marketing budget, marketing asset and marketing unit behavior.

Brand Personality and Marketing Performance

Brand personality according to Noftle & Shaver, (2006) is the key factor in building strong relationships with consumers, which translates into patronage of a brand. This is because branded offerings characterized by personality appeal to consumers before they are purchased (Aaker *et al* 2004; Pollalis *et al* 2011). According to Aggarwal (2004), Keller & Richey (2006), branding and brand based differentiations are important means of creating and sustaining competitive advantage. Thus, brand personality has in recent times proven to be one of the means of improving customer loyalty, increase sales and profitability of a business organization.

In the service industry, like deposit money banks, service attributes like intangibility, heterogeneity and inseparability demand serious sensitive strategies in order to stimulate perception about brand quality, facilitate brand image and minimize customers search effort (Niros & pollalis 2011). Brand personality is the key for service brand to reinforce its brand image and develop a strong and enduring

relationship with its customers. Brand personality creates a means of attachment with customers which leads to customer loyalty to the service brand and in turn increases the sales of the business organization which most times leads to profitability. Brand personality fosters greater marketing performance (Zentes *et al*, 2008), as it creates a willingness to pay premium prices for goods and services (Smothers, 1993). Additionally, brand personality plays an important differentiating role when little or no functional distinction can be made between competing brands. This differentiating role is more important for service brands because it can act as a substitute for the brands intrinsic attributes which may otherwise be difficult to evaluate prior to purchase (Freling & Forbes, 2005).

Review of Empirical Studies

Bouhlel *et al* (2011) studied 380 participants to identify if brand personality influences brand loyalty trust and commitment, using two of Aaker's personality dimensions: competence and sincerity. The result showed that brand personality influences customer loyalty and attachment as well as commitment for sincere and competent brand.

Rajagopal, (2008) studied the interdependence of personality and brand identity in measuring brand performance, using brand personality, brand image, brand reputation and brand trust as independent variables, and brand performance as dependent variable. The result showed that brand personality influences consumer buying decision by tremendously increasing the persuasive appeal of the product on consumers.

In a study on "brand personality, brand loyalty, brand quality rating in the contact lens perspective", Yeoh *et al*, (2014) adopted Aaker's five dimensions of brand personality: brand competence, sophistication, sincerity, excitement and ruggedness to measure consumers attitudinal and longitudinal loyalties (brand loyalty). Data were gathered from 238 management students in Malaysian public university using stratified random sampling method, and the result showed that sincerity, excitement and competence of brand significantly affect brand loyalty.

METHODS AND INSTRUMENTS

This study employed the survey method of research, which investigate the behavior, opinion or other manifestations of a group of people by questioning them (Anyanwu, 2000). This was done through the use of questionnaire. The researchers studied all the 19 registered and consolidated deposit money banks in Port Harcourt as at the time of the study, using a set of questionnaire.

Seventy-six (76) copies of the questionnaire were distributed to branch managers, marketing heads, customer care officers and sales heads of the 19 banks under study on 4 copies per bank basis. The questionnaire was structured using a five-point likert scale from Strongly Agree (SA)- Strongly Disagree (SD) which was ranked from 5 - 1.

Spearman rank correlation coefficient was used to test if the independent variables are associated with the dependent variables.

ANALYSIS OF DATA

This paper adopted both descriptive and inferential statistical tool in testing the proposed hypotheses. Specifically, tables and percentages were used at the primary level of analysis while Spearman's Rank Correlation Coefficient was used at the secondary level.

Seventy-six (76) copies of the questionnaire were distributed amongst the 19 deposit money banks in Port Harcourt. 72 (94.7%) copies were accurately filled while the remaining 4 (5.3%) contained certain inconsistencies, and thus not valid for analysis. Therefore, the analysis was based on 72 copies accurately filled. 40% of the respondents were males while 60% were females. 10%, 25%, 32% and 33% of the respondents were branch managers, marketing managers, customer-care officers and other categories respectively.

Table 4.1 shows the mean of the variables of the study in the sample of 72 respondents used for analysis. The mean of the variables: brand sincerity, brand competence, brand sophistication, customer loyalty, sales growth, and profitability are 4.43, 4.40, 4.23, 4.23, 4.23, 4.23 and 4.29 respectively. All the mean of the variables are greater than 3, signifying that brand personality has significant association with marketing performance of deposit money banks in Port Harcourt.

Table4.1. *Descriptive Statistics of Variables*

Variables	N	Mean
Brand Sincerity	72	4.43
Brand Competence	72	4.40
Brand Sophistication	72	4.23
Customer Loyalty	72	4.23
Sales Growth	72	4.23
Profitability	72	4.29

The result of the test of hypothesis one (see table 4.2) shows that the coefficient (r) and the p values are 0.969 and 0.000 respectively. The p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that brand sincerity is associated with customer loyalty of deposit money banks in Port Harcourt.

Table4.2. *Result of Brand Sincerity and Customer Loyalty*

Correlations			BRAND SINCERITY	CUSTOMER LOYALTY
Spearman's rho	BRAND SINCERITY	Correlation Coefficient	1.000	.969**
		Sig. (2-tailed)	.	.000
		N	20	20
	CUSTOMER LOYALTY	Correlation Coefficient	.969**	1.000
		Sig. (1-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

The result of the test of hypothesis two (see table 4.3) shows that the coefficient (r) and the p values are 0.938 and 0.000 respectively. Since p-value (0.000) is less than the level of significance (0.05),we therefore reject the null hypothesis and accept the alternate hypothesis that brand sincerity is associated with sales growth of deposit money banks in Port Harcourt.

Table4.3. *Result of Brand Sincerity and Sales Growth*

Correlations			BRAND SINCERITY	SALES GROWTH
Spearman's rho	BRAND SINCERITY	Correlation Coefficient	1.000	.938**
		Sig. (2-tailed)	.	.000
		N	20	20
	SALES GROWTH	Correlation Coefficient	.938**	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

The result of the test of hypothesis three (see table 4.4) shows that the coefficient (r) and the p values are 0.936 and 0.000 respectively. The p-value (0.000) is less than the level of significance (0.05),we therefore reject the null hypothesis and accept the alternate hypothesis that brand sincerity is associated with profitability of deposit money banks in Port Harcourt.

Table4.4. *Result of Brand Sincerity and Profitability.*

Correlations			BRAND SINCERITY	PROFITABILITY
Spearman's rho	BRAND SINCERITY	Correlation Coefficient	1.000	.936**
		Sig. (2-tailed)	.	.000
		N	20	20
	PROFITABILITY	Correlation Coefficient	.936**	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

In the test of hypothesis four**,** (see table 4.5) the values of r and p were found to be 0.940 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance, we therefore reject the null hypothesis and accept the alternate hypothesis.

Table4.5. *Result of Brand Competence and Customer Loyalty*

		Correlations		
			BRAND COMPETENCE	CUSTOMER LOYALTY
Spearman's rho	BRAND COMPETENCE	Correlation Coefficient	1.000	.940**
		Sig. (2-tailed)	.	.000
		N	20	20
	CUSTOMER LOYALTY	Correlation Coefficient	.940**	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

Testing hypothesis five (see table 4.6) shows that r and p values are 0.965 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that brand competence is associated with sales growth of deposit money banks in Port Harcourt.

Table4.6. *Result of Brand Competence and Sales Growth*

		Correlations		
			BRAND COMPETENCE	SALES GROWTH
Spearman's rho	BRAND COMPETENCE	Correlation Coefficient	1.000	.965**
		Sig. (2-tailed)	.	.000
		N	20	20
	SALES GROWTH	Correlation Coefficient	.965**	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

The result of the test of hypothesis six (see table 4.7) shows that the coefficient (r) and the p values are 0.906 and 0.000 respectively. Since p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that brand competence is associated with profitability of deposit money banks in Port Harcourt.

Table4.7. *Result of Brand Competence and Profitability*

		Correlations		
			BRAND COMPETENCE	PROFITABILITY
Spearman's rho	BRAND COMPETENCE	Correlation Coefficient	1.000	.906**
		Sig. (2-tailed)	.	.000
		N	20	20
	PROFITABILITY	Correlation Coefficient	.906**	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

The test of hypothesis seven (see table 4.8) shows that the coefficient (r) and p values are 0.881 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that brand sophistication is associated with customer loyalty of deposit money banks in Port Harcourt.

Table4.8. *Result of Brand Sophistication and Customer Loyalty*

		Correlations		
			BRAND SOPHISTICATION	CUSTOMER LOYALTY
Spearman's rho	BRAND SOPHISTICATION	Correlation Coefficient	1.000	.881**
		Sig. (2-tailed)	.	.000
		N	20	20
	CUSTOMER LOYALTY	Correlation Coefficient	.881**	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

The test of hypothesis eight (see table 4.9) shows that the coefficient (r) and p values are 0.890 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that brand sophistication is associated with sales growth of deposit money banks in Port Harcourt.

Table4.9. *Result of Brand Sophistication and Sales Growth*

Correlations				
			BRAND SOPHISTICATION	SALES GROWTH
Spearman's rho	BRAND SOPHISTICA TION	Correlation Coefficient	1.000	.890[**]
		Sig. (2-tailed)	.	.000
		N	20	20
	SALES GROWTH	Correlation Coefficient	.890[**]	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

The test of hypothesis nine (see table 4.10) shows that the coefficient (r) and p values are 0.871 and 0.000 respectively. Since the p-value (0.000) is less than the level of significance (0.05), we therefore reject the null hypothesis and accept the alternate hypothesis that brand sophistication is associated with profitability of deposit money banks in Port Harcourt.

Table4.10. *Result of Brand Sophistication and Profitability*

Correlations				
			BRAND SOPHISTICATION	PRPFITABILITY
Spearman's rho	BRAND SOPHISTIC ATION	Correlation Coefficient	1.000	.871[**]
		Sig. (2-tailed)	.	.000
		N	20	20
	PROFITABI LITY	Correlation Coefficient	.871[**]	1.000
		Sig. (2-tailed)	.000	.
		N	20	20

**. Correlation is significant at the 0.05 level (2-tailed).

DISCUSSION OF FINDINGS

Findings of this study highlight the association between brand personality and marketing performance of deposit money banks. The test of Ho_1, Ho_2 and Ho_3, indicate that brand sincerity has strong and positive association with the measures of marketing performance - as customer loyalty, sales growth and profitability –as shown by the coefficient values (0.969, 0.938, and 0.936 respectively). This means that when individuals perceive a deposit money bank as being a sincere brand, (i.e. down-to-earth, honest etc) it will significantly increase their level of patronage of such bank and consequently increase their sales and profitability. This result is consistent with the findings of Bouhlel *et al* (2011) and Lee *et al* (2009) that brand personality influences customer loyalty and commitment.

The test of Ho_4, Ho_5 and Ho_6 show that brand competence has strong and positive association with the measures of marketing performance- customer loyalty, sales growth and profitability- as indicated by the coefficient (r) values (0.940 0.965 and 0.906 respectively). The import of the result is that a competent brand impacts customer loyalty, sales growth and profitability, positively. The result is in line with the findings of Yeoh *et al,* (2014*)* that there is a strong relationship between brand competence and customer loyalty.

The result of the test of Ho_7, Ho_8 and Ho_9, show that brand sophistication has strong and positive association with the measures of marketing performance (customer loyalty, sales growth and profitability) as shown by the coefficient (r) values (0.881, 0.890, and 0.871 respectively). The implication of the result is that class and social status have significant impact on individuals' preference for a brand. The result is in line with the finding of Levy (1999) that brand sophistication influences usage of a brand.

CONCLUSION

The thrust of this study was to ascertain the association between brand personality and marketing performance of deposit money banks in Port Harcourt, Nigeria. The study considered three dimensions of brand personality-brand sincerity, brand competence and brand sophistication (independent variable) and three dimensions of marketing performance- customer loyalty, sales growth and profitability (dependent variables). Analysis was done using spearman's rank correlation coefficient. Based on the results of the analysis, the study concludes that brand personality is strongly and positively associated with marketing performance of deposit money banks in Port Harcourt, Nigeria, as brand personality creates a means of attachment with customer which leads customer loyalty that most times leads to sales growth and profitability.

RECOMMENDATIONS

Based on the findings and conclusion of the study, the following are recommended:

i. Deposit money banks should maintain the policy of aligning their brand position to reflect competence, sincerity and sophistication.

ii. Brand competence should be inculcated in the planning, development and implementation stages of the marketing strategy of deposit money banks, as this will lead to appreciable growth in sales as customers taste appeal are met.

iii. Deposit money banks should ensure they establish a perception of brand sincerity on their customers so as to maintain the loyalty of their customers as well as attract new ones.

iv. Objectives of brand personality include, among others, retaining and attracting customers. In view of this, deposit money banks should ensure that adverts on their brands are designed and written in a manner that persuade individuals to patronize the brand offered for sale to enhance the profitability of the bank involved.

CONTRIBUTION TO KNOWLEDGE

This study authenticates the conclusions of previous studies, like Bouhel *et al*, (2011), Lee *et al*, (2009), Yeoh *et al* (2014) and Levy (1999), that brand personality impacts positively on marketing performance. Furthermore, most studies on brand personality focused on developed countries. Thus our point of departure, in this study, was to extend the existing literature on brand personality, by investigating its association with marketing performance of deposit money banks in Port Harcourt, Nigeria- a developing country.

SUGGESTIONS FOR FURTHER STUDIES

This study attempted to provide an understanding of the association between brand personality and marketing performance of deposit money banks in Port Harcourt, Nigeria. Further research could be carried out in other cities of the country to increase the generalizability of the result. Secondly, further research could be carried out using other dimensions of brand personality, like "The Big Five Theory" (Goldberg, 1990 And Costa And McCrae, 1992).

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