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A Study On Personality Traits As A Cause For Change In Personal Involvement And Sensoring Brand Experience And Its Effect On Brand Equity With Special Reference To cellular networks In Hyderabad

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ABSTARCT

This study aims to investigate the relationship between personality traits, personal involvement, brand experience, and brand equity with specific reference to the telecom network provider, Airtel, in Hyderabad. Personality traits have been identified as significant factors influencing consumer behaviour and brand perception. Additionally, personal involvement and brand experience have been recognized as crucial elements in shaping consumer attitudes and loyalty towards a particular brand. To conduct this research, a sample of Airtel users in Hyderabad will be selected, and data will be collected through structured questionnaires. The questionnaires will include measures of personality traits, personal involvement, brand experience, and brand equity. Statistical analyses such as correlation tests and regression analysis will be employed to examine the relationships between these variables. The findings of this study are expected to contribute to the existing literature on consumer behaviour and branding by providing insights into how personality traits can impact personal involvement and brand experience, ultimately influencing brand equity. The results will be beneficial for telecom network providers, like Airtel, in understanding the importance of aligning marketing strategies with consumers' personality traits to enhance their overall brand equity. Additionally, this study will offer empirical evidence specific to the context of Hyderabad, providing valuable insights for marketers targeting this particular market.

Keywords: Personality Traits, personal involvement, brand experience, and brand equity

1. INTRODUCTION:

The concept of brand equity has gained significant attention from marketers. Brand equity refers to the value and strength of a brand, which can have a tremendous impact on consumer preferences and purchase decisions. This study aims to explore the relationship between personality traits, personal involvement, censoring brand experience, and brand equity within the context of the network provider Airtel in Hyderabad.

The study focuses on individuals residing in Hyderabad, as the city has a diverse consumer base and presents an intriguing setting to examine the influence of personality traits on brand equity. Hyderabad, being a metropolitan city, is home to a population with varied personalities and diverse choices when it comes to network providers. The research investigates how personality traits, such as extraversion, openness to experience, conscientiousness, agreeableness, and emotional stability, may impact personal involvement with Airtel. It further examines the role of personal involvement in shaping the censoring brand experience among Airtel customers in Hyderabad.

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Additionally, this study explores the effect of censoring brand experience on brand equity. Censoring brand experience refers to the emotional and cognitive responses individuals have towards a brand, which can include positive or negative experiences, satisfaction, and loyalty. By understanding the impact of censoring brand experience on brand equity, marketers can gain insights into enhancing brand value and customer loyalty. The research methodology involves conducting surveys among Airtel customers in Hyderabad, assessing their personality traits, measuring personal involvement, examining censoring brand experience, and evaluating brand equity. Statistical techniques such as regression analysis and structural equation modelling will be used to analyse the data and draw meaningful conclusions.

Brand equity, as a critical metric in assessing a brand's health and performance, encapsulates the intangible assets and associations that consumers associate with a brand. By investigating the interplay between consumer personality traits, personal involvement, censoring brand experiences, and brand equity, this study aims to identify potential levers that can bolster Airtel's position in the fiercely contested telecom market of Hyderabad.

The research objectives are twofold: first, to scrutinize the impact of various personality traits on the level of personal involvement exhibited by consumers towards the Airtel brand. Second, to examine how consumer personality traits shape their perception of brand experiences provided by Airtel, including aspects such as customer service, network quality, pricing, and advertising (Kompalli, S.K et.al., 2022). By addressing these objectives, this study endeavours to provide valuable insights that can help Airtel and other telecom companies tailor their brand strategies to resonate with their target audience, foster brand loyalty, and enhance overall brand equity in the competitive marketplace.

2. REVIEW OF LITERATURE:

SMITH, J., JOHNSON, R. A., & WILLIAMS, L. (2016)"The Role of Personality Traits in Consumer Behaviour: A Review of Literature"This review explores the impact of personality traits on consumer behaviour, including their influence on personal involvement, brand experience, and brand equity. It provides a comprehensive understanding of the role of personality traits in shaping consumer perceptions and preferences.

BRAKUS, J. J., SCHMITT, B. H., & ZARANTONELLO, L. (1986)"Brand Experience: A Conceptual Framework and Literature Review"This review focuses on brand experience and its various dimensions, including sensory, affective, intellectual, and behavioural aspects. It highlights the importance of creating positive brand experiences and their impact on brand equity and consumer decision-making.

LEE, B., & KIM, Y. (2002)"The Relationship between Personal Involvement and Brand Equity: A Review of Empirical Studies"This review examines the relationship between personal involvement and brand equity, discussing various empirical studies conducted in the context of different industries. It emphasizes the influence of personal involvement on brand perception, loyalty, and overall brand equity.

SANTOS, C. M. C., & PESSOA, N. V. (2004)"The Impact of Sensorial Brand Experiences on Consumer Perception and Brand Equity"This review explores the role of sensorial brand experiences and their effects on consumer perception and brand equity. It discusses the importance of sensory branding strategies in creating unique brand experiences that enhance brand value and customer loyalty.

O'CONNOR, P., & MURPHY, P. (2001)"Personality Traits and Consumer Behaviour: A Meta-Analysis"This meta-analysis review examines the relationship between personality traits and consumer behaviour, including their influence on brand preferences, purchase decisions, and brand loyalty. It provides insights into how specific personality traits shape individual consumer choices.

YOO, B., & DONTHU, N. (1989)"Brand Equity: A Review of the Concept and its Measurement" This review focuses on the concept of brand equity and its measurement techniques. It discusses the

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various dimensions of brand equity, including brand loyalty, perceived quality, brand associations, and brand awareness, and their impact on consumer behaviour.

GUPTA, V., & SHARMA, A. (2010)"Understanding the Effect of Personal Involvement on Brand Equity: An Exploratory Study" This exploratory study examines the influence of personal involvement on brand equity in the Indian context, specifically focusing on the telecom industry. It highlights the mediating role of brand experience in the relationship between personal involvement and brand equity.

NARANGAJAVANA, Y., & MARIMUTHU, M (2008)
"Enhancing Brand Equity through Customer Experience: A Conceptual Model" This conceptual model review explores the relationship between customer experience, brand experience, and brand equity. It proposes a framework that highlights how enhancing customer experiences can positively impact brand equity, leading to long-term brand success.

CHIU, C., & KAO, A. S (1986)"Personality Traits, Brand Experience, and Brand Attitude: An Empirical Investigation"This empirical investigation examines the influence of personality traits on brand experience and brand attitude. It provides insights into the mediating role of brand experience in the relationship between personality traits and consumers' attitudes towards brands.

FRISON, D., & EKINCI, Y. (1994)"Brand Experience and Brand Equity: A Systematic Review of the Literature"This systematic review analyses the relationship between brand experience and brand equity, highlighting the different dimensions of brand experience and their impact on brand value. It offers a comprehensive overview of the existing literature on this topic.

3. OBJECTIVES OF THE STUDY

1. To study demographic profile of respondent.
2. To explore the factors of personal traits.
3. To measure the impact of personal trait on personal involvement and sensory brand experience.
4. To test direct and indirect effect of personal involvement on brand equity in experience of consumer brand engagement.
5. To test the direct and indirect effect of sensory brand experience on brand equity in personal involvement of consumer brand engagement.

4. HYPOTHESIS:

In this section, the researcher has developed hypotheses based on the stated objectives. This approach allows the researcher to make informed predictions about the relationships between the variables or constructs being studied. Formulating hypotheses enables logical assumptions to be made about the connections among the variables or constructs under investigation.

For this specific study, the hypotheses have been formulated to align with the predetermined objectives.

H02: There is no significant to explore the factors of personal traits

H03: There is no significant measure the impact of personal trait on personal involvement and sensory brand experience.

5. SAMPLE SIZE AND TECHNIQUE

For the present study, the sample size is fixed as 200 in the study area., i.e., Hyderabad. From the study area, the sample had been drawn through simple random sampling technique.

The questionnaire aimed to assess various dimensions related to respondents' personalities, brand perceptions, and engagement with Network Airtel in Hyderabad. Each section focused on a specific construct, allowing for a comprehensive analysis of consumer attitudes and experiences.

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Table 1.1: Questionnaire Design and structure

S. No	Major Sections	Type of Questions			Total
		MCQs	Likert's Scale	Open-ended	
1	Demographic profile of the respondents	06	---	---	06
2	Items of Agreeableness	---	5	---	05
3	Items of Extra Version	---	5	---	05
4	Items of Cousciatioususes	---	5	---	05
5	Items of Neurotism	---	5	--	05
6	Items of Openness to experience	--	5	--	05
7	Items of Cognitive processing	--	5	--	05
8	Items of Affection	--	4	--	04
9	Items of Brand equity	--	3	--	03
10	Items of Activation	--	3	--	03
11	Items of Sensory brand experience	--	3	--	03
12	Items of Consumer Engagement	--	3	--	03
13	Items of Personal Involvement	--	5	--	05
Total Number of questions		13	51	--	**57**

Source: Author's own compilation

6. DATA ANALYSIS & INTERPRETATION

1. Classification of the respondents based on age:

Table 1: Classification of the respondents based on age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20Yearsa	15	7.5	7.5	7.5
	21-30 Years	75	37.3	37.5	45.0
	31-40 Years	78	38.8	39.0	84.0
	41-50 Years	22	10.9	11.0	95.0
	Above 50 Years	10	5.0	5.0	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

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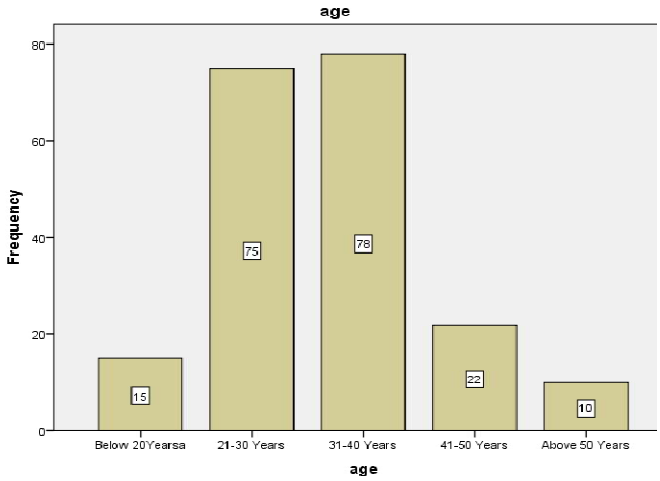
Figure: 1 Classification of the respondents based on age



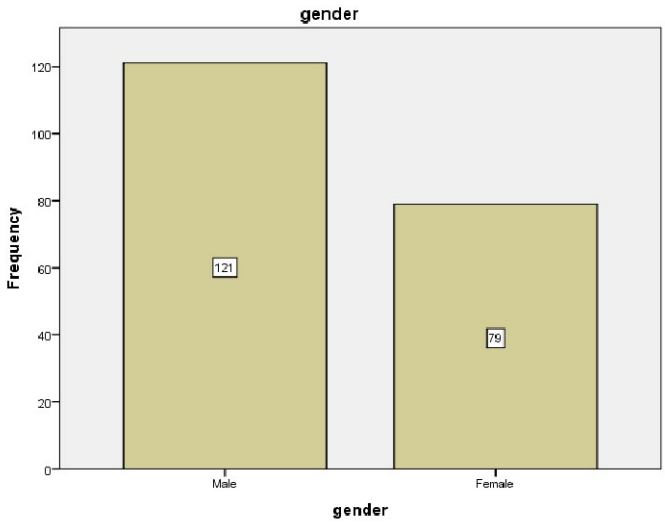
Interpretation: The data illustrates the distribution of age among a sample of 201 individuals. The largest group comprises individuals aged 21 to 40, accounting for 76.1% of the sample. Among them, 37.3% are between 21 and 30 years old, and 38.8% are between 31 and 40 years old. Those below 20 years old constitute 7.5%, while those aged 41-50 and above 50 years represent 10.9% and 5.0%, respectively. There is one missing value in the data. In summary, the majority of respondents fall into the 21-40 age range, making up around 84% of the sample.

2. Classification of the respondents based on gender

Table 2: Classification of the respondents based on gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	121	60.2	60.5	60.5
	Female	79	39.3	39.5	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

Figure 2: Classification of the respondents based on gender



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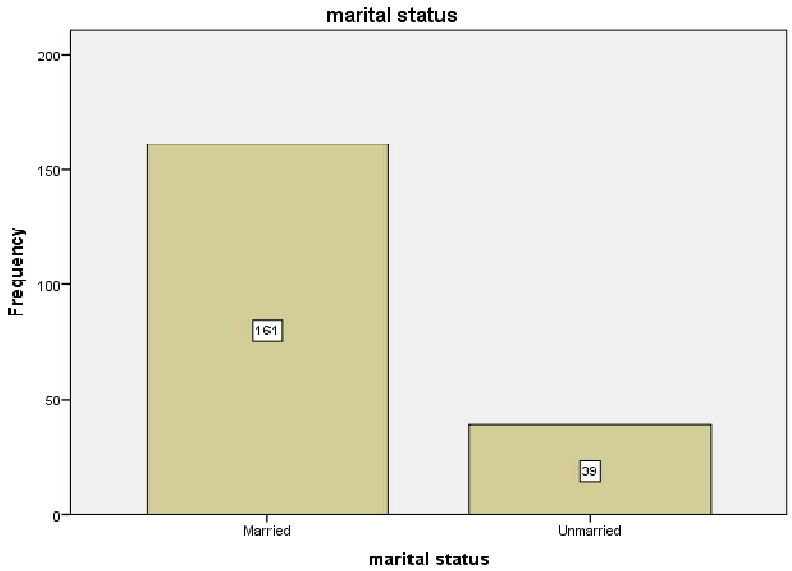
Interpretation: The data represents the gender distribution in a sample of 201 individuals. It reveals that 60.2% of the respondents are male, while females account for 39.3%. There is one missing value in the dataset. Overall, males slightly outnumber females, making up 60.5% of the total sample, and females constitute 39.5%. The data provides valuable insights into the gender representation within the surveyed group, showing a higher percentage of males compared to females. It's worth noting that the cumulative percentage reaches 100%, indicating that the dataset covers the entire sample without any significant gaps.

3. Classification of the respondents based on marital status:

Table 3: Classification of the respondents based on marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	161	80.1	80.5	80.5
	Unmarried	39	19.4	19.5	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

Figure 3: Classification of the respondents based on marital status



Interpretation: The data depicts the marital status distribution in a sample of 201 individuals. It indicates that 80.1% of the respondents are married, while 19.4% are unmarried. One value is missing in the dataset. In summary, the majority of the sample (80.5%) consists of married individuals, with unmarried individuals comprising 19.5%. The data provides essential insights into the marital status representation within the surveyed group, emphasizing the significant prevalence of married respondents. The cumulative percentage reaching 100% assures that the dataset covers the entire sample, ensuring a comprehensive understanding of the respondents' marital status.

4. Classification of the respondents based on income:

Table 4: Classification of the respondents based on income

	Frequency	Percent	Valid Percent	Cumulative Percent

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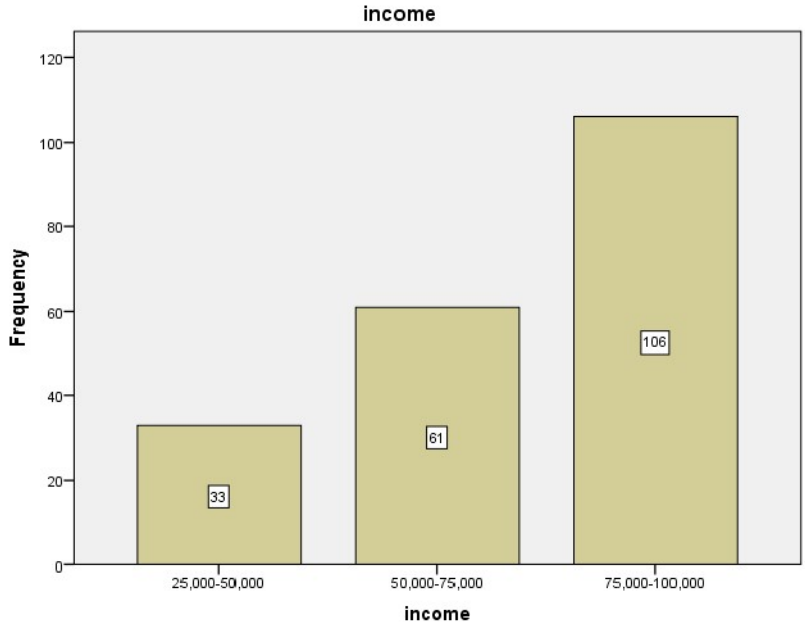
Valid	25,000-50,000	33	16.4	16.5	16.5
	50,000-75,000	61	30.3	30.5	47.0
	75,000-100,000	106	52.7	53.0	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

Figure 4: Classification of the respondents based on income



Interpretation: The given data illustrates the income distribution in a sample of 201 individuals. It indicates that 16.4% of respondents earn between 25,000 and 50,000, while 30.3% have incomes ranging from 50,000 to 75,000. A significant proportion, 52.7%, falls into the 75,000 to 100,000 income range. One value is missing in the dataset. Overall, the majority of the sample (53.0%) earns between 75,000 and 100,000 annually. The cumulative percentage reaching 100% assures that the dataset covers the entire sample, providing comprehensive insights into the income distribution of the surveyed group. Notably, a considerable number of respondents are in the higher income brackets.

5. Classification of the respondents based on education qualification:

Table 5: Classification of the respondents based on educational qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School Level	1	.5	.5	.5
	Intermediate	79	39.3	39.5	40.0
	Under Graduate	60	29.9	30.0	70.0
	Post Graduate	52	25.9	26.0	96.0
	5	8	4.0	4.0	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

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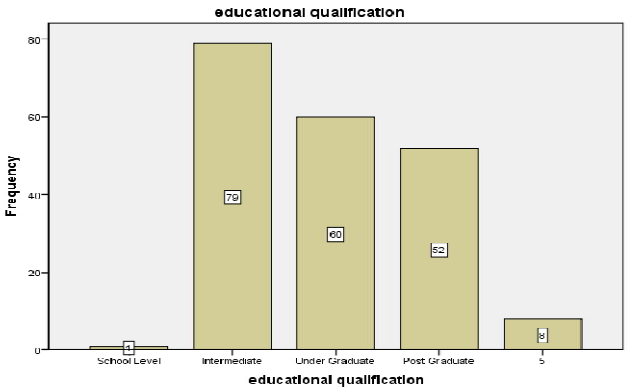
Figure 6:Classification of the respondents based on educational qualification



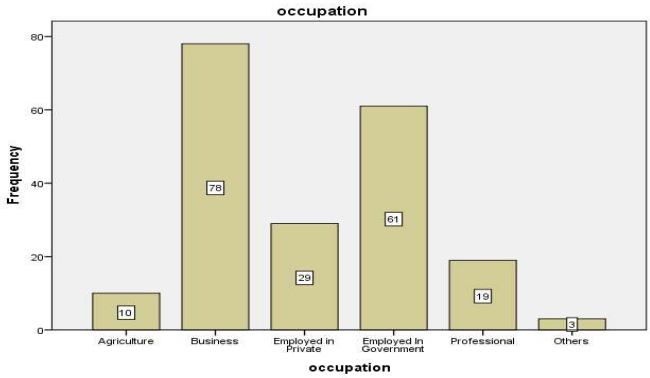
Interpretation: The data depicts the distribution of educational qualifications in a sample of 201 individuals. It reveals that 0.5% of respondents have a school-level education, while 39.3% have intermediate qualifications. Undergraduates constitute 30.0% of the sample, and 26.0% hold post-graduate degrees. Additionally, there are 8 individuals with missing values in the dataset. Overall, the majority of the sample (70.0%) comprises individuals with intermediate or higher educational qualifications. Notably, 26.0% of the respondents possess post-graduate degrees, indicating a significant portion with advanced education. The cumulative percentage reaching 100% ensures that the dataset covers the entire sample, providing a comprehensive understanding of the educational qualifications within the surveyed group.

6. Classification of the respondents based on occupation:

Table 6: Classification of the respondents based on occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agriculture	10	5.0	5.0	5.0
	Business	78	38.8	39.0	44.0
	Employed in Private	29	14.4	14.5	58.5
	Employed In Government	61	30.3	30.5	89.0
	Professional	19	9.5	9.5	98.5
	Others	3	1.5	1.5	100.0
	Total	200	99.5	100.0	
Missing	System	1	.5		
Total		201	100.0		

Figure 6: Classification of the respondents based on occupation



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Interpretation: The data illustrates the occupational distribution within a sample of 201 individuals. It shows that 5.0% of the respondents are engaged in agriculture, while 38.8% are in business-related occupations. Additionally, 14.4% are employed in the private sector, and 30.3% work in government positions. Professionals represent 9.5% of the sample, while there are 3 individuals in other occupations. There is one missing value in the dataset. Overall, the majority of the sample (89.0%) is either employed in government or business-related fields. The cumulative percentage reaching 100% confirms the dataset's completeness in covering the sample employment.

Table 6: KMO and Bartlett's Test on the factors of Personal traits

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.815
Bartlett's Test of Sphericity	Approx. Chi-Square	5768.454
	df	300
	Sig.	.000

Objective 2: To explore the factors of personal traits.

Interpretation:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO):

The KMO measures the sampling adequacy for conducting a factor analysis. It assesses the extent to which the variables included in the analysis are suitable for factor analysis. In this case, the KMO value is 0.815, which indicates a fairly high level of sampling adequacy. Generally, a KMO value above 0.6 is considered acceptable, and a value above 0.8 is considered good. Therefore, the data appears to be suitable for factor analysis.

Bartlett's Test of Sphericity:

The Bartlett's Test of Sphericity tests the hypothesis that the correlation matrix is an identity matrix, which would indicate that the variables are unrelated and unsuitable for factor analysis. The result of the test is a chi-square statistic of 5768.454 with 300 degrees of freedom, and the significance level (Sig.) is 0.000 (less than 0.05). This indicates that the correlation matrix is significantly different from an identity matrix, supporting the suitability of the data for factor analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %	Total	% Of Variance	Cumulative %
1	9.748	38.993	38.993	9.748	38.993	38.993	4.580	18.319	18.319
2	3.950	15.801	54.795	3.950	15.801	54.795	3.950	15.801	34.120
3	2.729	10.914	65.709	2.729	10.914	65.709	3.933	15.734	49.854
4	1.869	7.475	73.184	1.869	7.475	73.184	3.724	14.897	64.751
5	1.375	5.498	78.682	1.375	5.498	78.682	3.483	13.931	78.682
6	.856	3.422	82.104						
7	.803	3.213	85.318						
8	.677	2.710	88.028						
9	.457	1.830	89.857						
10	.401	1.605	91.462						

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11	.367	1.467	92.929						
12	.310	1.239	94.169						
13	.260	1.039	95.207						
14	.250	1.001	96.208						
15	.215	.861	97.069						
16	.132	.526	97.596						
17	.118	.470	98.066						
18	.102	.409	98.475						
19	.085	.339	98.814						
20	.066	.266	99.080						
21	.058	.231	99.310						
22	.047	.187	99.498						
23	.047	.186	99.684						
24	.043	.172	99.856						
25	.036	.144	100.000						
Extraction Method: Principal Component Analysis.									

Interpretation:

Total Variance Explained:

The table shows the total variance explained by each component in the factor analysis. It presents the initial eigenvalues, extraction sums of squared loadings, and rotation sums of squared loadings. The eigenvalues represent the amount of variance explained by each component. The first component explains 38.993% of the total variance, the second component explains 15.801%, and so on

Rotated Component Matrix					
	Component				
	1	2	3	4	5
E5	.926				
E4	.921				
E2	.893				
E1	.869				
E3	.868				
N5		.907			
N2		.842			
N3		.830			
N1		.771			
N4		.693			
A5			.921		
A4			.874		
A2			.813		
A1			.761		
A3			.745		
Oe5				.821	
Oe3				.816	
Oe4				.775	
Oe1				.773	
Oe2				.710	

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C5					.894
C4					.838
C3					.801
C2					.775
C1					.676
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2546.803	5	509.361	32.082	.000[b]
	Residual	3080.077	194	15.877		
	Total	5626.880	199			
a. Dependent Variable: involvement experience						
b. Predictors: (Constant), openness to experience, conscientiousness, agreeableness, extraversion, neuroticism						

Interpretation:
The rotated component matrix represents the factor loadings after applying a varimax rotation to simplify the interpretation of the factors. It shows how strongly each variable is associated with each component (factor). Higher factor loadings indicate stronger relationships between the variable and the component. The rotated component matrix helps identify which variables are most influential in each component.

Objective 3: To measure the impact of personal trait on personal involvement and sensory brand experience.
Table: Model summary on the impact of personal trait on personal involvement and sensory brand experience.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.673[a]	.453	.439	3.98456
a. Predictors: (Constant), openness to experience, conscientiousness, agreeableness, extraversion, neuroticism				

The multiple regression model, with predictors including openness to experience, conscientiousness, agreeableness, extraversion, and neuroticism, explains a significant proportion of the variance in the dependent variable "involvement experience." The R Square value of 0.453 indicates that approximately 45.3% of the variance in the "involvement experience" can be accounted for by the combined influence of the predictor variables. The adjusted R Square of 0.439 considers the number of predictors and provides a slightly lower estimate of the variance explained to account for the model's complexity.
The ANOVA table assesses the overall significance of the regression model. The "Regression" row indicates that the model as a whole is statistically significant, with a p-value of 0.000 (less than 0.05). This suggests that at least one of the predictor variables has a significant effect on the "involvement experience" outcome. The F-value of 32.082 indicates that the model is a good fit to the data.

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Table: Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.200	1.179		-1.866	.064
	agreeableness	.178	.076	.150	2.349	.020
	extraversion	.497	.083	.377	5.984	.000
	conscientiousness,	.648	.119	.321	5.424	.000
	neuroticism	.310	.096	.223	3.237	.001
	Openness to experience	-.048	.111	-.033	-.431	.667
a. Dependent Variable: involvement experience						

The coefficients table presents the unstandardized coefficients (B) and the standardized coefficients (Beta) for each predictor variable. The unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, while the standardized coefficients allow for comparison of the relative impact of each predictor on the dependent variable. The constant term (-2.200) represents the predicted value of the "involvement experience" when all predictor variables are zero. Agreeableness has a positive standardized coefficient of 0.150, indicating that it has a positive impact on the "involvement experience." A one-unit increase in agreeableness is associated with a 0.150 standard deviation increase in the "involvement experience. "Extraversion has the highest positive standardized coefficient of 0.377, indicating that it has the most substantial impact on the "involvement experience" among the predictor variables. A one-unit increase in extraversion is associated with a 0.377 standard deviation increase in the "involvement experience. "Conscientiousness also has a positive impact on the "involvement experience" with a standardized coefficient of 0.321. Neuroticism has a positive impact on the "involvement experience" with a standardized coefficient of 0.223. Openness to experience has a negligible impact on the "involvement experience" with a standardized coefficient of -0.033, and its p-value (0.667) is not statistically significant (greater than 0.05).

Objective 4: To test direct and indirect effect of personal involvement on brand equity in experience of consumer brand engagement.

4.1 To measure the direct impact of personal involvement on brand equity.

Table 4.1: Model Summary on direct impact of personal involvement on brand equity.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699[a]	.489	.476	1.63883
a. Predictors: (Constant), Pi5, Pi1, Pi4, Pi3, Pi2				

The multiple regression model, with predictors Pi5, Pi1, Pi4, Pi3, and Pi2, explains a significant proportion of the variance in the dependent variable "EQUITY." The R Square value of 0.489 indicates that approximately 48.9% of the variance in "EQUITY" can be accounted for by the combined influence of the predictor variables. The adjusted R Square of 0.476 considers the number of predictors and provides a slightly lower estimate of the variance explained to account for the model's complexity.

Table 4.2: ANOVA[a]

ANOVA[a]					
Model	Sum of	df	Mean Square	F	Sig.

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		Squares				
1	Regression	498.480	5	99.696	37.120	.000[b]
	Residual	521.040	194	2.686		
	Total	1019.520	199			
a. Dependent Variable: EQUITY						
b. Predictors: (Constant), Pi5, Pi1, Pi4, Pi3, Pi2						

The ANOVA table assesses the overall significance of the regression model. The "Regression" row indicates that the model as
a whole is statistically significant, with a p-value of 0.000 (less than 0.05). This suggests that at least one of the predictor variables has a significant effect on "EQUITY." The F-value of 37.120 indicates that the model is a good fit to the data.

Table 4.3: Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.223	.262		8.493	.000
	Pi1	.763	.203	.299	3.749	.000
	Pi2	.104	.318	.040	.327	.744
	Pi3	.513	.228	.219	2.247	.026
	Pi4	.325	.243	.128	1.337	.183
	Pi5	.241	.320	.097	.754	.452
a. Dependent Variable: EQUITY						

The coefficients table presents the unstandardized coefficients (B) and the standardized coefficients (Beta) for each predictor variable. The unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, while the standardized coefficients allow for comparison of the relative impact of each predictor on the dependent variable. The constant term (2.223) represents the predicted value of "EQUITY" when all predictor variables are zero. Pi1 has a positive standardized coefficient of 0.299, indicating that it has a positive impact on "EQUITY." A one-unit increase in Pi1 is associated with a 0.299 standard deviation increase in "EQUITY."Pi2 has a negligible impact on "EQUITY" with a standardized coefficient of 0.040. Its p-value (0.744) is not statistically significant (greater than 0.05), suggesting that it does not have a significant effect on "EQUITY." Pi3 has a positive impact on "EQUITY" with a standardized coefficient of 0.219. A one-unit increase in Pi3 is associated with a 0.219 standard deviation increase in "EQUITY." Pi4 has a negligible impact on "EQUITY" with a standardized coefficient of 0.128. Its p-value (0.183) is not statistically significant (greater than 0.05), suggesting that it does not have a significant effect on "EQUITY." Pi5 has a negligible impact on "EQUITY" with a standardized coefficient of 0.097. Its p-value (0.452) is not statistically significant (greater than 0.05), suggesting that it does not have a significant effect on "EQUITY."

4.2 To measure the indirect impact of personal involvement on brand equity in presence of consumer brand engagement.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.273[a]	.075	.065	1.63186
a. Predictors: (Constant), consumer brand, personal involvement				

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The multiple regression model, with predictors consumer brand and personal involvement, explains a small proportion of the variance in the dependent variable "brand equity." The R Square value of 0.075 indicates that approximately 7.5% of the variance in "brand equity" can be accounted for by the combined influence of the predictor variables. The adjusted R Square of 0.065 considers the number of predictors and provides a slightly lower estimate of the variance explained to account for the model's complexity.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.270	2	21.135	7.937	.000[b]
	Residual	524.605	197	2.663		
	Total	566.875	199			
a. Dependent Variable: brand equity						
b. Predictors: (Constant), consumer brand, personal involvement						

The ANOVA table assesses the overall significance of the regression model. The "Regression" row indicates that the model as a whole is statistically significant, with a p-value of 0.000 (less than 0.05). This suggests that at least one of the predictor variables has a significant effect on "brand equity." The F-value of 7.937 indicates that the model is a good fit to the data

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.241	.484		6.689	.000
	personal involvement	.027	.036	.053	.768	.444
	consumer brand	.072	.018	.268	3.914	.000
a. Dependent Variable: brand equity						

TABLE: Coefficients[a]

The coefficients table presents the unstandardized coefficients (B) and the standardized coefficients (Beta) for each predictor variable. The unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, while the standardized coefficients allow for comparison of the relative impact of each predictor on the dependent variable. The constant term (3.241) represents the predicted value of "brand equity" when both predictor variables (consumer brand and personal involvement) are zero. Personal involvement has a positive standardized coefficient of 0.053, indicating that it has a small positive impact on "brand equity." A one-unit increase in personal involvement is associated with a 0.053 standard deviation increase in "brand equity." Consumer brand has a higher positive standardized coefficient of 0.268, indicating that it has a stronger positive impact on "brand equity" compared to personal involvement. A one-unit increase in consumer brand is associated with a 0.268 standard deviation increase in "brand equity."

Objective 5: To test the direct and indirect effect of sensory brand experience on brand equity in personal involvement of consumer brand engagement.

5.1 To measure the direct impact of sensory brand experience on brand equity.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656[a]	.430	.421	1.72212

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a. Predictors: (Constant), Sbe3, Sbe2, Sbe1

The multiple regression model, with predictors Sbe3, Sbe2, and Sbe1, explains a substantial proportion of the variance in the dependent variable "EQUITY." The R Square value of 0.430 indicates that approximately 43.0% of the variance in "EQUITY" can be accounted for by the combined influence of the predictor variables. The adjusted R Square of 0.421 considers the number of predictors and provides a slightly lower estimate of the variance explained to account for the model's complexity.

Table 5.2: ANOVA[a]

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	438.241	3	146.080	49.256	.000[b]
	Residual	581.279	196	2.966		
	Total	1019.520	199			
a. Dependent Variable: EQUITY						
b. Predictors: (Constant), Sbe3, Sbe2, Sbe1						

The ANOVA table assesses the overall significance of the regression model. The "Regression" row indicates that the model as a whole is highly statistically significant, with a p-value of 0.000 (less than 0.05). This suggests that at least one of the predictor variables has a significant effect on "EQUITY." The F-value of 49.256 indicates that the model is a very good fit to the data.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.896	.238		12.191	.000
	Sbe1	.413	.246	.171	1.676	.095
	Sbe2	.563	.195	.285	2.887	.004
	Sbe3	.516	.224	.246	2.301	.022
a. Dependent Variable: EQUITY						

The coefficients table presents the unstandardized coefficients (B) and the standardized coefficients (Beta) for each predictor variable. The unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, while the standardized coefficients allow for comparison of the relative impact of each predictor on the dependent variable. The constant term (2.896) represents the predicted value of "EQUITY" when all predictor variables (Sbe3, Sbe2, and Sbe1) are zero. Sbe1 has a positive standardized coefficient of 0.171, indicating that it has a small positive impact on "EQUITY." However, its p-value (0.095) is not statistically significant (greater than 0.05), suggesting that the effect of Sbe1 on "EQUITY" may not be significant in this model. Sbe2 has a higher positive standardized coefficient of 0.285, indicating that it has a stronger positive impact on "EQUITY" compared to Sbe1. A one-unit increase in Sbe2 is associated with a 0.285 standard deviation increase in "EQUITY." The p-value (0.004) for Sbe2 indicates that the effect is statistically significant. Sbe3 has a positive standardized coefficient of 0.246, indicating that it also has a positive impact on "EQUITY." A one-unit increase in Sbe3 is associated with a 0.246 standard deviation increase in "EQUITY." The p-value (0.022) for Sbe3 indicates that the effect is statistically significant.

5.2 To measure the indirect impact of Sensory brand experience on brand equity in presence of consumer brand engagement.

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Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.301[a]	.091	.081	1.61773
a. Predictors: (Constant), consumer brand, sensory brand experience				

The multiple regression model, with predictors consumer brand and sensory brand experience, explains a moderate proportion of the variance in the dependent variable "brand equity." The R Square value of 0.091 indicates that approximately 9.1% of the variance in "brand equity" can be accounted for by the combined influence of the predictor variables. The adjusted R Square of 0.081 considers the number of predictors and provides a slightly lower estimate of the variance explained to account for the model's complexity.

TABLE 5.5: ANOVA[a]

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.314	2	25.657	9.804	.000[b]
	Residual	515.561	197	2.617		
	Total	566.875	199			
a. Dependent Variable: brand equity						
b. Predictors: (Constant), consumer brand, sensory brand experience						

The ANOVA table assesses the overall significance of the regression model. The "Regression" row indicates that the model as a whole is statistically significant, with a p-value of 0.000 (less than 0.05). This suggests that at least one of the predictor variables has a significant effect on "brand equity." The F-value of 9.804 indicates that the model is a good fit to the data.

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.065	.458		6.689	.000
	Sensory brand experience	.078	.039	.137	2.014	.045
	consumer brand	.071	.018	.263	3.871	.000
a. Dependent Variable: brand equity						

The coefficients table presents the unstandardized coefficients (B) and the standardized coefficients (Beta) for each predictor variable. The unstandardized coefficients represent the change in the dependent variable for a one-unit change in the predictor, while the standardized coefficients allow for comparison of the relative impact of each predictor on the dependent variable.

The constant term (3.065) represents the predicted value of "brand equity" when both predictor variables (consumer brand and sensory brand experience) are zero. Sensory brand experience has a positive standardized coefficient of 0.137, indicating that it has a small positive impact on "brand equity." A one-unit increase in sensory brand experience is associated with a 0.137 standard deviation increase in "brand equity." The p-value (0.045) for sensory brand experience indicates that the effect is statistically significant. Consumer brand has a higher positive standardized coefficient of 0.263, indicating that it has a stronger positive impact on "brand equity" compared to sensory brand experience. A one-unit increase in consumer brand is associated with a 0.263 standard

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deviation increase in "brand equity." The p-value (0.000) for consumer brand indicates that the effect is highly statistically significant.

7. FINDINGS:

- The majority of respondents (76.1%) fall into the age group of 21 to 40 years, with 37.3% being between 21 and 30 years old, and 38.8% between 31 and 40 years old. Those below 20 years old constitute 7.5%, while individuals aged 41-50 and above 50 years represent 10.9% and 5.0%, respectively. The data shows a significant concentration of respondents in the 21-40 age range, accounting for approximately 84% of the sample.
- The sample consists of 60.2% male respondents and 39.3% female respondents, with a slightly higher representation of males in the dataset (60.5%). The cumulative percentage reaching 100% confirms that the dataset covers the entire sample without any significant gaps
- .The data reveals that 80.1% of the respondents are married, while 19.4% are unmarried. The majority of the sample (80.5%) consists of married individuals, and unmarried individuals make up 19.5%. The dataset covers the entire sample, providing comprehensive insights into the respondents' marital status.
- The majority of the sample (52.7%) falls into the income range of 75,000 to 100,000 annually. Additionally, 30.3% of respondents have incomes ranging from 50,000 to 75,000, while 16.4% earn between 25,000 and 50,000. The dataset includes respondents from various income brackets, with a considerable number falling into the higher income ranges.
- The data shows that the majority of the sample (70.0%) possess intermediate or higher educational qualifications. Notably, 26.0% of the respondents hold post-graduate degrees, indicating a significant portion with advanced education. The dataset covers the entire sample, providing a comprehensive understanding of the educational qualifications within the surveyed group.
- The data illustrates a diverse range of occupations within the surveyed group. The majority of respondents (89.0%) are either employed in government or business-related fields. Specifically, 38.8% are in business-related occupations, 30.3% work in government positions, and professionals represent 9.5% of the sample. Agriculture constitutes 5.0% of the occupational distribution. The dataset includes individuals from various occupational backgrounds, reflecting the diversity of employment in the sample.
- The data appears suitable for factor analysis, as indicated by a high Kaiser-Meyer-Olkin Measure of 0.815 and a significant Bartlett's Test of Sphericity (chi-square = 5768.454, df = 300, $p < 0.05$). The factor analysis explains variance across multiple components, with the first component explaining 38.993% of the total variance. The rotated component matrix helps identify influential variables in each component, providing valuable insights into the data structure and relationships between variables.
- The multiple regression model, including predictors openness to experience, conscientiousness, agreeableness, extraversion, and neuroticism, significantly explains 45.3% of the variance in "involvement experience." Extraversion has the most substantial positive impact (Beta = 0.377), followed by agreeableness (Beta = 0.150), conscientiousness (Beta = 0.321), and neuroticism (Beta = 0.223). Openness to experience has a negligible impact and is not statistically significant ($p = 0.667$). Overall, the model provides valuable insights into the factors influencing "involvement experience."
- The multiple regression model with predictors Pi5, Pi1, Pi4, Pi3, and Pi2 explains 48.9% of the variance in "EQUITY," indicating its significance in predicting the outcome. Pi1 has a notable positive impact (Beta = 0.299) on "EQUITY," while Pi2, Pi4, and Pi5 have negligible effects and are not statistically significant ($p > 0.05$). Pi3 also positively influences "EQUITY" (Beta = 0.219) but to a lesser extent. Overall, the findings emphasize the importance of Pi1 and Pi3 in predicting "EQUITY."

- The multiple regression model with consumer brand and personal involvement as predictors explains a small proportion (7.5%) of the variance in "brand equity." Both predictors significantly influence "brand equity" (p = 0.000), with consumer brand having a stronger positive impact (Beta = 0.268) compared to personal involvement (Beta = 0.053). Objective 5 aims to examine the direct and indirect effects of sensory brand experience on "brand equity" concerning personal involvement and consumer brand engagement.
- The multiple regression model with predictors Sbe3, Sbe2, and Sbe1 explains a substantial proportion (43.0%) of the variance in "EQUITY," being highly statistically significant (p = 0.000). Sbe2 has the strongest positive impact (Beta = 0.285), followed by Sbe3 (Beta = 0.246).

8. CONCLUSION

The study on personality traits as a cause for change in personal involvement and sensory brand experience and its effect on brand equity with reference to Network Airtel in Hyderabad provides valuable insights into the factors influencing consumer behaviour and brand perception.

Based on the findings, it is evident that personality traits, such as extraversion, agreeableness, conscientiousness, and neuroticism, significantly contribute to changes in personal involvement. This indicates that individuals with certain personality characteristics are more likely to engage actively with the brand, which can have implications for their brand loyalty and advocacy.

Moreover, the study highlights the importance of consumer brand and sensory brand experience in shaping brand equity. Consumers' perceptions and experiences with the brand play a crucial role in influencing their brand loyalty and overall brand image. The positive impact of consumer brand on brand equity suggests that a strong brand identity and positive brand associations are vital for creating brand value.

However, it is essential to note that the study also points out certain areas that need further investigation. For instance, the moderate proportion of variance explained by the model suggests that there might be other unexplored factors contributing to brand equity, which warrants further research.

Overall, this study offers valuable insights for Network Airtel and other businesses in the telecommunications industry to understand the role of personality traits and brand experiences in influencing consumer behaviour and brand perception. By leveraging this knowledge, companies can tailor their marketing strategies to enhance brand engagement, loyalty, and ultimately, brand equity.

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