

## Article

# Brand Personality Drives Loyalty Insights from Iraq

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**Abstract:** This study investigates the impact of brand personality perceptions (sincerity, excitement, competence, and sophistication) on consumer loyalty in the Babil Governorate, Iraq. Utilizing a survey instrument, data from eighty-two valid responses were analyzed using SPSS. The results indicate that overall brand personality significantly affects brand loyalty, with excitement, competence, and sophistication showing varying influences, while sincerity has no impact. The findings suggest that companies should prioritize brand personality development to enhance loyalty. The study highlights the need for future research to explore additional dimensions of brand personality, incorporate mediating variables, and utilize larger, more diverse samples to deepen understanding of the relationship between brand personality and customer loyalty.

**Keywords:** Brand Personality, Brand Loyalty, Sincerity, Excitement, Competence, Sophistication

## 1. Introduction

Customers' behavior and brand loyalty are significantly influenced by the perception they have of a brand. A company's ability to build strong relationships with its consumers is largely dependent on the power of its brand, which reflects the product's personal image and influences consumer purchasing behavior [1]. Adding human characteristics to a brand is another aspect of brand personality [2]. Customers are more likely to have a good attitude toward a brand if their self-concept and the brand's personality align more [3]. This implies that an organization's established brand personality can provide it with a competitive edge by fostering highly desired brand loyalty [4].

Research has indicated that buyers are more influenced by the affective and abstract components of a brand than by the affective and abstract components when it comes to brand and product placement [5]. According to [6], leveraging personality qualities in brand creation enhances customer loyalty, buying intention, preference, and trust. Signs can be differentiated by it [7]. In the meantime, the final consumer's choice is significantly influenced by the brand's personality [8]. This is due to the fact that it is the most intricate and challenging aspect of creating a brand, and practitioners use it as a strategic tool to manage the brand since creating a competitive brand is a result of implementing and designing the brand's true personality [9].

In creating a brand, consideration must be given to the consumer's preferences regarding conditions, definition of the brand's image, attitude, and emotional forms (prototypes), a brand's identity is revealed when it adheres to the original model and solidifies its place in consumers' minds [11]. A brand's power is derived from its loyal following, which is fostered by positive reputation and name awareness [12]. Consequently, this results in more profit due to higher sales relative to rival brands [13].

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In spite of external factors and marketing campaigns that may impact behavior, loyalty represents "a strong commitment to consistently return to or re-patronize a preferred product or service in the future" [14]. Gaining and keeping consumers is more cost-effective and beneficial for the business than bringing in new ones [15]. According to [16], loyal consumers are seen more important to the business and less price-sensitive since they are prepared to spend more money than their disloyal counterparts and promote the brand through favorable word of mouth. The expenses associated with advertising, sales, promotion, and operations account for the cost of bringing in new customers [17].

Many studies show that customer loyalty to a brand reduces a company's promotional and marketing expenses, as the costs of maintaining existing customers are approximately six times lower than the costs of acquiring new ones [18]. As a result, the business's capacity to hold onto current clientele inspires more strategies for drawing in new ones [19]. Therefore, in order to build a strong and successful brand, we will try to determine how the personality of the brand is mirrored in the brand loyalty of its customers in this study.

The study's problem and the rationale behind the topic selection. The wide spread of the brand for mobile phone devices in the Iraqi markets, and the increasing demand by consumers to choose one brand over another, as well as the lack of local studies on this topic, prompted the researcher to study consumer trends and the factors that affect their loyalty to the brand and to know the influence of the brand's personality on their loyalty, as well as how to maintain customer trust and loyalty for as long as possible. The researcher also wants to obtain results that can benefit customers and owners of mobile device stores. Hence, the problem of the study can be summarized through the following main question: (Does brand personality affect in enhancing customer loyalty to the brand for mobile device users in Iraq)?

Study objectives and questions. Overall goal: Investigating the effect of brand personality on customer brand loyalty.

Specific (specific) objectives:

1. Determine the effect of brand sincerity on brand loyalty at a significant level (5%).
2. Determine the effect of brand excitement on brand loyalty at a significant level (5%).
3. Determine the effect of brand competence on brand loyalty at a significant level (5%).
4. Determine the effect of brand sophistication on brand loyalty at a significant level (5%).

Study hypotheses

1. At the 0.05 significance level, brand personality has a considerable impact on brand loyalty.
2. At the 0.05 significance level, brand sincerity has a considerable impact on brand loyalty.
3. At the 0.05 level of significance, brand excitement has a considerable impact on brand loyalty.
4. At the 0.05 significance level, brand competency has a considerable impact on brand loyalty.
5. At the 0.05 significance level, brand sophistication has a considerable impact on brand loyalty.

Conceptual framework of the study. Figure (1) represents the conceptual framework of the study and depicts the direct effect of the brand personality dimensions (sincerity, excitement, competence, and sophistication) on brand loyalty and is based on the literature reviewed.

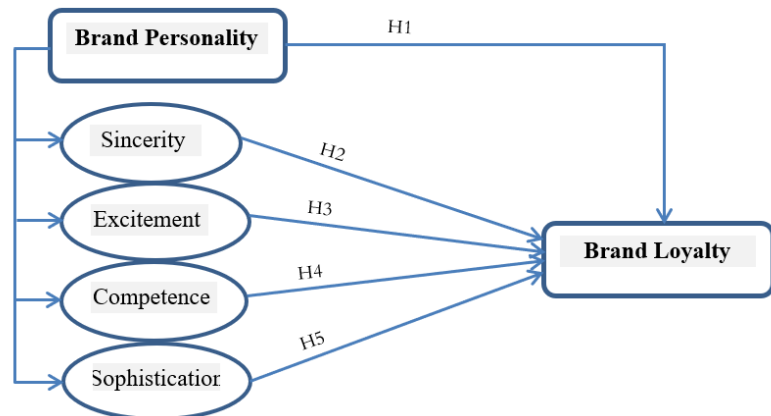


Figure 1. Conceptual framework of the study

### The limits of the study

**Objective limits:** The study variables are the brand's personality with its dimensions (sincerity, excitement, efficiency, and sophistication) and brand loyalty with its dimensions (behavioral and attitudinal).

**Human limits:** Customers who use mobile devices of the most widespread brands in the market. **Spatial boundaries:** Hilla - Babylon Governorate in Iraq. **Time limits:** the period from (November 2023 - April 2024). **Dimensions and variables of the study**

1. Brand personality with its dimensions (sincerity, excitement, efficiency, and sophistication) as an independent variable.
2. Brand loyalty with two dimensions (attitude and behavioral) as a dependent variable.

### Dimensional details

The study scales were chosen from the literature reviewed, the details of which are shown in Table (1) below:

Table 1. Research dimensions and sources

Main variables	Dimensions	Source	Number of Par.
Brand personality	(Sincerity, excitement, efficiency, and sophistication)	(Aaker, 1997)	14
Brand loyalty	Attitudinal loyalty and behavioral loyalty	(Jacoby and Chestnut, 1978) (Dowling and Hammond, 2003)	8

## 2. Materials and Methods

The research used the descriptive analytical method, which is based on describing the phenomenon accurately quantitatively or qualitatively, and aims to collect sufficient data on the social phenomenon and then study and analyze it and reach conclusions and recommendations to develop and improve reality. The questionnaire was used as the main tool for collecting data from the study sample.

**Study population and sample.** The study population represented customers who use the most widespread mobile phones in the city of Hilla - Babil Governorate. The sample was chosen randomly due to the homogeneity of the study population and the absence of significant differences between community members. The sample size was (82), as (90) questionnaire forms were distributed to the study sample and (82) valid questionnaires were retrieved for statistical analysis, meaning a retrieval rate of (91%). The questionnaire

was developed based on the nature of the study variables and with the help of previous literature, and a five-point Likert scale was adopted to measure all study variables and for ease of data collection.

### 3. Results and Discussion

#### Brand personality

Brand personality, as defined by [20], is a subset of brand association that accounts for a customer's symbolic consumption and emotional attachment to a brand. It is a workable, dynamic metaphor whose concept is founded on the way the customer associates his personality with the business connection [21].

Customers frequently select and utilize a brand personality that aligns with their self-concept, albeit this alignment may vary depending on the customer's or others' self-concept [22]. Leary and Tangney, in their research on personality as a useful framework for self-meaning, are credited with coining the term "brand personality." The idea has also been widely applied by arguing that a consumer may deduce a brand's personality from the human traits connected to a typical brand user [23].

[24] defined brand personality as "a set of human characteristics associated with the brand". [25] suggest that this concept could potentially foster and improve the bond between consumers and brands. However, [26] draw attention to the differences between brand personality and human personality. According to [27], there are three factors that contribute to a brand's personality: the association the brand has with consumers, the company's attempt to project an image, and product attributes like distribution and product channels (the third source).

Brand personality enhances consumer choice and brand loyalty, according to several studies [28]. Whereas, brand loyalty can be predicted by a brands personality [29] The idea of brand personality can be used to explain consumers' symbolic consumption and emotional ties with brands [30]. As such, it is seen as one of the elements influencing customer preference and choice [31]. In addition, customers may experience emotional fulfillment, an enhanced perception of the brand, a greater willingness to stick with the brand, try a new one, or grow the brand and pay more for it if the brand has a strong and positive personality [32].

A strategic perspective on marketing organization decisions is necessary for good brand management, which includes brand personality; this perspective considers the possibility that alterations to a brand's marketing tactics could have an impact on the brand's future success [33]. Compared to brands without personalities, those with personalities tend to be more likeable and superior. Similar to humans, brands can have a variety of characteristics, such as being competent or professional [34].

Five dimensions make up the brand personality, according to Jennifer Aaker, which include (sincerity, excitement, competence, sophistication, and ruggedness) [35] Which Aaker described in the following: Sincerity is characterized by joy, sincerity, and authenticity. Excitement represents a person with a distinct personality, a lot of energy, and a great imagination for making distinctions, inventions, and a sense of difference. Competence encapsulates the product's success, dependability, and integrity for customers. Sophistication is the quality of being distinct, prestigious, and upper class. Ruggedness: A brand's resilience and strength-promoting attributes [36].

#### Brand loyalty

Developing techniques to acquire and preserve brand loyalty is the primary function of marketing strategies, particularly in marketplaces with intense rivalry, high levels of unpredictability, and little product distinction [37]. Brand loyalty is a conventional marketing concept that emphasizes on mature marketing techniques and building a lasting relationship with the brand [38].

[39] provided a definition of it as “a firm commitment to consistently repurchase or re-patronize a preferred product or service in the future, despite changes in circumstances and marketing initiatives that may influence behavior.” Customers' strong level of trust in a brand is demonstrated by their favorable behavior patterns over time, their deep emotions about it, and their desire to keep buying it [40]. In other words, brand loyalty encourages repurchasing both now and in the future [41].

According to some research, a company's ability to reach a wider audience is aided by brand loyalty, which fosters positive customer communication and lowers resistance to competing tactics [42]. As a measure of a consumer's commitment to a specific brand, loyalty stems from their happiness with prior brand usage, which encourages repeat purchases [43]. True loyalty, according to [44], is defined as sticking with a brand while making purchases of its goods or services. This kind of loyalty can also be described as behavioral or attitudinal. It involves endorsing a certain brand of good or service over others and talking about its benefits to others [45].

However, [46] pointed out that, according to the (80-20) principle, 80% of a firm's profit comes from 20% of its customers. As a result, the longer a firm has a relationship with a customer, the more benefits and profits the organization may reap. This means that only 20% of the company's current clientele will account for 80% of its future revenues. Consequently, retaining existing customers comes at a lower cost than acquiring new ones, as a 2% increase in retention rates has the same impact as a 10% cost reduction. On the other hand, studies have shown that boosting brand loyalty and decreasing apprehension among consumers might result in higher profitability for the reasons listed below: [47]

1. Loyal consumers purchase more goods.
2. Loyal clients are less sensitive to price and disregard the advertisements of rival businesses.
3. It is less expensive to serve current customers who are aware of the company's offerings and methods than to acquire new ones.
4. Loyal consumers inspire other customers and generate good word of mouth.
5. Therefore, since loyal clients are a business's most valuable asset, businesses have focused on creating loyalty and retention strategies as they have grown more aware of their value in recent years. So, to boost customer retention, businesses should also invest time and resources in researching disgruntled clients. [48].

### **Customer brand loyalty approaches**

**Behavioral approach:** The relative frequency of brand purchases is a measure of behavioral loyalty [49]. A drawback of this approach is that consumer behavior may be impulsive, inadvertent, and motivated by a lack of options, contentment, or habituation to a specific brand; hence, brand loyalty may be fictitious or unfounded [50]. Therefore, because it can be challenging to discern between genuine and phony loyalty, recurrent purchase behavior may not accurately indicate true consumer loyalty [51].

**Attitudinal approach:** It indicates that attitudinal loyalty expresses a customer's inclination or intention that mirrors their positive assessment of the brand and emotional connection with it, which ultimately results in genuine loyalty [52], situational loyalty refers to a customer's propensity and inclination to buy the same brand within a given time frame. This approach is thought to be more comprehensive than the behavioral approach since it makes a distinction between brand loyalty and recurrent purchase, even if it is thought to be focused on the customer's opinion rather than the buying process and may not accurately reflect reality [53].

Therefore, behavioral and attitudinal loyalty can be combined to quantify and identify actual brand loyalty. Attitude loyalty is the result of a customer's strong commitment to a brand, whereas behavioral loyalty is the result of a customer's accumulation of past brand purchases and their basic brand commitment [54].

### **Brand personality and brand loyalty: a relationship**

Several studies have demonstrated that incorporating the idea of brand personality can improve brand loyalty [55]. The study [56] also discovered that brand personality has a significant impact on brand preference. This was further supported by the study's findings [57], which demonstrated that brand personality has a favorable impact on affection, loyalty, and purchase intention in addition to brand preference.

As a result of their unique personalities, consumers may perceive brands as actual individuals. Customers will therefore soon confront the corresponding personality traits of the individuals in question as they anticipate their words, behaviors, attitudes, or ideas [58]. All marketing initiatives could be focused on developing a recognizable brand personality and improving the brand-customer relationship through communication. Put differently, users can utilize the brand and its offerings in line with their individual personality attributes [59].

Studies like have demonstrated that brand personality influences consumer loyalty to a particular brand of consumer goods, for example. This is because a brand's personality needs to stand out from competitors, satisfy consumer needs, and develop over time. Other research, however, suggests that there is no connection between brand personality and brand loyalty.

### **Data analysis.**

The study instrument's reliability. By calculating the Cronbach's alpha values for the study axis, the researcher employed the Spss software to determine the reliability and stability of the study tool, numerous researchers have suggested that a tool's acceptance should fall between (0.6-0.8). Others have proposed that for an instrument to be considered dependable, its Cronbach's alpha value ought to be more than 0.6. Regarding this study, the results presented in Table (2) below showed that the Cronbach's alpha value for all axes of the study was, and this indicates high reliability, as it was for the brand personality axis and for the brand loyalty axis.

Table 2. The study variables' Cronbach's alpha coefficient

<b>Variables</b>	<b>Number of paragraphs</b>	<b>Cronbach's alpha value</b>
Brand personality	14	.841
Brand loyalty	8	.702
Total	22	.883

### **Analysis of the demographic factors of the sample members**

Questionnaires were analyzed, and in Table (3) below is a description of the demographic factors of the study sample according to (gender, age, educational level, and income). It is clear from the table that the majority of the study sample members are male and their number is individuals, i.e. a percentage of %. Most of the sample members are within the two age groups (31-50) and (more than 50), with an equal number of (30), i.e. (34.9%). With regard to the educational level, it was found that those with higher educational degrees were the majority of the sample members, as their number reached (26) individuals, or a percentage of (29.1%). As for the income level, most of the sample members had an income (more than \$1,000), with a percentage of (40.7%).

Table 3. Demographic factors of the sample

The factor	The details	The number	%
Gender	Male	55	64
	Female	31	36
Age	30-18	26	30.2
	50-31	30	34.9
	More than 50	30	34.9
Educational level	Preparatory school or less	22	25.6
	College student	23	26.7
	Bachelor's	25	29.1
	Higher university deg	26	18.6
Income	Less than \$500	30	34.9
	Between \$500-1000	21	24.4
	More than \$1000	35	40.7

As for brand preference, it was found that most of the study sample members preferred the two brands (iPhone and Samsung), as the number of individuals who preferred (iPhone) devices reached individuals, at a rate of (41.9%), and those who preferred (Samsung) mobile devices individuals (36%), while the rest of the sample individuals, at a rate of (22.1%) prefer devices from other brands, as shown in Table (4) below

Table 4. The sample's preferred brands

Favorite brand	The number	%
iPhone	36	41.9
Samsung	31	36
Others	19	22.1

### Descriptive analysis sincerity, excitement, competence, and sophistication

Table 5. Study variables correlation analysis

		Correlations					
		Brand personality	Sincerity	excitement	competence	sophistication	Brand loyalty
Brand personality	Pearson Correlation	1	.082	.568**	.558**	.656**	.697**
	Sig. (2-tailed)		.453	.000	.000	.000	.000
	N	86	86	86	86	86	86
Sincerity	Pearson Correlation	.082	1	.195	.095	.050	.123
	Sig. (2-tailed)	.453		.073	.382	.649	.260
	N	86	86	86	86	86	86
excitement	Pearson Correlation	.568**	.195	1	.837**	.645**	.628**
	Sig. (2-tailed)	.000	.073		.000	.000	.000
	N	86	86	86	86	86	86
competence	Pearson Correlation	.558**	.095	.837**	1	.674**	.722**
	Sig. (2-tailed)	.000	.382	.000		.000	.000
	N	86	86	86	86	86	86
sophistication	Pearson Correlation	.656**	.050	.645**	.674**	1	.606**
	Sig. (2-tailed)	.000	.649	.000	.000		.000
	N	86	86	86	86	86	86
Brand loyalty	Pearson Correlation	.697**	.123	.628**	.722**	.606**	1
	Sig. (2-tailed)	.000	.260	.000	.000	.000	
	N	86	86	86	86	86	86

## Hypothesis testing

### First hypothesis:

1. H0: At the significance level of 0.05, brand personality has no statistically significance impact on consumer brand loyalty.
2. H1: At the significance level of 0.05, brand personality has a statistically significance impact on consumer brand loyalty.

Regarding the results of the correlation analysis and simple linear regression analysis between brand personality and brand loyalty presented in Table (5) above and Table (6) listed below, it becomes clear that:

- a. The probability value (Sig. = 0.000) is less than the significance level (0.05), and the correlation coefficient is (0.697), which means that there is a fairly strong positive correlation between the two variables.
- b. Through the results of the simple linear regression analysis between the brand personality variable and brand loyalty presented in Table (6) below, it is clear that the value of  $R^2 = 0.486$ . This indicates that linear regression explains (48.6%) of the changes that occur in the variable Customer loyalty to the brand, and the remaining percentage (51.4%) possibly resulting from the contribution of other variables not examined in this study.

Given the foregoing, it is clear that there is an effect of brand personality on brand loyalty, and this denotes the alternative hypothesis' acceptance and the null hypothesis' rejection, which states: "At the significance level of 0.05, brand personality has a statistically significance impact on consumer brand loyalty."

Table 6. Analysis of simple linear regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697 <sup>a</sup>	.486	.480	.28680

a. Predictors: (Constant) Brand personality

### Second hypothesis:

1. H0: At a significance level of 0.05, sincerity-focused brand personality has no statistically significant impact on customers' brand loyalty.
2. H1: At a significance level of 0.05, sincerity-focused brand personality has a statistically significant impact on customers' brand loyalty.

Regarding the results of the correlation analysis and simple linear regression analysis between brand personality that focuses on sincerity and brand loyalty presented in Table (5) above and Table (7) listed below, it becomes clear that:

- a. The probability value (Sig.=0.260) is higher than the level of significance (0.05), and the correlation coefficient reached (0.123), which indicates a weak positive correlation between the two variables.
- b. Through the results of the simple linear regression analysis between the brand personality variable and brand loyalty presented in Table (7) below, it is clear that the value of  $R^2 = 0.015$ . This indicates that linear regression explains (1.5%) of the changes that occur in the variable Customer loyalty to the brand, and the remaining percentage (98.5%) possibly resulting from the contribution of other variables not examined in this study.

Given the foregoing, it is evident that the sincerity dimension has no impact on brand loyalty, supporting the null hypothesis, which states: "At a significance level of 0.05,



Sincerity-focused brand personality has no statistically significant impact on customers' brand loyalty".

Table 7. Analysis of simple linear regression

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.123 <sup>a</sup>	.015	.003	.36173

a. Predictors: (Constant), sincerity

### Third hypothesis:

1. H0: At a significance level of 0.05, excitement-focused brand personality has no statistically significant impact on customers' brand loyalty.
2. H1: At a significance level of 0.05, excitement-focused brand personality has a statistically significant impact on customers' brand loyalty.

Regarding the results of the correlation analysis and simple linear regression analysis between brand personality that focuses on excitement and brand loyalty presented in Table (5) above and Table (8) listed below, it becomes clear that:

- a. The probability value (Sig.=0.000) is higher than the level of significance (0.05), and the correlation coefficient reached (0.628), which indicates a weak positive correlation between the two variables.
- b. Through the results of the simple linear regression analysis between the brand personality variable and brand loyalty presented in Table (8) below, it is clear that the value of  $R^2 = 0.394$ . This indicates that linear regression explains (39.4%) of the changes that occur in the variable Customer loyalty to the brand, and the remaining percentage (60.6%) possibly resulting from the contribution of other variables not examined in this study.

Given the foregoing, it is clear that there is an effect of excitement dimension on brand loyalty, and this denotes the alternative hypothesis' acceptance and the null hypothesis' rejection, which is as follows: "At a significance level of 0.05, excitement-focused brand personality has a statistically significant impact on customers' brand loyalty".

Table 8. Analysis of simple linear regression

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.628 <sup>a</sup>	.394	.387	.28374

a. Predictors: (Constant), excitement

### Forth hypothesis:

1. H0: At a significance level of 0.05, competence-focused brand personality has no statistically significant impact on customers' brand loyalty.
2. H1: At a significance level of 0.05, competence-focused brand personality has a statistically significant impact on customers' brand loyalty.

Regarding the results of the correlation analysis and simple linear regression analysis between brand personality that focuses on competence and brand loyalty presented in Table (5) above and Table (9) listed below, it becomes clear that:

- a. The probability value (Sig.=0.000) is higher than the level of significance (0.05), and the correlation coefficient reached (0.628), which indicates a weak positive correlation between the two variables.
- b. Through the results of the simple linear regression analysis between the brand personality variable and brand loyalty presented in Table (9) below, it is clear that the value of  $R^2 = 0.394$ . This indicates that linear regression explains (39.4%) of the changes that occur in the variable Customer loyalty to the brand, and the remaining percentage (60.6%) possibly resulting from the contribution of other variables not examined in this study.

Given the foregoing, it is clear that there is an effect of competence dimension on brand loyalty, and this denotes the alternative hypothesis' acceptance and the null hypothesis' rejection, which states: "At a significance level of 0.05, competence-focused brand personality has a statistically significant impact on customers' brand loyalty".

Table 9. Analysis of simple linear regression

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 <sup>a</sup>	.522	.516	.25207

a. Predictors: (Constant), competence

#### **Fifth hypothesis:**

1. H0: At a significance level of 0.05, sophistication-focused brand personality has no statistically significant impact on customers' brand loyalty.
2. H1: At a significance level of 0.05, sophistication-focused brand personality has a statistically significant impact on customers' brand loyalty.

Regarding the results of the correlation analysis and simple linear regression analysis between brand personality that focuses on sophistication and brand loyalty presented in Table (5) above and Table (10) listed below, it becomes clear that:

- a. The probability value (Sig.=0.000) is higher than the level of significance (0.05), and the correlation coefficient reached (0.628), which indicates a weak positive correlation between the two variables.
- b. Through the results of the simple linear regression analysis between the brand personality variable and brand loyalty presented in Table (10) below, it is clear that the value of  $R^2 = 0.394$ . This indicates that linear regression explains (39.4%) of the changes that occur in the variable Customer loyalty to the brand, and the remaining percentage (60.6%) possibly resulting from the contribution of other variables not examined in this study.

Given the foregoing, it is clear that there is an effect of sophistication dimension on brand loyalty, and this indicates rejection of the null hypothesis and acceptance of the

alternative hypothesis, which states: "At a significance level of 0.05, sophistication-focused brand personality has a statistically significant impact on customers' brand loyalty".

Table 10. Analysis of simple linear regression

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606 <sup>a</sup>	.368	.360	.28987

a. Predictors: (Constant), sophistication

#### 4. Conclusion

The results of the statistical analysis of the study data showed the following:

- a. There is an influence of the brand personality in general in achieving brand loyalty.
- b. There is no effect of the (sincerity) dimension on customer loyalty to the brand.
- c. There is an uneven effect of the dimensions (excitement, efficiency, sophistication) on the customer's loyalty to the brand, as the dimension (competence) came in first place, followed by the dimension (excitement) and then the dimension (sophistication).
- d. Four out of five hypotheses were confirmed, namely (H1, H3, H4, H5), and the second hypothesis (H2) was not confirmed.

#### Recommendations and future directions

- a. The study recommends that researchers and organizations take its results into account and pay more attention to the brand's personality to achieve excellence.
- b. With regard to future directions, the researchers recommend re-conducting research in the field of the current study, but on a larger and broader sample, and taking into account the adoption of mediating variables or other factors that affect the relationship between the current variables.
- c. Future research can take into consideration testing other dimensions of brand personality that are compatible with the nature of society and research to reach a broader understanding of the impact of brand personality on customer loyalty and satisfaction.

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