

Examining the Effect of Brand Personality, Brand Trust, Brand Interest and Brand Experience on Customer Brand Loyalty

Masoud Birjandi

Department of commercial management, khonj center, Islamic Azad University, khonj , Iran

E-mail: Masoud.birjandi2010@gmail.com

Hamid Birjandi*

PhD in accounting, Shiraz municipality performance budget expert, Iran

E-mail: H.birjandi63@gmail.com

Zahra Fathee

PhD in Accounting, Shiraz Municipality Audit Expert, Iran

E-mail: fathee8654@gmail.com

Abstract

These days, in business, many young and old brands try to gain and retain their customers in competitive markets. In today's competitive environment, companies for achieving competitive advantages and survival in a turbulent environment, they should pay attention to their brand situation in the market. The objective of this study is to explore relation and effect of brand personality, brand interest, brand trust and brand experience on brand loyalty. Data analysis has been done by the SPSS software. In this research, researcher has used non-probability random sampling, the gathering data tool of this research was the questionnaire. The questionnaire included close-ended questions based on Likert scale with 5 sets of 20 questions. The reliability and validity of the questionnaire showed that the questionnaire has acceptable reliability and validity. From 420 questionnaires, 407 of them were valid. Data analysis has been done on two levels of descriptive and inferential analysis. The participants were citizens of Shiraz who buy cosmetic products. The results of this research that brand personality, brand interest, brand trust and brand experience on brand loyalty have significant impact on brand loyalty. Prioritization of these factors is as follows: brand experience, brand personality, brand trust and brand interest.

DOI: 10.7176/IKM/14-2-01

Publication date: March 31st 2024

Introduction

These days, in business, many young and old brands try to gain and retain their customers in competitive markets. Marketing departments spend billions of dollars every year, to just opened a window into the lives of people and they leave a lasting impression on their minds and cart (Bathaei, 2014). Organizations have believed that one of their most valuable asset is their brand of products and services. Brands capabilities to simplify customer decisions, reduce risk and define their expectations is very valuable (Keller, 2008). The American Marketing Association (2005), defines a brand as "A name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name." create a powerful brand, has attracted the attention of many companies, brand position in the business not only can be expanded commercial organizations but also we can name it as modern management (Kim et al., 2014). Brand, increasingly selected as a key factor of customer selection, from the different names of brands. This is the focus point of the company that can define the creation of value for the customer (Vanauken, 2002). Brands face different challenges during their lives, when a brand comes to the market for the first time, their approaches should be quite different from the old brands in the market. Successful brands during their lives, pass steps of birth, growth, maturity, decline and rebirth of their brands (Mohammadian and Ronaghi, 2014). When talking about branding, usually at least the company should try to respond to different fields of the brand, such as, brand architecture, brand development, brand personality, brand trust, brand experience, brand interest , In this study, we are going to examine the impact of four fields of the brands, brand personality, brand trust, brand experience, brand interest, on consumer loyalty .

Literature review

Brand personality

Brand personality already for several decades is an important and extensively analysed concept in scientific literature. Brand personality is described as human characteristics that consumers associate with the brand (Aaker, 1997). Brand personality mainly comes from three sources: the first one is the association consumers

have with a brand, secondly, the image a company tries hard to create, for example using an advertising spokesperson to create a corporate image, and the third is about the product attributes, for example product categories and distribution channels. Personality is a useful variable in the consumer's choices of brands. The brands selected by consumers are usually in compliance with their own personalities (Keller, 1993). Among the functions brands perform is the relational function, where the brand is construed as having a personality which enables it to form a relationship with the consumer (Hankinson, 2004). According to anthropomorphic theory, human beings feel the need to personify objects to help their interactions with the intangible world (Maehle et al., 2011). Brand personality perception in consumer's mind can be changed by any direct or indirect experience that consumers have with the brand (Aaker, 2010). Endorsers of brand, company's employees or ceo, and users of brand affect perception of brand personality directly. The opposite indirect effect comes from associations with the brand attributes such as name, logo, way of communication, colours, package, price, advertising style, communication, logistic of the product (seimienea and kamarauskaiteb, 2014). All these factors, can help customers, in competitive markets, distinguish a specific brand among various brand (Keller, 2008). Basfirinci (2013) showed that brand personalities were mostly impacted by design of bottle and label, design colours and advertisements. However, such factors as position of brand in the market, brand name, and perceived typical user should be also considered as important in forming consumers' perception of brand personality. Lin's (2010) finding showed a significantly positive relationship between personality trait and brand personality and brand loyalty, and also a positive relation ship between brand personality and brand loyalty.the study of su and tong (2015) identified that four dimensions among all the seven personality dimensions, namely, competence, attractiveness, sincerity and innovation, are the positive and significant contributing factors to the creation and enhancement of sportswear brand equity. Kumar et al. (2006) identified relation between brand personality and brand loyalty.the result shows that brand personality may influence consumers' brand loyalty to consumable goods. The result of Mengxia (2007) research shows that brand personality has a positive influence on brand preference, affection, loyalty and purchase intention.

Brand interest

Brand interest pertains to this irrational view of consumption, where the consumer constructs multiple realities using consumption experiences (Sarkar, 2014). Bergkvist and Bech-Larsen (2010) define brand interest as deeply felt affection for a brand. Brand interest, means intense emotions of the consumer to a particular brand. Brand interest consists of two main aspects affection and passion. Affection, means to measure a person closeness to the brand. This dimension refers to the close relationship between consumer and brand. Passion means difficulty that consumer feel due to the separation of the brand (Albert, 2010). Thomson et al. (2005) implies greater loyalty to interestd brands. Batra et al. (2012) in their research showed that brand interest has significant effect on brand loyalty. Reimen et al. (2012) showed as a result that brand interest can be defined as the degree of emotional attachment for a particular brand that results in an established relationship, loyalty, and positive word-of-mouth for that brand. Betra et al. (2012) concluded that consumers, display more loyalty toward interestd brands. Khayeri et al. (2013) showed that consumers, who are found to have an emotional attachment, show higher levels of loyalty, spread more the word of mouth about brand and are willing to pay higher prices to brand. The results of Mira et al. (2013) research show that increasing brand interest will load increasing loyalty and also increasing self-concept connection.

Brand trust

Brand trust is an important mediator factor on the customer behaviors before and after the purchase of the product ; and it causes long term loyalty and strengthens the relation between two parties (Liu et al, 2012). The concept of brand trust is based on the idea of a brand-consumer relationship, which is seen as a substitute for human contact between the company and its customers (Sheth and Parvatyar, 1995). The trust construct is variously defined as: "a generalised expectancy held by an individual that the word of another can be relied on" (Rotter, 1967). "the extent to which a person is confident in, and willing to act on the basis of the words, actions, decisions of others" ,and uniquely in the consumer domain, "the willingness of the average consumer to rely on the ability of the brand to perform its stated function". Seen as multidimensional in the majority of marketing studies, trust is reported to be: involved, as part of "brand credibility" (Reast, 2005). The findings of research of Delgado-Ballester and Munuera-Alema' (2005), reveal that brand trust is rooted in the result of past experience with the brand, and it is also positively associated with brand loyalty, which in turn maintains a positive relationship with brand equity. Horppu et al. (2008) findings support the results of earlier studies suggesting that satisfaction and trust on the web site level are determinants of web site loyalty. However, they also show that brand-level experiences affect online satisfaction, trust, and loyalty differently, depending on the consumers' relationship with the brand. Delgado-Ballester and Munuera-Alema' (2001), in their research conclude that there are conceptual connections of trust to the notion of satisfaction and loyalty and this effort is especially lacking in the brand consumer relationship. Geçti and Zengin (2013) indicated that there is a positive relation between brand trust and brand affect. Brand trust is also positively related to both attitudinal loyalty and behavioral loyalty. Matzler (2006) show that the strength of the relationship between hedonic value and brand trust and

brand trust and brand loyalty is strongly influenced by consumer involvement, price consciousness, and brand consciousness.

Brand experience

In the marketing literature, the concept of experience in different fields like shopping experience, product experience, the experience of beauty, service experience, consume experience and consumer experience have been discussed (Zarantonello and Schmit, 2010).

Brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus et al., 2009). Brand experience can be defined as the perception of the consumers, at every moment of contact they have with the brand, whether it is in the brand images projected in advertising, during the first personal contact, or the level of quality concerning the personal treatment they receive. Brand experience is created when customers use the brand; talk to others about the brand; seek out brand information, promotions, and events, and so on (sahin et al., 2011). Francisco-Maffezzolli et al. (2014) proposes a model that extends the brand relationship quality literature by bridging a gap concerning the mediating effect of this construct on brand experience – brand loyalty linkage. The analysis emphasizes that, when considering brand relationship quality in the model, there is no direct impact between brand experience and brand loyalty for either category, with a full mediation effect. Moreover, we highlight in our sample that developing brand experience can influence brand relationship quality. Shim et al. (2015) in their research examined the relationships between consumers' skill, perceived challenge, online flow, brand experience, and brand loyalty in the context of online shopping on an apparel brand's website. The results showed that online flow positively influenced sensory and affective brand experiences, which in turn led to brand loyalty. Sahin et al. (2011) in their research, propose the effects of brand experiences to build long-lasting brand and customer relationship with brand trust, satisfaction, and loyalty. As a result of this study, brand experiences, satisfaction, trust have positively effects brand loyalty. Brakus (2009) believed that brand experience affects consumer satisfaction and loyalty directly and indirectly through brand personality associations. Walter (2013) apply Brakus et al. (2009) model of four brand dimensions and the impact on customer satisfaction and loyalty to the bmw brand in order to verify these findings. In khalili et al. (2013) research, results of the survey on testing various hypotheses indicate that brand experience has positive and meaningful relationship with brand satisfaction, trust, perception image and loyalty. In addition, satisfaction, perception image and trust have positive meaningful with brand loyalty.

Conceptual Model

According to a previous research and their conceptual models, conceptual model of this research were identified as shown in figure 1.

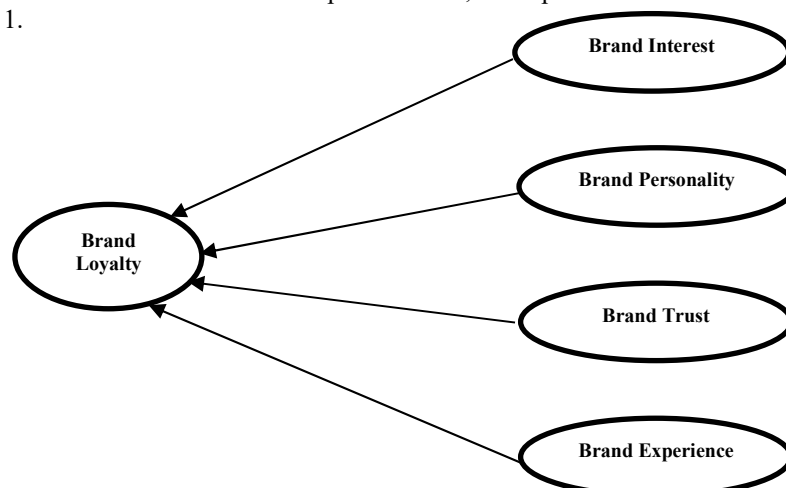


Figure 1: conceptual model

Research methods

Research purpose is an important thing, which should be considered. The main objective of the most researches in human sciences, is to investigate a field study that can be said that the aim of this research is in the area of applied researches. Considering that in this research used field study, such as questionnaires, it can be said that the present study, based on the nature and methods of data collection is a descriptive study.

Population and sample

Statistical population of research, is people who buy cosmetic products. Since in this study, the population size is unknown, the sample size was calculated from the formula cochran and we got 384, from formula. As expected,

some questionnaires not return to the researcher, 420 questionnaires were distributed. The method of sampling of this study is random.

Collecting data method

Methods of data collection was field study. Based on research model and variables, a questionnaire was distributed among the participants. From 420 questionnaires that distributed, 412 questionnaires were returned to the researcher that 407 questionnaires were valid. The questionnaire included 5 questions about personal information of respondents and 20 main questions. Questions were closed questions based on 5 likert scale that each spectrum includes strongly agree, agree, no idea, disagree and strongly disagree.

Reliability implies that the measuring instrument in the same conditions gives the same results. Cronbach's alpha was used to assess the reliability of the questionnaire. Cronbach's alpha for 407 questionnaire was 0.95 and for all factors were greater than 0.7, which shows the reliability of the questionnaire. To evaluate the validity, we used construct validity.

Data analysis

Data was analyzed by spss software and descriptive and deductive statistics were conducted. Research hypotheses were tested using regression. In part of deductive we used parametric statistics. For study the effects of gender, age, educational level, income, frequency of purchase the anova test was used. The effects of gender on the main variable we used independent-sample t test.

Descriptive analysis

The results of the descriptive analysis showed below in table 1, that women more than men were in the sample, as the result shows, persons between 25 to 34 years had the highest number of samples, and it seems that persons who were in this range of age, buy cosmetics products more than the others. Persons who had undergraduate license were more than the other level of education, it shows that most of the people in society study in university. As the results show that the majority of the sample had an income up to 340 \$ per month. It seems that, most of the people who participate in sampling have good economic situation in society. As results showed, most of the people buy cosmetics product monthly.

Table 1: descriptive analysis

Percentage	Frequency	Variables	
70	287	Female	Gender
30	110	Male	
13.8	56	18 to 24	Age
34.9	142	25 to 34	
31.4	128	35 to 44	
18.4	75	45 to 54	
1.5	6	Up to 55	
1	4	Under diploma	Education
13	53	Diploma	
32.9	134	Up diploma	
38.6	157	Undergraduate	
13.3	54	Master of degree	
1.2	5	Ph.d	
7.4	30	No income	Income
13.3	54	Under 170 \$	
13.8	56	170 to 340 \$	
32.7	133	340 to 500 \$	
32.9	134	Up to 500 \$	
12	46	Every week	Frequency purchase
19	78	Every two weeks	
23	96	Every three weeks	
35	143	Every month	
10	44	Others	

Descriptive analysis and reliability and validity

To determine the reliability and validity of questionnaire cronbach's alpha and factor analysis were used. Mean and standard deviation calculated for each question. As showed in table 2.

Table 2: descriptive analysis and realibility and validity

Descriptive analysis and realibility and validity				
Brand experience	Cronbach's alpha	Component matrix	Mean	Std. Deviation
I'm emotionally interested in brand x.	0.790	0.654	4.55	0.498
Brand x is an emotional brand.			4.38	0.486
Brand x has a great impact on my feelings.			4.43	0.496
Brand x stimulates curiosity.			4.30	0.458
Brand interest				
Brand x creates a feeling of happiness.	0.715	0.961	4.42	0.495
I have enjoyable feel to brand x.			4.42	0.495
If for a long time i am away from brand x, i strongly feel alone.			4.07	0.734
I think to the brand x, during the day.			3.85	0.987
Brand trust				
I trust in brand x.	0.97	0.836	4.23	0.42
Brand x guarantees my satisfaction.			4.23	0.42
Brand x does not disappoint me.			4.4	0.458
Brand x is consistent with my expectations.			4.3	0.458
Brand loyalty				
So far i have purchased products with brand x.	0.97	0.846	4.42	0.495
Now i am using product with brand x.			4.42	0.495
I will use brand x, next time.			4.42	0.495
I go to the store that i am sure that it has brand x.			4.34	0.475
Brand personality				
Brand x character is an innovative.	0.9	0.92	4.41	0.492
Brand x character is an enchanting character.			4.34	0.475
Brand x character is pleasant personality.			4.34	0.475
Brand x character is liar.			4.25	0.821

Inferential statistics

In order to assess the status of respondents in each of the variables in conceptual model we used linear regression model.

Hypothesis 1: "brand personality has significance effect on brand loyalty"

With 95% confidence and level of significance 0.0001, there was no evidence to reject this hypothesis. With anova test, brand personality has not a significant impact on gender, age, education, income and purchase frequency. As showed in table 3, beta= 0.275, showed a positive relationship and effect on brand loyalty, amount of durbin-watson for significance relation in model should be between 1.5 to 2.5 and as showed in table 3 brand personality has significant relation with brand loyalty with amount of durbin-watson 1.67. It confirm relation and effect between brand personality and brand loyalty.

Hypothesis 2: "brand interest has significance effect on brand loyalty"

With 95% confidence and level of significance 0.0001, there was no evidence to reject this hypothesis. With anova test, brand interest has not a significant impact on gender, age, education, income and purchase frequency. As showed in table 3, beta= 0.268, showed a positive relationship and effect on brand loyalty, amount of durbin-watson for significance relation in model should be between 1.5 to 2.5 and as showed in table 3 brand interest has significant relation with brand loyalty with amount of durbin-watson 1.52. It confirm relation and effect between brand interest and brand loyalty.

Hypothesis 3: "brand trust has significance effect on customer purchase intention"

With 95% confidence and level of significance 0.0001, there was no evidence to reject this hypothesis. With anova test, brand interest has not a significant impact on gender, age, education, income and purchase frequency. As showed in table 3, beta= 0.149, showed a positive relationship and effect on brand loyalty, amount of durbin-watson for significance relation in model should be between 1.5 to 2.5 and as showed in table 3 brand interest has significant relation with brand loyalty with amount of durbin-watson 2.19. It confirm relation and effect between brand trust and brand loyalty.

Hypothesis 4: "brand experience has significance effect on brand loyalty"

With 95% confidence and level of significance 0.0001, there was no evidence to reject this hypothesis. With anova test, brand interest has not a significant impact on gender, age, education, income and purchase frequency. As showed in table 3, beta= 0.156, showed a positive relationship and effect on brand loyalty, amount of durbin-

watson for significance relation in model should be between 1.5 to 2.5 and as showed in table 3 brand interest has significant relation with brand loyalty with amount of durbin-watson 2.12. It confirm relation and effect between brand experience and brand loyalty.

Table 2: hypothesis analysis results with regression

Variable	R	Beta	T	B	F	Durbin-watson	Sig.
Brand personality	0.275	0.275	5.74	0.264	32.838	1.67	0.0001
Brand interest	0.268	0.268	12.19	0.931	148.69	2.19	0.0001
Brand trust	0.149	0.149	8.449	0.648	73.871	1.52	0.0001
Brand experience	0.156	0.156	8.456	0.296	71.419	2.12	0.0001

To investigate which of the average of independent variables, was higher and prioritization factors and comparison of dimensions, the friedman test was used. Table 3 shows the friedman test.

Table 3: friedman test results

Variables	Mean	Standard deviation	Mean rank	Number of responders	Chi square	d.f	Significance level
Brand experience	4.41	0.38	2.77	407	130.039	3	0.0001
Brand personality	4.33	0.51	2.68				
Brand trust	4.26	0.42	2.46				
Brand interest	4.19	0.52	2.09				

Conclusion

This study examines the impact of brand personality, brand interest, brand trust and brand experience. Four hypotheses were defined. These four hypothesis measured the impact of brand personality, brand interest, brand trust and brand experience on brand loyalty. As results showed there were no evidence to reject these hypotheses. Durbin-Watson amount for each variable showed that our conceptual model is significant. Comparing our results with other research in this area is summarized:

Brand Personality

The result of this research shows that brand personality has positive effect on brand loyalty such as Basfirinci (2013) showed that brand personality has an positive effect on consumer purchase intention. Lin's (2010) finding showed a significantly positive relation ship between brand personality and brand loyalty. The study of su and tong (2015) identified the positive and significant relation between brand personality of sportswear and brand equity that include brand loyalty. Kumar et al. (2006) identified relation between brand personality and brand loyalty. The result of mengxia (2007) research shows that brand personality has a positive influence on brand loyalty and purchase intention. As Aaker (2015) in his linkedin profile said: A brand personality can enhance self-expression benefits, A brand personality can provide the basis for a relationship, A brand personality can guide brand building programs, A brand personality canhelp understand the customer, A brand personality can provide energy.

Brand Interest

The result of this research shows that brand interest has positive effect on brand loyalty such as Batra et al. (2012) in their research showed that brand interest has significant effect on brand loyalty. Reimen et al. (2012) showed that brand interest has a significant relation with brand loyalty. Betra et al. (2012) concluded that consumers, display more loyalty toward interestd brands. Khayeri et. Al (2013) showed that consumers, who are found to have an emotional attachment, show higher levels of loyalty. The results of mira et al. (2013) research show that increasing brand interest will load increasing loyalty.

Brand Trust

The result of this research shows that brand trust has positive effect on brand loyalty such as The findings of research of delgado-ballester and munuera-alema' (2005), reveal that brand trust positively associated with brand loyalty. Horppu et al. (2008) findings support the effect of online satisfaction, trust, and loyalty differently, depending on the consumers' relationship with the brand. Delgado-ballester and munuera-alema' (2008), in their research conclude that there are conceptual connections of trust and loyalty and this effort is especially lacking in the brand consumer relationship. Geçti and zengin (2013) indicated that there is a positive relation between brand trust and both attitudinal loyalty and behavioral loyalty. Matzler (2006) show that brand trust and brand loyalty is strongly influenced by consumer involvement, price consciousness, and brand consciousness.

Brand Experience

The result of this research shows that brand experince has positive effect on brand loyalty such as Francisco-maffezzolli (2014) proposes a model that showed relation between brand experience and brand loyalty. Shim et al. (2015) in their research showed that online flow positively influenced sensory and affective brand experiences, which in turn led to brand loyalty. Sahin et al. (2011) in their research, showed brand experiences,

satisfaction, trust have positively effects brand loyalty. Brakus (2009) believed that brand experience affects consumer satisfaction and loyalty. In khalili et al. (2013) research, indicated brand experience has positive and meaningful relationship with brand satisfaction, trust, perception image and loyalty.

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