

Nation Personality – The Germination

SHEKHAR TRIVEDI

Academicians are inclined to apply the existing body of knowledge to different areas of social existence. The frameworks which took decades to metamorphose can be used to understand some related issues. Marketing as a discipline and its concept too, can be extended to other areas like social marketing, political marketing, and nation marketing. According to research done by Nickels in 1974, 90 percent of the responding professors contended that the marketing concept can be extended to churches, schools, charities and other social causes. Taking cognizance of this fact, researcher interest was to apply the concept of Brand Personality to the 'Nation' as an entity. David Luck (1969) however, has a contradictory point of view - 'extending the concept of marketing will dilute its efficiency'. If we go by Luck's point of view, we shall not be able to widen the application of concepts of marketing. The application of concepts in related areas will help us in testifying the efficacy of the concepts of the parent discipline.

This research study tries to explore the concept of brand personality attributed to a nation as the object of interest. It explores whether a nation can be personified like brands. Can the nation be viewed as a character in the eyes of recipients? Here, the personality of the nation has been explored from the reference of citizens of other countries. Research is focused on the idea of India as a brand and finding out India's personality as a nation from the perspective of U.S. citizens. In other words, the study explores how a U.S. citizen perceives India, as if the country is a person. Reviewing

different papers, the researcher discovered the absence of 'Nation Personality' as a concept. Anything which was nearest to this concept was Nation Branding and Destination personality. Two other concepts explored for the research were Brand Personality and the Concept of a Nation.

Review of research literature was also done to lay focus on the importance of the nation's government in terms of running the nation. Setting the right type of public policies can create and maintain a favourable Nation Personality of the country. It's solely the government which can decide the course of public policies. These public policies, in turn, lend some favourable adjectives like independent, tolerant, transparent to the Nation's Personality. Preliminary review of literature in subsequent paragraphs lays emphasis on the need of public policy to control and develop the major adjectives. Subsequent research can delve specifically on the role of public policies in doing the same.

Brand Personality

Nation Personality can be thought of as a logical extension to the concept of Brand Personality. Hence, to understand the concept of Nation Personality, it's imperative to first understand the concept of Brand Personality. With the increase in competition, companies started differentiating their products by introducing some new features. Strategists found it to be an expensive proposition to continuously offer products which were distinctive in their offerings. Henry Ford started with the Model T,

which he continued for 22 years; however, he had to finally bow to the wishes of consumers, who then had started to be influenced by Alfred Sloan, his General Motors counterpart. Alfred Sloan, inspired by the designs and varieties in textile industries, introduced cosmetic changes to cars. He offered Chevrolet, Pontiac and Buick to satisfy customers who were conditioned to seek a greater variety (My years with General Motors, 1990). But there was a limit to the competitive advantage which a company could have by adding newer and newer features; this was not a sustainable strategy because it added to the cost of production which was difficult to recover.

In the absence of tangible benefits, what had to be thought of was a set of psychological differentiations. These differentiations were from the area of marketing communication. It was first discovered by Edward Bernays while going through a then unpublished book – 'A general introduction to psychoanalysis' written by his uncle Sigmund Freud. Having been impressed by Freud's idea that human emotions affect people's actions at the deep subconscious level, he used guilt, affection, hate and admiration to sell products. Embedding emotions in the brand affects consumer buying and the consumption process (Hirshman and Holbrook 1982).

Consumers first become familiar and later develop an affiliation with the brand because of a number of associations with the brand. It could be rational or emotional, or both (Park, et al 1986). The reason for some people to be crazy about

Harley-Davidson, Adidas accessories, 'Turtles' fashion garments, etc. is due to the concept of Brand Image. "Brand Image is perceptions about a brand as reflected by brand associations held in Consumer Memory."

Thus Brand Image was the first concept to create a distinctive and enviable space in the mind of consumers. Brand Image and Brand Personality were first used interchangeably by practitioners. As in the words of David Ogilvy, the founder of O&M, 'Image means Personality. Products, like people, have personalities, and they can make or break them in the marketplace. The personality of the product is the amalgam of many things - its name, its packaging, its price, the style of advertising and above all, the nature of the product itself' (Confessions of an Advertising Man, 2012).

Thus it's imperative in a hyper competitive era, where sustainability of brand uniqueness is a question mark, to constantly seek newer and newer marketing tools. Consumers perceive brand as a living entity. It rises above the tangibility realm and develops an emotional and psychological relationship with the brand. This point was emphasized by Blackstone (1993); Birdwell (1964) first established that there is an association between the self concept of the person and the brand personality of the car. Research thus indicates that people identify themselves with a product or the product acts as an extension of their personality (Hong and Zinkhan 1995). Later, many other research studies concluded in favour of Brand Personality- (i) Unique personality of the brand helps the consumer in developing emotional associations with the brand (Keller 1993), (ii) Brand Personality plays an important role in the preference of the Brand (Biel 1993). (iii) This acts as the most

important strategy for differentiation (Halliday 1996) and (iv) Unique Brand personality affects preferences and loyalty in favour of the Brand (Malhotra, 1998).

Consumers feel a bit like celebrities themselves when they use a certain brand (Rook 1985). The personality of Coke is cool across different cultures and stands apart from the personality of Pepsi, which is perceived as being young, exciting (Plummer 1985). When a Brand is commoditized, it is the personality which makes the brand unique and enduring. Raymonds Suitings-Shirtings enjoys this distinct personality and stands apart from Digjam, OCM and Reid and Taylor. Earlier applications (in the 60's) in the advertising industry were by creating a character which eases out the personification of the brand. The personality of the character in the advertisement directly lends the personality to the brand. Brand Personality finds its earlier traces when David Ogilvy created a unique brand personality of 'Hathaway Man'. Generally, founders were asked to be the spokespersons in advertising (or some PR campaigns), thus transcending into the personality of the Brands. The Brand personalities of Kingfisher and Virgin Airways have a rub off from the personalities of their CEOs Vijay Mallya and Richard Branson respectively. The same theory was proven by McCracken in 1993.

Brand personality formation depends on the unique characters which are created in the brand advertisements. It is also created by the personality of users or anybody associated with the brand (McCracken 1989). Brand personality can also be affected by demographic characteristics like gender and age (Levy 1959). The VAIO laptop had leanings towards femininity with Bollywood actress Kareena Kapoor endorsing the brand. The celebrity here conditions the brand with two physical

characteristics - being sexy and slim. Brand Personality thus caught advertisers' fancy in the 60's and beyond as a formidable communication strategy, and formed the mainstay of most of the endorsement strategies.

Concept of Nation

The concept of a nation consists of people inhabiting a fixed territory, sharing elements of a common culture (values, beliefs, norms, institutions) and possessing a sense of common interest (Shaughnessy 2000). Possessing a sense of common interest is an important variable; U.S.S.R., U.K., U.S.A are cases in point. This sense of common interest was absent in case of U.S.S.R under Stalin, when Germans invaded Ukraine. They were welcomed by Ukrainian people by flowers (Apocalypse, National Geographic Documentary, 2009). But this sense of common interest or the invisible bond is very much there in the U.K between England, Scotland and Wales. This consideration however, has not been taken as a benchmark to understand the nation as it will complicate the methodology and comprehension of respondents. A nation can be understood as the community of people living together, having a common sense of identity, purpose, inter-dependence over generations. The smallest component of nation could be thought to be a group or tribes, who, over a period of time, agglomerated like a snowball - historically had connotations as Kingdoms, now constituted as a united entity and managed by a common government, law and culture. The nation, however for the purpose of this study has been taken as a territory which is bound politically and managed by a single constitution.

Images formed are very complex. A respondent may select a certain set of adjectives while personifying a nation, but it might depend on some

stimuli present in his mind during the time of response. Many of the stimuli might lie dormant in the subconscious. By simply tossing certain cues by external stimuli, some unknown information nodes might become active in his mind which may totally change the image of the nation. People may express France as fashionable, upmarket, but the moment the reference of the past few Presidents is given, it may turn out to be brazen, upfront. The actual personality thus would not only be different from one person to another, but would also depend upon activation of a number of stimuli related to the nation. So the issue is whether to ignite all the stimuli or to just rely on vague pictures which people carry in their conscious level at any point of time. The contention is that responses should be taken by bringing in all stimuli in active state for cognitive processing. The research questionnaire of this research study thus first takes the responses based on the respondents' awareness about different stimuli related to the nation, and subsequently respondents are asked for their choice of adjectives to personify India.

Viewpoints from Public Policy Experts

A nation, apart from common territory and single political identity, is also the outcome of the collective consciousness of its people. Romila Thapar presents the argument that this consciousness comes from a mosaic of events embedded in the history. This thought specially becomes important when our topic of research is Nation Personality and therefore, how some events lend some meaning to the character called India. Would India be termed as 'traditional' and 'dogmatic' from our 3000 years of history? Sudipto Kaviraj too emphasises on the same point in his writing under 'The Imaginary Institution in India'. He says, "It's a single thread which runs through our

collective consciousness forgoing the dissimilarities which exists". Further, he adds that it's difficult to disentangle the history of occurrences from the history of their effects. Thus, the past shall cling with the character of present India as a Nation. So the character being traditional, value-oriented, family-oriented gets attached to the spirit of India's Personality barring its dissimilarities.

In one of the international surveys by Simon Anholt, Germany was understood as 'Arrogant', 'Order'; Britain as 'Arrogant', 'Traditional'; Brazil as 'Stylish' and 'Lazy'; Italy as 'Stylish', 'Lazy'. In case of Germany and Britain, it can be very well interpreted that history is still haunting their personality comprehension. Germany associated with Hitler and Britain associated with Imperialism, somewhere are leaving a deep impact in the minds of people. Here, German and British policymakers should ponder on how to delineate their country from these words. 'Stylish' in Brazil can be very well understood, is coming from its beaches and sambas. 'Stylish' for Italy emerges from art and architecture era heroes from Florence and current fashion brands originating from Italy. However, it rests on the exposure of the respondents for Italy.

Finally it can be interpreted that wherever the formation of the personality description emerges from history, current socio-political situation or the governance or international relations, governments/policy makers have to play a big role. Adjectives like 'arrogant, aggressive, defensive, traditional, independent, respectful' can only be controlled by the governments. Earlier references have already stated that Brand Personality and Destination Personality do matter in the choice of the 'brand' and 'destination' respectively. This research construct however, doesn't

fall within the scope of this research study but certainly provides a pointer that Nation Personality can also be the variable in comprehending about any nation's image and therefore, businessmen, tourists, students, politicians, etc. would take different actions with respect to their objectives. The image of China may not be good for a tourist but would certainly be good for a businessman.

Nation Branding

As the race for growth increases among world nations, efforts to enhance economic activity and improve the business climate too has increased. There is resurgence among nations to improve their country's image among various stakeholders in fellow nations. There is growing awareness among nations to undertake planned efforts for their nation's branding. Some examples of nations which have initiated such efforts are Poland, Taiwan and New Zealand. Other examples are – Dubai – Fly Dubai, Buy Dubai; Costa Rica – Peaceful Destination; India – Incredible India; South Africa – Alive with Possibility. The process started with Destination branding, which now has ripened to Nation Branding. This is very clear from examples of South Africa where the tagline 'Alive with Possibility' points towards economic activity. It can also be used for rebranding exercise. Columbia wanted to change its image related to cocaine. As a part of its PR exercise, on November 17, Colombian-Americans handed out over 1,00,000 roses to New Yorkers. With this gesture, Americans were given the simple message – 'Flowers make you smile, flowers brighten your day, and flowers come from Colombia'. Thus Nation Branding is a communication from the sender's point of view. In the branding exercise, there can be seen a presence of personality elements embedded in ad films. Examples are Malaysia – Truly Asia; Costa Rica – Peaceful Destination; and Singapore – Surprisingly

Singapore.

Brand Image is created by how the brand functions and how the branded entity's values and performances are communicated. Marketing communication happens to be the potent tool to project a controlled image of the Brand. The same can be done for the Nation (Olins, 2002). While synthesis, growth of the nation is very slow and complex, but communicating about the desired image through mass advertising is easier and fast. Nation Personality could then be one of the off-shoots of the nation's image emanating from the nation's branding efforts. There are diverse viewpoints on the concept of Nation Branding (Fan, 2005, 2009). It can be incognito through the type and quality of products the country manufactures, as a nation, or emanating from its history and culture. The nation's brand which takes shape in the people's mind may happen through a myriad number of sources (Loo & Davies, 2006). But a more synthetic and desired image can be built with the help of integrated communication tools of consumer marketing. However, by general contention, these are understood to be powerful tools in the product marketing domain but would be found insufficient in case of Nation Branding. Anholt (2008) also contends the same by terming these tools as 'communication-based' and 'policy-based'. The effect of policy in terms of how the nation conducts itself has a more significant bearing on Nation Branding. Thus, this conclusion again puts the onus of action on policy makers of the country towards building the Nation Brand.

Nation Personality – Cues from Destination Personality

Nations, like people, can have a personality. A nation can be described with the help of a certain adjective which can transcend it into the realm of personality. Actually anything around us can be personified if it has a character. Character develops over a period of time; adding an adjective or two in each and every performance and interface with people. Personality comprehension may depend on the receiver's situation. A person who is experiencing a good lifestyle and capitalizing on the job opportunities available in U.S.A. is likely to add 'vibrant, open' as two characteristics to the personality of U.S.A. Next time when the same person sees U.S.A. attacking Iraq to destroy WMD would see U.S.A. as a 'doer of justice'. However, the same act of U.S.A. by some person in the third world would be taken as 'aggressive'.

A lot of work has been carried out in the area of brand image and brand personality, but as such, no literature is available in the name of nation personality. Destination personality is the nearest term to Nation Personality undertaken by scholars in the hospitality sector. Destination Personality: An application of Brand Personality to Tourism Destinations – (Ekinci and Hosany 2006) is one such work. But in this research study, destination personality is viewed as a metaphor for understanding tourists' perceptions. Tourists' perceptions cannot be generalized with the perception of people because tourists have a different perspective which comprises of their purpose and intention to visit the country as a vacation destination. Let's consider India and China. When an Indian tourist visits China, he would be enthralled by the culture and the monuments of China. He may add 'vivacious, traditional' as personality

nodes in his memory. A businessman would see China as 'vibrant, dynamic, competitive' but what would be the major adjectives in the mind of Indians who went through the 1962 Chinese invasion? What about those who are updated on Chinese transgression of Indian borders and the Dalai-Lama's exile? What image would be in the minds of people who know about Japanese atrocities on China during the Second World War? On the other hand, how would the Chinese, who are aware about the benefaction of Dr. Kotnis of India, perceive India?

There is negligible reference of the existence of Nation Personality as a concept. Searching through literature didn't provide any studies of personification of a nation by citizens of other nations. The only subject matter which is close to the concept of Nation Personality is Destination Personality, which is widely used in the Tourism Industry. There are numerous research studies carried out on personification of a country or cities from the perspective of the subject of Tourism. One reference with shades of Nation Personality is the yearly study carried out by 'The Anholt-GFK Roper Nation Brands Index' which measures the brand image of 50 nations on six dimensions – Exports, Governance, Culture, People, Tourism, Immigration and Investment.

A portion of the report which is close to Nation personality is respondents being asked to select adjectives which can personify the government and people of the country. Respondents are asked to select from the following adjectives to personify the government: reliable, unpredictable, transparent, trustworthy, dangerous, corrupt, reassuring, unstable; for people, the adjectives to be selected from are: honest, hardworking, lazy, ignorant, unreliable, skilful, fun, tolerant, rich and aggressive.

The Anholt – GfK Roper Nation Brand Index Report 2008 for Switzerland reports that the Germans, British, Swedish and Dutch recognize people of Switzerland as reliable, trustworthy and reassuring. People of New Zealand have been recognized as honest, hardworking, skilful, fun and tolerant. Adjectives that are commonly associated with the experience of visiting New Zealand are 'fascinating' and 'exciting', followed by 'relaxing'. 'Educational' and 'romantic' comprise a third tier. Thus, in the Anholt- GfK Roper Nation Brand Index, an attempt has been made to personify certain components of a nation.

Destination Personality takes on the same view of Brands i.e., breaking away from generic entrapment to establishing an emotional connect. In product parity type of situations of destinations, a unique identity of a destination is required for differentiating one destination from others (Gertner 2002). Numerous research studies have been done on Destination Personality - where Santos (2004) has worked on the personality of Portugal, Morgan and Pritchard (2002) on England, and Henderson (2000) on Singapore. Destination Personality helps us in understanding the tourist viewpoint of the personality of the destination (Morgan, Pritchard and Piggott 2002). The personality element which largely lies at the subconscious affects the choice of the tourist (Crockett and Wood 2002).

Ekinci and Hosany (2006) revealed that a strong emphasis was given to destination personality as a predictor of tourist buying behaviour. Gnoth (2002) contends that Destination Personality happens to be an important attribute during the strategic planning of Destination Branding. There has been work done on how different travel magazines perceive different countries as a person. Santos (2004) revealed that

Portugal was represented with personality attributes such as 'contemporary, modern, sophisticated and traditional' in the U.S. travel media. In contrast to this, there is a case where magazines projected their own countries in a particular personality. Morgan and Pritchard (2002) found that UK travel magazines projected UK as 'conservative, pleasant, refined, civilised, eccentric, down-to-earth' in the U.K. Tourism media. There can thus be an argument that the above type of tourist literature may also play a role in the formation of personality of any nation.

The 'Concept of Nation' positioning is similar to the concept of Nation Personality. However, personality is one way of positioning a nation. For instance, people recognize two special attributes – freedom and independence - with USA (Moser 2003), personal banking services with Switzerland (Gilmore 2002); UAE is considered as the most luxurious nation (Bowman 2008); France is related with art and culture (Anholt-GfK Roper Nation Brand Index, 2011). Thus research is replete with the positioning concept as applied to nations. Positioning provides differentiated claims to the nation as a whole or as a tourist destination. Positioning becomes important amidst undifferentiated claims such as sandy beaches or exciting urbane landscape (Dinnie, 2008).

India's Personality needs Public Policy

'Nation building means putting a political roof over one's cultural head' by Ernest Gellner best describes the construct of the nation. And when this political roof is the 'largest democracy' of the world, which is more inclusive and participatory (Sheth 1996, Varshney 1998, Yadav 1999) could provide India with the best characterization of

'independent' and 'transparent'. On the other end of the continuum, in democracy in India, the government makes many promises but smudges everything under the garb of procedures and technicalities. Same is contended by Sandel 1996, Taylor 1998, when they say that democracies are now becoming 'procedural republics'. India, by the virtues of the unconcerned, is very much going the same way. Will it not add 'lazy' or 'laidback' to India's Personality?

One of the key responsibilities of public policy makers is to alleviate poverty. Seminal work of Dahl, (1989 and 1971) other than contestation, emphasizes upon participation. While people in majority can decide who the ruler would be, this shall remain a mirage because of the pluralistic dimension of society and voting being dependent on varied factors. India and USA have a Gini coefficient between 0.4 and 0.45. This shows India to have more income inequality. A good trend to show is that there still exists income inequality but social inequality is mitigating (Mendelson and Vicziany, 1998). Poverty mitigation/removal has either worked very well in countries with an authoritarian structure of governance like Singapore, S Korea, and Taiwan, or has miserably failed in some African nations (Varshney, 1999). Can policy makers take on a radical thought of increasing the weights of have-nots? This would help in giving more voice to have-nots and much needed balance to our democracy. Ramifications would be many but the idea can be toyed with.

Other than the voting rights in India, the most potent tool to raise specific issues of public concern is the institution of Public Interest Litigation (PIL). This argument has been presented by Pratap Bhanu Mehta in his essay in Journal of Democracy. The PIL provides freedom and

expression, and anybody can voice his concern through the judicial system. This, in turn, has strengthened the public policy forum in India. This system and knowledge can lend 'free' and 'independent' meaning to India's character.

Foreign Policy, of late, is active in strengthening India's relations with countries like Nepal, Saudi Arabia, UAE, Israel, Japan and Australia; this might make India 'assertive' or in some quarters, 'aggressive'. Pratap Bhanu Mehta is right to say that the capacity of any political leader to take foreign policy risk is small. But Narendra Modi, as the Prime Minister of India, is challenging this belief. R2P (Responsibility to Protect Principle) as India did in 1971 in Bangladesh is a case in point which makes India a 'protector' or 'aggressive', but how much this remains in public memory has to be seen.

Research Design

This research study required responses from U.S. citizens. Data mining of 250 U.S. citizens was done through Facebook. The respondents happened to be corporate professionals with graduation as the minimum qualification. A dialogue was established and permission was taken to fill the e-questionnaire. U.S. citizens here were considered as those, who were purely of U.S. origin. Subsequently, emails were sent to 250 respondents. A link was given in the email which landed them to a site with the questionnaire made in html. As soon as any respondent completed the questionnaire and submitted it, the data was routed and displayed in an Excel sheet with marked designated fields.

The questionnaire primarily had questions pertaining to personification of India. A set of 33 adjectives was shortlisted by an expert group comprising language and marketing professors. From this, 33 adjectives were shortlisted after a

two-stage filtering process (100 to 50; 50 to 33). Discussions and deep deliberations were done on the selection of adjectives appropriate to describe India as a person. Five experts including two language professors were asked to think of different adjectives which might be needed to describe India. To initiate this, 100 adjectives were provided. Consensus was developed on 50 adjectives and finally 33 were shortlisted, which were the most suitable.

Respondents were asked to tick any five adjectives which they believed were appropriate to personify India. Aaker's (1997) BPS framework and Likert scale were avoided. Experts were of the view that Aaker's Brand Personality Scale doesn't have many negative adjectives which might be needed to have a balanced approach while personifying any inanimate object. Likert scale was avoided in spite of its efficacy in statistical analysis. It was believed that it would

be too demanding on respondents to attempt a five-point scale for 33 questions. The research in hand doesn't delve in finding the reasons and factors affecting the personality of the Nation but just focuses on – 'Is there consistency in comprehension of a certain personality, thus leading us to believe in the existence of the concept of Nation Personality?'

Other major questions included in the questionnaire were in relation to whether people were aware about the type of objects related to India. For this, a list comprising of Personalities, Monuments, Cities and some miscellaneous items was made. The objective was to know that people, who were personifying India, actually have sufficient knowledge about India.

Finally out of a list of 250 respondents, 133 respondents filled the entire questionnaire on which the analysis is presented.

ANALYSIS

Awareness and affinity towards India

Descriptive Statistics

	Mean	Std. Deviation	N
Awareness about India	4.55	2.058	133
Affinity towards India	5.37	1.824	133

Table 1

Research started by seeking some basic responses from 133 US citizens. The first two questions were about how aware the respondent is about India and his affinity towards India. The average mean for both awareness about India and affinity towards India is low i.e., 4.55 and 5.37 on a 9-point Likert scale with the standard deviation of 2.06 and 1.82. We see that these values are a departure from the myopic belief that there is a fair level of awareness about India among US citizens.

Correlation between awareness about India and affinity towards India

Null Hypothesis: There is no relationship between awareness about India and affinity towards India.

Alternative Hypothesis: There is a relationship between awareness about India and affinity towards India.

Responses for the two hypotheses were filled by 133 US citizens on a 9-

point Likert scale. Research covered the possibility of a link between awareness about India and affinity towards India. The idea was to figure

out if a higher level of awareness led to greater affinity towards India. If greater awareness led to greater affinity, it implied that more positive

information was reaching US citizens. To know this, Pearson Correlation was applied on the above two variables.

		Awareness about India	Affinity towards India
Awareness about India	Pearson Correlation	1	.263**
	Sig. (2-tailed)		.002
	N	133	133
Affinity towards India	Pearson Correlation	.263**	1
	Sig. (2-tailed)	.002	
	N	133	133
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 2

In the above correlation, we observe that two-tailed significance is .002 which makes the correlation to be significant. Through this, we can conclude that there is a relationship between awareness about India and affinity towards India. Pearson correlation value of .263 between awareness about India and affinity towards India is positive, but very weak.

Association between Source of Information and Affinity towards India

Null Hypothesis: There is no association between source of information and affinity towards India.

Alternate Hypothesis: There is an association between source of information and affinity towards India.

The researcher was then interested to know if there was any correlation

between affinity towards India and source of information. Responses for affinity towards India were sought on a 9-point Likert scale. To apply chi square – the test of association, the responses in Likert scale were transformed to a new variable. Responses of 5 and above on the Likert scale were classified as 1, and 4 and less were denoted as 0. After the transformation, the following cross tab appeared -

Cross Tabulation - Source of Information *Affinity towards India

		Affinity towards India		Total
		Like Less	Like More	
Source of Information	Through Indian Friends and Colleagues	25	57	82
	Media	8	19	27
	My visit to India	4	14	18
	Friends from my own country	1	5	6
Total		38	95	133

Table 3

Chi square test was applied on the above two variables. SPSS output gave Pearson Chi-square value of .935. However, the significance value of .817 indicates that the association is not significant and the null

hypothesis gets rejected. Thus, we conclude that affinity towards India and source of information about India are independent of each other. However, analysing the cases where affinity towards India is equal to or

more than 5, observe that out of 97 such cases, 57 primarily knew about India through their Indian colleagues, 19 through different media, 5 through their US friends and 14 liked India through their visit to India.

Awareness about Objects belonging to India

To assess the personification of India, the researcher attempted to understand the level and type of awareness about India. To do this, the researcher had a freewheeling discussion with a peer group of 5 wherein they were asked to name a

few objects associated with India – it could be a city, personality, movie, monument or anything which they felt are important stimuli related to India. From the discussions, a list of 47 elements was then created; however, this was believed to be too long to be filled by the respondents. Hence, after much discussion, 27 elements were shortlisted. Prominent political personalities like Mahatma

Gandhi, Jawahar Lal Nehru, etc. were selected. A few names were inserted to know the depth of awareness. The objects were classified into 'very famous' and 'not so famous' types at the international level. A few of the 'not so famous' insertions were Lal Krishna Advani, Ajanta & Ellora, Hyderabad, Qutub Minar, Ram Setu and Ratan Tata. The final list with the number of responses is given below -

Red Fort	Bangalore	Hyderabad	Jawahar Lal Nehru
A.R.Rehman	Infosys	Ratan Tata	Wipro
Mahatma Gandhi	L.K.Advani	Ravi Shanker	Amartya Sen
New Delhi	Shahrukh Khan	Ajanta & Ellora	Goa
Qutub Minar	Taj Mahal	Nano	Ram Setu
Sonia Gandhi	Jeev Milkha Singh	Rajasthan	Reliance
Sachin Tendulkar	Punjab	Narayana Murthy	

Table 4

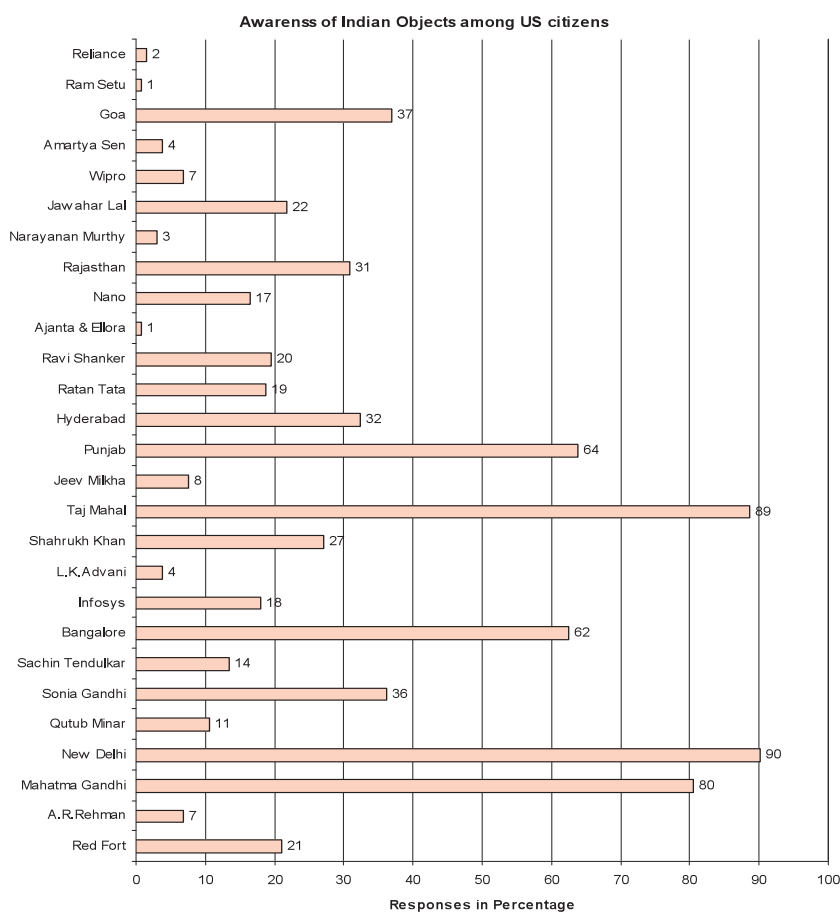


Figure 1

From the bar chart, we see that awareness about New Delhi, Taj Mahal and Mahatma Gandhi is more than 80%. A contrary perspective is that 10% of the 133 respondents are still not aware about New Delhi. Punjab and Bengaluru score high on awareness to the extent of nearly 60%. Punjab could be better known because of the presence of the Punjabi community across the globe, while Bengaluru could be popular because it's the IT hub of India. Contrary to Narayana Murthy's popularity in India, there was very low awareness about him among the respondents (about 3%). Certain other objects which scored lower than 10% on awareness are –

Reliance (2%), Ram Setu (1%), Amartya Sen (4%), Wipro (7%), Ajanta & Ellora (1%), Jeev Milkha (8%), L K Advani (4%) and A R Rehman (7%). In all, 2/3rd of the factors scored less than 30% in terms of awareness.

Awareness Level and Awareness about Number of Objects

Respondents were asked to mark their level of awareness on a 9-point Likert scale. The researcher wanted to assess the relationship between respondents' self-belief about their level of awareness about India and actually being aware about the

number of personalities, cities and monuments of India. Thus, a new variable was created as 'Awareness about a Number of Objects' which is the sum of objects which the respondents had confirmed their awareness. So the following hypothesis was created.

Null Hypothesis: There is no correlation between awareness level and the awareness about a number of objects of India.

Alternate Hypothesis: There is a correlation between awareness level and the awareness about a number of objects of India.

Correlations

		Awareness about India	Awareness about number of Objects
Awareness about India	Pearson Correlation	1	.574**
	Sig. (2-tailed)		.000
	N	133	133
Awareness about number of Objects	Pearson Correlation	.574**	1
	Sig. (2-tailed)	.000	
	N	133	133
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 5

From the table, we can see that the value of Pearson correlation is 0.574 which is significant at 0.01 level. Thus we see that there is a positive correlation between the two

variables and thus, we can believe in the assertion of respondents about their awareness level. Out of 27 objects, respondents on average were aware of 7.23 objects with a

standard deviation of 4.17, while the average awareness level stands at 5.37 on a 9-point Likert scale.

Phrases, respondents relate with India

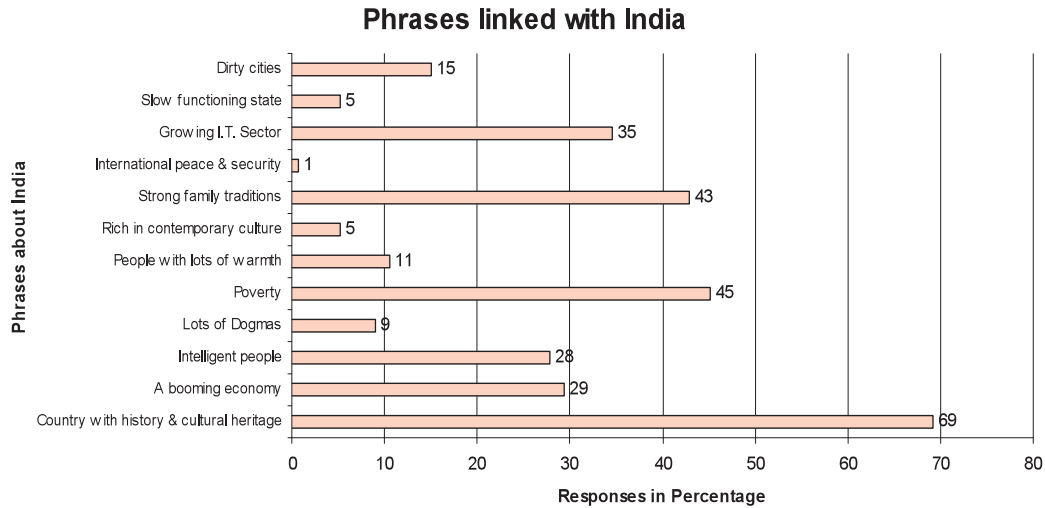


Figure 2

In line with exploring the personality of India in the eyes of US citizens, the researcher also wanted to know, in general, the image of India. For this, 12 phrases were developed in discussion with the peer group. The top three responses were - 69 percent of the people referred to India as a 'country with history and cultural heritage' while 45 percent and 43 percent respectively described India with the phrases 'poverty' and 'strong family traditions.' Between 25 to 35 percent stated 'growing IT sector', 'intelligent people' and 'booming economy'.

Respondents were also provided with the choice of 'any other' phrase/description they would like to relate India with. 26 respondents

filled in this option. Phrases describing India were - 'Timid, No proper hygiene, envious, wealth versus poverty, contrast, very complicated, Hinduism, vegetarian, religion - very different, depressing, job stealers, strong sense of community, obscure, hunger, cricket, colonial past, curry, bollywood, pollution, population, maths, misery, lack of infrastructure, exotic, dirty politics, food and spices'.

Personality of India as a Nation

Question 6 of the questionnaire deals with the core issue of the research i.e., to assess how US citizens perceive India as a person or what is the personality of India as a nation.

To unearth this personification, a set of 33 adjectives was chosen after deliberations with six experts from the areas of communication, organisation behaviour and international business. Care was taken to include some negative traits which could describe the negative side of India. Negative traits included were: Naïve, Defensive, Stingy, Lazy, Unstable and Selfish.

Respondents were asked to choose the five most suitable adjectives among 33 adjectives which can best describe the personality of India. The bar diagram represents the responses of 133 US citizens.

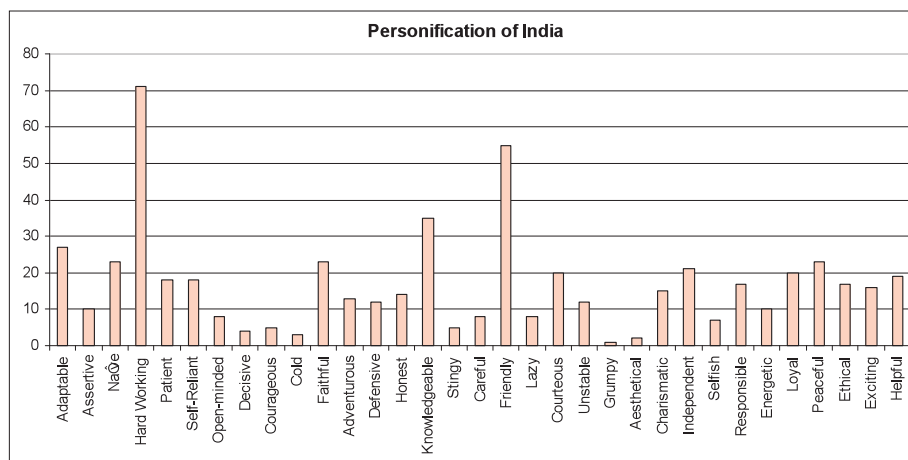


Figure 3

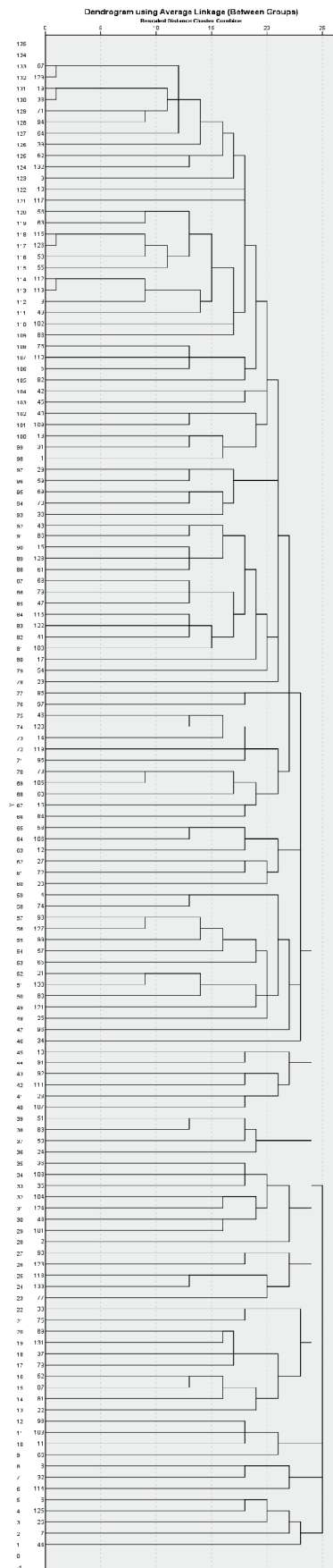


Figure 4

From the bar chart, we see that there are definite peaks at 'Hardworking, Friendly, Knowledgeable and Adaptable'. These four choices seem to be emerging from the traits of IT professionals who are working in many of the outsourcing companies. 71 respondents have marked 'hardworking' as the key adjective, to be closely followed by 'friendly'. Some respondents selected some negative adjectives to describe India as a nation - 'naïve, lazy, selfish'. This suggests that it's imperative upon the researcher to know a different set of respondents, who comprehend India's personality from their own perspective.

The research study focussed on knowing the way different groups identify India as a person. Other than the peak adjectives of 'hardworking, friendly and knowledgeable', some smaller groups viewed India's personality differently. To extract different groups, cluster analysis was applied. The output was derived by first using hierarchical cluster analysis. Using agglomeration schedule and dendrogram on the basis of average linkage method, four clusters were analysed. Then in the second stage, k-means cluster analysis was run inputting 4 clusters.

After applying Hierarchical clustering, the agglomeration schedule was obtained using average linkage method and Euclidian distance was

used as a distance measure. However, the agglomeration schedule table is not present because of its size; the researcher broadly found out the formation of a number of clusters from coefficients given in the agglomeration schedule.

The other useful output through which we can observe different clusters is dendrogram. Through dendrogram, we see Respondent 67 personifies India the same way as Respondent 129. Similarly Respondent 19 thinks the same way as Respondent 38. Respondent 71 and 94 also personify India in the same way, but to a lesser extent. In general, Respondents 67, 129, 19, 38, 71, 94, 64, 39, 62, 132 and many other respondents personify India in similar ways (figures at the top of the dendrogram).

To know the cluster membership and the number of cases in each cluster, the researcher ran k-means clustering through SPSS. Four clusters were identified from the agglomeration schedule. These four were filled for a number of cases in the k-means clustering window. The key advantage from k-means clustering is the iteration through which cluster centres are improved upon to know the final cluster centres. K-means clustering also gives the number of respondents in each of the four clusters.

Cluster No.	Adjectives Personifying India	No. of Respondents
1	Hardworking, knowledgeable and friendly	67
2	Loyal, lazy and defensive	21
3	Patient, independent, peaceful and friendly	23
4	Naïve, faithful, exciting and friendly	22

Table 6

It was identified from the cluster membership table that 67 respondents personify India in one particular way, that is, 'hardworking, knowledgeable and friendly'; 21 personify India as 'loyal, lazy and defensive'; 23 personify India as 'patient, independent, peaceful and friendly' while 22 personify India as 'naïve, faithful, exciting and friendly'.

Thus, we see that not only are nations personified, but different groups of people view a nation's personality differently based on their perspectives and exposure.

Proximity of Demographic Variables and Personality Adjectives through Multiple Correspondence analysis

After learning the overall responses for different personality adjectives, the researcher was interested in knowing the proximity of different demographic variables from personality trait variables. Since the data can be categorized, correspondence analysis is one of the techniques which can be applied to the data. The measure of correspondence can show the similarity, affinity, association or interaction among row and column

variables. It produces a simplified representation of the information contained in a large frequency table so that large qualitative data can be explored through a dimensional map.

Important demographic variables identified were – Gender and Age. Categories mentioned within age are below 35 and above 35. The Burt and Disjunctive tables have not been provided here due to the need for extensive space to display them. Eigen value in the scree plot shows that the variables on the two axis explain only 47.82% of inertia.

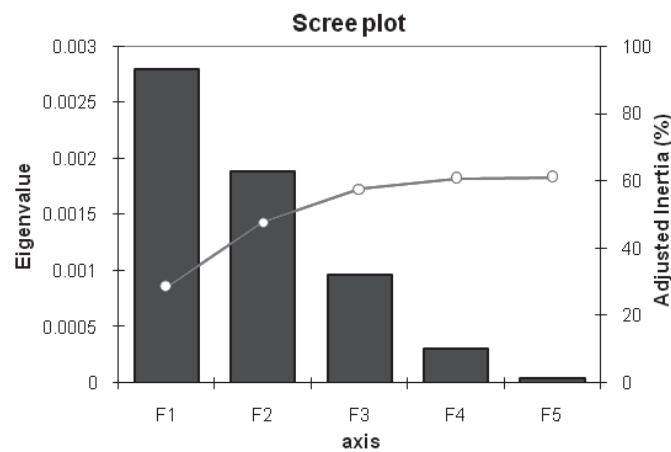


Figure 5

Multiple Correspondence Analysis, being an exploratory technique, gives a general cue related to associations between variables. Biplot is the important element of the output of multiple correspondence analysis. Results of the Biplot are interpreted in terms of proximities among the row and column objects of the contingency table. Co-ordinates in proximity to each other depict some type of association with each other.

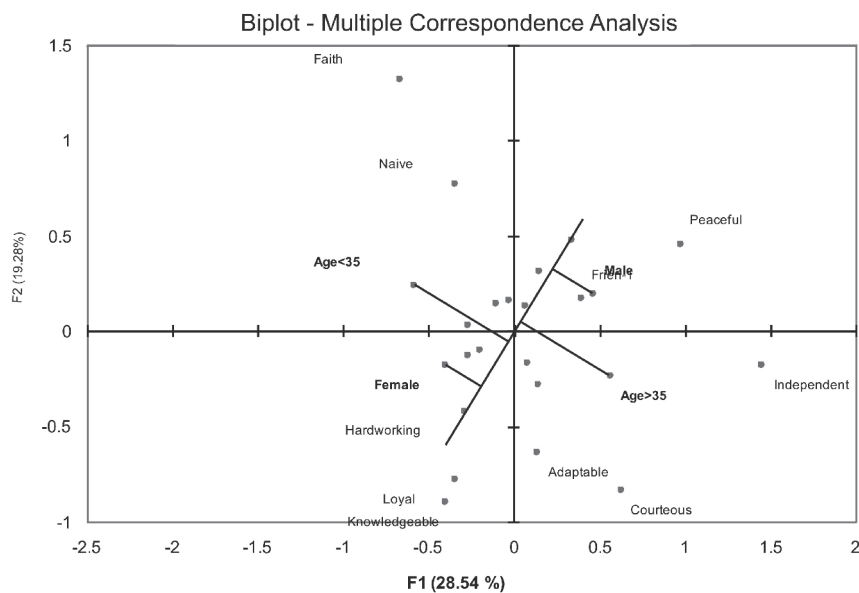


Figure 6

In the biplot given above, two categories each of two demographic variables - gender and age - are depicted in bold and the rest are top ten personality traits chosen by 133 respondents. To know the proximity of the adjective 'hardworking', a line is drawn from the co-ordinate passing through the origin. Now perpendicular lines are drawn from demographic co-ordinates on to the reference line of 'hardworking'. Here, we see respondents above 35 and below 35 are less associated with hardworking than the two genders. Also two categories of the two demographic variables evince no difference for their proximity with the trait of 'hardworking'.

However it's not possible to follow the same steps for all the adjectives and also the technique being exploratory, it's easy to decipher that there isn't much of a difference in terms of how the two different age categories and genders think about India on different adjectives.

Conclusion

Research delved into the issue of personification of nations among citizens of any country. The case in point was comprehension of India as a person from the viewpoint of US citizens. The result of cluster analysis clearly brings out the presence of the concept of personification of nations, where India has been personified as 'Hardworking, Knowledgeable, Friendly, Adaptable, Peaceful and

Naive'. Not only is there general unanimity on certain adjectives but there are four clusters of respondents who identify India as not totally distinctive, but at least different from each other with 'friendly' being the most common trait among all these clusters.

Further research interest could be to probe into the reason why people comprehend a nation's personality in some particular way, the best personality traits for a nation in the minds of global fraternity which, in turn, can work favourably for the nation on international forums, and how a particular nation's personality varies from the viewpoint of one country's citizens to another.

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Shekhar Trivedi, Professor, Marketing with GHS-IMR, Kanpur, has authored a novel 'Target Busters' based on the memoirs of salespersons from different industries.

His article on Direct Marketing won its place in SOLUS, the golden jubilee issue of 'Legendary Ad club of Bombay'. To incorporate his unique narrative style article, IIM-Bangalore's Journal 'Management Review' started altogether a new feature 'Hands on'.

Apart from developing a simulation on 'Undercutting problem in sales', he has developed a couple of multi-media business games 'Mall-O-Mania' and 'Blot on the Pride'. He can be reached at strivedi9@gmail.com