# The Relationship Between Brand Personality And Purchasing Intentions: An Empirical Study On Customers Of Mobile Phones In Saudi Arabia

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## ABSTRACT

The purpose of this research is to investigate the relationship between brand personality (credibility, excitement, efficiency, sophistication, durability) and purchase intentions. In this research, brand personality considering its role was studied. The sample included 354 customers and data were collected via an online survey and were examined by applying multiple regression through SPSS software. The results showed that there is a significant positive relationship between brand personality and purchasing intentions. Also, there is a significant effect relationship of brand personality on purchasing intentions. Furthermore, it shows that there are significant differences in customers perception of brand personality and purchasing intentions according to demographic characteristics (income, age).

**Keywords**: credibility, excitement, efficiency, sophistication, durability.

## INTRODUCTION

As a result of globalization that organizations have experienced since the last decades and increasing the interest of major organizations in dealing in international markets to achieve

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expansion and create a positive reputation in the minds of customers in international markets, the competition between these organizations has increased. As a result, customers can switch from one brand to another without cost. Consequently, customer loyalty to different brands and organizations is weak, which obliges organizations to maintain good relationships with customers, and enhance their retention (Chiang and Yang, 2018).

Brand personality is an important concept to distinguish between brands, and it is interesting subject in the field of marketing because it is one of the important factors in building a strong brand (Bairrada et al., 2019; Dvies et al., 2018; Aker, 1997; Wang, 2008). So, this research aims to study the impact of the brand personality on the purchasing intentions applied on customers of mobile phones in Saudi Arabia.

## LITERATURE REVIEW

### Brand personality

Researchers have recognized the importance of the brand personality from the thirties of the last century. Domizlav (1939) wrote in his book "The Basic Laws of Natural brands" of 22 laws, that the brand is a product of personality, and that the brand personality is the factor that supports the identity of the brand, Accordingly, brands without personality are condemned to death (Asperin, 2007). This understanding has not changed until today, as the brand personality plays a key role in the effective management of brands. Researchers and marketers are more interested in the phenomenon of the brand personality than ever before and seek to understand the impact of it on the various behaviors of the consumer, given the globalization of the business environment and intense competition (Ahmed, 2018).

Aaker, 1997 has developed a measure of brand personality. Five dimensions of brand personality: credibility, excitement, efficiency, sophistication, and durability. The five dimensions of brand personality are based on the "Big Five", sometimes referred to as "OCEAN", and include openness, conscientiousness, extraversion, agreeableness, and neuroticism, and the current study relies on this scale, due to its adoption in most of the studies that the researcher has reviewed, such as (Hayes, 1999; Mujahideen, 2009; El-Baz, 2010; Bouhlel, 2011; Basfirinci, 2013; Bairrada, 2019; Dvies et al., 2018; Hemmati and Masoomi, 2018; Kumar, 2018; Komal et al., 2018; Danny and Kimi, 2018; Shehu et al., 2016; Farinelli et al., 2016; Mutinda, 2016; Abdel-Latif, 2014). the five dimensions of the scale (Aaker, 1997) as follows:

- **credibility**

  brand credibility is correlated with human personality, and both are associated with the characteristics of acceptance and friendliness. The brand with high credibility means high morals and being honest or real. this dimension includes attributes: honesty, cheerfulness, realism, and the benefit from it.

- **Excitement**

  The dimension is related to the extraversion of human personality, both of which share the characteristics of sociability and kindness, and brand excitement is expressed by traits such as advanced and exceptional features which is brave. This dimension includes the characteristics: boldness, activity, imagination, and modernity.

- **Efficiency**

  The efficiency dimension is related to the conscientiousness dimension of human personality, which is related to the characteristics of reliability and durability, and the

efficiency of the brand is expressed reliable, economical, and safe. This dimension includes traits: intelligence, success, and reliability.

- **Sophistication**

  The brands sophistication dimension is associated with elegance, prestige, and attractiveness. This dimension includes attributes: development, and attractiveness.

- **Durability**

  According to (Aaker, 1997) The toughness of brand personality is related to a toughness characteristic such as strength and adventure. This dimension includes attributes: strength, and adventure.

**Customers' Purchasing Intentions:**

The study of customers' purchasing intentions is one of the most important research areas for both researchers and marketers, as it is the true indicator of the organization's ability to continue in the future, through forecasting sales of current and new products, and making decisions related to the market and promotional strategies (Gupta et al., 2015). Therefore, many researchers are interested in studying the impact of various marketing variables on the purchasing intentions of customers, as this variable is one of the positive results that must result from any marketing activity carried out by the organization, as well as imagine an impression by retaining customers (Oberecker and Diamantopoulos, 2011; Hanzaee and Khosrozadeh, 2011; Rimpy, 2014; Sousa, 2018).

From the above, it can be concluded that the purchasing intentions of customers are the indicator shows the extent to which the customers will continue to deal with the organization in the future, or will they defect from it.

**The relationship between the brand personality and purchasing intentions:**

Many previous studies focused on examining the relationship between the personality of the brand and purchasing intentions, including (Lee et al., 2018; Mutinda, 2016; Udomkit and Mathews, 2015; Charraz and Muhammad, 2014; Huang et al., 2014; Kinjal, 2014; Suddin et al., 2014; Mishra and Choudhury, 2013; Sajad et al., 2013; Anja and Daniel, 2011; Plavini, 2011; Wang et al., 2009), and in a study (Lee et al., 2018), which examined the effect of brand personality on both brand engagement and purchase intentions by credit over 301 Facebook users, it was found that there is a significant effect of the personality of the brand in all its dimensions on its participation through Facebook and purchase intentions.

Udomkit and Mathews, (2015) aimed to investigate the effect of the brand personality of coffee customers on the purchasing decision, to the existence of a relationship between all dimensions of the brand personality, (credibility, excitement, development, efficiency, and durability), and the efficiency dimension is the most influential dimension on the purchasing decision. for coffee customers.

The researchers conclude that most studies aimed to study the relationship between brand personality which has dealt with it through some of dimensions represented in Arab countries not all dimensions. Therefore, researchers study the relationship between brand personality and purchase intentions through the model shown in Figure 1- to test the following hypotheses:
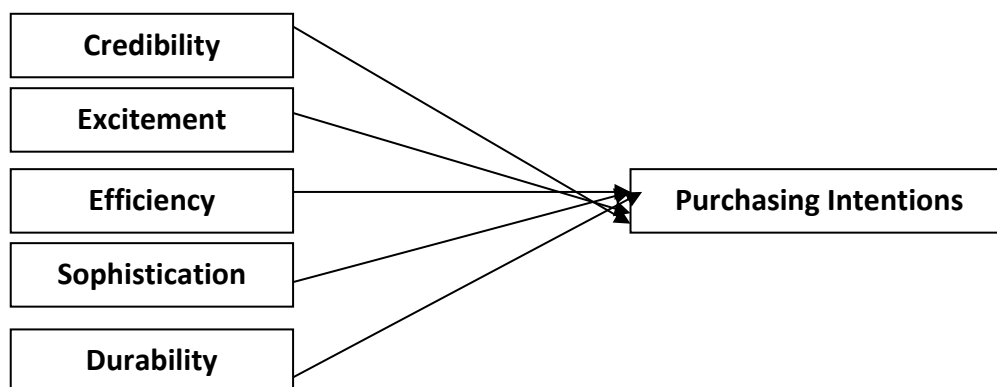
**Figure 1:** Research model.

1) There is a significant correlation between the dimensions of brand personality (credibility, excitement, efficiency, sophistication, durability) on purchasing intentions.
2) There is a significant effect of brand personality dimensions (credibility, excitement, efficiency, sophistication, durability) on purchasing intentions.
3) There are significant differences in customers' perceptions of both brand personality and purchasing intentions according to demographic characteristics (age and income).

**METHODOLOGY**

The research population is represented in all customers of mobile devices in Saudi Arabia. Due to the large size of the population, the survey was made on the Internet, and thus the questionnaire became available to a very large number of customers in all regions of Saudi Arabia, relying on Google Drive, and the survey has been placed on the Internet for a period of (90) days from 1/5/2022 until 31/7/2022.

In collecting data for this study, the researchers relied on questionnaire consists of 37 items to measure the variables of the study, and these items were measured using the five-point Likert scale, and it includes five levels from completely agree (5) to not Absolutely agree (1). Scale of (Aaker, 1997) is used to measure the brand personality. Scale of studies (Hsu et al., 2013; Cochrill and Goode, 2012) is used to measure purchasing intentions. Cronbach's alpha coefficient was used to ensure the reliability of the study variables, as shown in Table (1)

**Table (1): Reliability test for the research variables**

| Scale Dimensions | Alpha Coefficient | Number of Items |
|---|---|---|
| Credibility | 0.82 | 4 |
| Excitement | 0.81 | 3 |
| Efficiency | 0.82 | 4 |

| Scale Dimensions | Alpha Coefficient | Number of Items |
|---|---|---|
| Sophistication | 0.83 | 3 |
| Durability | 0.84 | 3 |
| Purchase Intentions | 0.80 | 4 |

To test the validity of the survey and ensure that it is suitable for measuring what it was prepared for, the survey was examined by professors of business administration, to test the accuracy and suitability of the items used for the research.

The study depends on the deductive approach, by reviewing the applied or theoretical studies related to the problem of the study, determining the dimensions and reasons for the problem, and formulating them within the framework of a set of hypotheses that accept the research, that is, the study will move from the general to the specific (relying on general rules and applying them in special situations) Then, data is collected from reality to test the validity of the hypotheses using statistical measures.

## RESULTS AND DISCUSSION

1) **Correlation between brand personality and purchasing intentions:**
   performed using the Spearman correlation coefficient and the results of this relationship are present in Table 2.

**Table (2): Correlation coefficients for research variables**

| Variables | 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|---|
| **Credibility** | 1 | | | | | |
| **Excitement** | 0.650** | 1 | | | | |
| **Efficiency** | 0.502** | 0.568** | 1 | | | |
| **Sophistication** | 0.599** | 0.576** | 0.374** | 1 | | |
| **Durability** | 0.558** | 0.503** | 0.619** | 0.565** | 1 | |
| **Purchasing intentions.** | 0.483** | 0.429** | 0.464** | 0.558** | 0.605** | 1 |

** All coefficients are significant at the 0.01

Table (2) shows that the first hypothesis is accepted: there is a positive significant correlation between brand personality dimensions and purchase intentions at 0.01.

2) **Effect of brand personality dimensions on purchasing intentions:**

To measure the effect of brand personality dimensions on purchasing intentions, a multiple regression analysis was used. table (3) shows the results.

**Table (3): The results of a multiple regression analysis for the effect of brand personality dimensions on purchasing intentions**

| Independent variables | Partial Regression Coefficient (B) | (T) | Ranking |
|---|---|---|---|
| Credibility | 0.160** | 3.190 | 3 |
| Excitement | 0.180** | 3.660 | 2 |
| Efficiency | 0.105* | 2.411 | 5 |
| Sophistication | 0.130* | 2.877 | 4 |
| Durability | 0.350** | 11.500 | 1 |
| - (**) Significant at 0.01 (*) Significant at 0.05<br>- F = 423.639 and it is significant at 0.01.<br>- Correlation coefficient = 0.931, R Square = 0.867 | | | |

Table (3) shows that there is a significant effect of brand personality dimensions on the purchasing intentions of mobile devices. And then the main hypothesis of the study is accepted.

**3)  The differences in the perception of Saudi customers regarding the study variables:**

To measure the differences in the perception, The Kruskal-Wallis test was used, and the statistical analysis showed the results in tables (4) and (5).

**Tables (4): Differences in customers' perception according to income**

| Variable | Income Level | Number of customers | Chi$^2$ | Sig. |
|---|---|---|---|---|
| Brand Personality | Less than 5000 SAR | 37 | 139.728 | 0.000 |
| | 5000 -10000 | 65 | | |
| | 10000 -15000 | 110 | | |
| | 15000 -20000 | 94 | | |
| | 20000 and more | 48 | | |
| | Total | 354 | | |
| Purchasing Intentions | Less than 5000 SAR | 37 | 337.394 | 0.000 |
| | 5000 -10000 | 65 | | |
| | 10000 -15000 | 110 | | |
| | 15000 -20000 | 94 | | |
| | 20000 and more | 48 | | |
| | Total | 354 | | |

**Table (5): Differences in customers' perception according to age**

| Variable | Age | Number of customers | Chi$^2$ | Sig. |
|---|---|---|---|---|
| Brand Personality | From 18 to less than 30 years | 28 | 144.421 | 0.000 |
| | From 30 to less than 42 years | 187 | | |
| | From 42 to less than 54 years | 133 | | |

| Variable | Age | Number of customers | Chi² | Sig. |
|---|---|---|---|---|
| | From and above 54 years | 6 | | |
| | Total | 354 | | |
| **Purchasing Intentions** | From 18 to less than 30 years | 28 | | |
| | From 30 to less than 42 years | 187 | | |
| | From 42 to less than 54 years | 133 | 131.604 | 0.000 |
| | From and above 54 years | 6 | | |
| | Total | 354 | | |

Table (4) shows the significant differences between customers of mobile devices in the Kingdom of Saudi Arabia according to income level, for all study variables (the brand personality and purchasing intentions) for the customers with high income level. Table (5) shows the significant differences between customers of mobile device in the Kingdom of Saudi Arabia according to age, for all study variables (the brand personality and purchasing intentions) for customers of advanced age.

## CONCLUSION

There is a significant effect of brand personality dimensions (credibility, excitement, efficiency, sophistication, and durability) on purchasing intentions, at a level of significance of 0.01. The data showed the significant role that the brand personality dimensions play in the intentions. The researchers concluded that the more the brand personality increases in the minds of customers through high credibility, efficiency in use, continuous development, and the durability of the brand, the greater the buying tendencies of the brand, and this is consistent with (Udomkit and Mathews, 2015; Charraz and Muhammad, 2014; Mishra and Choudhury, 2013; Sajad et al., 2013; Anja and Daniel, 2011). Therefore, the study recommends working on creating a brand with a strong personality, through:

- Credibility in dealing with customers, through commitment of promises, and credibility in advertising campaigns.
- Exciting customers permanently, by providing mobiles with unexpected specifications from customers.
- Working on providing high-efficiency mobiles, by providing that meet all customer needs, including comfort, speed, warranty, economy, and spare parts.
- Working on the continuous development of the produced mobiles, by providing high-end that meet all the requirements of the times.
- Providing mobiles with high durability and providing original spare parts.

The researchers suggest preparing many researches related to brand personality, as follow:

- Applying the current study to other important sectors such as, computers and electrical appliances.

- Studying the relationship between brand personality as an independent variable, and other important variables such as marketing performance and competitive advantages.

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