

**Clothing Branding Strategies: Influence of Brand Personality on Advertising Response**

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**ABSTRACT**

*This paper examines the influence of brand personality on advertising response in fashion clothing branding context. Print ad stimuli of 30 fashion clothing brands with different nationalities and different expected personalities were evaluated by young students (16-25 years old) in terms of Brand Personality Scale of Aaker (1997). The self-congruence implications are discussed. From the brand builder perspective, some benchmarks brands were identified. The results should help the understanding of antecedents and consequences of brand personality processing.*

*Keywords: Brand personality, fashion clothing branding, advertising, self-congruence, youth market.*

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**Introduction**

At the beginning of the third millennium, brand differentiation based in tangible attributes is difficult to achieve. Therefore concepts like “customer-brand relationship”(Blackston, 1993), “brand magic” (Biel, 1997) or “lovemark” (Beckman, 2002) rise their importance in brand building literature. The key for success seems to be in the emotional and self-expression benefits that brands provide to their customers. In this context, brand personality and self-concept congruence (shortly designated by self-congruence), has a decisive role in brand adoption and decision-making processes.

The purpose of this study is to evaluate the personality of clothing brands and to examine the influence of self-concept and brand personality congruence on youth advertising response. This paper is part of a doctoral research project, developed by authors, which aims to study clothing branding strategies moderated by a number of relevant demographic, psychographic, and situational variables. From a brand builder perspective, brand personality is an important input variable, normally considered in branding strategy models (Kapferer, 1991; Keller, 1993; Aaker, 1996). The understanding of branding advertising processing and buying decision-making is essential for the definition of customer oriented branding strategies.