

Brand Personality As A Strategic Component For Business Growth In The South Of La Guajira

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ABSTRACT

Brand Personality as a Strategic Component for Business Growth in Southern La Guajira. The general objective is to understand Brand Personality as a strategic component for Business Growth in Southern La Guajira. The specific objective is to analyze the corporate brand model in international, national, and local contexts. The theoretical basis for the research is provided by the following authors: Aaker (1997), Aaker and Álvarez (2014), Escobar and Monteluna (2016), Mark and Person (2001) for the case of business growth Blázquez, F. Dorta, J. and Verona, V. (2006). Methodology: Hermeneutics, it offers an alternative for research focused on interpretation, in this sense, its approach is qualitative, it does not resort to statistics to account for a reality. Regarding the technique used, it is a semi-structured interview and its instrument, an interview script and recordings of 4 analysis units in the fast food sector. Results. Strengthen the Marketing research line, through the theoretical foundation provided by the study and the brand personality model as a strategic component for business growth in the south of the department of La Guajira, in this way advancing in academic relevance, responding to the context to achieve networking, strengthen institutions, and join efforts within the framework of the correspondence between education, young entrepreneurs as projected by the national strategic plan, and regional development in the sector.

Keywords: Brand personality, Strategic component, Business Growth

1. THEORETICAL FRAMEWORK

During this section, the detailed and concrete search of the categories under study will be reported to generate a theoretical support that allows the debate, expansion, conceptualization and conclusions or findings regarding the object of study and with it the most representative authors in relation to each category are displayed; on the one hand, the personality of the business brand, on the other the growth and economic transformation.

1.1. RESEARCH BACKGROUND

In this same sense, for Escobar-Farfán and Mateluna (2016), the concept of brand personality has developed strongly in the last two decades, generating a high interest on the part of researchers and entrepreneurs, since personality gives a product or service aspects of identification and differentiation among its peers. From the point of view of consumers, they are the ones to whom they give a unique value to a brand, an interaction

that could predict the intention to buy or acquire their products and services. Brand personality refers to the human personality traits that the consumer gives to a brand. Jennifer Aaker (1997) proposes a valid, reliable, and generalizable measurement scale that identifies five dimensions of personality in existing brands in the United States: competence, emotionality, rudeness, sincerity, and sophistication.

The model explains that all brands have personality traits identifiable by consumers. However, there is new research that criticizes Aaker's model, asserting that it cannot be replicated in the context of any industry or in different cultures, since consumer perception and preference can vary. For this reason, different researchers have proposed new proposals for brand personality models, where Latin America is a niche where several authors have presented new measurement scales.

In this context, the objective of this research is to carry out a theoretical and evolutionary review of the brand personality models that have been used in Latin America, conceptualizing the definition of brand and personality, in order to characterize the different proposals. In conclusion, Aaker's model is present in most of the studies analyzed, ratifying the support of the literature to the five dimensions of brand personality. Through this study, it is possible to analyze the different proposals of personality models of the brand in which Latin America is referred to as a context to which it belongs of various measurements, especially for its study when the ongoing research is from Colombia.

At the international level, Hoppichler (2019), in his research Brand Identity and Personality. Study of the leading technical universities in Germany. Its main objective was to identify similarities and differences in the way these universities present themselves and are perceived by the public. This study is based on two theories of Marketing: the brand identity model of David Aaker (2002) and the model of dimensions of brand personality by Jennifer L. (1997). The method used can be extremely useful to analyze the identity of the brand in educational centers such as universities, but that they still do not squeeze enough compared to the potential benefit that it could get and that, on the other hand, still requires considerable refinement at a theoretical level to become a universal tool.

The results obtained were applied to 8 of the 9 leading technical universities in Germany included in the T9 association, confirming that it has been possible to verify that many of the dimensions used in universities to promote themselves online to future students are very similar to the traditional ones used by large consumer brands, therefore it can be concluded that the online environment is equally valid for the use of the personality of the brand than in the physical environment and that the educational sector is also the same.

It also demonstrates how to assess the brand personalities of universities by combining content and correspondence analysis. The correspondence analysis technique enables administrators to visualize the brand personality in a school compared to its competitors. This combination of techniques allows the school to assess how the brand is positioned and how it is reflected through the eyes of those interested in In this case, the proposed method allows data collection at a very low economic cost and in a very short time compared to other methods. This background was useful to the present research because it allows the consolidation of the Model Theory of Aaker (1996), the Brand Identity Models, Aaker, (1996) and the

archetypes. This was useful when creating the questions for the semi-structured interview.

According to Vicencio Ríos, Araya-Castillo, Millán Toledo, & Rivera Flores (2020), this research is a descriptive and longitudinal bibliometric study that aims to analyze in a detailed and systematized way the scientific production of brand personality during the period between 1995 and 2018. 481 articles published in the WoS database were reviewed, with a total of 11840 citations, in the period between 1995 and 2018. It was obtained that the most influential article is the one developed by Aaker (1997), the most relevant author is Aaker, the journal with the greatest recognition is *Psychology & Marketing*, the most productive institution is the University of Texas Austin and the country with the greatest impact is the United States; and the bibliometric map represents 3 clusters that refer to the theory of brand personality, to the scale of Aaker (1997) and to the methodology followed in brand personality studies and its impact on the behavioral intention of customers.

From its origin in 1960 to the present day, brand personality has become an important area of research within the marketing literature, as consumers not only perceive a brand for its functional benefits, but also for its symbolic and personality characteristics. Given this, it is postulated that the brand personality contributes to the process of interaction between the consumer and the organization, since this relationship can be strengthened when both know their attributes and personality traits.

In this context, this research studied the development of brand personality research. To this end, bibliometric techniques were used, which made it possible to analyze the academic production in the literature of brand personality, to show the research trends and the main lines of action, and to assess the scientific activity, the impact of the publications and the sources to direct new research. Finally, it is concluded that despite the exhaustive review carried out, the descriptive quality could improve to the extent that other analysis tools or new statistical techniques are used. Future research could enrich the study of the evolution of brand personality literature with the development of a scientometric study. However, the present research contributes to the literature, in the sense that it provides information that can be used by other researchers to improve the levels of validity of the content of the proposal and/or validation of models.

From this review, precise theoretical aspects were taken up that provide clarity to the theoretical inputs of the research, in such a way that it allows conceptual clarity, asking more understandable questions to the interviewees. It also generates knowledge for the design of the model or archetype to be projected, to expand inputs to the line of research. Next, Cruz, Haro, and Soria (2021), through their study of the current situation of brand personality for strategic positioning, set out to expose the progress of brand personality (PM) for strategic positioning (SP) purposes, whose analysis involved tools, models, and economic sectors. The methodology used was a systematic review of the literature with an observation window from 2018 to 2021; the main findings show that correspondence analysis and perceptual mapping are tools that allow measuring PE.

The main contributions were in the field of tourism, sports, education, automotive, international market, politics, retail, e-commerce, personal hygiene products, port services, advertising, beverages and journalism. The models that have emerged are the

BCP, model for athletes and the STPS model that allow improving the PE from the theory of PM, as well as innovative proposals through the use of new tools such as emojis, indexes, divergence chart and text mining.

In recent years, research has focused on analyzing PM. However, there has been very little concern to analyze the personality of the consumer and how it is congruent or not with PM. In addition, although it is true that PM studies have sought to measure the construct with the models generated, it would be appropriate to expand the observation window and include variables such as brand image, loyalty and consumer behavior in the research using different techniques, data mining, emojis, indexes, among others.

Finally, some efforts (Aichner et al., 2016; Laroche et al., 2003; Strizhakova & Coulter, 2019) suggest that research on foreign products can vary between subcultures within a country, so research into the effectiveness of brand positioning strategies in subcultures and a recent study by Moussa (2021), adds that pictographic representations of emotions, ideas, reactions and thoughts can clearly contribute to the effective cross-cultural measurement of PM, and it is also possible to focus on it at the EP. Thus, the study of PM for EP purposes has been advancing and innovating mainly in the last 4 years. This research makes it possible to understand how the culture aspect or subcultures have an impact on the theme of brand personality, which is one of the aspects to be taken into account in the research to be able to develop the model or archetype that from these particularities of response to the context of study.

On the other hand, in the order of national antecedents, Martínez and Yáñez (2017), in their study on the relationship between brand personality and brand experience in the profitability of SMEs in Colombia. They raise the case of two clothing marketers. Bogotá: Universidad Externado de Colombia. The purpose of this research is to analyze the relationship between brand personality and brand experience, as well as the effect that these have on the profitability of two SMEs in Colombia dedicated to the commercialization of clothing.

Surveys were conducted in 2 SMEs in the country to determine if investment in marketing, especially in brand personality and brand experience, has a positive effect on the relationship of consumers with the brand, using as a research tool the brand experience scales of Barkus, Schmitt and Zarantello (2009) and the brand personality scale of Aaker (1997). The results suggest that for the research points, it is evident that the price factor minimizes the importance that can be assigned to other variables, considering the socioeconomic characteristics of their location.

For Meneses and Jiménez (2021), in their study the Archetypes of the brand: Reality or Theory, whose project is a qualitative research that addresses brand archetypes and their application beyond theory. This study focuses on large companies with a presence in Valle del Cauca, which in addition to having been in the market for more than 10 years, comply with a certain amount of income from ordinary annual activities, which makes them classified by the Ministry of Commerce as large companies within the demographic territory. As a starting point, the fieldwork of this project consisted of conducting 21 in-depth individual interviews with marketing staff.

These provided valuable information that was later collected and selectively analyzed in a matrix to detect similarities and differences in responses. The results showed that most of the interviewees, representing their company, understand and recognize the importance of brand archetypes, but their full implementation in some cases is still under

construction. However, they recognize that defining personality through archetypes contributes to developing an internal compass for decisions and actions that go beyond the visual and functional benefits of the product, using strategy, psychology and creative thinking.

Here it is proposed how this issue passes into marketing, transformed into a model that makes it possible to define the brand personality. Additionally, here it refers to how it became massive in the world of marketing by Mark & Pearson (2001) in their book "The Hero and the Outlaw", who state that archetypes give meaning and identity to brands, which have a positive impact on consumer behavior and brand management (Brown et al., 2003).

This research allows us to understand how the perception of brand personality is a topic that manages to adhere to the process of entrepreneurship, but the application or implementation is an aspect that deserves more time and construction, but once it is consolidated it gives meaning and identity to the brand. Therefore, its targeting is of great relevance if you want to have a positive impact when consuming.

Problem statement:

Remaining active as companies in a global economy of sustained growth and constant change implies brand strategies capable enough to generate imperturbable commitments with the customer in order not only to position themselves, but to conquer new markets and thus enter business growth in the digital age. In this sense, the personality of the brand in entrepreneurship allows the generation of differentiating strategic aspects that make its products or services sustainable, which show what gives the brand its unique touch, (the intangible) its emotional traits or characteristics, the spirit and what connects with the customer, in such a way that it conceives implicit promises for the creation of lasting bonds and sustainability over time. According to Noriega, Marín & Rojas (2018), this phenomenon, whether of a good or a service, evolves along with new technologies, multicultural exchanges and changing consumer behavior.

In the international macro context, brand personality is not only a name attributed to a product or service, but is a relevant part of the product differentiation strategy by delivering tangible and intangible aspects to the consumer (Kapferer, 1994) Okazaki (2006). As researchers, trying to approach the concept in its initial deployment, or its origins from the field of knowledge of psychology, refers to the differentiating features between people or, for business purposes, between organizations. However, in the face of this topic, there are studies that differ between one model or another, determined by culture among other aspects, so it is interesting to study from the cultural context where entrepreneurship is established, to understand its nature and how this phenomenon is applied to promote business growth in the region.

According to Noriega, Marín, and Rojas (2018), brands are essential in consumers' purchasing decisions by creating loyalty, identity, and, most importantly, added value. In a competitive world in which we are participants today, this is the main tool, capable of keeping companies alive and giving it to new ones. Asking a consumer of a brand how it should be will result in a better option to successfully create a quasi-ideal marketing mix, understood as market research, innovation and product development, distribution,

pricing strategy and advertising, among others, to satisfy the target market as much as possible.

For the purposes of the national context, Meneses and Jiménez (2021) outline, studies referring to this topic specifically in the face of its archetypes, are assumed as a way to account for the characteristics of the brand's personality. Now, this topic of the phenomenon was represented in its beginnings by Carl Gustav Jung who identified and conceptualized 12 personality archetypes applied in marketing. In the case of Colombia, there is little academic research, even though studies have been carried out from the empirical context, in which the contribution of the archetypes of the brand's personality is specified, their contribution to developing an internal compass for decisions and actions that go beyond the visual and the functional benefits of the product. using strategy, psychology and creative thinking.

Next, with regard to the micro scenario, in the department of La Guajira, as well as in the southern part of the department, there is a lack of studies on the personality of the business brand, which provides elements of novelty to the research, based on the inputs that allow a construction benchmark to achieve growth and economic transformation in the region. likewise, stay in the market, know how to evolve and keep the business life cycle active.

In this order of ideas, from a reading aimed more at the context of study, it is relevant to investigate the personality of the business brand in the southern region of La Guajira due to the scarce and incipient business development in the department, given that there are few companies that manage to remain in the market and few that have been able to expand to other territories. However, there are no known academic studies that account for these experiences in the sector, to generate models or theorize elements that help to capture elements of this practice.

From a closer listening to the population, the expression of its inhabitants is recurrent, according to which when thinking about starting a business idea, the statement that when starting a business immediately emerges competition and they do not prosper, which is assumed as a barrier or fear, in the face of what is perceived, is put before it. so it is valid to note that the strength of the trademark in the products or services for its subsistence is unknown. From this sense, it is necessary to start researching the differentiating elements or what make the brand unique so that it remains in the market. For this reason, this research initiative arises to deepen the issue of the personality of the business brand when it comes to entrepreneurship, of what makes something unique compared to others, the differential, the added value that the consumer assumes from the product or service that is offered in a digital market for its continuation.

In reference, this space is opened to generate studies focused on the personality of the business brand, to the understanding of its scope, not only as a concept of obligatory construction in an era of competitiveness and survival, but as a condition to achieve growth and business transformation, achieving permanence and correspondence with current trends through Marketing. This issue, moreover, constitutes in terms of the current business ecosystem, a term outlined by Casanoves (2017), a fundamental link between entrepreneurs - customers, what we are and what we transmit, which in some way corresponds to the marketing phrase, according to which the product is not sold but the experience, where what is unforgettable is printed, the tangible and the source of what makes the consumer return, reaching the loyalty of the product or service.

JUSTIFICATION

This research, as contemplated by its purpose, is **convenient** to strengthen the line of research of Marketing with categories that point to the understanding of the personality of the brand, as a topic of marketing that pays tribute to the strategic component for business growth in the south of La Guajira, in the same way, it provides elements of knowledge that process valuable information that enables companies and new ventures to apply a model that allows them to create the beyond their identity, an attraction, their spirit of product or service, which will make it unique so as not to be easily knocked down in a market that easily copies business ideas and rarely dares to expand to other markets, to generate socioeconomic transformation in the region.

Next, it has **social relevance** in view of the fact that its results benefit the business sector of the municipality, being a strategic component that favors permanence in the market, its differentiation and even loyalty, since through its products or services pleasant experiences are offered to the consumer because they allow them to become loyal, synchronize with something that in turn speaks of themselves and generates a feeling of well-being. In this sense, the results of the research favor a social group not only of entrepreneurs or businessmen, but also of consumers and even the economy of the development locality.

At the level of **practical implications**, the information of the model for the creation of the brand's personality in the indicated context, southern region of the department of La Guajira, helps to solve the problem of finding what makes a business or entrepreneurship unique, which will give touch to the strategic component to remain in the market. expand and contribute to business growth while promoting sustainability.

Consequently, this study input provides **useful elements** to know and apply in favor of the strengthening of the sector under study. In such a way, that once this stage of knowledge is completed, its specific purpose of designing the archetype of the brand is consolidated and it proceeds to propose spaces of social projection or extension through which what has been detected and its possible applications are addressed, thus managing to train in the face of what has been discovered, generate actions to impact the business fabric and thus aim at the economic growth of the region.

In addition to the above, by generating a **theorized model** in this regard, theoretical support will be given to the research and thus strengthens a gap in the brand knowledge of the ventures or business ideas valid in terms of the context of study, taking into account that there is a lack of research in this regard and this may in turn allow leaving a construction model to future studies. At the same time, the research allows us to discern a construct in this regard, which implies recognizing in its origin that comes from psychology applied to the world of business marketing a relevant knowledge for strategic differentiation that allows to remain active and be attractive to the consumer.

Next, the contribution to **scientific knowledge** of the problem posed responds more to a solution of the context at the regional or local level than a global one, given that the issue of brand personality is fully applicable in multinational companies, perhaps this explains the fact of growth and economic transformation in developed countries.

Finally, its **methodological relevance** lies in the creation of a model or archetype of the brand's personality that responds to the context of study, to the particularities of the

culture, of the environment since, through this, options are promoted in the way in which the process of creating the brand's personality is experienced. which is more than identity, it is its magic, what attracts and this facilitates its consolidation and predilection.

THEORETICAL FRAMEWORK

In this aspect, everything pertinent to the literature on the subject to be investigated will be condensed. It must be a detailed and concrete search where the theme and the subject of the object to be investigated have a theoretical support, which can be debated, expanded, conceptualized and concluded. No research should be deprived of a theoretical or reference foundation or framework.

It is necessary for the working group to know and handle all the theoretical levels of its work, to avoid repeating hypotheses or approaches already worked on. The review of this section of the project must be made very clear to indicate which theoretician(s) is the one that will serve as a guideline in your research.

o **Brand Personality**

Regarding the first category as a word composed of two terms that belong to different sciences or disciplines, we have that from psychology personality is defined as the set of traits or patterns that makes one person unique from another and according to Casanoves (2017) the word brand comes brand derives from the old Norse word brandr (burn) and is based on the fact that brands were and continue to be, the means through which products associated their goods with symbols of identity that allowed them to differentiate them from the rest.

In this sense, Ribas (2024) defines brand personality as a term that brings with it psychological science and consumer behavior, so it is usually defined as human characteristics associated with the brand, which has a symbolic or self-expression function. The above obeys criteria according to which it refers that the brands are chosen when those who choose them have aspects in common and this is what for the author is called the link.

Consistent with what has been enlightened, it is necessary to know that this phenomenon is supported by marketing theories and this, in turn, as reflected in the study by Hoppichler Navarro (2019) exhorts within its foundations the model of the Dimensions of Jennifer L. Aaker (1997), listing: the brand as a product, the brand as an organization, the brand as a symbol and finally the brand as a person. Likewise, relevant in its theoretical foundations, the five basic traits of the brand's Personality refer, among which it points out: Toughness or Robustness (ruggedness), Sophistication (sophistication), Competence (competence), Enthusiasm (excitement) and Honesty (sincerity).

Now, with respect to this pioneer in the subject and its edges, it should be noted that with respect to the five personality traits of the brand applied to other industries, there are some different valuable precisions, such is the case according to Escobar and Mateluna (2016) who through their studies in countries other than those studied by Aaker concluded, Although this model is valid and applicable to other scenarios, it can also be affected by the cultural environment of the industry analyzed and the specific features of each one. To illustrate in better detail these affectations of quotation verbatim this limitation; cultural and geographical barriers, since the language and beliefs of certain

countries may contradict valid studies in other industrial contexts, given the opinion of a product or service.

Aaker Model Theory

David Aaker (1996), one of the main theorists of brand personality, states in his model of dimensions, for a brand to be strong it must be composed of several key elements or dimensions that allow it to build its identity. However, it is curious to find similarities in some aspects of this topic, such as Brand Identity and brand equity, which need to be differentiated in order to understand the phenomenon, study it and build it accurately from its foundations.

In this sense, these clarifications are provided through OpenAI. (2025), for whom the difference lies in the focus and purpose of each model. Although he also clarifies that both are connected and complement each other, but they are not the same.

Brand Identity, in terms of its approach, is the essence and personality of the brand, how it wants to be perceived and what it represents. It is a more internal, strategic and aspirational concept. It is classified into: the brand as product, the brand as an organization, the brand as a symbol

brand as symbol) and finally the brand as person. While the first two represent the left half of the brain that is responsible for logical analysis (sense), the last two dimensions reflect the right half of the brain that deals with sensory synthesis (sensibility).

Its purpose is to define who the brand is, what makes it unique, how it communicates and what values it transmits. It is used to create an emotional and conceptual connection with consumers. Example: Nike wants to be perceived as an athletic, motivating, and challenging brand (identity). To do this, it builds its image with slogans such as Just Do It, sports ambassadors, dynamic design, etc.

Now, brand equity is the added value that a brand gives to a product or service from the consumer's point of view. It is a more external, measurable concept based on market perception. It is categorized into: Brand Loyalty, Notoriety (Brand Awareness), Perceived Quality, Brand Partnerships, and Other Assets (Legal, Channel, etc.)

In terms of purpose, evaluate how much value a brand has in the consumer's mind and in the market, and how that value impacts preference, loyalty, willingness to pay more, etc. Example: around its strong equity, consumers are willing to pay more for Nike sneakers than for unbranded ones, even if they are similar in functionality.

For the purposes of this study, as researchers we opt for the brand identity model, especially when it has a strong essential relationship with the theme of the brand's personality, which refers to identity, which makes something unique to someone, according to the historical definitions that psychology has addressed.

Brand Identity Models, Aaker, (1996)

Deployment of the theory of the Brand Identity model, Aaker, (1996), according to Hoppichler Navarro (2019). There are four dimensions: Brand as Product, Brand as organization, Brand as symbol, Brand as person. Brand as Product, deals with brand associations related to a product or service. It is closely linked to consumers' brand choice decisions and their personal experiences when using or consuming the product. The key element is in the dimension of being able to recognize the category of the product, the one in which the brand belongs. It is about connecting the brand to a specific product category, so that it is the first brand that the consumer thinks of in that group of products.

The attributes related to the Brands and Product are quality, purpose of use, type of users and the origin of the product or service. (Aaker, 1996).

Brand as organization, It concentrates less on the product or service itself, but mainly on attributes of the organization itself such as novelty or quality. These attributes are created by the company's workers, but also indirectly. The culture, values, and programs of it are often resistant to competition. This is because it is very complex to duplicate an organization with unique values, programs and people. In his way of being and thinking. Unlike the ease of copying a service or features of a product. (Aaker, 1996).

Brand as a symbol makes it easier for consumers to recognize and remember a brand. So the absence of a unique and characteristic symbol can be a huge disadvantage for the brand. It can be based on visual images, metaphors or the brand's heritage that reflects the identity of the brand. The symbol will be stronger and more effective if it is related to a differential value that the brand provides after its product or service is purchased and/or consumed. (Aaker, 1996). It is about looking for a symbol or a metaphor that the consumer can easily relate to the brand and with which they can establish an affective relationship.

Brands Person, considers that a brand has attributes typical of human personalities, since it has been shown that people relate to brands as if they were human. The brand's personality can enhance the consumer's association with. Since he can relate to her or establish an even affective relationship with her. In the same way that personalities influence human relationships, the brand personality forms the basis of the relationship between the consumer and the brand. The brand can also evoke images, functions and even attributes of the product itself to the consumer, thus contributing to a functional benefit. (Aaker, 1996).

Five brand personality archetypes. Aaker 1997.

The following is the "Model of the dimensions of brand personality" by the American social psychologist and professor of marketing at the Stanford graduate business school, Jennifer Aaker, published in 1997. This model delves into the dimension of the brand as a person, defined in David Aaker's "Brand Identity Model". Brand personality is the result of transferring the concept of personality from individual psychology to the context of marketing, under the premise that brands can develop a personality in a similar way to people.

Two experiments studied how a person's current situation and self-perception can affect the preferences of certain brands over others (self-expressive use of brands) and therefore, how the cultural and emotional differences of each person can influence their perception of a brand's personality. (Aaker, 1997). Consistent with the results of these experiments, Jennifer Aaker proposed a scale that allows each brand to be classified according to 5 major dimensions of human personality or "Big Five". Honesty (sincerity), Enthusiasm (excitement), Competence (competence), Sophistication (sophistication) and toughness or robustness (ruggedness). Aaker, (1997). Each of the 5 general dimensions has numerous more specific characteristics associated with each personality type. According to what they appear in the message communicated by a brand. It would imply that it transmits this personality to a greater or lesser extent.

The specific traits of each brand personality dimension are as follows.

Honesty: realistic/Down-to-earth, Honest, Upright, Cheerful.

Enthusiasm: Bold, lively/full of life, Imaginative, Updated. / a day.

Competence: Reliable, intelligent. Successful.

Sophistication: High class. Lovely.

Hardness or robustness: Outdoors. Resistant. /Hard.

Aaker (1997) defines brand personality as the set of human characteristics associated with a brand. In other words, if a brand were really a person, how would it be described? Due to the pioneering nature of the acquisition study, most subsequent studies related to brand personality are based on this scale. Throughout the history of the discipline of psychology, the term personality has had two completely different meanings. The first raises the question, What do I say about myself?, describing the internal processes of the individual and helping to explain why that person acts in a particular way. It defines what is known today as internal personality. (Hogan, 1991).

On the other hand, the second meaning of personality describes: "What do others say and what do they think about me, that is, the social reputation or the way in which this individual is perceived by the people around him, such as his family, co-workers, etc. This meaning focuses on publicly verifiable personality, directly related to a person's appreciation and perception of themselves. (Hogan, 1991). Aaker's scale is based on its perceptions of consumers, as input, for the determination of each personality of the brand. That is, the meaning of personality, according to Hogan.

On the other hand, the input of this work will be what is communicated on each web page of the schools studied. The personality of a school's brand will not be measured by what others think it is, but by what the university itself sells to its future students (stakeholders). Through these means of communication. Therefore, the first meaning of the personality described above will be studied.

Currently, the brand marketing and communication literature has identified various qualitative techniques to explore and define a brand's personality, including the use of narrative discourse and metaphor analysis. Narrative discourse, as suggested by studies such as that of Allen and Olson in 1995, allows us to understand how brands are presented through stories and stories, while the use of metaphors, as explored by Caparra in 1997, reveals the implicit meanings and connotations associated with the brand.

The use of narrative discourse to identify the brand's personality:

- Narrative discourse focuses on the way brands build stories to connect with consumers.
- Analyze how brands use elements such as characters, situations, and plot development to create a memorable and meaningful experience.
- Storytelling allows brands to convey values, intentions, and goals, generating an emotional connection with the target audience.
- Narrative discourse analysis can help identify brand identity, distinctive characteristics, and tone of communication.

The use of metaphors to identify the brand's personality:

- Metaphors, as a linguistic device, are fundamental to understanding the underlying meanings that brands convey.
- Identifying the metaphors used by the brand helps to understand how the public perceives the brand and what feelings or images it evokes.

- Metaphors allow you to explore the values, image, and purpose of the brand through analogies and comparisons.
- The analysis of metaphors can reveal the brand's personality, its attributes, and its relationship with consumers.

In summary, both narrative discourse analysis and the study of metaphors are valuable tools for understanding a brand's personality, identifying its distinctive characteristics, and knowing how it relates to the target audience.

Theories of archetypes

The theory of archetypes is closely linked to the subject of personality whose origin was specified towards psychology, from its relationship with sciences or knowledge such as psychology, psychoanalysis that refers to its precursor Carl Gustav Jung, a psychiatrist, known for being one of the founders of the school of analytical psychology. also called psychology of complexes and depth psychology.

In this sense, when reviewing these authors Mark & Pearson (2001), it can be seen how they adapt the 12 main archetypes that are most frequently expressed in current commercial activity and that are essential to build a strong brand, which are described below:

1. The innocent: in favor of always seeking the good, which in turn means that values such as goodness and moral behaviors prevail instead of immoral behaviors such as greed. "When the innocent is active in a person, he is attracted by certainty, by positive and hopeful ideas, by simple and nostalgic images, by the promise of redemption" (Mark & Pearson, 2001, p. 75).

2. The explorer: It reflects the feeling of adventure and strong desire to conquer or affirm their individuality. "When the archetype of the explorer is active, his calling is to explore the world and in the process, find himself to know who he is" (Mark & Pearson, 2001, p. 88).

3. The sage: When this archetype predominates, there is a constant motivation and interest in learning. For the sage, the main fear that can occur is that of being deceived by unreal or false information, which would lead to a misinterpretation of situations. The basis for making a logical decision is always the knowledge of the information in depth. "When the wise man is active in the lives of consumers, they have a keen interest in learning deeply" (Mark & Pearson, 2001, p. 106).

4. The hero: The hero wants to ratify himself, he always tries to overcome his limits, in addition to constantly trying to make the world a better place, he is one of the pillars of philanthropy. "When the archetype of the hero is active in a person, he is strengthened by challenge, is outraged by injustice, and responds quickly and decisively to crisis or opportunity" (Mark & Pearson, 2001, p. 115).

5. The outlaw: "The outlaw has the charm of forbidden fruit. It contains the dark qualities of culture, that is, the qualities that society despises and neglects. This archetype unleashes the repressed passions of society. When the consciousness of the outlaw is present, people have a keener perception of the limits that civilization imposes on human expression" (Mark & Pearson, 2001, p.131).

6. The magician: "When the magician archetype is active in individuals, they are catalysts for change. Magicians are motivated by the desire for personal transformation

and the opportunity to change people, organizations, and time. They will appreciate you offering them transformative experiences, but the greatest gain comes when you can help a client excel" (Mark & Pearson, 2001, p. 151).

8. The lover: The lover wants quality from the brand he consumes, not for prestige, but for prestige.

to enhance your enjoyment of living. Therefore, "The lover wants a deeper kind of connection: one that is intimate, genuine, and personal. Such forms of connection (...) require far more knowledge, honesty, vulnerability, and passion than the colder connection of the common boy" (Mark & Pearson, 2001, p. 200).

9. The jester: He is characterized by a spontaneous and natural way of acting, which is still welcomed and admired by others. For Jansen (2006), this archetype would be positioned between "social" and "liberal", it takes both directions, which is desired in brands that care about looking relaxed and informal. In the same way, "the basic desire is to be spontaneous and recover that playful spirit that we all had when we were little (...). The jester archetype helps us to live life in the present and to be impulsive and spontaneous" (Mark & Pearson, 2001, p. 207).

10. The caregiver: You have concerns for others, and the product should help you show greater commitment and provide great ease of action. "The caregiver is an altruist, moved by compassion, generosity, and the desire to help others" (Mark & Pearson, 2001, p. 217).

11. The creator: "Almost all people have a form of expression through creativity" (Mark & Pearson, 2001, p. 239) that is exposed through different activities that stimulate this desire. "When the archetype of the creator is active in individuals, they feel compelled to create or innovate; otherwise, they suffocate" (Mark & Pearson, 2001, p. 236).

12. The ruler: He evokes responsibility, competence and sovereignty, and would be concerned about the well-being of society and the planet. The products and services related to it reaffirm the power and prestige of the consumer. "He is in charge and in control. It is typical of him to show himself as a highly responsible individual, who has many important tasks" (Mark & Pearson, 2001, p. 257).

o **Business growth**

The process by which a company expands its size, operational capacity, market share, revenue, or geographic reach, through strategies that can be internal (organic expansion) or external (mergers, acquisitions, alliances).

Key elements of the concept:

- Size: it can be measured by sales, assets, number of employees, market share, among others.
- Dynamic process: it is not a fixed state, but a progressive development.
- It involves structural and strategic development: it includes innovation, improvement in processes, diversification and professionalization of management.

Type of business growth:

According to OpenAI. (2025, June 4) there are the following types of business growth: organic, inorganic, horizontal, vertical, and diversified.

TYPE	FEATURE
Organic (Internal)	Through reinvention, innovation, increased production or sales

Inorganic (External)	Through mergers, acquisitions or strategic partnerships.
Horizontal	Expanded in the same sector or product type
Vertical	Expansion to upstream or downstream stages of the production chain
Diversified	Entry of new markets or products other than the original ones.

Theoretical approach:

From administrative and organizational theory, business growth is linked to factors such as:

- Corporate Strategy and Competitive Advantages (Michael Porter).
- Dynamic capacities (Teece and Pisano).
- Stages of the business life cycle (Greiner, Churchill & Lewis).

According to Aaker and Álvarez (2014), at the end of the 1980s, a very unique, evolutionary new idea emerged: brands are assets, they have value, and they direct business strategy and performance.

Conceiving of brands as assets gave rise to formidable chain changes. It changed the perception of marketing in brand management, the way in which brands should be promoted, quantified, and the role of marketing managers. Many executives felt that the key brands in their portfolios had inadequate vision and strength to support the business strategy, and stopped considering communication tactics as a single single solution. Unless they were brand assets that favored the business strategy and impacted customers, the strategy was destined to fail.

Comparative table of the brand's personality in the international, national-Colombian and local contexts department of La Guajira

Level	Sources	Methodology	Category / Dimension Brand personality	Findings
International	Vicencio-Ríos, G., Araya-Castillo, L., Millán-Toledo, C., & Rivera Flores, Y. (2020), Public transport brand personality study. In	Consumer surveys brand personality scales based on Aaker (1997), comparative analysis between chains and between countries. He makes some clarifications in the fast food sector in the US and Brazil.	The Aaker model (sincerity, emotion, competence, sophistication, rudeness) predominates. However, in the fast food sector, it poses, different dimensions: Country USA MCDonald's: Fun,	Even though in the case of the United States the Aaker model is applied very frequently, in the case of the fast food sector there is a Variations that many

	<p>their citation of Maciel and Rocha da Silva (2013) they refer to the fast food sector pointing out some variations.</p>		<p>Competition, Credibility, Modernity and Attractive. Country Brazil: MCDonald's, Fun Competence, Credibility, Modernity and Sensitivity.</p> <p>Brasil Subway: Fun Competence, Credibility, Modernity and Sophistication.</p>	<p>authors have been mentioning due to the cultural aspects or narratives of this same order.</p>
<p>National / Colombia</p>	<p>The research on Brand Personality in the Fast Food Sector for the case of Colombia is little explored except for the case of image analysis and positioning of local brands (Crepes & Waffles, etc.), where there is a publication regarding how it has remained in the market as a brand,</p>	<p>Case studies, local surveys, interviews with managers; frequent use of adapted questionnaires. Use of Aaker /1997) in conceptualizations or academic studies.</p>	<p>Frequent features in the references reviewed: -- Authenticity, Spirituality, Quality Cultural link, Cooperation with competition. Communication with the client.</p>	<p>Colombian brands stand out for their cultural identity and sustainability, reinforcing consumer preference.</p>

	<p>but it does not specify in the study category. The same happens with research from ICESI University, called Brand Archetypes: Reality Vs. Theory. However, the National Association of Advertisers of Colombia, from the Central University of Bogotá, refers to concepts and some from Aaker (1997) to Branding scholars, have found that brands beyond being inanimate objects become symbols that reflect cultural, social and emotional meanings</p>			
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	(Ambroise, 2006)			
Local / Department of La Guajira.	In this regard, there are some productive diagnoses and projects on Wayúu gastronomy. There are no known academic or market studies on the subject.	Scarcity of both qualitative and quantitative studies.	Trend: strong cultural identity Traits discovered: Faith Quality/quantity. Customer Engagement	An empirical vacuum is observed; validation with surveys and perception studies is required.

Source: Own design (2025)

METHODOLOGY:

hermeneutics offers an alternative for research focused on interpretation, in this sense, its approach is qualitative, it does not resort to statistics to account for a reality. Regarding the technique used, it is a semi-structured interview applied to 4 units of analysis made up of entrepreneurs in the gastronomic sector, particularly fast food whose selection criteria points to the fact that they have taken on the challenge of growing with their businesses in other municipalities or countries different from those of the south of La Guajira, to which an instrument was applied, interview script, recordings to obtain information.

Common findings (synthesis): The Aaker model (1997) continues to be the most widely used theoretical basis for measuring brand personality. In international markets, there is almost always a variation in a maximum of two characteristics. In the case of national / Colombia, the emphasis is on local identity and sustainability, the above is very similar to the incipient study at the departmental level, in La Guajira, gastronomic traditions have been documented, but both qualitative and quantitative studies on brand personality in Colombia and in the department of La Guajira are lacking.

DISCUSSION:

The personality of the brand in the fast food sector is not easily globalized, because it responds to cultural demands that nourish the understanding of the phenomenon. On a general level, the contributions of who is considered the father of the phenomenon remain valid, with the exception that there are variations determined by the cultural aspect. In the Colombian National context, although its research is limited and its

application incipient, without a doubt the local and cultural identity determines it, as is also the case of the department of La Guajira, especially in the south of the region as the place par excellence of the study.

Practical recommendations: Apply scales adapted from Aaker (1997) and open questions on cultural attributes to identify the factors specific to the location in which the company wants to expand. Carry out mixed studies in La Guajira (focus groups + surveys) that measure local perception and in turn, measure the impact of brand personality on indicators that point to business growth based on identity and cultural bond.

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