



Brand Personality and Perceived Brand Equity of Local Identity Hand-Woven Plastic Bags: A Case Study of the Khlong Mai Subdistrict Administrative Organization Thailand

Ntapat Worapongpat

Eastern Institute of Technology Suvarnabhumi (EIT)

*Corresponding Author e-mail: dr.thiwat@gmail.com

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Abstract

This research consists purposes were 1. to examine the level of brand personality perception of hand-woven plastic bags produced in Khlong Mai Subdistrict, Sam Phran District Nakhon Pathom Province 2. to analyze the influence of brand personality dimensions on the perceived local identity brand equity of the products and 3. to propose guidelines for developing a distinctive brand personality that reflected the local identity of the Khlong Mai community. The study employed a quantitative research approach. Data were collected from a sample of 400 consumers of hand-woven plastic bags, determined using W.G. Cochran's formula at a 95% confidence level and selected through purposive sampling. The research instrument was a questionnaire developed based on the Brand Personality framework and adapted into six relevant dimensions sincerity, excitement, sophistication/refinement, sustainability, localness and reliability Data were analyzed using descriptive statistics and multiple regression analysis. The findings revealed that 1) consumers' perception of the brand personality of hand-woven plastic bags was at a relatively high level ($\bar{x} = 3.94$, S.D. = 0.12) 2) all brand personality dimensions positively and significantly influenced perceived local identity brand equity ($p < 0.05$), with sincerity exhibiting the strongest effect on brand equity perception ($\beta = 0.26$, $p < 0.01$) and 3) brand development guidelines should emphasize the design of patterns and colors that reflected the unique local identity of Khlong Mai, the use of digital communication channels to convey the product's story and the creation of a brand image connected to community lifestyle and culture. These approaches were essential for enhancing brand recognition and consumer loyalty, thereby supporting the sustainable development of the community enterprise.

Keywords: Brand Personality, Perceived Brand Equity, Local Identity



Introduction

In recent years, Thai local handicrafts have increasingly gained recognition in both domestic and international markets due to their cultural authenticity and aesthetic appeal. Among these products hand-woven plastic bags have emerged as distinctive handicrafts that represent the ingenuity and creativity of local artisans, particularly within rural communities (Seimiene, E., and Kamarauskaite, E, 2014, p.429–434). However, despite this growing attention, there remains a significant lack of academic exploration into how brand personality can effectively communicate community identity and influence consumers' perceived value (Phau, I., and Lau, K. C, 2000, p.52–69).

Most branding-related studies in Thailand have focused on city branding, destination branding and tourism-oriented place marketing. In contrast, research on branding strategies for community-based handicraft products remains limited, particularly studies that emphasize emotional and symbolic brand dimensions (Freling et al., 2011, p.392–406). This gap highlights the need to understand how branding elements rooted in local identity can enhance competitiveness and long-term sustainability within the handicraft sector.

International studies suggest that integrating cultural values into brand identity can significantly strengthen brand differentiation and authenticity, which are critical factors in consumer decision-making. For example, research on handicraft products in Tasikmalaya, Indonesia, demonstrates that culturally grounded brand identities not only convey uniqueness but also enhance perceived value and emotional connections among consumers. The Brand Personality Framework, comprising dimensions such as sincerity, excitement, competence, sophistication and ruggedness, provides a theoretical foundation for explaining how consumers attribute human-like traits to brands (Loureiro et al., 2014). Nevertheless, empirical studies applying this framework to plastic-woven handicrafts that distinctly reflect Thai local identity particularly products produced by community enterprises such as those in Khlong Mai Sub-district, Sam Phran District Nakhon Pathom Province remain scarce.

According to the literature review, while the aesthetic and functional values of hand-woven plastic products from the Khlong Mai community are well recognized, the underlying brand personality that communicates the community's identity, cultural values, and craftsmanship has not been sufficiently explored (Ghorbani et al., 2022, p.1960–1991). Existing research has tended to focus on product quality, production readiness and marketing capability, whereas emotional and symbolic brand dimensions have received comparatively limited attention (Giroux et al., 2017, p.180–195). Consequently, the role of brand personality in enhancing consumer perception and value creation for community-based handicraft products remains unclear.



Despite the craftsmanship and cultural richness of the Khlong Mai Sub-district community, local producers continue to face challenges in differentiating their products within highly competitive markets (Su, J., and Tong, X, 2015, p.124–133).

Hence, this research addresses the need to understand how a brand personality reflecting local identity can enhance the perceived value of community-based hand-woven plastic products. By applying the Brand Personality Framework to the Khlong Mai Sub-district handicraft community, this study aims to identify brand personality traits that resonate with consumers, strengthen brand equity and support sustainable local economic development through culturally grounded branding strategies.

The Purposes

- 1.To examine the level of perceived brand personality of hand-woven plastic bags produced in Khlong Mai Sub-district, Sam Phran District Nakhon Pathom Province.
- 2.To analyze the influence of brand personality dimensions on the perceived brand value of hand-woven plastic bags in terms of local identity.
- 3.To propose guidelines for developing a distinctive brand personality that effectively reflects the unique community identity of Khlong Mai Sub-district in order to enhance product differentiation and competitive advantage in the handicraft market.

Literary Review

The concept of brand personality has been extensively explored in marketing literature since it was proposed as a crucial mechanism for brand differentiation and for establishing emotional connections between consumers and brands. Aaker conceptualized brand personality as comprising five core dimensions: sincerity, excitement, competence, sophistication, and ruggedness. This framework provides a systematic approach for understanding how consumers attribute human-like characteristics to brands (Worapongpat et al., 2025). Numerous empirical studies have confirmed that brand personality plays a significant role in enhancing perceived value, consumer trust, and brand loyalty, particularly in the context of local and culturally embedded products (Kang, A., and Sharma, H, 2012, p.323–335).

In parallel, perceived brand value has been recognized as a critical determinant of consumer purchase decisions and long-term brand loyalty. Perceived brand value reflects consumers' overall evaluation of a product based on functional, emotional and symbolic benefits relative to perceived costs (Worapongpat, N, 2025). For community-based handicraft products, perceived value rooted in local identity and cultural meaning



is especially important for achieving product differentiation and enhancing competitive advantage in the marketplace.

However, existing research on brand personality and perceived brand value has predominantly focused on food products, mass consumer goods, or handicrafts examined at national and regional levels, particularly within urban contexts (Ramaseshan, B., and Tsao, H. Y, 2007, p.458–466). As a result, academic investigations into brand personality for highly specific local handicraft products such as hand-woven plastic bags produced by community enterprises remain limited. Products from Khlong Mai Sub-district, Sam Phran District, Nakhon Pathom Province, which embody distinctive local wisdom and community identity, have not been sufficiently examined through the lens of brand personality and perceived local identity brand value (Thongthip, W., and Polyorat, K, 2015, p.22).

Therefore, this study addresses the existing research gap by applying the Brand Personality Framework and the theory of Perceived Brand Value to a specific community-based handicraft product. By examining how brand personality dimensions influence consumers' perceived local identity brand value, this research aims to generate empirical insights and propose practical brand development guidelines that align with the cultural identity and sustainability objectives of the Khlong Mai community enterprise.

Methodology

This study was a quantitative research employing a questionnaire as the research instrument for data collection from consumers of hand-woven plastic bags produced by the Khlong Mai Sub-district community. The research process was conducted in accordance with ethical principles for human research. All respondents were informed of the objectives of the study, their right to refuse or withdraw from participation at any time, and the confidentiality of the information provided. Participation in the study was entirely voluntary and the completion of the questionnaire was considered as informed consent. The questionnaire did not include any questions related to personal information that could identify individual respondents. All collected data were treated as general statistical information and were analyzed and reported in aggregate form only, ensuring that individual identities could not be identified.

1. Population and Sample

1.1 Population: The population for this study consists of consumers who have purchased or used hand-woven plastic bags produced by the Khlong Mai Sub-district community in Sam Phran District, Nakhon Pathom Province. This includes purchases made locally, at local trade fairs, or through the community group's online channels. Since the total number of the population cannot be precisely determined, the W.G. Cochran formula



was used to calculate the required sample size. Assuming a population proportion of 50% ($P=0.50$), an acceptable margin of error of 5% ($d=0.05$), and a 95% confidence level ($Z=1.96$), the resulting calculated sample size was 384.16 individuals.

1.2 Sample: The sample size for this study was determined to be 400 consumers of the Khlong Mai hand-woven plastic bags. Purposive Sampling was employed to select participants from various sales channels, including:

Khlong Mai Sub-district community markets

Local handicraft shops in Sam Phran District

OTOP (One Tambon One Product) trade fairs in Nakhon Pathom Province

Online channels of the Khlong Mai community enterprises and housewives' groups

The selection criteria prioritized individuals who were actual users or purchasers of the product to ensure the collected data directly addressed the research objectives.

2. Research Instrument

The primary research instrument was a Questionnaire, structured into three main sections:

2.1 Section 1: General Demographic Information This section included questions on gender, age, occupation, education level, marital status, average monthly income, and frequency of purchasing woven bags.

2.2 Section 2: Brand Personality Perception Measurement This section measured the perceived brand personality based on the framework, consisting of 5 core dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. This section contained a total of 42 items, with the wording adapted to align with the specific characteristics of the hand-woven plastic bags. A 5-point Likert scale was used for all measurement items.

2.3 Section 3: Open-ended Suggestions This section provided an opportunity for respondents to offer additional feedback regarding the development of the brand personality and the enhancement of the bags' identity-based value.

Instrument Quality Check

Content and Construct Validity: The questionnaire items were initially developed based on a thorough review of relevant theories and previous research. Item-Objective Congruence (IOC) was then assessed by three subject matter experts (SMEs). Items with an IOC value greater than 0.5 were retained.

Reliability: A pilot test (Try-out) was conducted with a convenience sample of 30 individuals to assess the instrument's reliability. Cronbach's Alpha Coefficient was calculated for each construct. The resulting Alpha values ranged from 0.71 to 0.91, indicating sufficient internal consistency and reliability.



3. Data Collection

The questionnaire did not include any questions related to personal information that could identify the respondents. All data collected were general statistical information only and could not be used to identify individual participants.

Primary data were collected using questionnaires consisting solely of general statistical information. The data collected could not identify individual respondents and were used exclusively for academic research purposes.

Respondents participated in the study on a voluntary basis, and completion of the questionnaire was considered as voluntary informed consent.

Secondary Data: Secondary data were gathered from relevant documents, academic research, reports, and information provided by pertinent organizations, such as the Sam Phran District Community Development Office, the Department of Community Development, and published materials from the Khlong Mai housewives' group.

4. Data Analysis

Descriptive Statistics: Mean (\bar{x}) and Standard Deviation (S.D.) were used to describe the general characteristics of the sample and the perceived level of brand personality.

Inferential Statistics: Pearson's Correlation Coefficient: Used to examine the relationship between the brand personality dimensions and the perceived brand value.

Multiple Regression Analysis: Used to determine the influence and predictive power of the brand personality dimensions on the perceived brand value. The statistical significance level for all tests was set at $\alpha=0.05$.

5. Statistical Software

Statistical calculations, including the mean, standard deviation, Pearson's correlation and multiple regression, were performed using commercially available statistical software packages

Results

This Research The researcher can classify the research results as follows

Objective 1: Consumer Profile and Perceived Brand Personality Level

The research findings for Objective 1 indicate that the consumers of hand-woven plastic bags in Khlong Mai Sub-district are predominantly female, belonging to the middle-aged working group, with moderate income, and primarily holding a Bachelor's degree. This demographic is generally inclined to value product design, quality and identity.

Table 1 General Demographic Information of Hand-Woven Plastic Bag Consumers

Category	Sub-category	Frequency (N)	Percentage (%)	Category	Sub-category	Frequency (N)	Percentage (%)
Gender	Male	142	35.50	Monthly Income (Baht)	Below 10,000	108	27.00
	Female	252	63.00		10,001–20,000	152	38.00
	Other	6	1.50		20,001–30,000	94	23.50
Age (Years)	Below 20	48	12.00	Occupation	30,001–40,000	32	8.00
	21–30	126	31.50		40,001 and above	14	3.50
	31–40	138	34.50		Housewife/Homemaker	78	19.50
	41–50	58	14.50		Private Company Employee	132	33.00
	51–60	22	5.50		Government/State Enterprise Officer	54	13.50
Education Level	61 and above	8	2.00	Other	Student	62	15.50
	Below High School	46	11.50		Other	74	18.50
	High School/Vocational Certificate	88	22.00				
	Associate Degree/Higher Vocational Cert.	74	18.50				
	Bachelor's Degree	152	38.00				

	Master's Degree or Higher	40	10.00				
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Summary from Table 1: The majority of respondents were female (63.00%). The largest age group was 31–40 years (34.50%), followed by 21–30 years (31.50%). The dominant income bracket was 10,001–20,000 Baht (38.00%). The primary occupation was private company employee (33.00%), and the highest education level attained was the Bachelor's degree (38.00%).

Table 2 Level of Perceived Brand Personality for Hand-Woven Plastic Bags in Khlong Mai Sub-district

Brand Personality Dimension	Mean (\bar{x})	Standard Deviation (S.D.)
Craftsmanship	4.12	0.52
Creativity	3.98	0.60
Sustainability	3.85	0.57
Local Identity	4.25	0.48
Reliability	3.90	0.55
Overall Mean	4.02	0.54

Summary from Table 2: Consumers' overall perception of the brand personality was relatively high (\bar{x} = 4.02 on a 5-point scale). The dimension receiving the highest perceived score was Local Identity (\bar{x} = 4.25), indicating that consumers clearly recognize and value the local uniqueness reflected in the product. This was closely followed by Craftsmanship (\bar{x} = 4.12), highlighting the perceived quality and skill inherent in the handicraft, which is a crucial selling point.

Independent Variables

Table 3 Detailed Analysis of Brand Personality Dimensions Across Items

Brand Personality Dimension	Model 1 (\bar{x} (SD))	Overall Mean (\bar{x})
Craftsmanship	4.28 (0.69)	4.25
Sustainability	4.20 (0.71)	4.20
Creativity	4.35 (0.67)	4.27
Reliability	4.15 (0.72)	4.12
Local Identity	4.32 (0.68)	4.30
Overall Mean	4.26	4.23



Summary from Table 3: The overall average perception of brand personality was high ($\bar{x}=4.23$). The highest-rated dimension was Local Identity ($\bar{x}=4.30$), reflecting a strong appreciation and pride in the local heritage evident in the weaving patterns and materials. This was followed by Creativity ($\bar{x}=4.27$), suggesting consumers perceive the products as diverse and modern in design. Craftsmanship ($\bar{x}=4.25$) and Sustainability ($\bar{x}=4.20$) also scored highly, demonstrating attention to weaving quality and environmental responsibility. Reliability ($\bar{x}=4.12$) was rated moderately high, indicating consumers perceive the products as durable and functional, though there is room for further enhancing confidence.

Objective 2: Influence of Brand Personality on Perceived Brand Value

Table 4 Multiple Regression Analysis of Brand Personality Dimensions on Perceived Brand Value

Brand Personality	B	Beta (β)	t	Sig. (p)	Tolerance	VIF
Constant	1.10	-	5.80	.000**	-	-
Craftsmanship	0.38	0.35	4.50	.000**	0.62	2.10
Creativity	0.30	0.32	3.25	.002*	0.55	2.45
Sustainability	0.27	0.28	2.90	.005*	0.58	2.15
Local Identity	0.25	0.26	2.65	.008*	0.60	1.95
Reliability	0.20	0.21	1.85	.065	0.65	1.75
R ² =0.43, p<0.05						
Note: p<0.01 (**); p<0.05*						

Summary from Table 4 Multiple regression analysis indicates that the brand personality of the hand-woven plastic bags has a positive and statistically significant influence on overall perceived brand value (R²=0.43, p<0.05), accounting for 43% of the variance in perceived brand value.

Craftsmanship was the strongest predictor of perceived brand value ($\beta=0.35$, p<0.01), demonstrating that the meticulousness and skill in production play a paramount role in value creation.

Following closely were Creativity ($\beta=0.32$, p<0.05) and Sustainability ($\beta=0.28$, p<0.05), reflecting the importance of perceived innovation and environmental responsibility.

Local Identity also significantly influenced perceived value ($\beta=0.26$, p<0.05), underscoring the acceptance and appreciation of the unique cultural identity.

Reliability, despite having a positive coefficient, did not meet the threshold for statistical significance (p=0.065). This suggests that while consumers recognize the product's durability, further efforts in quality assurance or communication are needed to solidify this aspect as a significant driver of perceived brand value.



Objective 3: Guidelines for Brand Personality Development

Based on the analysis, with Craftsmanship and Local Identity being the primary factors driving perceived value, brand personality development must focus on clearly communicating these values. The following guidelines are recommended for developing the brand personality:

Table 5 The following guidelines are recommended for developing the brand personality

Development Focus	Suggested Guidelines
Promoting Craftsmanship and Skill	Create promotional materials showcasing the meticulous production process. Organize training workshops for artisans to enhance quality and introduce new techniques.
Emphasizing Local Identity/Authenticity	Integrate the history and local culture of Khlong Mai Sub-district into the design or packaging. Build a brand connection with the community through promotional activities or cultural tourism initiatives.
Enhancing Sustainability	Clearly communicate the use of recycled materials, such as the plastic thread, and its contribution to environmental preservation. Market the products through digital channels with an eco-friendly concept.
Improving Reliability and Creativity	Seek quality certifications or handicraft standards. Develop modern patterns and color schemes while strictly maintaining the core local identity.

Conclusion

This Research The researcher can summarize the results of the research study according to the following

This research demonstrated that examining brand personality through dimensions reflecting local identity was a critical strategy for enhancing perceived brand equity and strengthening the competitive advantage of community-based handicraft products. The findings indicated that brand personality dimensions, particularly those associated with craftsmanship, creativity, sustainability, local identity and reliability, significantly influenced consumers’ perceived value of hand-woven plastic bags produced by the Khlong Mai Sub-district community enterprise.

Furthermore, the results provided practical insights for community entrepreneurs and local organizations in planning brand development and marketing strategies that emphasized cultural identity and emotional value, rather than relying solely on functional attributes. This branding approach supported not only income generation and long-term community sustainability but also the preservation and promotion of local culture in parallel with economic development.



Discussion

This Research The researcher can discuss the research results as follows

With regard to Objective 1, the results indicate that consumers perceive the overall brand personality of hand-woven plastic bags from Khlong Mai Sub-district at a relatively high level, particularly in dimensions associated with local identity and craftsmanship. This finding suggests that the consistent integration of local culture, community lifestyle, and artisanal skills into product design successfully creates strong and meaningful brand associations among consumers. Such associations enhance consumer awareness and foster emotional connections with the products. This result supports the conceptualization proposed by Coelho et al. (2020, p. 41–55), who argued that culturally embedded brand personality strengthens perceived value and contributes to brand loyalty.

In relation to Objective 2, the regression analysis demonstrates that key brand personality dimensions namely craftsmanship, creativity/excitement, and local identity positively and significantly influence perceived local identity brand equity. Among these dimensions, craftsmanship emerges as the strongest predictor of perceived brand value. This finding highlight that for handmade and community-based products, consumers place considerable importance on tangible indicators of skill, quality, and attention to detail. This result is consistent with the findings of Davies et al. (2018, p.115–127), who suggested that brand personality attributes related to quality, competence, and distinctiveness enhance competitive advantage. The present study therefore contributes new empirical knowledge by confirming that a craftsmanship-driven brand personality plays a central role in value creation for plastic-woven handicrafts, a product category that has received limited scholarly attention.

Regarding Objective 3, the findings suggest that effective brand development guidelines should prioritize communicating a brand personality that clearly reflects the unique identity of the Khlong Mai community. Practical implications include the strategic use of digital platforms and storytelling techniques to convey cultural meaning, production processes, and community values embedded in the products. Such communication strategies enhance emotional attachment and strengthen brand loyalty by enabling consumers to associate the products with authentic local narratives. This finding corresponds with the framework proposed by Freling and Forbes (2005, p.404–413), which emphasizes the strategic management of brand personality in alignment with cultural narratives to increase differentiation and perceived value.

Discoveries or New Knowledge

This study provided new empirical evidence on the relationship between brand personality and perceived local identity brand equity within the context of community-based handicraft products. Specifically, the findings demonstrated a clear hierarchical influence of selected brand personality dimensions craftsmanship, creativity, and local identity adapted from Aaker's Brand Personality Framework on perceived brand value in a non-traditional product category, namely hand-woven plastic bags produced by a local community enterprise.

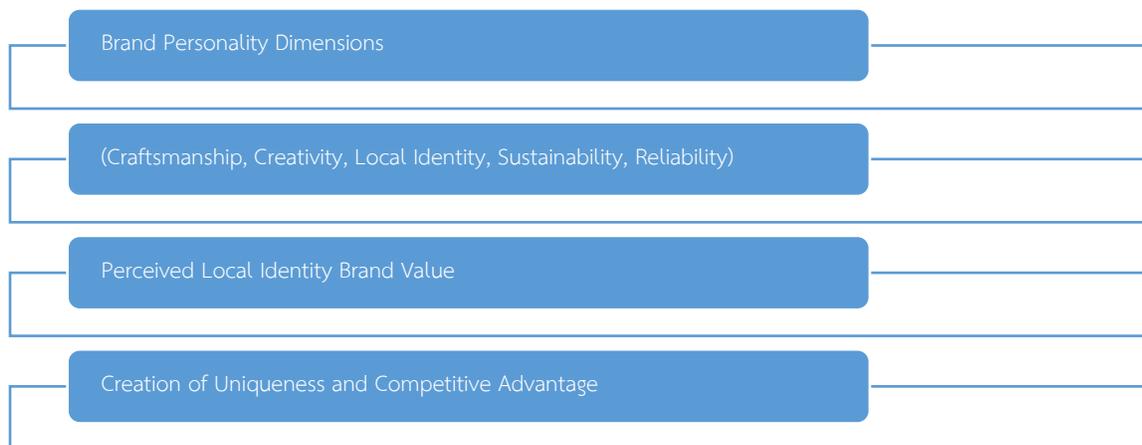


Figure 2: Conceptual Model of the Relationship between Brand Personality and Perceived Brand Value

As illustrated in Figure 2, the conceptual model indicated that a clearly defined brand personality aligned with local identity significantly shaped consumers' perceived brand value. This alignment contributed to product differentiation and competitive advantage in the handicraft market. Systematic development and effective communication of brand personality enabled the Khlong Mai community to elevate product positioning, strengthen consumer trust, and support sustainable market growth. Consequently, this study contributed new knowledge by demonstrating that culturally grounded brand personality was not merely a symbolic attribute but a strategic mechanism for value creation and sustainable community-based branding.

Suggestion

1. Recommendations for Utilizing the Research Findings

1.1 Based on Research Objective 1 The finding that the perceived brand personality of the Khlong Mai hand-woven plastic bags was at a moderate to high level indicates emerging consumer awareness and brand recognition. To strengthen this perception, relevant agencies and community enterprises should implement consistent brand communication and public relations activities, support systematic brand development (e.g.,



logo, packaging, and visual identity), and ensure brand consistency across all sales channels. These actions will reinforce brand recognition, credibility, and a coherent brand personality in the marketplace.

1.2 Based on Research Objective 2 The results demonstrated that craftsmanship (sincerity/authenticity) and creativity (excitement) significantly influenced perceived brand value. Therefore, product development should emphasize production quality, artisanal skills, and authenticity to enhance consumer trust. Simultaneously, creative design elements, such as innovative patterns and functional adaptations, should be continuously developed to maintain novelty and consumer interest. Communicating product stories that reflect cultural meaning and craftsmanship will further strengthen perceived value and brand loyalty.

1.3 Based on Research Objective 3 The findings indicated that a brand personality reflecting the unique identity of the Khlong Mai community is essential for differentiation and competitive advantage. Accordingly, local administrative organizations should support brand identity development grounded in local culture and lifestyle. Strengthening producer networks will facilitate knowledge sharing and consistent brand positioning, while systematic use of digital marketing channels will expand market reach and effectively communicate the community's local narrative. These initiatives will contribute to sustainable economic development and cultural preservation.

2. Recommendations for Future Research

This study confirmed that brand personality rooted in local identity plays a critical role in enhancing perceived brand value and competitiveness of community-based handicraft products. Future research should examine the effectiveness of digital marketing strategies that integrate brand personality, explore the relationship between brand personality and purchasing behavior among specific target groups (e.g., tourists or international consumers), and develop integrated brand communication models that combine local cultural narratives with modern marketing techniques.

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