The Impact of Brand Personality on Brand Loyalty: An Empirical Study on Mobile Market at Jordan

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Abstract

In executing advertising to implement a branding strategy, marketing managers will attempt to ask customers to construct a set of human characteristics that describe the brand personality, which tries to recast consumer's perception of the attributes of a product or service into a human-like character. There are many of consumer express their inner feelings about product or brands in terms of their association with known personalities. Where this study try to allocate the impact of brand personality on brand loyalty which it start with developing a relationship with a brand, where consumer generally buys the same product or services repeatedly over time and customer who have a high relative attitude toward the brand loyalty, our study focused on technological companies operating in Jordan.

Key Words: Brand Personality, Brand loyalty, Technology, Jordan.

Introduction

Many marketers has mention and discus brand personality topic about how customers perceived brand and react regarding the relationship with it and become loyal to the brand. Where brand personality concentrate on the concept of adding human characteristics on brands, a customer's simply choose their brands the same way they choose their friends.(Keller,2007). The dimensions of brand personality discussed by Aaker(1997) in his brand personality framework including five dimensions of every brand that effects cognitive branding, brand association and brand recollection. The main five dimensions of brand personality are Sincerity, Excitement, Competence, Sophistication and Ruggedness. The greater the match between the brand personality and the consumers self-concept, the more likely that the consumer has a favorable attitude towards the brand (kuenzel& Halliday, 2010). Our study focused on the technological companies operating in Jordan.

Theoretical Framework

Brand Personality

The concept of brand personality drawn from leary and Tangney focused on their study that personality as a good frame to meaning of the self, also the concept was used widely through suggest that customer may infer brand personality from the human characteristics associated with typical brand user.(Aaker,1997).
Sincerity: Quality, comfortable, durability, Benefits, original, friendly.
Excitement: Style, feel different, up to date, unique.
Competence: Fashionable, leader, Successful, reliability.
Ruggedness: Tough, modern, outside appearance.
Sophistication: User feeling, upper class, smooth, charming.

Brand loyalty: when customers buy from certain c brand name repeatedly, where the Customers may repurchase regarding to situation determination, no other choices, Which is called spurious loyalty, but the perfect brand loyalty start from having a positive attitude toward the brand by repurchasing the brand. Dillon et al, (2001) to accomplish a brand loyalty the customer has to be convinced that the brand offered consisted promised of quality.
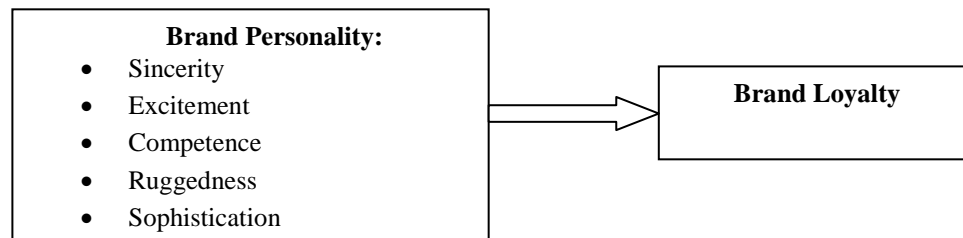
Study Model

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┌─────────────────────────────┐
│      Brand Personality:     │              ┌──────────────────────┐
│   • Sincerity               │              │                      │
│   • Excitement              │───────────▶  │    Brand Loyalty     │
│   • Competence              │              │                      │
│   • Ruggedness              │              └──────────────────────┘
│   • Sophistication          │
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Figure (1) Research Model
Source: (Aaker,1997) (Venkateswaran &el at., 2011)

Hypothesis

H.o.1: There is no significant impact of Brand Personality on brand Loyalty.

Methodology

Population

Population consisted from the customers who purchase mobile devices (smart phones) from Jordanian market. The sample consisted of all the students on Applied Science Private University in Amman who has bought mobile devices. This sample is distributed on the campus of the university. A connivance and purposive sample used. The researcher distributed the questionnaire in the Applied Science Private University in Amman to the students. The responses number was (280) responses (257) questionnaire were accepted to analyze. The questionnaire was developed to collect the data.

Study Results

Demographic Information:

Table (1) Sample information

Female	49.9%
Male	51.1%
18 - 26 years	98.9%
27 - 35 years	1.1%
No. of respondents: (257)	

Description of Study Variables:
Descriptive statistics:

Table (2) Means and Standard Deviations

Item	Mean	Std. Deviation	Degree of Agreement
Brand Personality	4.022	0.4521	High
Brand Loyalty	4.010	0.4425	High
High: 3.56 – 5.00		**Moderate: 2.30 – 3.55**	**Low: 1.00 – 2.29**

Table (2) consisted of the means where it is beginning from (4.02) to (4.01). The Brand Personality had (4.022) and SD (0.4521), and Brand loyalty had (4.010) and SD (0.4425).

Hypothesis Testing:

Testing the first main hypothesis:

Ho.1: There is no significant impact of Brand Personality on brand Loyalty.

To test this hypotheses the researcher performs stepwise regression, the results show that (R^2); where brand personality for the mobile purchasing customers is in the brand loyalty dimensions is not less than (R^2 = 0.672).

Table (3) Testing Hypothesis

Independent variable	B	T	Sig
• Sincerity	0.025	0.501	0.622
• Excitement	0.285	6.702	0.000*
• Competence	0.056	1.005	0.412
• Ruggedness	0.190	4.258	0.000*
• Sophistication	0.488	13.548	0.000*
(R = 0.805; R^2 = 0.672; F = 168.865); * significant level at $P \leq 0.05$			

Table (3) consisted of the most affecting dimensions in the study where: the Sophistication and Excitement (β = 0.488; β = 0.285) in sequence, where there were not any effect for the Sincerity and Competence on the brand loyalty.

Results Discussion

According to the findings the researcher concluded that there was strong relationship between brand personality and brand loyalty, the sub domains were all ranked high, in which the Sophistication domain got the highest rank, then the Excitement domain, then the Ruggedness domain. In addition the results showed that the Sincerity domain got the lowest rank, but still high in the ranking degree scale.

Acknowledgments

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