



WOMEN AND AUTOMOBILE DECISION: AN ANALYSIS OF WORKING-CLASS WOMEN IN A DEVELOPING MARKET

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Abstract

This study aimed to explore how gender personality dimensions influence the decision-making process of working-class women (WCW) when it comes to identifying and distinguishing between different automobile brands based on gender personality attributes associated with each brand – namely, Female Brand Personality (FBP) and Male Brand Personality (MBP) features. Employing a descriptive research design and survey methodology, the study selected 150 respondents using a combination of multistage, accidental, and simple random sampling techniques. Of these, 129 questionnaires were deemed suitable for analysis. The research was grounded in Grohmann's model of female and male brand personality dimensions, and it addressed three hypotheses through correlation and regression analysis. The study's findings illuminated that FBP served as a robust predictor of automobile brand preference, as the relationship between FBP and the outcome variable displayed a notably strong and linear association with automobile preference. Conversely, the study revealed that MBP exhibited a weaker, positive, and linear relationship with automobile brand preference, albeit one that did not achieve statistical significance. As a result, this research contributes to filling a critical research gap by establishing the connection between gender brand personalities and automobile brand preference, specifically among working-class women in Lagos State, Nigeria. This particular demographic segment plays a vital role in a developing economy that encompasses various sectors, and understanding their brand communication and purchasing decisions is integral to achieving targeted sales objectives.

Keywords: Gender personality, Gender brand personality, Automobile brand preference, Brand loyalty, Customer retention level, Working class women, FBP, MBP.

1. Introduction

The rise in the demand for personal cars among women is not unconnected to the influence of glass-ceiling breaking among women in the corporate world, the influence of feminism, the change in women's socialization, and cultural acceptance of women's liberation in many societies

(Ibrahim, James, Mariatu; Kamara & Menzel, 2021; Mashelle & Imhotep, 2022; Moorthy, Salleh, Ting, Ling & Yeng, 2022; Suganthi & Asokhan, 2021). Hitherto, the idea of owning or driving personal vehicles either for business or personal needs was largely men's affairs in many African economies because of the traditional headship position culturally assigned to men in both the family setting and corporate world. However, the narrative has changed considering women's rising to take up certain responsibilities in business and social circles that used to be exclusive roles of men. In today's African world, young women compete with men and even strive to outdo men in certain responsibilities like asset acquisition, executive positions in the corporate world, and in social circles and relevance. Marketing communications focus on women to spur their interest in automobile consumption, and even project the image that certain vehicles are for their feminine posture, the need to exhibit masculine qualities, and in certain cases peer women with men is exuberance, affluence display, and social relevance.

The study employs Grohmanns' model that classifies gender personality into female brand personality (FBP) and male brand personality (MBP) whereby goods or services are evaluated on the possessed attributes based on gender features. Thus, the study undertakes to evaluate how gender personality dimensions affect working-class women's choice of automobile products for personal use or business needs. Based on the above, the main objective of the study is to determine if a relationship exists between gender personality (dimensions) and automobile preferences among the WCW in Lagos state.

Research on personality is dated as far back as the 20th century by psychologists through the (Goldberg 1990) big five model personality traits. The model has been used to explain human behaviour with respect to several disciplines including marketing where it explains consumers/human personalities regarding their preferences and behaviour (Sirgy, 1985). Studies by Dolich, (1969) were the first to determine the relationship between personality and consumer purchasing behaviour whereby it was found that consumers buy products and brands that reflect their personality. In order words, consumers' self-concept and brand personality is a factor in consumer purchasing. This however has been termed self-congruity and has been opposed by several research studies as stated in Shank and Langmeyer, (1994).

Brand personality as a concept has been in existence even before academics accepted and started studying the concept. As early as 1958, Martineau referred to the word to mean the character or services which are non-material used in making a store special as well attractive for consumers or customers. They are equally features that qualify a brand as the attractiveness of a brand and its character (value offered) distinguishes it from the competitors' brands. Brand personality, therefore, is a set of characteristics that resemble those of human characteristics that can be linked to a brand (Aaker, 1997). It, however, addresses the way consumers relate with organizations and their products (Braunstein & Ross, 2010) and as well focuses on drawing the attention of the consumers to a particular brand for preference purposes (Aaker 1999; Biel 1993). Several internal and external factors can affect a consumer's preference. Such factors include prices of products,

promotions, and equal gender. Brand personality is of paramount importance and also an area of interest to marketers as it enables them to create differentiation, and competitively position their brands (Keller, Sternthal, & Tybout 2002). According to Plummer (1985), brands possess a variety of dimensions, one of which is their characteristic dimension otherwise known as their brand personality which becomes a symbol for consumers to express themselves (Keller 1993). However, for consumers to self-express themselves using the brands, brand traits are then considered which can be categorized as either male or female brand traits (Grohmann 2009; Fournier 1998). According to Grohmann (2009), the MBP and the FBP scales of brand personality which possess six items respectively came into existence and are significantly independent of each other and became an improvement on the Aakers model of BP. The MBP and the FBP are also independent of the human gender personality as stated by Aaker but rather is another dimension to Aakers brand personality and as opined by (Caprara et al.2001), human personality traits necessarily do not describe brand personality traits.

Marketers have for decades practiced the act of segmenting the market, which is a targeting strategy for various organizations in the achievement of their set objectives. Gender dimension strategy is thus one of the many strategies employed by organizations in order to achieve the desired marketing results. Consumer gender is usually put into consideration for product branding and launch (Sadler, 2005). Gender targeting via launch and product branding as seen in Star Raddler, a brand of Star beer targeted at the female gender and the Coke diet introduced in 2006 by the Coca-Cola company targeted at the female gender (Carter, 2010) could be cited as an example of the above statement. Likewise, the introduction of the Rav4 brand of Toyota automobile targeted the female gender, and the Ford built for Toughness targeted the male gender of the automobile market (Grohmann, 2009). However, in segmentation using gender, product designs, and packaging e.g., colors used for the packaging material among so many other marketing mix elements can be used to achieve the desired outcome. Also, product brands can either be categorized as symbolic or utilitarian with respect to their personality traits (Grohmann, 2009). Gender dimension in marketing however will remain especially in the beauty industry, textile industry, food, and even in the automobile industry (Carter, 2010).

The gender dimension of brand personality is specifically important as it enables consumers to self-express their gender traits via their brand choice and consumption (Grohmann, 2009). The gender dimension of personality however is used by consumers through the aid of marketers for symbolic and utilitarian reasons in respect of their varying brand choices. With this hindsight, therefore, the gender dimensionality of brand personality as regards the choice of Automobile brands among working-class women in Lagos State (to be stated as WCW subsequently in this study) will be researched into and discussed appropriately in this study. As such consumers generally have varying preferences as regards the choice of products purchased or intended to be purchased (Chang & Liu, 2009). Automobiles in Nigeria are one of the commonly purchased products and they come in various brands to serve different markets. Working-class women are however viewed as a set of these automobile consumers and therefore this study will help the

researcher to determine how their gender position influences their choice for each of the brands of automobile products in the Nigerian market with a focus on the common brands available which are Toyota, Honda, Kia, Hyundai, Peugeot, Chevrolet, and Nissan.

The main purpose of this paper is to generally investigate the relationship existing between the gender personality of consumers of automobile brands and the choice made for the Automobile brands among working-class women in Lagos State with a specific focus on investigating how the FBP and MBP items of Grohmann (2009) which comprises twelve items in general and six items respectively (MBP: Adventurous, Aggressive, Brave, Daring, Dominant and Sturdy; FBP: Tender feelings, Fragile, Graceful, Sensitive, Sweet, Tender) as dimensions of gender personality, influences either positively or negatively the choice of an automobile brand over another among working-class women in Lagos State.

To achieve the objectives of the study and following the aforementioned, the following under-listed hypotheses are developed;

H₀1: There is no significant relationship between FBP gender dimensions in relation to Automobile brand preference among WCW in Lagos.

H₀2: There is no significant relationship between MBP gender dimensions in relation to Automobile brand preference among WCW in Lagos.

H₀3: FBP and MBP jointly predict automobile brand preference among WCW in Lagos.

2. Literature Review

The study delved into the concept of brand gender dimensions in brand personality, as theorized by Grohmann (2009). It explored the intricate interplay between gender differences and brand preferences, particularly within the context of working-class women (WCW) in Lagos, Nigeria. This investigation sought to gain a comprehensive understanding of the relationships between gender dimensions and their impact on automobile brand preferences for this specific demographic group in the study. By exploring the connections between gender-related brand attributes and the preferences of WCW, the research aimed to shed light on how brand personalities align with consumer choices within the automobile industry.

Grohmann's Model

Grohmann (2009) conducted an extensive investigation involving 2800 participants across eight different studies to assess the gender dimensions of personality. This comprehensive research effort culminated in the development of a two-dimensional scale for evaluating both feminine and masculine brand personality. Over time, these measures have demonstrated a positive correlation with brands and consumers' gender, emphasizing that brand alignment based on these dimensions enhances product perceptions, leading to improved product evaluations and increased purchase intentions. The items comprising the measures for each of the gender personalities are listed below:

The Male Brand Personality (MBP), adopted from Grohmann's work in 2009, encompasses attributes such as adventurous, brave, daring, dominant, aggressive, and sturdy. Conversely, the Female Brand Personality (FBP), also adopted from Grohmann's research, includes characteristics like expressing tender feelings, gracefulness, sensitivity, sweetness, fragility, and tenderness. An additional facet explored by Grohmann (2009) is the classification of brands based on the interplay of gender dimensions within brand personality. This classification offers a valuable tool for marketers seeking to define their brand's positioning and the perception of their brand by consumers, as well as its standing among competing brands. These classifications include four gender groups: HM/LF (high masculinity/low feminism), LM/HF (low masculinity/high feminism), LM/LF (undifferentiated), and HM/HF (androgynous).

Brand Personality

Human characteristics have been attributed to Product brands and this enables consumers to relate with such brands like they are humans i.e., just like anthropomorphism meaning relating human qualities to non-human entities (Brown, 2010; Gallup et al., 1997). Therefore, Aaker (1997) with a student sample of 631, defined brand personality as that set of characteristics that are akin to human characteristics and is associable with a brand. This concept which is multidimensional comprises 5 dimensions, 15 facets, and 42 traits. Personality plays a vital role in the choice of brands as consumers see themselves in the brands in which their personality reflects. Levy, (1959) opined that gender, social class, and age are the basic demographic features of brand personality. For example, the Benz automobiles are likely to be preferred by consumers with social class as the brand depicts a high-class personality with the slogan, "Engineered like none other" while BMW can be depicted as a brand with sophistication and glamor. Brand personality enables the marketer to establish differentiation in the brand from competitors' brands which can translate to brand loyalty if brand affection is developed. This is achievable via the nine-trait measurement scale of Ambrose (2005) to develop a strong binding relationship with the brand and its consumers' (Doyle, 1990; Louis & Lombart (2010). Thus, for a consumer with an affinity for a particular brand personality, minimum information and purchasing process are needed (Freling & Forbes, 2005b; Freling et al., 2011).

Various research works have been conducted by Siuaw (1999) using 247 undergraduate students, Kim et al., (2001), Aaker and Fourniet (2001), Sung and Tinkham, (2005) on dimensions of brand effect and trust, Aaker (2007) in Japan and in Malaysia at different times considering culture. These individual research works established a unique finding of the 5 dimensions excluding Ruggedness but inclusive of peacefulness which was distinct for Japan. Also, studies have been conducted on brand personality by researchers like Phau and Lau (2000) on conceptualizing brand personality, Han (2004) on brand character, image, reputation, and involvement with relation to brand equity in Taipei, Geuens et al. (2009) on a new measure of brand personality, Karlan and Renato (2012) in Brazil and Heere's (2010) on brand personality based on a managerial

perspective. Freling et al., (2010) opined those three new dimensions which consist of originality, favorability and clarity give a greater insight into a brand's personality.

The Aakers model has been criticized by (Ha & Janda, 2014) stating that it lacks a touch of human personality model. Also, (Geuens, 2009; Milas & Mlacic, 2007) argued that there is a cultural dimension to brand personality and as well the deficiencies of Aakers' framework if consumers were key factors for brand differentiation in an increasingly competitive market environment. Grohmann (2009) in his work, examined the existence of the male brand personality and the female brand personality which further explains the gender personality of consumers as varying thus influencing their brand perception and purchase.

Gender Dimension

Gender is a construct that shows either how masculine or feminine a human, individual or brand is (Pryzgoda and Chrisler 2000). Gender personality, however is a set of human personality traits that are associated with gender i.e. male or female, which are applicable and of interest to brands. This definition is in tandem with the (Aaker, 1997; Azoulay and Kapferer, 2003) definition of brand personality. Studies on gender dimension versus brand personality became necessary as consumers sought the need to self-express themselves across different dimensions (Aaker, 1997). The role of gender in consumer behaviour has been an area of research interest (Das, 2014a, Das, 2014b; Homburg and Giering, 2001; Jin et al., 2013). Likewise, in literature, Bakewell and Mitchell, (2006) suggested that gender differences influence consumer purchasing behaviour. The Bems model (1974) of gender dimension of brand personality is also another improvement on the gender dimension of BP and this explains the human androgyny position whereby a single individual could exhibit both female and male personality traits. This was supported by studies from Freimuth and Hornstein (1982) in literature. Gender dimensions however seem to be associated with brands that possess symbolic, utilitarian and mixed product categories due to its unidimensionality and independent factors which exceeded 0.50 (Fornell and Lacker, 1981) and this has given room for brand classification as stated subsequently in the study.

The female purchasing behaviour vary distinctively from the male purchasing behaviour given that the symbolism for brand personality also vary between the male and female gender (Bakewell and Mitchell, 2006). According to (Jin et al., 2013), females' buying behaviour is influenced more by personal interaction compared to male consumers (Jin et al., 2013). Research has shown that the female brand preference which determines their purchasing behaviour for any product differs from those of the male. According to Homburg and Giering (2001), the average shopping time for females usually lasts longer than those of their male counterpart. Also, in a study carried out in an automobile industry, Homburg and Giering (2001) stated that their female consumers are more likely to be part of a repurchase of their brands when compared to their male counterpart.

Several scales measuring the feminine-masculine traits have been developed via several studies in research such as the scale of California Psychological Inventory (Gough, 1978), BSRI (Bem,

1974), Femininity / Masculine Trait Index (Barak and Stern, 1986) and the Sexual Identity Scale (Stern, Barak and Gould, 1987). Based on the previous studies, a gap in literature was identified as it's shown that no study has been conducted using the Grohmanns model of gender dimension for brand personality in the Nigerian context among working class women. This study therefore intends to identify the relationship that exists between gender dimensions and brand preference in relation to automobile purchase among female consumers in the working-class level in Lagos State, considering annual income, years of service among other vital conditions for selected brands of the automobile as stated in the study.

Gender Differences

Researchers in the past have argued that inbred behavioural differences evidently could be seen between male consumers and female consumers, especially while factoring in role differences both in culture and socialization. One such research conducted by Fishbein and Arnold (1994) suggested that the above-stated evidence between both genders remains significant to marketers', advertising firms, organizations at large as well as researchers in the field of consumer behaviour. In relation to personality theory, Homburg and Giering (2001) conclude that there are differences between male and female gender in their purchase of automobile brands. The male unlike the female counterparts is not likely to have a repurchase of the brands already purchased. Also, the shopping behaviour of males varies distinctively from those of females in relation to time spent before and during the purchasing process. The study of Piacentini and Mailer (2004) also suggested that both the female and male genders have distinctive ways of selecting and using brands. This study has been confirmed across cultures, and based on this; the current study was set to determine the relationship between gender personalities and brand preference for automobiles among WCW in Lagos, Nigeria.

Male Brand Personality/Female Brand Personality

The gender dimension of brand personality can be categorized as either feminine (FBP) or masculine (MBP). These are however in entirety different from but complementary to the Aakers' model based on the discriminant validity study done between the gender dimension categories and the Aaker's (1997) brand personality scales of ruggedness and sophistication (Grohmann, 2009). The FBP/MBP scale of Grohmann is however a better measure of gender dimension than the human personality scales. This is due to its absolute validation obtained from a vast number of participants in several studies carried out in two North American Universities. The MBP/FBP are tools for determining a consumers' perception (expressiveness) of a brand and this can be achievable through the marketers' choice of spokesperson (Sirgy, 1982; Grohmann, 2009). According to Grohmann (2009), the gender dimension scales are made of twelve items of six items each respectively as listed; Tender feelings, fragile, graceful, sensitive, sweet, tender for FBP while Adventurous, aggressive, brave, daring, dominant and sturdy represents the MBP.

Brand Preference

According to Reham, Ahmad, Zahir, and Ying (2016), brand preference is a vital part in understanding the choice behaviour of a consumer i.e., the ‘how’ and ‘why’ a consumer prefers a brand of product over another. In another research by Chang and Liu (2009), brand preference was defined as favouritism of a brand over another by a consumer. Brand preference has gone beyond rationality to experiential and intriguing. This can be used by marketers in differentiation as well as in creating preferences for their products. A consumer’s preference for any brand can be explained using Fishbein’s model (1965) which explains the cognitive beliefs of the consumers although several criticisms against this model have been stated in literature. Research has shown that preference is a transition from one state to another. The preference for any particular product over another by the consumer determines the success of the producing company (Tapas & Dangre, 2013). Therefore, brand preference is the outcome of a consumer’s attitude towards a brand based on the consumers’ personal experience, and it however increases with an increase in the relationship between brand and human characteristics respectively (Aaker, 1997). Kim, Magnini and Singal, (2011) also stated that brand personality is an influencing factor for brand preferences and loyalty from consumers which was viewed as a brand dependency by consumers (Akin, 2011).

3. Methods

Research Design

Every research is geared towards gathering, and analysing of relevant information for the singular purpose of problem-solving (Beca & Tichindelean, (2015). The study employed a descriptive design by adopting a quantitative method using the survey design which has been proven by Avis (2012) to be more stable for studies like this. Theories relating to brand personality from studies such as Azoulay and Kapferer (2003) and Plummer (1985; 2000) were used to explain this research. Likewise, the study from Batra, Lehmann, and Singh (1993) also relates to the study. However, Grohmann (2009) was used to explain the gender dimension of brand personality based on MBP and FBP. Lastly, the respondents of the study were accessed through an online questionnaire developed using google.doc.

Population

The survey population was made up of working-class women in Lagos State based on income level earned among other viable considerations cutting across different sectors of the Nigerian economy for both privately and publicly owned organizations. The population of this study was considered infinite as all the working-class women in Lagos State cannot be determined in absolute terms as at the time of this study due to the non-availability of a database covering these sets of people.

Sampling techniques and Sampling Procedure

The study used multistage sampling to select the respondents of the study. Firstly, the study used a stratified sampling technique to divide the respondents into two strata comprising males and females while concentrating on the female gender. Secondly, accidental sampling and simple random sampling techniques were used to select 150 respondents who participated in the study. 150 respondents were considered adequate because statisticians agreed that the minimum sample size to get any meaningful result is 100 (Burmeister & Aitken, (2012). A total of 129 questionnaires were completed and successfully returned online from the respondents (wholly female) giving an 86% response rate.

Instrumentation

A well-structured questionnaire administered through mail was used for this study. The scale used for the quantitative instrument was adapted from Grohmann (2009) with its specific group item reliability of FBP ranging from (0.88 to 0.94) while MBP ranges from (0.90 to 0.92). These however exceeded the 0.70 value of Cronbach's alpha, thereby making the group items reliable for use in the study. Also, the preference scale with three items was adapted from Hu, Yang, Liu and Wang (2009) with Cronbach's alpha 0.874 and individual factor loadings of 0.897, 0.895, and 0.890 each which was >0.80.

Data Analysis

The study employed the use of correlation analysis to investigate the relationship between the gender personality of consumers of automobile brands and the choice made for the automobile brands among working-class women in Lagos State. The justification for using a bivariate analysis was to evaluate a potential linear link between the variables of the study.

4. Results

Table I: Mean, Standard Deviation, and correlation between the variables of the study

Factor	Mean	SD	Correlation		
			1	2	3
AUPR	12.57	2.39	1		
FBF	3.36	0.79	.305	1	
MBF	17.71	5.72	.261	.581	1

Notes: **p<0.01. SD: Standard Deviation; MBF: Male Brand Personality; FBF: Female Brand Personality; AUPR: Automobile Preference.

Table I shows the mean, standard deviation and the correlation analysis of the data from the 129 respondents of this study (WCW in Lagos State that cuts across various sectors of the economy), both from the mainland and Island business areas of Lagos State. The result as evidence shows Automobile Preference (Mean = 12.57; Standard deviation = 2.39), Female Brand Personality (Mean = 3.36; Standard deviation = .79), Male Brand Personality (Mean = 17.71; Standard deviation = 5.72). Result showed a weak positive relationship between FBP and automobile preference ($r = .305$; $p < .01$). Likewise, there was a weak positive relationship between MBP and preference ($r = .261$, $p < .01$). While $p < 0.01$ as an indicator of significance at below one percent, the variables, however, have a linear relationship which signifies that both FBP and MBP positively influence automobile preference of working-class women (consumers) in Lagos state. However, correlation does not connote causation. As a result, the study further conducted regression analysis to further substantiate the predictability among the predictor variables and the outcome variable. The findings are as tabulated below:

Table II Regression results on Female Brand Preference, Male Brand Preference, Non-Gender factors, and Automobile Preference

Variables	B	β	T	Sig	R	R ²	F
Constant	9.292		10.431	.001			
FBP	.699	.323	2.236	.027	.322	104	7.303
MBP	.053	.127	1.221	.224			

Dependent Variable: Automobile Preference; Male Brand Personality; FBF: Female Brand Personality.

Table II revealed that $R^2 = .322$, implying that about 32.2% of the variations in automobile preference were explained by the combination of female brand personality (FBP), and male brand personality (MBP) among working-class women in Lagos State. The F-statistics $\{F = 7.303, p = .001\}$ revealed that the combination of female brand personality and male brand personality significantly predicted automobile brand preference among working-class women, garnering support for H_03 . Therefore, it can be inferred that FBP, and MBP predicted automobile brand preference and is equal to Automobile Brand Preference = $9.292 + .699(\text{FBP}) + .053(\text{MBP})$. That is, of the two predictor variables, only FBP was a significant predictor of automobile preference. Therefore, based on this finding, it can be deduced that only female brand personality (as corroborated by the correlation result) predicted automobile preference among working-class women in Lagos State than MBP.

In like manner, Table II showed the individual contributions of the predictor variables to automobile preference. FBP contributed 32.3% of the variance in automobile preference, implying

that FBP is statistically significant and positively related to automobile preference. The T-statistics showed the error difference when compared to the null hypothesis with a value of 2.236 and $p = .027$ showed that the means of the hypothesis are statistically significant. Hence, H_{01} was not supported. However, Table II showed a standardized beta of 12.7% for MBP, with a T-statistics of 1.221, and $p = .224$, implying that the relationship is not statistically significant; indicating that MBP is not a statistical predictor of automobile preference among working-class women in Lagos State. Therefore, H_{03} was also supported.

5. Discussion and Implications

This study has shown therefore that FBP was a good predictor of automobile brand preference as the relationship between FBP and the outcome variable showed a significantly strong, and linear relationship with automobile preference thereby supporting the submissions by Grohmann, (2009). This finding also garnered support for the classification of brands into various gender groups such as the androgyny, undifferentiated, HM/LF, and LM/HF brand groups by marketers in brand positioning. However, MBP in the study exhibit weak, positive, and linear but non-significant relationship with automobile brand preference, an indication that producers, marketers and advertising agents of automobile brands should apply their discretion in promoting and building their male brand personality to the working-class women as the finding showed that MBP did not significantly predict automobile brand preference.

As suggested by Lin, Featherman, Brookes and Hajli (2018), the role of gender in consumer behaviour in literature is an extensive area for. This implies that personalities are thus attached to individual brands by consumers as a way of expressing themselves or showing the emotional benefits derived from such a brand. As revealed by this finding, branding automobiles to reflect the gender dimension is paramount to the success of such products (automobiles) in the market. This finding is supported by Aaker (1997) who opined that brand personality serves either the utilitarian function or the symbolic function, otherwise called self-expression. Hence, MBP and FBP are dimensions for determining a consumer's perception (expressiveness) of a brand (Grohmann, 2009). This result also affirmed the submission of Schnifman, Kanuk, and Hansen (2012) that brand personality has been stated to mean those human traits assigned to products and services in such a manner that they are humans. Marketers and advertising agents shape their messages and consumers' perception based on these dimensions of brand personality which could lead to an increase in purchase intentions (Grohmann, 2009).

On the other hand, brand preference is the outcome of a consumer's attitude towards a brand based on the consumers' personal experience and this however increases with an increase in the relationship between brand and human characteristics respectively. This corroborate the works of Aaker (1997). This aligns with the submission of Reham *et al.* (2016) that brand preference thus to a great extent enables marketers to understand the individual choice behavior of their consumers as brands that create experiences beyond satisfaction are always sought by consumers.

6. Conclusions and Recommendations

This study has provided valuable insights into the intricate relationship between gender-based brand personalities and the automobile brand preferences of working-class women in Lagos, Nigeria. The findings strongly support the notion that Female Brand Personality (FBP) plays a significant role in influencing consumers' automobile brand preferences. This outcome emphasizes the importance of recognizing and integrating gender-specific branding strategies, particularly focusing on FBP attributes, when targeting this demographic. On the other hand, the study's revelation of a weaker link between Male Brand Personality (MBP) and automobile brand preference underscores the need for a more nuanced and discerning approach when applying MBP in advertising and promotional efforts to resonate with working-class women.

The study revealed that marketers and advertising agents should consider crafting brand personality attributes that align with the Female Brand Personality (FBP) to resonate with the preferences of working-class women. Utilizing FBP traits in advertising campaigns and brand positioning can enhance brand appeal and connect more effectively with this consumer segment. While the study revealed a weaker association between MBP and automobile brand preference, further research could delve into the specific attributes within MBP that may still hold potential for influencing the preferences of working-class women. By understanding which MBP traits resonate most with this demographic, marketers can fine-tune their branding efforts.

However, as working-class women tend to favor the female brand personality type when choosing an automobile brand, greater focus should be placed on boosting female brand personalities in automobile brands to increase brand preference for selected automobiles. As a result, this study recommends that the female brand personality should be given top attention when creating, marketing, and advertising preference for automobiles targeted working-class woman. Also, in furtherance of knowledge, similar research can be carried out with a larger sample size and perhaps in another region of the country to ascertain generalization.

It can be concluded Brands that offer experiences that go beyond mere satisfaction are highly sought after by consumers. Marketers should aim to create diverse brand experiences that cater to the emotional and functional needs of working-class women. This can be achieved by focusing on brand attributes that align with FBP and by continuously refining their branding strategies based on consumer feedback and evolving preferences. By embracing these recommendations and acknowledging the significance of gender-based brand personality dimensions, marketers can enhance their ability to connect with working-class women, ultimately leading to increased brand preference and loyalty in the competitive automobile industry.

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