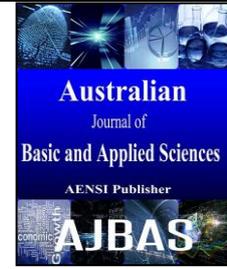




ISSN:1991-8178

Australian Journal of Basic and Applied Sciences

Journal home page: www.ajbasweb.com



The Influence of Brand Image and Brand Personality on Brand Loyalty

^{1,2}Hashed Ahmed Mabkhot, ¹Salniza Bt Md. Salleh, ¹Hasnizam Bin Shaari

¹School of Business Management, University Utara Malaysia, 06010 Sintok, Malaysia

²Faculty of Business and Economics, Amman University Yemen

ARTICLE INFO

Article history:

Received 12 December 2014

Received in revised form 26 December 2014

Accepted 28 January 2015

Available online 1 April 2015

Keywords:

Brand image, brand personality, brand loyalty, conceptual framework

ABSTRACT

Several studies in the field of branding management, customer behavior have mentioned that there are variables related to affect customer brand loyalty such as perceived quality, brand awareness, brand equity, among others. However, few studies have attempted to consider the influence of brand image and brand personality. Even if any, they have reported conflicting findings. This paper proposes to examine the relationship between brand image and brand personality on brand loyalty.

© 2015 AENSI Publisher All rights reserved.

To Cite This Article: Hashed Ahmed Mabkhot, Salniza Bt Md. Salleh, Hasnizam Bin Shaari, The Influence of Brand Image and Brand Personality on Brand Loyalty. *Aust. J. Basic & Appl. Sci.*, 9(7): 493-497, 2015

INTRODUCTION

Brand loyalty is a “marketers’ Holy Grail” (Kapferer, 2005). Brand loyalty carries significant benefits for marketers, academics and researchers because it indicates the health of an organization (Bennett & Rundel-Thiele, 2005). Brand loyalty has been an important research issue amongst marketing researchers for decades; it still receives a lot of interest. The cost of generating new customers much more than the cost of retaining existing consumers (Dehdashti, Kenari, & Bakhshizadeh, 2012). Loyal customers the most important tool to become a promoter of the brand, recommend it to friends, relatives, and other potential customers (Schultz, 2005).

Companies spend millions of dollars annually in order to enable them to achieve higher levels of loyalty by engaging in marketing research (Bennett & Rundel-Thiele, 2005). In this context, building loyalty to the brand has become more essential (Mohammad, 2012; Sahin, Zehir, & Kitapçı, 2011), as it significantly contributes to company performance, position, and market share. Although brand has been as knowledge as important to companies but several studies show that in past two years there has been a significant decline in consumers’ allegiance to their favorite brands (Belaid & Behi, 2011). Furthermore, the annual brand loyalty survey conducted by Mark (2011) revealed some surprising shifts in consumer loyalties. The greatest losses in loyalty to brand among the top 100 were: Nokia (a decline of 63%), followed by

Blackberry (51%), Chanel cosmetics (23%), Eucerin skin moisturizer (23%), True Value (21%), and 3-Olives Vodka (18%). According to Rachael (2013), between 2006 and 2010, brand loyalty has been declining as consumers no longer feel that owning a “best” brand is important. Certain brands have suffered loss of loyalty as consumers turned to cheaper brands that have considerable meaning. Nevertheless a brand that understands the real emotional relationship can serve as a substitute for the value-added can build a strong loyalty relationship (Passikoff, 2012).

According to the Catalina Marketing’s Pointer Media Network that studied 32 million customers in 2007 and 2008 across 685 leading brands, 52 percent of “high-loyal consumers” (i.e. those who purchased 70 percent or more of products from the same brand) started purchasing more from the competitor or might leave the brand completely in the next year (Krasny, 2011).

Hence, this indicates that research need to be done. Furthermore, literature indicates inconsistent results on the influence of brand image, brand personality, and brand loyalty. For instance, while several research reported significant results (Abbasi, Aqeel, & Awan, 2011; Andreani, Taniaji, & Puspitasari, 2012; Lin, 2010), others did not indicate significant findings (Chahal & Bala, 2012; Chen & Myagmarsuren, 2011; Cretu & Brodie, 2007; Forsido, 2012; Lai, Griffin, & Babin, 2009; Liu, Li, Mizerski, & Soh, 2012; Suhartanto, 2011). Such inconsistent findings suggest that more research is needed to establish the relationship between brand

Corresponding Author: Hashed Ahmed Mabkhot, School of Business Management, University Utara Malaysia, 06010 Sintok, Malaysia, Faculty of Business and Economics, Amman University Yemen HP. Tel: 0060175088591 E-mail: hashed88@gmail.com

image, brand personality, and brand loyalty.

Brand Loyalty:

The central role of marketing strategies is the development and maintenance of customer brand loyalty, especially in markets with strong competition, great unpredictability and decrease in product differentiation (Fournier & Yao, 1997; Nawaz & Usman, 2011). Brand loyalty is a conventional marketing idea that focuses on developing a long term consumer brand relationship. It has been employed to measure brand equity and successful marketing strategies (Knox & Walker, 2003). As getting new customers can be very expensive for companies, getting loyal customers is in the companies' best interest. That is why to Light (1994), "brand loyalty is the only basis for enduring profitable growth" (p.1). Brand loyalty is the strength of the brand acquired over time through goodwill and name recognition (Vitez, 2013), which lead to increased sales and higher profit margins against competing brands (Usman, Rida, Madiha, & Mohsin, 2012). Thus, companies need to devise new strategies to create brand loyalty (Doyle, 2012), and they can do through strong advertising and marketing campaigns and provision of high quality services or products.

Brand Image:

It is widely accepted among products/branding scholars that brand image has influence on brand loyalty (Cretu & Brodie, 2007; Gul, Jan, Baloch, Jan, & Jan, 2010; Martenson, 2007; Sondoh, Omar, Wahid, Ismail, & Harun, 2007; Thakor & Katsanis, 1997). As suggest by Hanzae and Asadollahi (2012) in the marketing field, brand managers must consider the inter-correlations between brand equity's dimensions particularly brand image and brand loyalty, high quality brand enables customers to identify a brand's superiority and distinctiveness which leads to loyalty (David, 1991; Oliver, 1997). Shaharudin *et al.* (2011) argue that the quality of product assists the company to deliver products that can satisfy the needs and wants of the consumers, which leads to the constant demand of the goods. The brand image itself is more influential to the consumers than the physical quality of the brand in determining rebuy same brand in the future. In instance, brand image is important antecedent of brand loyalty (Aydin & Özer, 2005).

Brand image plays a vital role in the product industry. In the past, the majority of brand image research has been on intangible products and retail contexts (Bloemer, Ruyter, & Peeters, 1998; Ghazizadeh, 2010). Only a few studies investigated brand image of product companies. Furthermore, there have been few research efforts to incorporate the role of brand image into brand loyalty (Martenson, 2007; Sondoh *et al.*, 2007; Xing-wen & Zhang, 2008). Therefore, expanding the brand

loyalty model to include brand image in this study is necessary. It may lead to strengthening the capacity of a forecasting model, as well as providing an enhanced understanding of the factors that stimulate loyalty towards local industries. Furthermore, when customers have a desirable brand image, the brand's messages have a stronger effect in comparison to competitors' brand information (Hsieh & Li, 2008). Hence, brand image is a vital determinant of a purchaser's behavior (Burmam, Schaefer, & Maloney, 2008). The attractiveness of a brand image to the consumer's own self-image lays the foundation for establishing a relationship between a customer and a brand, which in turn serves as a basis for brand loyalty (Burmam, Schaefer, & Maloney, 2007; Zakladna & Ehrl, 2011).

The research key in brand image is to develop and identify the most influential images and to strengthen them through subsequent business contacts. The term "brand image" gained reputation as evidence began to grow that the images and feelings related to a brand were strong influences though recall, brand identity, and brand recognition. It is based on the premise that customers purchase not only goods but also the image relations with that product (Ulus, 2011). Brand image is described by previous scholars as "the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory" (Kotler, Keller, Brady, Goodman, & Hansen, 2009). Brand image is a meaning associated by consumers to the brand (David, 1991; Dobni & Zinkhan, 1990; Nandan, 2005), which is retained in consumers' minds (Dobni & Zinkhan, 1990).

Brand image is considered as a consumer's built concept; thus customers' create an image related to the brand with regard to their perceptions and knowledge (Nandan, 2005). Brand image is an outcome of the customers' deciphering of all the signals delivered by the brand like visual signs, brand name, sponsoring, advertising (Kapferer, 1994). Brand image influences brand loyalty directly. There are some previous researches revealed a significant relationship between brand image and brand loyalty (Andreani *et al.*, 2012; Sondoh *et al.*, 2007) others found an insignificant relationship (Cretu & Brodie, 2007; Gul *et al.*, 2010; Helgesen & Nettet, 2007). However, due to mixed results, the present study proposes the following:

Proposition 1: There is a significant positive relationship between brand image and brand loyalty.

Brand Personality:

Aaker (1997) defines brand personality "as a set of human characteristics associated with the brand". The author develops five dimension of brand personality. They are sincerity (honest, down to earth, cheerful and wholesome), excitement (spirited, daring, up to date and imaginative), competence (successful, intelligent, and reliable), sophistication

(charming, and upper class) and ruggedness (outdoorsy and tough). Brand personality assists in creating a strong brand in many ways. Brand personality can build a relationship between brand and consumers and plays a role in self-expression to attract consumer (Aaker David, 2011). Brand personality is something that can be related to a consumer, as an effective brand will increase brand equity with a consistent set of attributes. This is the added value of the brand, regardless of the functional benefits (Aaker, 1997).

Brand personality, defined as all personality traits used to characterize a person and associated with a brand, is a concept within the field of relational marketing. It helps to better understand the development and preservation of relationships between consumers and brands. Keller (1998, p. 97) notes that “brand personality reflects how people feel about a brand, rather than what they think the brand is or does”. As such, brand personality explains the impact of those relationships on consumer behavior (Fournier, 1998). Brand personality is one of the most critical and consistent predictors of both behavioral brand loyalty and attitudinal brand loyalty (Anisimova, 2007). Distinguished brand personality plays a key role in the success of a brand. Much research has been done on the effects of brand personality on brand management (Chang & Chieng, 2006; Johar, Sengupta, & Aaker, 2005; Sung & Kim, 2010). But there is limited research on the relative importance of the dimensions of brand personality with regard to driving brand loyalty (Keller & Lehmann, 2006). This is despite claims that brand personality promotes consumer preference and brand loyalty (Mengxia, 2007).

Brand personality can predict brand loyalty, according to Louis and Lombart (2010) suggest future studies to study the effect of brand personality on other consequences such as loyalty. Furthermore, the finding by Sung and Kim (2010) also compatible with consumer behavior scholars’ assertions that brand personality can evoke brand emotions and increase the level of brand loyalty. Hence, brand personality is included in this study. Brand personality can contribute to the prediction of brand loyalty, there are some previous research revealed a significant relationship between brand personality and brand loyalty (Abbasi *et al.*, 2011; Lin, 2010), others found an insignificant relationship (Liu *et al.*, 2012). However, due to mixed results, the present study proposes the following:
Proposition 2: There is a positive and significant relationship between brand personality and brand loyalty.

Conceptual Framework:

Building on the foregoing discussion and literature review, this paper proposes a conceptual framework as illustrated in Figure 1.

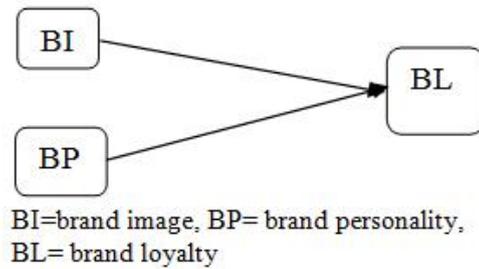


Fig. 1: Theoretical Framework.

This study primarily focuses on the major determinants of brand loyalty. Figure 1 illustrates a conceptual framework for this study showing the independent variables (brand image, and brand personality), and the dependent variable (brand loyalty). In other words, there are two direct antecedents of brand loyalty which are brand image and brand personality.

Conclusion:

Competition for customer loyalty among local branded products continues to be more demanding as the market will become more saturated (Gocek, Kursun, & Beceren, 2007). Although it is argued that having an established brand image and brand personality could give a company its competitive advantage by producing brand loyalty (Mishra & PatraY, 2010; Sahin *et al.*, 2011; Sondoh *et al.*, 2007), there is a lack of empirical evidence to support such claim (Bhardwaj, Kumar, & Kim, 2010; Kapferer, 2002; Kapferer & Schuiling, 2003; Zhang & Schmitt, 2001). However, to date, a few studies have been conducted to examine the relationship between all these factors. Therefore, this study fills the gap by investigating the most essential factors that can enhance brand loyalty like brand image and brand personality.

REFERENCES

- Aaker David, A., 2011. Building strong brands: Free Press.
- Aaker, J., 1997. Dimensions of brand personality. *Journal of Marketing Research*, pp: 347-356.
- Abbasi, A.S., A.M.B. Aqeel, A.N. Awan, 2011. The impact of advertising on brand loyalty with the moderation of consumer buying behavior; a conceptual framework. *Interdisciplinary Journal of Contemporary Research in Business*, 3(4): 14.
- Andreani, F., T.L. Taniaji, R.N.M. Puspitasari, 2012. The Impact of Brand Image Towards Loyalty with Satisfaction as A Mediator in McDonald's. *Jurnal Manajemen dan Kewirausahaan*, 14(1): 64-71.
- Anisimova, T.A., 2007. The effects of corporate brand attributes on attitudinal and behavioural consumer loyalty. *Journal of consumer marketing*, 24(7): 395-405.

- Aydin, S., G. Özer, 2005. The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, 39(7/8): 910-925.
- Belaïd, S., A.T. Behi, 2011. The role of attachment in building consumer-brand relationships: an empirical investigation in the utilitarian consumption context. *Journal of product & brand management*, 20(1): 37-47.
- Bennett, S. Rundel-Thiele, 2005. The brand loyalty life cycle: Implications for marketers. *The Journal of Brand Management*, 12(4): 250-263.
- Bhardwaj, V., A. Kumar, Y.K. Kim, 2010. Brand Analyses of US Global and Local Brands in India: The Case of Levi's. *Journal of Global Marketing*, 23(1): 80-94.
- Bloemer, J., K.D. Ruyter, P. Peeters, 1998. Investigating drivers of bank loyalty: the complex relationship between image, service quality and satisfaction. *International Journal of Bank Marketing*, 16(7): 276-286.
- Burmman, C., K. Schaefer, P. Maloney, 2007. Industry image: Its impact on the brand image of potential employees. *Journal of Brand Management*, 15(3): 157-176.
- Burmman, C., K. Schaefer, P. Maloney, 2008. Industry image: Its impact on the brand image of potential employees. *The Journal of Brand Management*, 15(3): 157-176.
- Chahal, H., M. Bala, 2012. Significant components of service brand equity in healthcare sector. *International Journal of Health Care Quality Assurance*, 25(4): 343-362.
- Chang, P.L., M.H. Chieng, 2006. Building consumer-brand relationship: A cross-cultural experiential view. *Psychology & Marketing*, 23(11): 927-959.
- Chen, C.F., O. Myagmarsuren, 2011. Brand equity, relationship quality, relationship value, and customer loyalty: Evidence from the telecommunications services. *Total Quality Management & Business Excellence*, 22(9): 957-974.
- Cretu, A.E., R.J. Brodie, 2007. The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230-240. doi: <http://dx.doi.org/10.1016/j.indmarman.2005.08.013>
- David, A.A., 1991. *Managing brand equity: Capitalizing on the value of a brand name*: Free Pr.
- Dehdashti, Z., M.J. Kenari, A. Bakhshizadeh, 2012. The impact of social identity of brand on brand loyalty development. *Management Science Letters*, 2: 1425-1434.
- Dobni, D., G.M. Zinkhan, 1990. In search of brand image: A foundation analysis. *Advances in consumer research*, 17(1): 110-119.
- Doyle, P., 2012. *Building successful brands*.
- Forsido, M.Z., 2012. *Brand loyalty in Smartphone (Master)*, Uppsala University
- Fournier, S., 1998. Consumers and their brands: Developing relationship theory in consumer research. *Journal of consumer research*, 24(4): 343-353.
- Fournier, S., J.L. Yao, 1997. Reviving brand loyalty: A reconceptualization within the framework of consumer-brand relationships. *International Journal of Research in Marketing*, 14(5): 451-472.
- Ghazizadeh, M.B., Ali Soleimani, Talebi, Vajihah, 2010. A Survey of Brand Equity and Customer Satisfaction of Iranian State-Owned Banks. *European Journal of Social Sciences*, 17(2): 266.
- Gocek, I., S. Kursun, Y.I. Beceren, 2007. The Perception of Customer Satisfaction in Textile Industry According to Genders in Turkey. *International Journal of Human and Social Sciences*, 1(2).
- Gul, M.S., F.A. Jan, Q.B. Baloch, M.F. Jan, M.F. Jan, 2010. Brand Image and Brand Loyalty. *Journal of Social Sciences*, 3(1): 55-74.
- Hanzaee, K.H., A. Asadollahi, 2012. Investigating the Effect of Brand Equity and Brand Preference on Purchase Intention. *Research Journal of Applied Sciences*, pp: 4.
- Helgesen, Ø., E. Nettet, 2007. Images, satisfaction and antecedents: Drivers of student loyalty? A case study of a Norwegian university college. *Corporate Reputation Review*, 10(1): 38-59.
- Hsieh, C.K. Li, 2008. The moderating effect of brand image on public relations perception and customer loyalty. *Marketing Intelligence & Planning*, 26(1): 26-42.
- Johar, G.V., J. Sengupta, J. Aaker, 2005. Two roads to updating brand personality impressions: Trait versus evaluative inferencing. *Journal of Marketing Research*, pp: 458-469.
- Kapferer, 1994. *Strategic brand management: New approaches to creating and evaluating brand equity*: Free Press (New York and Toronto).
- Kapferer, 2002. Is there really no hope for local brands? *The Journal of Brand Management*, 9(3): 163-170.
- Kapferer, 2005. The roots of brand loyalty decline: An international comparison. *Ivey Business Journal*, 69(4): 1-6.
- Kapferer, I. Schuiling, 2003. How unique are local brands? An empirical comparison of local and international brands in the food industry. Unpublished Working Paper, University of Louvain, Institut d'Administration et de Gestion.
- Keller, 1998. *Strategic Brand Management : building, measuring, and managing brand equity*. New Jersey: Prentice-Hall.
- Keller, D.R. Lehmann, 2006. Brands and branding: Research findings and future priorities. *Marketing Science*, 25(6): 740-759.
- Knox, S., D. Walker, 2003. Empirical developments in the measurement of involvement, brand loyalty and their relationship in grocery markets. *Journal of Strategic marketing*, 11(4): 271-

286.

Kotler, K. Keller, M. Brady, M. Goodman, T. Hansen, 2009. *Marketing management: first European edition*: Pearson.

Krasny, J., 2011. Consumer Brand Loyalty May Never Recover From The Recession. *Business Insider*.

Lai, F., M. Griffin, B.J. Babin, 2009. How quality, value, image, and satisfaction create loyalty at a Chinese telecom. *Journal of Business Research*, 62(10): 980-986.

Light, L., 1994. *Brand loyalty marketing: Today's marketing mandate*. Editor & Publisher, 127(50).

Lin, L.Y., 2010. The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Journal of product & brand management*, 19(1), 4-17.

Liu, F., J. Li, D. Mizerski, H. Soh, 2012. Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 46(7/8): 922-937.

Louis, D., C. Lombart, 2010. Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of product & brand management*, 19(2): 114-130.

Mark, M., 2011. *Brand Loyalty and the Recession: It's All About Passionistas vs. Frugalistas*. Brandchannel.

Martenson, R., 2007. Corporate brand image, satisfaction and store loyalty: A study of the store as a brand, store brands and manufacturer brands. *International Journal of Retail & Distribution Management*, 35(7): 544-555.

Mengxia, Z., 2007. Impact of brand personality on PALI: a comparative research between two different brands. *International Management Review*, 3(3): 36-46.

Mishra, M.K., S.K. Patra, 2010. Brand Personality Orientation to its Brand Loyalty: A Case Study on KILLER Brand. *Journal of Business and Economics*, 9(2): 12.

Mohammad, A.A.S., 2012. The Effect of Brand Trust and Perceived Value in Building Brand Loyalty. *International Research Journal of Finance and Economics*, (85).

Nandan, S., 2005. An exploration of the brand identity/brand image linkage: a communications perspective. *The Journal of Brand Management*, 12(4): 264-278.

Nawaz, N., A. Usman, 2011. What Makes Customers Brand Loyal: A Study on Telecommunication Sector of Pakistan. *International Journal of Business and Social Science*, 2(14): 213-221.

Oliver, R.L., 1997. *Satisfaction: A behavioral perspective on the consumer*.

Passikoff, 2012. *The 2012 Brand Keys Loyalty Leaders List* IDs New Categories, New Brands, New Engagement Levels – Consumers Opt For Social, Emotional, and Electronic Connections

Rachael, 2013. *It's a Fight For Brand Loyalty!* <http://www.rachaelmcbrearty.com/?p=561>

Sahin, A., C. Zehir, H. Kitapçı, 2011. The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research On Global Brands. *Procedia-Social and Behavioral Sciences*, 24: 1288-1301.

Schultz, D.E., 2005. The loyalty paradox What is brand loyalty after all? *Marketing Management*, 14(5): 10-11.

Shaharudin, M., A. Hassan, M. Salleh, S. Ali, E. Harun, M. Jalil, N. Abdul, 2011. The relationship between extrinsic and intrinsic attributes of product quality with brand loyalty on Malaysia national brand Motorcycle/Scooter, MODENAS. *Interdisciplinary Journal of Contemporary Research in Business*, 2(9): 135-149.

Sondoh, M.W. Omar, N.A. Wahid, I. Ismail, A. Harun, 2007. The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic. *Asian Academy of Management Journal*, 12(1): 83-107.

Suhartanto, D., 2011. An examination of brand loyalty in the Indonesian hotel industry. Lincoln University.

Sung, Y., J. Kim, 2010. Effects of brand personality on brand trust and brand affect. *Psychology and Marketing*, 27(7): 639-661.

Thakor, M.V., L.P. Katsanis, 1997. A Model of Brand and Country Effects on Quality Dimensions. *Journal of International Consumer Marketing*, 9(3): 79-100.

Ulusu, Y., 2011. Effects of brand image on brand trust. *Journal of Yasar University*, 24(6): 3932-3950.

Usman, Z. Rida, A. Madiha, A. Mohsin, 2012. Studying brand loyalty in the cosmetics industry. *LogForum*, 8(4).

Vitez, O., 2013. What Is the Importance of Brand Loyalty? Retrieved from wisegeek: [website: http://www.wisegeek.com/what-is-the-importance-of-brand-loyalty.htm](http://www.wisegeek.com/what-is-the-importance-of-brand-loyalty.htm)

Xing-wen, & Zhang, M.I., 2008. Relationship benefit in consumer markets and its role in brand image-brand loyalty chain. Paper presented at the Management Science and Engineering, 2008. ICMSE 2008. 15th Annual Conference Proceedings., International Conference on.

Zakladna, U., M. Ehrl, 2011. Effect of the Chinese acquisition on the brand image of Volvo Cars. Mälardalen University.

Zhang, S., B.H. Schmitt, 2001. Creating local brands in multilingual international markets. *Journal of Marketing Research*, pp: 313-325.