

# BIG TRAITS, BOLD LOGOS? EXPLORING THE PERSONALITY– BRAND DISPLAY LINK

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## **Abstract:**

This small-scale study investigates whether Big Five personality traits predict consumers' preferred brand logo size on clothing, specifically examining how these dimensions influence a preference for prominently visible versus understated logos. A two-stage quantitative design was employed: 37 female participants first completed the NEO-5 personality inventory and then drew their ideal brand logo of any size on a T-shirt template, followed by correlation and regression analyses linking personality traits to chosen logo size. The results show a statistically significant association between Openness to Experience and choosing larger logos, while no significant relationships emerged for Extraversion, Neuroticism, Agreeableness, or Conscientiousness; this finding suggests that the desire for visual self-expression is closely tied to an individual's openness to novel stimuli. However, the generalizability of these findings is limited by the study's relatively small, homogeneous sample and potential biases from participants' subjective judgments of an "ideal" logo size. By integrating Big Five personality assessment with an experimental logo-choice task, this study offers novel insights into the role of personality traits in consumer behavior, highlighting an underexplored link between individual differences and brand-identity expression.

**Key words:** Big Five Personality Traits, Brand Logo Size, Openness to Experience, Consumer Behavior, Brand Management

**JEL:** D12, M31

## **1 Introduction**

Consumers often use products and brands to express their identity, values, and social status (Elliott & Wattanasuan, 1998; Wang & Griskevicius, 2014). A brand's logo serves as a central identifier of the brand and doubles as a visible symbol for consumers to display (Foroudi et al., 2017; Wong et al., 2022). The prominence of a logo on apparel – whether bold and conspicuous or small and subtle – can communicate different messages about the wearer. Indeed, consumers sometimes strategically choose larger logos to signal status or confidence, especially when feeling low in power or insecure (Wong et al., 2022; Wang & Griskevicius, 2014). This pattern raises the question of whether stable personality traits underlie an individual's preference for conspicuous versus understated logos.

Personality psychology often describes people along five broad trait dimensions – Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism – known as the Big Five (John, Naumann, & Soto, 2008). These enduring traits shape a range of behaviors, including consumer choices (Mulyanegara, Tsarenko, & Anderson, 2009; Mooradian & Olver, 1996). For example, extraverts tend to gravitate toward brands matching their outgoing nature, whereas highly neurotic consumers favor brands offering security and reliability (Mulyanegara et al., 2009). However, it remains unclear whether such personality-driven preferences extend to logo display. Direct empirical evidence linking personality

traits to preferred logo size is scarce (Barrera & Ponce, 2021), even though logo prominence is a concrete, observable choice that might reflect deeper identity motives.

Against this backdrop, while limited in scope, this small-scale study investigates how Big Five traits influence consumers' preferred logo size on apparel. In particular, two traits – Extraversion and Neuroticism – are theoretically likely to motivate a preference for larger logos. Extraversion is associated with sociability and a desire for social attention (Costa & McCrae, 1997); accordingly, extraverts may prefer large, eye-catching logos as a form of self-expression aligned with their attention-seeking tendencies. Neuroticism, by contrast, is associated with insecurity and anxiety. Highly neurotic individuals might likewise opt for prominent logos not to draw attention, but as psychological reassurance or status signals to bolster self-esteem (Mulyanegara et al., 2009; Wang & Griskevicius, 2014). While our primary focus is on these two traits, we examine all five dimensions for a comprehensive analysis.

To address this gap, we conducted an empirical small-scale study combining personality assessment with a logo-size preference task. Participants completed a Big Five inventory and then indicated their ideal logo size on clothing in a controlled task. We expected both Extraversion and Neuroticism to relate positively to preferred logo size, reflecting the self-expression and self-defense motives, respectively. This research contributes to consumer behavior literature by integrating an established personality framework with a novel perspective on consumer-brand symbolism. In doing so, it extends self-congruence and identity-signaling concepts into the domain of logo prominence. More broadly, the findings offer insights into how enduring individual differences shape visible consumption preferences, thereby bridging personality psychology and marketing practice.

## **2 Literature review**

### **2.1 The Big Five Personality Traits in Psychology**

Personality is often defined through five broad dimensions, commonly known as the Big Five or the Five-Factor Model. These five dimensions – Openness to Experience, Conscientiousness, Extraversion, Agreeableness, and Neuroticism – represent a comprehensive taxonomy of human personality traits (John, Naumann, & Soto, 2008). Each dimension is bipolar, ranging between two extremes (e.g., Extraversion vs. Introversion), and captures a cluster of related characteristics. For example, Extraversion reflects sociability, assertiveness, and a tendency to seek stimulation in social settings, whereas Neuroticism (i.e., low emotional stability) reflects proneness to anxiety, insecurity, and moodiness (Costa & McCrae, 1997). The Big Five model provides a systematic, empirically based framework to describe and compare individual personalities; over the past few decades, it has become widely accepted as the dominant paradigm for personality research, owing to its robustness across different cultures and languages (McCrae & Costa, 2003).

A key advantage of the Big Five framework is the availability of reliable instruments to measure these traits. In particular, Costa and McCrae's NEO Personality Inventory–Revised (NEO-PI-R) has become one of the most widely used measures of the Big Five (Costa & McCrae, 1997). The NEO-PI-R assesses each of the five domains through multiple facets and has demonstrated strong psychometric properties. It provides a quantitative profile of an individual's standing on each trait, enabling researchers to examine how these personality dimensions correlate with various behaviors and preferences. Today, the Big Five model is not only a theoretical construct but also a practical diagnostic framework applied in fields as diverse as clinical psychology, organizational behavior, and consumer research (John et al., 2008). Its use in the present study allows us to draw on a rich foundation of theory and empirical findings regarding how personality traits may influence behavior.

## 2.2 Personality Traits in Consumer Behavior

Personality psychology has important intersections with consumer behavior research. Consumers' stable dispositions can shape their preferences, decision-making styles, and brand relationships (Mulyanegara, Tsarenko, & Anderson, 2009). Prior studies suggest that individuals often gravitate toward brands or products that resonate with their own personality traits – a notion sometimes described as self-congruence or brand-personality congruence. For example, Mulyanegara et al. (2009) found that highly neurotic consumers tend to prefer “trusted” brands, presumably because such brands offer reliability and security valued by neurotic individuals, whereas extraverted consumers favor more “sociable” brands that match an outgoing, social self-image. These findings illustrate that the Big Five traits can be meaningfully linked to consumption preferences.

More broadly, personality influences behaviors such as shopping styles, susceptibility to marketing appeals, and loyalty (Menidjel et al., 2021). Past research has linked Extraversion with a preference for social shopping environments, whereas Conscientiousness is often associated with careful planning (Mooradian & Olver, 1996). Meanwhile, Neuroticism has been linked to higher materialism and comfort-seeking consumption as individuals may use products to regulate emotions or bolster self-esteem (Barrera & Ponce, 2021). One consistent theme in the literature is that consumers often use products and brands as a means of self-expression, choosing those that symbolize or reinforce aspects of their identity (Wong, Lalwani, & Wang, 2022). Examining how personality relates to preferences in visual brand representations – particularly logos – thus represents a logical extension of prior work.

## 2.3 Brand Logos as Identity Markers and Self-Expression

In marketing, a brand's logo is more than just a decorative emblem; it is a central element of the brand's identity and a key vehicle of communication between the company and consumers (Foroudi et al., 2017). As part of the broader corporate visual identity system, the logo serves as a shorthand for the brand's image and values, helping consumers identify and recall the brand in a crowded marketplace (Wong et al., 2022). Beyond this, however, logos also carry self-expressive meanings for consumers. The act of displaying a certain logo can be a form of personal expression, where consumers use brand symbols to communicate something about themselves (Elliott & Wattanasuwan, 1998). Research shows that brand logos can function as a tool for self-expression; a more prominent or conspicuous logo can serve as a visible badge that broadcasts one's style, status, or even personality (Wang & Griskevicius, 2014).

Recent studies suggest that consumers strategically choose products with more prominent logos to signal status or group affiliation. For example, Wong et al. (2022) demonstrate that people who feel a lower sense of power gravitate toward larger brand logos, perhaps to visibly project status or confidence, while more powerful participants prefer understated branding. Similarly, Wang and Griskevicius (2014) found that when women felt insecure in their romantic relationships, they showed a greater preference for products with sizable luxury brand logos, as a way to signal relationship commitment and deter potential rivals. These findings support the idea that logo prominence can be an outward extension of one's internal states or motives.

## 2.4 Hypotheses Development

Despite compelling evidence that consumers use logos as a form of self-expression, limited research has directly examined how enduring personality traits might shape preferences for logo size (Barrera & Ponce, 2021). If logos are indeed a medium through which individuals express their identities, it stands to reason that key traits like Extraversion and Neuroticism could influence whether a consumer opts for a bold, large logo or a subtler, smaller design.

Extraversion is marked by sociability, assertiveness, and a propensity for social attention. Extraverts often seek stimulation and visibility in social contexts (Costa & McCrae, 1997). They may also be drawn to products and brands that help them stand out. Prior research indicates that extraverted consumers prefer brands deemed sociable, aligning with their own outgoing disposition (Mulyanegara et al., 2009). Therefore, it is logical to expect that extraverts would likewise prefer logos that are more prominent. By wearing a larger or conspicuous logo, extraverts can nonverbally attract attention, consistent with their energetic social style.

• **Hypothesis 1 (H1): Individuals with higher Extraversion will exhibit a preference for larger, more conspicuous logos on products.**

Neuroticism is associated with emotional instability, anxiety, and insecurity. Neurotic consumers may gravitate toward conspicuous logos as a way to signal status or reliability, counterbalancing their insecurities. Indeed, those higher in Neuroticism tend to prefer “trusted” or status-oriented brands that can provide a sense of security (Mulyanegara et al., 2009). A larger logo may serve as an even more potent symbol of brand trustworthiness and social standing, thus easing neurotic concerns about social judgment or self-worth (Wang & Griskevicius, 2014).

• **Hypothesis 2 (H2): Individuals with higher Neuroticism will exhibit a preference for larger, more conspicuous logos on products.**

Together, these hypotheses highlight the relevance of personality traits to visual brand expression. While previous scholarship has demonstrated the connection between psychological states (e.g., power, insecurity) and logo size (e.g. Wong et al., 2022; Machado & Carvalho, 2015; Sundar & Noseworthy, 2014), the role of stable traits in shaping these preferences remains under-explored. By positing explicit links between Extraversion, Neuroticism, and logo prominence, the present small-scale exploratory study contributes a novel perspective on the intersection of personality research and consumer-brand symbolism.

### 3 Methods

This study employed a quantitative two-stage design. Participants were 37 female undergraduate students between 18 and 21 years old (mean age 19.7) from the Faculty of Management at the Prague University of Economics and Business. Students were chosen for their accessibility and because they represent a relatively homogeneous group with similar educational and, often, socioeconomic backgrounds. While some contend that the use of a student cohort is not ideal for marketing research – due to limited generalizability and the necessity of replications (Peterson & Merunka, 2014) – our study aligns more closely with the approach described by Kardes (1996). According to Kardes, if the primary objective is to test fundamental psychological processes or theories, employing a student sample in experimental research is indeed appropriate (Kardes, 1996). All participants provided informed consent, and data was collected anonymously in accordance with institutional ethical guidelines. The study procedures posed minimal risk, and no specific ethical concerns were identified.

In the first stage, participants completed a personality inventory. We administered the Czech version of the NEO Five-Factor Inventory (NEO-FFI; Hřebíčková & Urbánek, 2001, adapted from Costa & McCrae, 1997) to assess the Big Five personality traits. The NEO-FFI is a 60-item self-report questionnaire measuring Extraversion, Neuroticism, Openness to Experience, Agreeableness, and Conscientiousness (Costa & McCrae, 1997; John, Naumann, & Soto, 2008). Participants rated the extent to which they agreed that each statement described them, using a five-point Likert scale from 0 (“not at all descriptive”) to 4 (“completely descriptive”). Summed scores were computed for each of the five trait dimensions, with higher scores indicating a higher level of that trait. The NEO-FFI is a well-established and validated instrument for measuring the Big Five. In the present sample, the five personality scales showed

acceptable internal consistency, with Cronbach's alpha coefficients ranging from 0.70 to 0.81, consistent with prior research on the inventory's reliability.

In the second stage, participants completed a logo-drawing task to measure their preferred logo size. This task was adapted from a paradigm used by Wang and Griskevicius (2014) to study logo size preferences in consumer behavior. Each participant was given a standard paper outline of a plain T-shirt (identical for all participants) and was instructed via a brief scenario to imagine going to a social event with friends on a warm day while wearing a T-shirt of their favorite clothing brand. Participants were asked to draw that brand's logo on the provided T-shirt outline, placing it at the size they would feel comfortable displaying in that social situation. After collection, all drawings were scanned and processed using Adobe Illustrator, to ensure that the scanned documents are exactly the same size for further calculations. The two-dimensional area of each drawn logo was calculated in square centimeters to quantify the logo size. This logo area (in cm<sup>2</sup>) served as the dependent measure of each participant's logo size preference.

Statistical analyses were conducted using R (version 4.1.2) and IBM SPSS Statistics (version 28). We first computed descriptive statistics for all variables. To test the hypotheses H1 and H2 – that individuals scoring higher on Extraversion and on Neuroticism would prefer larger logos – we examined the associations between personality traits and logo size. Spearman's rank-order correlation coefficients were calculated to assess the bivariate relationships between each trait score and the logo area. A Spearman correlation was chosen over Pearson's because the trait scores were based on ordinal Likert-scale data and some variables showed non-normal distributions, making this nonparametric approach appropriate (Hollander, Wolfe, & Chicken, 2013). In addition, a multiple linear regression analysis was performed with the logo size (cm<sup>2</sup>) as the criterion variable and the five personality trait scores as simultaneous predictor variables. This regression analysis allowed us to evaluate the unique contribution of Extraversion and Neuroticism to logo size preference while controlling for the other three traits. All significance tests were two-tailed with an alpha level of .05.

## 4 Paper results

### 4.1 Preliminary Analyses and Descriptive Statistics

A total of 37 participants (all women, ages 18–21) completed the study. All five personality scales showed acceptable internal consistency (Cronbach's  $\alpha$  ranging from 0.66 to 0.83). Table 1 presents descriptive statistics for each personality dimension. The preferred logo size varied widely among individuals, indicating substantial variability in this measure. Tests of normality suggested that the logo size data were non-normally distributed, so nonparametric analyses were used. In particular, Spearman's rank-order correlation was chosen to examine the bivariate associations between personality traits and preferred logo size. Table 1. Descriptive statistics and Spearman's rank correlations between Big Five traits and preferred logo size (N = 37).

**Tab. 1: Descriptive statistics and Spearman's rank correlations between Big Five traits and preferred logo size (N = 37).**

Personality Trait	Mean	SD	Spearman $\rho$ with Logo Size
Neuroticism	32.73	8.28	0.07
Extraversion	29.51	6.88	−0.16
Openness to Experience	27.62	6.79	0.40*
Agreeableness	31.46	5.91	0.01
Conscientiousness	33.89	5.75	0.11

Note:  $p < .05$  (two-tailed).

Source table: Own elaboration.



## 4.2 Correlation Analysis

Bivariate correlations between each Big Five dimension and logo size preference are summarized in Table 1. Hypothesis 1 predicted that extraversion would be positively associated with preferred logo size. This hypothesis was not supported: extraversion showed no significant correlation with logo size (Spearman's  $\rho = -0.16$ ,  $p > .05$ ). The observed relationship was in fact slightly negative, indicating that higher extraversion was not linked to choosing larger logos. Hypothesis 2 predicted that individuals higher in neuroticism would prefer larger logos, but this was also not supported. Neuroticism had essentially no correlation with logo size ( $\rho = 0.07$ ,  $p > .05$ ), suggesting no evidence of a relationship. Among the five personality traits, only **Openness to Experience** demonstrated a significant correlation with logo size. Individuals scoring higher on openness tended to prefer noticeably larger logos ( $\rho = 0.40$ ,  $p < .05$ ). In contrast, neither Agreeableness nor Conscientiousness was significantly related to logo size preference ( $\rho = 0.01$  and  $0.11$ , respectively, both  $p > .05$ ). Thus, the correlation analyses indicate that H1 and H2 were not supported, whereas greater openness was associated with a larger preferred logo size.

## 4.3 Multiple Linear Regression Analysis

To examine the combined influence of all personality dimensions on logo size preference, a multiple linear regression was conducted with preferred logo size as the criterion variable and the five Big Five traits as predictors. Prior to this analysis, the logo size measurements were log-transformed to better meet the normality assumption. The regression assumptions of homoscedasticity and multicollinearity were checked and met (no substantial heteroscedasticity; inter-correlations among predictors were all modest,  $|\rho| < 0.3$ ). The overall regression model explained approximately 14.9% of the variance in preferred logo size ( $R^2 = 0.149$ ). Consistent with the correlation results, Openness to Experience emerged as the only significant predictor of logo size preference in the multivariate model. As shown in Table 2, openness had a positive regression coefficient ( $B = 0.013$ ,  $SE = 0.006$ ) and a statistically significant effect ( $t = 2.05$ ,  $p = .049$ ), indicating that even after controlling for the other personality traits, higher openness scores were associated with choosing larger logos. By contrast, Extraversion and Neuroticism did not significantly predict logo size ( $B = 0.001$ ,  $p = .84$  and  $B = 0.001$ ,  $p = .86$ , respectively). Neither Agreeableness nor Conscientiousness showed any significant effect on logo size preference in the model ( $p = .37$  and  $p = .61$ , respectively). All four of these traits had regression coefficients near zero, underscoring their minimal contribution. In summary, the regression analysis confirms that, of the Big Five dimensions, only openness has a significant influence on preferred logo size when examined concurrently with the other traits, while the relationships involving extraversion (H1) and neuroticism (H2) remain non-significant.

**Tab. 2: Multiple linear regression predicting preferred logo size from Big Five personality traits (N = 37). Model  $R^2 = 0.149$ .**

Predictor	B	SE	t	p
Neuroticism	0.001	0.006	0.18	0.860
Extraversion	0.001	0.006	0.20	0.840
Openness to Experience	0.013	0.006	2.05	0.049*
Agreeableness	-0.006	0.006	-0.90	0.374
Conscientiousness	0.003	0.006	0.52	0.605

*Note:  $p < .05$ . No other coefficients were statistically significant ( $p > .05$ ).*

Source table: Own elaboration.

## 5 Discussion

### 5.1 Theoretical Implications

This small-scale study examined how Big Five personality traits relate to consumers' preferences for logo size on clothing. Contrary to expectations, **Hypotheses 1 and 2 were not supported** – neither Extraversion nor Neuroticism showed a significant positive association with preferred logo size. This finding diverges from earlier work suggesting that extraverts are drawn to expressive, attention-seeking brands (Mulyanegara et al., 2009) and that neurotic individuals may use conspicuous consumption to manage insecurity (Wang & Griskevicius, 2014).

One interpretation is that extraverts may express themselves through other channels – such as verbal interaction or fashion style – rather than through logo visibility per se. They may also conform to peer fashion norms rather than seek attention via bold logos (Chen et al., 2021). In the case of neuroticism, highly self-conscious individuals may avoid attention-attracting designs, instead favoring subtler branding to reduce perceived social scrutiny (John et al., 2008). Thus, the expected trait-based drivers of conspicuous logo display may be more context-dependent than previously assumed.

Unexpectedly, **Openness to Experience** emerged as the only significant predictor of logo size preference. This trait, associated with creativity, aesthetic sensitivity, and a desire for novelty (McCrae & Costa, 1997; John et al., 2008), positively correlated with preference for larger logos. This finding suggests that individuals high in openness may perceive conspicuous logos as a medium of artistic or personal expression. Previous studies have shown that openness is linked to preference for sophisticated, individualistic clothing styles (Casidy, 2012), which may include prominent logos as a deliberate stylistic choice.

In sum, these findings contribute to the personality–consumer behavior literature by identifying Openness as a trait uniquely related to visual brand display. The null results for Extraversion and Neuroticism underscore the importance of context, social norms, and the multifaceted nature of self-expression in fashion.

### 5.2 Practical Implications

From a branding perspective, these results suggest that **consumers high in Openness to Experience** may be more responsive to designs featuring larger, more expressive logos. Marketers aiming to reach creative or novelty-seeking segments could leverage bold logo placements, limited-edition graphics, or customizable branding to appeal to this group.

Conversely, extraverted consumers may not universally prefer large logos. Instead, they might respond better to branding strategies emphasizing community, interaction, or vibrant brand personalities, rather than sheer visual prominence. For example, creating social media-driven campaigns or brand communities may be more effective than oversized logos.

For consumers high in Neuroticism, understated branding may be more appropriate. These individuals may be more sensitive to judgment and prefer clothing that signals reliability or familiarity rather than attention. Brands targeting this audience could emphasize discretion, trustworthiness, and emotional comfort, potentially through minimalist design and branding.

Overall, aligning logo prominence with personality traits can enhance personalization in fashion marketing. Allowing consumers to choose logo size or style may increase satisfaction and strengthen brand connection.

### 5.3 Limitations

Several limitations must be acknowledged. First, the **sample was homogenous**, consisting solely of young adult female students. This limits the generalizability of findings to other genders, age groups,

and cultural contexts. Second, the **sample size was modest**, reducing statistical power and potentially obscuring smaller effects.

Third, the **experimental method** – a logo-drawing task – may not fully capture real-world behavior. Participants may have drawn logos larger or smaller based on brand familiarity or drawing skill rather than genuine preference. The absence of situational factors present in real-life consumption contexts (e.g., peer influence, store environment) limits ecological validity.

Fourth, we did not account for **brand-specific norms** or **cultural influences**. Participants may have been influenced by the typical logo size of their chosen brand or by prevailing style trends. Furthermore, all data were self-reported, including personality assessment and logo drawing, which introduces possible bias.

## 5.4 Ethical Considerations

This study adhered strictly to ethical guidelines outlined by the Prague University of Economics and Business. Participants provided informed consent, and their anonymity and confidentiality were fully protected. Participation was voluntary, with no coercion involved, and participants could withdraw at any time without penalty. The procedures posed minimal risk, and no ethical concerns were identified.

## 5.5 Suggestions for Future Research

To address these limitations and deepen our understanding of the relationship between personality and logo display preferences, we suggest several directions for future research:

- **Diversify samples** across gender, age, and culture to test the robustness of observed patterns.
- Use **behavioral methods**, such as actual product choices or wardrobe analysis, to capture real consumer decisions.
- Explore **situational moderators**, such as the type of brand (luxury vs. casual), product visibility (e.g., outerwear vs. underwear), or consumption context (social vs. private).
- Investigate **additional visual elements** beyond logo size, such as color, placement, or texture.
- Examine **alternative personality constructs**, such as need for uniqueness (Dollinger, 2003), public self-consciousness (Fenigstein, 1987), or even narcissism (Lee et al., 2013), which may better predict conspicuous consumption tendencies.
- Test personalization effects, such as whether matching logo design to personality increases brand satisfaction or loyalty.

By addressing these avenues, future research can clarify how individual differences shape branding preferences and offer marketers deeper insight into designing products that align with diverse consumer identities.

## 6 Conclusions

This small-scale study examined how Big Five personality traits relate to consumers' preferences for brand logo size on apparel. While prior research had suggested that situational factors can shape conspicuous logo choices, the role of stable personality traits in such decisions remained largely unexplored. Using a two-stage experimental design, we found that only Openness to Experience was significantly associated with a preference for larger logos. Contrary to expectations, Extraversion and Neuroticism – two traits theorized to be linked to self-expression and self-assurance motives – did not predict logo size preferences.

These findings contribute to consumer behavior theory by identifying Openness as a trait that may drive visual brand expression. Consumers high in Openness are often more receptive to novelty, aesthetics, and creative forms of identity presentation. The link between openness and preference for conspicuous logos suggests that these individuals may regard logo visibility as a stylistic or expressive



tool rather than a social signal. In contrast, the absence of effects for Extraversion and Neuroticism challenges earlier assumptions and indicates that personality-driven logo preferences may be more nuanced and context-dependent than previously believed.

From a managerial perspective, these results highlight the potential of personality-informed segmentation in brand strategy. Apparel brands may benefit from tailoring logo prominence based on psychological profiles of their target audiences. For open-minded, design-conscious consumers, larger or more creative logo designs may enhance product appeal. Conversely, there appears to be no clear advantage in designing highly visible logos solely for extraverted or neurotic consumers.

Limitations – such as a small, homogenous sample and a hypothetical task – should be acknowledged. Nonetheless, the study introduces a new perspective on the interplay between personality and branding, offering a basis for further empirical work. Future research should aim to replicate these findings in broader populations, test behavioral choices in naturalistic settings, and explore how other visual brand cues interact with consumer personality traits.

In sum, this research deepens our understanding of how enduring psychological traits shape subtle aspects of brand interaction. By linking Openness to logo visibility, it opens new avenues for theoretical inquiry and branding practice in an increasingly personalized consumer environment.

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