



**SUSTAINABLE BRAND PERSONALITY AND CONSUMER LOYALTY  
SUSTAINABILITY OF APPLE PRODUCTS AMONG STUDENTS OF PRIVATE  
TERTIARY INSTITUTIONS IN ADO ODO OTA**

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**ABSTRACT**

*The general objective of this study was to investigate the influence of brand personality on consumer loyalty of Apple products among students of Private Tertiary Institutions in Ado Odo Ota, Ogun State. The specific objectives of the study were to; establish the effect of brand image on consumer loyalty, determine the effect of brand trust on consumer loyalty, assess the effect of brand awareness on consumer loyalty. The study used primary data, purposive sampling was used to select the three Private tertiary institutions the population was 11,257, stratified random sampling was used to select 390 students. Qualitative data was analyzed using descriptive and inferential statistics, descriptive analysis to illustrate the data's features, such as frequency, percentage, and table and inferential analysis was carried out using correlation analysis. The study findings in hypothesis 1 reveal 61.9% connection based on the Pearson correlation and this shows that there is a strong link between brand image and customer loyalty, hypothesis 2 provides a Pearson correlation of 53% to be a strong correlation between brand trust and customer loyalty. hypothesis 3 reveals a 73.2% Pearson correlation as a consequence of this association which shows a strong correlation between brand awareness and customer loyalty. The study showed that the three objectives of brand personality (image, trust and awareness) had a positive significant influence on consumer loyalty, therefore the study concluded that the three brand personality variables have influence on consumer loyalty of Apple Products. The study recommends that Apple marketers to incorporate brand personality strategy in their marketing differentiating strategies.*

**Keywords:** Brand Personality, Brand Trust, Consumer Loyalty, Brand Awareness, Brand Image

**Introduction**

A great amount of research goes into the creation of each given product in a culture where customers are revered as KINGS. Each visual communication application that we see in our daily lives (advertisements in print, on radio and television, and online), as well as in branded environments (stores, malls, museums, and public spaces) contributes to the overall brand experience. A consumer's impression of a product or brand is formed via these encounters. Understanding the distinction between a product and a brand is critical. Physical commodities and services, experiences, events, people, locations, assets, organizations, information and ideas are all examples of products. For further information on this, see: Name, phrase, symbol, logo or other elements that distinguish one seller's product or service from those of others are all examples of a brand, according to the American Marketing Association. Moreover, goods must have a clear brand identity to be successful, building a positive business image is critical. This claim may be compared to that of Coca-Cola, which is a globally recognized brand. Brand names and logos like Coca-Cola and the Apple and Toyota logos set their goods apart from each other and help consumers remember them.



Consumers have more faith in a well-known brand when it makes promises it can deliver (Steenkamp and Kushwaha 2019). According to Zuhroh, Hadiwidjoyo, Rofiaty and Djumahir (2014), consumers' psychological values are the foundation of a successful brand. Brands are therefore products or services that have been enhanced by the inclusion of some further added value.

Many studies have attempted to define the idea of "brand personality," which is an important aspect of branding theory. A company's brand personality serves as a framework for influencing consumer perceptions of its products. Having a consistent set of characteristics that appeal to a certain customer group helps a company build its brand equity. As a result, a customer may identify with a brand's personality. In this digital era of artificial intelligence and automation, it is critical for any company's brand to evoke a favorable emotional reaction from a target audience.

Customers' personalities play an important part in a product's brand. In Munn's (1965) view, "personality may be described as the mix of qualities inside a person that defines an individual's structures, modes of interests, attitude, and pattern of thoughts and behavior; capabilities, emotions, talents, and aptitude. Lehmann (2016) In addition to distinguishing one product from another, a brand's personality conveys information about its target audience's emotional, social, character, and lifestyle.

Many experts have said that product branding is becoming more important in promoting good customer views. Many goods and services are now distinguishable by their brand names as a consequence of this, bolstering the claim that branding has become an important part of product strategy.

A detailed examination of a company's brand personality provides a unique technique of distinguishing its goods and services (Freling and Forbes, 2005). Consumer loyalty has been extensively studied and assessed for its unique traits and intense focus on the client during the course of this investigation. (Sasser & Schlesinger 1994; Oliver 1997. As a result, a number of studies have been carried out on customer satisfaction and customer loyalty in the service industry (Adegoke & Babalola, 2011; Olatokun & Nwonne, 2012). The research presented here pertains to a study done by (Onifade and Opele 2020) on the brand loyalty and customer patronage of hair care relaxer among female university staff in Ekiti State. Undergraduates at Babcock University in Nigeria were asked by researchers Kolade Ajilore and Margaret Solo-Anaeto (2016) to rate the brand personality of their smartphone as a predictor of their brand's worth. Michael Oyenuga, Agnes Ahungwa and Emmaunel Onoja (2021) investigated the impact of brand equity on consumer behavior at Veritas University in Nigeria; the study of Apple smartphones revealed that consumer behavior at Veritas University is influenced by the level of consumer awareness of, association with, and loyalty to brand name. There was another research done on the factors that influence customer satisfaction and loyalty in the Nigerian insurance sector (Ogbechi Adigwe Daniel Okafor Linus Izediuno Onifade Temitayo Alice 2018).

Researchers have used Fishbein and Ajzeen (1991) theory of reasoned action to examine the link between beliefs, attitudes and behavioral intention and behavior in numerous disciplines of marketing and advertising as well as organic food health care and other related fields (Ajzen 1991, Srem, 2005, Koger & Deborah, 2010, Chiew, Khalid, & Nawawi, 2014). As a result, the goal of this research is to close the knowledge gap that exists among Students in Private Tertiary Institutions Ado-Odo Ota Nigeria to answer the questions; i) does brand image have a significant relationship on consumer loyalty, ii) does brand trust have a significant relationship on consumer loyalty, iii) does brand awareness have a significant relationship on consumer loyalty.

## **2. Literature review**

### **2.1 Concept of Sustainable Brand Personality**

The ability of producers to sell their goods outside the confines of their local marketplaces was severely restricted prior to the nineteenth century (Moore & Reid, 2008). During the late eighteenth and early nineteenth centuries, the industrial revolution contributed to the growth of international commerce between many nations (Keller, 2008).

Brands and trademarks were considered to be interchangeable in the early twentieth century, according to the American Marketing Association (Kotler & Keller, 2006). It is extremely desirable to have a clear description of a brand since it has a significant impact on the emotions and purchasing behavior of the target audience (Millman 2012). In the twentieth century, the role of branding developed from the coupling of concrete product attributes with intangible, symbolic aspects expressive of personality and lifestyle (Healey, 2008; Moore & Reid, 2008).

Brand personality study begins with an understanding of human psychology. Brands may also have personalities, according to the philosophy of animism. People feel the need to personify the items in order to enhance and sustain their relationships with the intangible world. Consumers' judgments of personality characteristics are shaped by all of their interactions with a brand, whether those interactions are direct or indirect (Plummer, 1984). A brand's personality, like that of a person, is comprised of characteristics that are believed to be

- i. Affection: (active, assertive, energetic, enthusiastic, outgoing and talkative)
- ii. Accomplishment (appreciative, forgiving, generous, kind, sympathetic and trusting)
- iii. Confidence in oneself and one's work. This means they're dependable and trustworthy.
- iv. Irrationality (anxious, self-pitying, tense, touchy, unstable and worrying)
- v. Proximity (artistic, curious, imaginative, insightful, original and wide-interests)

Brand personality, as defined by Aaker (1997), is a collection of human traits connected to a particular brand. His concept encompasses not just demographic information (such as gender, age, and socioeconomic position), but also aspects of daily life (such as hobbies, interests, and political views) also, human personality traits (warmth, concern, thoughts).

According to Norman (1963), human personality is best described by the "big five" qualities, which include the following attributes:

- i. Authenticity that involves honesty, integrity, and trustworthiness.
- ii. Characteristics like boldness, vigor, freshness, and exuberance are part of the excitement.
- iii. intelligence, safety, achievement, and dependability are all examples of competence that may be shown
- iv. Charming and attractiveness are among the characteristics that define someone as sophisticated. Elegant, endearing, and clever all rolled into one
- v. Ruggedness: Strong, rough, tough, macho, and muscular all fall under the rubric of "ruggedness."
- vi. Sophistication: Elegant, prestigious and sometimes even pretentious.

As a result, relationship marketing's idea of "brand personality" refers to all of the unique characteristics connected with a certain brand. This theory sheds light on the evolution and



upkeep of the connection between brands and their customers (Ambroise, 2006). Customer perceptions of the brand are reflected in its personality, which might influence consumer behavior and, as a result, the chance that customers would buy the brand (Aaker, 1996).

Several marketing experts feels that employing a company's brand personality might have a positive impact on trade. Customers are better able to comprehend and retain brand-related information when it has a distinct personality (Aaker, 1996; Biel, 1993). Symbolic meaning may be added to a brand in order to enhance its function.

In order to gain a foothold in the market, a business uses human personality traits that are thought to create strong, distinctive, and complementary symbolic connections in the minds of potential customers (Freling & Forbes, 2005). While brand imaging is a collection of creative assets that tell the story of the business's concrete advantages, brand personality develops an emotional connection with an ideal customer group. It is part of a sustainable brand's personality to have an image and a level of trust in a product.

### 2.1.2 Brand Image

Both the client and the company benefit from this. Customers benefit from a positive image of a business because it makes it easier for them to digest information and make purchases, because it inspires confidence in their purchasing decisions, and because it boosts their self-esteem. The value that people place on a brand's reputation is known as its "brand equity" (Kotler and Keller 2010). The image of a brand has to do with how a certain product is seen and viewed in the minds of its customers. Customers worry about a mall's reputation since it influences whether or not they purchase there as part of their social behavior (Kumagai and Nagasawa, 2019). Because they utilize the brand's goods, a company can tell a lot about its customers. Having a strong brand image allows customers to recognize the brand's demands and separate it from its rivals, which in turn enhances their chance of purchasing the brand. (Hsieh, Pan, and Setiono, 2004)

Consumers' impressions and sentiments about a brand, its offers, and imaging features such as user profiles, buying scenarios, brand personality, values, history, legacy, and experiences are all referred to as brand image by Keller (2001 and 2008).

A positive image (i.e., brand, store/retail) has also been linked to loyalty (Koo, 2003; Kandampully & Suhartanto, 2000), brand equity (Faircloth, Capella, & Alford, 2001), purchasing behavior (Hsieh et al., 2004), and brand performance (Hsieh et al., 2004), according to various empirical studies.

### 2.1.3 Brand Trust

Patronage behavior requires confidence according to Pavlou 2003. According to Signi and Sirdeshmukh (2002), long-term commercial partnerships are built and maintained on trust. Customers' trust in the marketing literature notion is correlated with consumer perception. Assael (1998) states that trust in a brand is a cognitive component of behavior, which is one of the notions he proposes. A transaction's trustworthiness is a function of both the expectations and behaviors of the parties involved (Rai and Medha 2013; Atkinson and Rosenthal, 2014). In the company-customer connection, the mediating factors are trust and commitment. Alam and Yasin 2010).

Trust may be divided into two types: organizational trust and individual trust. An extensive body of research shows that customer trust has an impact on the brand. The readiness of a customer to buy a product from a firm they've never heard of and not give them the benefit of the doubt. For example, customer loyalty has been shown to be beneficial to a company's product since trust is a link between the product and its users. When a brand's image is powerful





enough to sway customers' perceptions, they are more likely to put their faith in it. Consumers' expectations in buying a company's brand are influenced by the level of faith they have in the product's reputation. When a customer's expectations are satisfied, they are more likely to return to the product for a repeat performance. Creating a favorable brand image by encouraging individuals to share their thoughts and ideas about a company's products and services leads to a rise in customer confidence in the brand (Vahdati & Nejad 2016).

#### **2.1.4 Brand Awareness**

Consists of the ability to recognize and remember a brand. Consumers' ability to confirm past exposure to a brand when given the brand as a cue is referred to as "brand recognition." In other words, customers must be able to appropriately identify a brand as one they have already seen. Customers' capacity to remember a brand when given the product category, the demands that category meets, or some other probing as a signal, is referred to as "brand recall." To put it another way, people must be able to appropriately remember a brand from their memories. To the degree that product judgments are made at a shopping mall, brand awareness may be more essential.

For three primary reasons, brand awareness plays a vital influence in consumer decision-making. It is important that consumers think of the brand when they think about the product category. Consideration set (Nedungadi 1990): The few brands that are seriously considered for purchasing if they have a high level of awareness of the brand Even if there are no additional brand connotations in the consideration set, brand awareness may influence a consumer's choice. Consumers, for example, have been proven to follow a rule that restricts their purchases to well-known brands (Jacoby, Syzabillo, and Busato-Schach 1977). A minimal amount of brand knowledge may be adequate for product selection in low-involvement decision circumstances, even in the absence of a well-formed attitude (Bettman and Park 1980; Hoyer and Brown 1990; Park and Lessig 1981). This hypothesis (Petty and Cacioppo, 1986) implies that when customers have minimal engagement (i.e., consumers don't care about the product or service), they may base their purchasing decisions on brand recognition concerns (i.e., consumers do not know anything else about the brands).

Customers' purchasing decisions are influenced by the emergence and strength of brand associations in their minds. Brand nodes in the brain influence how readily various types of information about a brand may be associated with it, which is a prerequisite for the development of a brand image.

When advertising a new product or revitalizing an existing one, developing brand awareness is an essential stage. Ideally, brand awareness incorporates the product's distinguishing characteristics. Customers' ability to remember and identify a brand in varied situations is measured by this metric. An associative network memory model of brand knowledge is also part of the brand's awareness. There are five distinct forms of brand awareness. They comprise i). Recognizing a product's name ii). Recognition of a brand iii) Branding via the use of visuals. iv) Top of my thoughts. v) Dominance of the brand

#### **2.1.5 Concept of Sustainable Consumer Loyalty**

Having a favorable experience with a product leads to brand loyalty, which is described in terms of both attitude and behavior (Dick & Basu, 1994). For example, when customers have positive thoughts and attitudes regarding a brand, they are more likely to be loyal to that brand (Keller, 1993). A person's attitude towards a favourite brand demonstrates a profound devotion to its patronage by continuing to enjoy its goods (Oliver, 1999). Another study found that consumers' inclination to retain a favorable connection with a brand is reflected in their attitudinal (or "attitude") brand loyalty (Chaudhuri and Holbrook, 2001). To conceptualize

loyalty, Dick and Basu (1994) recommended incorporating both types of allegiance. According to Aaker (1991), the number of brands bought, percentage of purchases, and future purchase intention should be used to quantify brand loyalty.

Customer loyalty ensures that even if a company makes changes, such as raising prices or changing product features, the customer will continue to buy from them (Aaker, 1991). In terms of both attitudinal and behavioural viewpoints, brand loyalty results from a favorable attitude established by a satisfying consumer experience (Dick & Basu, 1994). When it comes to determining brand equity, Aaker (1996) thinks that loyal customers are an important barrier to entrance, provide a foundation for a higher price premium, provide companies time to react to rivals, and act as a bulwark against price competition.

Brand loyalty is the ultimate goal of brand management, and a firm may simply measure the strength or weakness of its customer's loyalty by comparing its product to its rivals. Repurchase rates of the same brand may be used to gauge brand loyalty (Deighton, Henderson, & Neslin, 1994).

## **2.2 Brand Personality Model**

Symbolic Brand Persona Aaker (1997) devised a methodology for measuring brand personality that includes five primary aspects. A total of 15 facets and 42 traits are clustered together on 15 facets. Sincerity, enthusiasm, competence, sophistication, and ruggedness are the five dimensions. In figure 2.1, this is seen clearly. This system is built on five dimensions, which are based on 25 human personality traits: openness, conscientiousness, extroversion and agreeableness and neuroticism (Norman, 1963; Tupes & Christal, 1958). To describe a brand in terms of human qualities is called giving it a "brand personality," which is a word that has its roots in the idea of "human personality" (Heding, Knudtzen, & Bjerre, 2009). Aaker's brand personality model found to be more useful in describing brand personality and client purchasing behavior than other models developed by marketing researchers.

## **3.0 METHODOLOGY**

The population of the students in these institutions is 11,257 and using Yamane's (1967) the sample size is 390. Stratified sampling and basic random sampling were utilized in the investigation. Finally, only data from Apple product owners was collected via selective sampling. To conduct the research, the team used a questionnaire with clearly defined and organized questions and used descriptive analysis to illustrate the data's features, such as frequency, percentage, and table. An inferential analysis was carried out using correlation analysis in order to examine the influence of the predictor variables on the dependent variable and to establish a significant connection when appropriate.

## **4. RESULTS AND DISCUSSION**

The Pearson Correlation Coefficient will be used in this study for testing hypothesis 1, 2 & 3.

### **Hypothesis 1**

Ho: There is no significant relationship between Brand Image and Consumer Loyalty

Hi: There is a significant relationship between Brand Image and Consumer Loyalty

Table 1 reveals a 61.9% connection based on the Pearson correlation. This shows that there is a strong link between brand image and customer loyalty. However, the p-value is less than 0.01 therefore the result is significant at the 1% threshold of significance. This illustrates that there is clear evidence concerning the relevance of the link between brand image and customers

loyalty. Since there is a strong correlation between brand image and customer loyalty, the alternative hypothesis is accepted.

**Table 1: Correlation Analysis**

		<b>Brand Image</b>	<b>Consumer Loyalty</b>
<b>Brand Image</b>	Pearson Correlation	1	0.619**
	Sig. (2-tailed)		0.000
	N	390	390
<b>Consumer Loyalty</b>	Pearson Correlation	0.619**	
	Sig. (2-tailed)	0.000	
	N	390	390

\*\*Correlation is significant at the 0.01 level (2-tailed). Source: self-field survey, 2022.

### **Hypothesis 2**

Ho: There is no significant relationship between Brand Trust and Consumer Loyalty

Hi: There is a significant relationship between Brand Trust and Consumer Loyalty

**Table 2: Correlation Analysis**

		<b>Brand Trust</b>	<b>Consumer Loyalty</b>
<b>Brand Trust</b>	Pearson Correlation	1	0.530**
	Sig. (2-tailed)		0.000
	N	390	390
<b>Consumer Loyalty</b>	Pearson Correlation	0.530**	
	Sig. (2-tailed)	0.000	
	N	390	390

\*\*Correlation is significant at the 0.01 level (2-tailed). Source: self-field survey, 2022.

Table 2 provides a Pearson correlation of 53%, as seen in the graph. There seems to be a strong correlation between brand trust and customer loyalty. However, the p-value is less than 0.01 therefore the result is significant at the 1% threshold of significance. A correlation between trust in a brand and customer loyalty has been shown to be significant. Since there is a considerable correlation between brand trust and customer loyalty, the alternative hypothesis is accepted.

### **Hypothesis 3**

Ho: There is no significant relationship between Brand Awareness and Consumer Loyalty

Hi: There is a significant relationship between Brand Awareness and Consumer Loyalty,

**Table 3: Correlation Analysis**

		<b>Brand Awareness</b>	<b>Consumer Loyalty</b>
<b>Brand Awareness</b>	Pearson Correlation	1	0.732**
	Sig. (2-tailed)		0.000
	N	390	390
<b>Consumer Loyalty</b>	Pearson Correlation	0.732**	
	Sig. (2-tailed)	0.000	
	N	390	390

\*\*Correlation is significant at the 0.01 level (2-tailed). Source: self-field survey, 2022.

Table 3 reveals a 73.2 percent Pearson correlation as a consequence of this association. There is a strong correlation between brand recognition and customer loyalty, as seen by this finding. However, the p-value is less than 0.01 therefore the result is significant at the 1% threshold of significance. That there is a strong link between brand awareness and customer loyalty is shown by this data. Since there is a correlation between brand awareness and customer loyalty, the alternative hypothesis is accepted.

## 5. Conclusion and recommendations

### Conclusions

- i) There is a strong correlation between brand image and customer loyalty of apple products among students of private tertiary institutions in Ado Odo Ota.
- ii) There is a strong correlation between brand trust and customer loyalty of apple products among students of private tertiary institutions in Ado Odo Ota.
- iii) There is a correlation between brand awareness and customer loyalty of apple products among students of private tertiary institutions in Ado Odo Ota.

### Recommendations

Some policy recommendations may be made from the results of this study to steer Nigerian consumers' commitment to Apple products. (i) Apple's management should implement a brand personality approach into their marketing differentiation tactics since there are substantial links between brand personality and customer loyalty. (ii) However, the marketing policies and strategies of Apple's leadership must be developed in order to make the appropriate judgments and implement marketing techniques that will build the ideal image of Apple products and so encourage customer loyalty. (iii) The management of Apple Products must establish marketing rules that enable them to make informed judgments and employ marketing methods that foster total confidence in Apple Products and build customer loyalty.

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