



The Relationship of Appliance Consumer Personality Trait, Brand Personality, Brand Loyalty and Brand Equity in the Mobile Phone Industry

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ABSTRACT

Personality traits play an important role in customer brands selection with their own personality traits that are consistent with them and this consistence caused promotion brand loyalty and ultimately promotion brand equity. This study examines the adaptation of the customer personality and brand personality and the effect of it on Attitudinal and behavioural loyalty and brand equity in the mobile phone industry in Tehran. Sample of study is 400 actual and potential customers of Samsung mobile in Tehran. The results show that adoption of brand personality and personality traits improve attitude and behavioural loyalty brand and brand equity.

Keywords: Consumer Personality Trait, Brand Personality, Brand Loyalty, Brand Equity

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INTRODUCTION

Mobile industry in Iran is one of the emerging industry that seems will not be able to survive if ignore the relationship of appliance consumer personality trait, brand personality and specially relinquish the brand loyalty and brand equity because this items is valuable for both customer and company. Due to posing the great market share of Samsung in Iran's mobile industry, this brand has been selected for this study. On the one hand, personality of a brand creates a long-term and stable relationship between customer and the brand, and on the other hand, the desired brand distinguishes itself from other existing brands (Kumar, Lemon, & Parasuraman, 2006). With a unique brand personality, attached customers with different characteristics, and accordingly the performance of the brand will be expanded. Moreover, company can establish a good relationship with its customers and maintain the relationship via its brand personality. Considering that each of these brands have their own unique

character, customer may deem brands like a real person. In such a case, customer from words, attitudes, behaviour, or thoughts of others expect respect for their personal behaviour and brands which are matched with their personality (Bennett, Härtel, & McColl-Kennedy, 2005). Customers typically use a company's product and its brand, as well as its personal behaviour, in other words, all marketing activities efforts to customer trust on personality of a brand, and get to know it. In addition, improve the relationship between customer and brand (Govers & Schoormans, 2005), and accordingly, increase customer loyalty to the brand and brand equity of a company.

PERSONALITY CHARACTERISTICS OF CUSTOMERS

In accordance with the study by Norman in (1993), five dimensions of the main character of people including extroversion, agreeableness, conscientiousness, culture, and

neuroticism (related to mental characters) were known. But McCrae in 1986 divided the features of customer personality into five dimensions which are extroversion, agreeableness, conscientiousness, culture, and openness which is also known as the Big Five model (Lin, 2010).

According to research, the authors consider five basic dimensions for a human dignity. Most evidence for the truth of this theory over the past 50 years has been presented. Research in this area primarily was began by Fiske (1949) and developed by other researchers such as Norman (1967), Smith (1967), Goldberg (1981), and McCrae, Costa, and Busch (1986). These five dimensions make up broad categories of personality features. Although there are most articles in approval and support of this fifth dimensional model, researchers do not agree on the exact name for these dimensions. However, in most cases these five dimensions known as five big. The five categories are usually under the following names: Extraversion trait consists of features such as irritability, People staining (desire for interpersonal relationships), active, self-confidence, and express the emotions too much. Agreeableness (acceptability) consists of features like trust, friendship, respect to wants and needs of others, kindness, compassion, and other social behaviors which are acceptable. The common features of conscientiousness dimension are high level of thinking, along with the appropriate control of actions and behaviors which are targeted. Those who are the prominent in this personality character are the people who organized and work on the details. Those who are prominent in neuroticism feature are the emotionally unstable, anxious, moody, shy and depressed. Openness consists of some features like imagination and insight, and those who are strong in the feature of personality are usually having diverse interests (Lin, 2010; McCrae et al., 1986).

BRAND PERSONALITY

In 1997 Aaker defined brand personality as “a set of human characteristics associated with a brand”. Brand personality comes from three sources which are first, the relationship that customers have with the brand, second, the image which is a company trying to make it in the future, and third, the features of product such as product classes and/or product distribution channels. Brand personality as well as costumer personality divided into five dimensions which are excitement, competence, peacefulness, sincerity, and sophistication Levy (1999). Levy (1999) shows that the personality of a brand encompasses a set of demographic characteristics such as gender, age and social class of brand's customer and brand's costumer may affect directly by their mental image of users, staff and the speakers of the brand, and indirectly by features of the Brand's products. Kotler and Keller (2003) in their investigation noted to this point of view that customer usually choose the brands which are accordance to the system of their self-image. Nonetheless, sometimes consumers want to choose a brand based on their ideal self-image or social self-image. Thus, brand personality may have a determinant and tangible role for choosing product in accordance with his/her personality. Karande, Zinkhan, and Lum (1997) believe that characteristics of brand personality may are highly beneficial to the designer of

product and the personnel of marketing, because, suitable brand personality helps to the promotion and progress of the company's marketing plans. Moreover, a specific brand can be diverse itself from other brands by brand personality. Milewicz and Herbig (1994) put emphasis on this point that each one of the brands has its own individual character, and each one of customer according to his/her personality and image of product choose these brands. Accordingly, a brand will be successful that have had a different and various character rather than others, as customer perceive feature of individual and unique brand and finally will establish the relation with the brand (Doyle, 1992). Jennifer L Aaker (1997) uses from character psychology for development of brand psychology scale, and finally found five dimensions of brand personality. These dimensions are inclusive of sincerity, excitement, competence, sophistication, and ruggedness. Jennifer Lynn Aaker, Benet-Martinez, and Garolera (2001) with doing investigations about brand personality in Japan and USA make change in brand personality and finally introduce five dimensions as brand personality: 1-Excitement, 2-Competence, 3-peacefulness, 4-sincerity, 5-sophistication.

BRAND LOYALTY

Brand loyalty include relatively biased behavioral response in shopping that a person will being loyal to the brand through time, and this behavior makes to will take special interest to the brand in the process of decision-making and evaluation of names in the mind (Chaudhuri & Holbrook, 2001). This reaction is a function of person's psychological and mental. Loyalty of customer to the commercial name is caused of Positive word of mouth advertising, creating substantial barriers to logging competitor, making the company stronger in response to competitive threats, make sales and earn more, and reduce the sensitivity of customers to competitors' marketing efforts. The large numbers of loyal customers to a brand are company assets and considered as the main indicator of brand equity, and also loyal customers are less sensitive to price changes than non-loyal customers (Sahin, Zehir, & Kitapçı, 2011).

Despite numerous studies on brand loyalty, most of the research in the last three decades assesses brand loyalty in two aspects of attitudinal loyalty and behavioural loyalty. Behavioural loyalty refers to repeat purchase and attitudinal loyalty refers to psychological Communications customer like purchase intent (Nam, Ekinici, & Whyatt, 2011). Loyalty is an important concept in strategic marketing and according to Aaker is the main core of brand equity. Customer loyalty will result in solutions less seeking to information. Solomon in 1992 demonstrated that intent of buying according to loyalty may become a habit and it may the result of current brand satisfaction. Loyal customer base would be beneficial for a company in reducing costs and doing business (Bennett et al., 2005). Moreover the loyalty could give an opportunity to company for responding to threats such as competition pressure. Because, however customers due to the product's ability to satisfy their needs are more loyal to the brand, and accordingly will be less sensitive to price increases (Graham, Harker, Harker, & Tuck, 1994).

BRAND EQUITY

Today, building strong brands, which may lead to a great advantage, is marketing priorities for many organizations. Strong brands make identity for company in the market. In measuring the total value of a brand, marketing investigator and researchers are beginning to examine the concept of brand value which is called to the overall value of the brand name to manufacturers, retailers and consumers. In 1989 Marketing Association defines brand value such: Added value, which is created by better profit margins or market share for the product, due to name markets. This added value can be considered as financial assets and a set of relationships and behaviours by customer and other members (Yasin, Noor, & Mohamad, 2007).

Brand equity proposed in both marketing and financial literature. The purpose of brand equity in this study is "Customer-Based Brand Equity" which is considered in marketing literature. The view of customer-based brand equity looks at the brand's valuable source from the customer perspective. Thus, the power of brand lies in what's the customers learn, felt, seen, or heard about the brand over the time and their experiences.

Brand makes value for the customer and for the organization, and the main source of this value lies in customer, and it is his/her mentalities that determine the real value for organization's stakeholders. Aaker (1991) knows Customer-based brand equity involves four dimensions of "perceived quality of the brand", "brand awareness", "evokes the brand" and "brand loyalty". Awareness refers to the ability of persons to identify a brand which is offered a particular category of product. Image of brand comes from several perceptions that consumers have in mind to the brand. Quality refers to quality of products or services provided by the brand. Loyalty to the brand shapes by Perceptions and positive feelings toward the brand and lead to practice of purchase (Martínez, Montaner, & Pina, 2009).

RESEARCH HYPOTHESIS

The following hypotheses were also tested in this paper:

H1: Customer personality trait has significant effects on brand personality.

H2: Customer personality has a significant impact on brand loyalty.

H3: Brand personality has a significant impact on brand loyalty.

H4: Brand loyalty has significant impact on brand equity.

RESEARCH METHODOLOGY

This study sought to examine the impact of matching the customer personality and brand personality on brand loyalty and ultimately on brand equity. The type of this study from the point of purpose and nature studied issue is a applied Research, from the point of data gathering is a survey research, and from the point of operational research is a descriptive research. In order to data collecting for the study, questionnaire tools were used. Questions of questionnaire are from five-item Likert type (strongly disagree, disagree, neither agree/nor disagree, agree, and strongly agree), and

questionnaires were distributed among respondents face to face.

In this research, characteristics of customers were measured in the three types of extraversion, compatibility (agreeableness) and accountability, and also brand personality were measured in three types of purely, emotionally, and qualified brand personality. Also, brand loyalty was measured in the types of attitudinal and behavioural loyalty, and ultimately, brand equity were measured in three dimensions of the perceived quality, brand associations and brand awareness. Proposed model by Costa and McCrae in 1985 has studied psychological of personality, and introduced five dimensions of personality include extraversion, agreeableness, conscientiousness, neuroticism, and openness. Also, in order to measuring brand personality the proposed model by Jennifer Lynn Aaker et al. (2001) in 2001 which is measured brand personality in five dimensions of emotional brand personality, competence character, peace-oriented character, pure intention character, and charming personality is used.

Also, brand loyalty is divided into two dimensions of attitudinal and behavioural loyalty. Attitudinal loyalty will discussed about feelings about the products and brand, and also about intent to purchase them. While, behavioural loyalty is about behavioural response of customers in buying brand's product. In this study, due to accurate measurement of loyalty has been used from two dimensions of behavioural and attitudinal loyalty, in fact, Baldinger and Robinson's model in 1996 is used. Ultimately, the variation of brand equity is measured according to the three dimensions of perceived quality, brand associations, and brand awareness. Accordingly, a questionnaire survey was composed of a total of 64 items which is shown in the table 1. At the end of the questionnaire, a number of demographic questions were also brought which is described in the research findings. For analysis of test data and test research hypotheses, structural equation modeling (SEM) was used (Anderson & Gerbing, 1988). Structural equation modeling is a powerful multivariate analysis from the family of multivariate regression which is helped to researcher to measure a collection of regression equations simultaneously. Cronbach's α value was applied to state the reliability and in order to measuring fitting of present model, and justifiability of questionnaire is used from Confirmatory Factor Analysis (CFA).

This research, with the purpose of perusing the matching effect of customer personality and brand personality on brand loyalty and brand equity in the cell phone market and specially SAMSUNG brand in Tehran was done. Therefore, statistic society of this research is all people, who are potential customer of cell phone, live in Tehran. According to the statistical community is infinite, the study sample volume due to Cochran relationship 385 people was considered 385 persons. Also, in order to research sample selection to respond, multi-stage cluster sampling method was used. Namely, among the largest provider the mobile phone stores and malls, some stores were randomly selected. Then, in the shops, the ratio of the required number, and randomly on different day's buyers and present in store were questioned. To maintain a safety margin, 400 questionnaires were

distributed that from this number, 387 questionnaires were approved.

To analyze the internal structure and convergent validity of questionnaire, results of Confirmatory Factor Analysis (CFA) and Average Variance Extracted (AVE) were used, and for this purpose, Standardized factor loading and AVE indicator related to all statements and variables which are shown in table number 1 respectively were calculated. Statement is established when the entire standardized factor loading of

each of the variables are measured, and also, (AVE) indicator corresponding to each of the original variables, be greater than 0.5 (Fornell & Larcker, 1981). As table number 1 are considered, the load factor and AVE indicator for all variables and statements items are greater than 0.5. Thus, we can conclude that the statement of the survey questionnaire is acceptable. Cronbach's α values for all items is shown in Table 1, which are greater than 0.7 and acceptable.

Table 1. Loading Factor of Question

AVE	α values	SFL	statement	Dimensions	Var.	AVE	α values	SFL	statement	Dimensions	Var.
.145	.934	.92**		Attitudinal loyalty	Brand loyalty	.435	.937	.74**		Extraversion	Customer personality
		.92**	Q30						Q1		
		1.22**	Q31					.77**	Q2		
.324	.935		Q32	.91**		Q3					
		.83**	Q33	.78**		Q4					
		.86**	Q34	.59**		Q5					
.243	.931	.85**	Q35	.6**	Q6						
		.83**	Q36	.87**	Q7	Agreeableness					
		.89**	Q37	.9**	Q8						
.83**	Q38	.88**	Q9								
.345	.931	.91**	Q39	.93**	Q10						
		.94**	Q40	.76**	Q11						
		.88**	Q41	.7**	Q12						
.314	.933	.85**	Q42	.89**	Q13	Responsibility					
		.79**	Q43	.79**	Q14						
		.79**	Q44	.79**	Q15						
		.83**	Q45	.77**	Q16		Sincere brand personality				
		.82**	Q46	.85**	Q17						
				.81**	Q18						
				.77**	Q19	Excitement brand personality					
				.82**	Q20						
				.69**	Q21						
				.68**	Q22		Competent personality				
				.69**	Q23						
				.75**	Q24						
				.67**	Q25	Brand personality					
				.7**	Q26						
				.74**	Q27						
				.64**	Q28						
				.9**	Q29						

*Significant is at 95% confidence level. **Significant is at 99% confidence level.

RESEARCH FINDINGS

In this research 387 respondents were studied, this number of respondents 139 persons were male and 248 persons were female. In addition, from the point of age 224 persons were less than 25 years old, 131 persons were between 25 to 40 years old, and 22 persons were greater 40 years old, and from the point of education 38 persons were decreased in high school, 145 persons were diploma, 88 persons were upper diploma, 88 persons were BSC, and 28 persons were master and upper. (see Tables 1, 2 and 3).

In addition, in the questionnaire, a question was inserted that stating which products have you bought last. In total, 35% of the sample members, namely, 135 people responded to the question. According to the achieving result from this

question, in the survey sample, identified that respectively the phones of famous brands such «HTC», «SAMSUNG», «NOKIA» and «APPLE» were purchased most of the other brands. Its percentage is shown in the diagram 4. For determining the goodness of fitting the research model, with the help of a Confirmatory Factor Analysis (CFA), different goodness of Fit indicators which are shown in the Table 2 have been considered.

In general, each of the achieving indicators is not only reason for model's goodness of fit or lack of goodness of fit, but these measures should be interpreted together. All these factors indicate that the model is fit the observed data, and other indicators are acceptable. In other word, model and general framework are meaningful and acceptable.

Table 2. Model's goodness of fit indicators

Indicator's name	Earned Value	Allowed limit
	2.7	<3
GFI	0.89	>0.9
RMSEA	0.086	<0.1
CFI	0.99	>0.9
AGFI	0.89	>0.8
NFI	0.98	>0.9

Results of research hypothesis based on structural equation modeling are shown in table 3. As it can see in the table, with regard to the T test, among the four main hypotheses three hypotheses first, third and fourth in the 99% confidence level were approved. And, the main second hypothesis is not approved. As well as, among the nine sub-hypothesis can be seen in the table below, second, third, fifth, sixth, eighth, and ninth sub-hypotheses in the 99% confidence level were approved, But first, fourth and seventh sub-hypotheses in any of the 95% levels and 99% had not been confirmed and denied.

Accordingly, about main assumptions can conclude that customer personality variable has a significant impact on brand personality in confidence level of 99%. Although customer personality is not directly impact on brand loyalty, the brand personality has significantly affected on brand loyalty with confidence level of 99%. And ultimately, brand loyalty has a significant effect on brand equity with confidence level of 99%. And regarding the relationship and solidarity of six-personality variable include customer extraversion, customer agreeableness personality, the customer responsibility personality, sincerity brand personality, emotional brand personality and qualified brand personality according to Table (2), it can be concluded that the solidarity the six variables are significant at the 99% confidence level, because the number in the matrix are more than the absolute value of 0.3. And also according to Table 3, the test statistic and the coefficient of the variables can be concluded that:

-Customer extraversion personality does not have significant effects on brand sincerity personality.

-Customer agreeableness personality has a significant impact on the emotional brand personality in the 99% confidence level.

-Customer responsibility personality has a significant impact on qualified brand personality in the 99% confidence level.

-Customer extraversion personality does not have significant effects on brand sincerity personality.

-Customer agreeableness personality has a significant impact on brand excitement personality in the 99% confidence level.

-Customer extraversion personality does not have significant effects on brand sincerity personality.

Table 3. Covariance Table among six personalities of customer and brand

Variation	1	2	3	4	5	6
1-brand sincerity personality	1					
2-brand sincerity personality	.89**	1				
3-qualified brand personality	.82**	.81**	1			
4-Customer extraversion personality	.61**	.60**	.61**	1		
5-Customer agreeableness personality	.81**	.71**	.71**	.61**	1	
6-Customer responsibility personality	.89**	.82**	.79**	.65**	.98**	1

*Significant is at 95% confidence level, ** Significant is at 99% confidence level

According to the theory of path coefficients, can be discovered positive or negative, and the effects of independent on the dependent variables. For example, assuming that the impact customer personality on brand personality, brand personality on brand loyalty, and brand loyalty on brand equity is positive and linear which means that by increasing the independent variable with rate of one percent dependent variables increase with rate of path coefficients percent. For illustration, by improving brand loyalty with rate of 1%, probably 99%, brand equity will increase in the rate of the 0.9%, and similarly, the other variables are deductible.

Table 4. Test research hypotheses

Hypothesis of indicators	T- test	Path coeff (B)	Test result
1. customer personality does not have significant effects on brand personality	16.76**	0.89	Not rejected
1-1. Customer extraversion personality has a significant impact on brand sincerity personality	-0.18	-0.24	Rejected
1-2. customer personality does not have significant effects on brand excitement personality	-3.07**	-1.78	Not rejected
1-3. Customer extraversion personality has a significant impact on qualified brand personality	4.37**	2.66	Not rejected
1-4.customer agreeableness personality has a significant impact on brand sincerity personality	0.90	0.015	Rejected
1-5. customer agreeableness personality has a significant impact on brand excitement personality	-3.36**	-2.52	Not rejected
1-6. customer agreeableness personality has a significant impact on qualified brand personality	4.20**	3.29	Not rejected
1-7. Customer responsibility personality has a significant impact on brand sincerity personality	0.75	0.9	Rejected
1-8. Customer responsibility personality has a significant impact on brand excitement personality	-3.12	-1.81	Not rejected
1-9. Customer responsibility personality has a significant impact on qualified brand personality	4.14**	2.50	Not rejected
2. Customer personality has a significant impact on brand loyalty	0.01	0	Rejected
3. Brand personality has a significant impact on brand loyalty	5.92**	0.79	Not rejected
4. brand loyalty has significant impact on brand equity	11.47**	0.9	Not rejected

*Significant is at 95% confidence level, **Significant is at 99% confidence level

Also, in determining sub-coefficient of variations follow that (Table 5).

Table 5. Determining coefficient of variations

Variation	Determine coefficient (R^2)
brand sincerity personality (relationship) customer extraversion personality brand sincerity personality (relationship) customer agreeableness personality brand sincerity personality (relationship) customer responsibility personality	$R^2 = 0.39$
brand excitement personality (relationship) customer extraversion personality brand excitement personality (relationship) customer agreeableness personality brand excitement personality (relationship) customer responsibility personality	$R^2 = 0.89$
qualified brand personality (relationship) customer extraversion personality qualified brand personality (relationship) customer agreeableness personality qualified brand personality (relationship) customer responsibility personality	$R^2 = 0.75$
Customer personality (impact) brand personality	$R^2 = 0.80$
Customer & brand personality (impact) brand loyalty	$R^2 = 0.62$
Customer & brand personality (impact) brand equity	$R^2 = 0.97$

The amount of coefficient determination related to the all effects of independent variables on brand excitement personality is 89%. This amount show that customer extraversion personality, customer agreeableness personality, and customer responsibility personality together can predict 89% of the changes related to the dependent variable (brand excitement personality), and remain 11% can consist of other affecting variables on brand excitement personality which are not perused in the research. The amount of coefficient determination related to the all effects of independent variables on qualified brand personality is 75%. This amount show that customer extraversion personality, customer agreeableness personality, and customer responsibility personality together can predict 75% of the changes related to the dependent variable (qualified brand personality), and remain 15% can consist of other affecting variables on qualified brand personality which are not perused in the research. The amount of coefficient determination related to the effect of customer personality variation on brand personality is 80%. This amount show that the customer personality solely can predict 80% of the changes related to the dependent variable (brand personality), and remain 20% can consist of other affecting variables on brand personality which are not perused in the research. The amount of coefficient determination related to the effect of customer personality and brand personality variation on brand loyalty is 62%. This amount show that the customer personality and brand personality together can predict 62% of the changes related to the dependent variable (brand loyalty), and remain 38% can consist of other affecting variables on brand loyalty which are not perused in the research. And ultimately, the amount of coefficient determination related to the effect of brand personality and brand loyalty variation on brand equity is 97%. This amount show that the brand personality and brand loyalty together can predict 97% of the changes related to the dependent variable (brand equity), and remain 3% can consist of other affecting variables on brand equity which are not perused in the research.

DISCUSSION AND SUGGESTIONS

The aim of this research was to investigate the effect of the agreement between the customer and the brand personality, and the impact of this adjustment on brand loyalty and brand equity that have in the context of SAMSUNG cell phone in the Tehran's market, the approaches be provided about promoting improvement in brand loyalty in the context of attitudinal and behavioral loyalty from the point dimensions of customer brand awareness, perceived quality, brand association of SAMSUNG cell phones to SAMSUNG company and also to the retailers of these grossing cell phones. Nowadays, brands are the most valuable assets and sources of revenue for the more companies, and companies are spending a lot of cost to strengthen this new concept. In this complex condition, there are so many variables on promotion and improvement brand equity and brand loyalty. In this study, researcher have considered to the customer personal features which are less flexible, partly constant, and related to psychological aspects and person's inner, and with analyzing of actual and potential SAMSUNG` cell phone customer with different personalities trying to determine their acceptable range of brand personality through which can increase brand loyalty in customer and ultimately brand value and desired benefit of retailers and SAMSUNG company provide by the Cell phone's increased sale. By reviewing the literature and background in this field the researcher examined three dominant type of customer personality as extraversion personality, agreeableness personality, and responsible personality by questionnaire between actual and potential SAMSUNG cell phone's customers in Tehran's stores. And also, peruse three dominant brand personality types as brand sincere personality, brand excitement personality, and qualified brand personality. As well as, with measuring the levels of customer loyalty in the area of attitudinal and behavioral loyalty (bought SAMSUNG brand), and eventually measurement of brand equity from the perspective of the customers in summary, the following conclusions can be derived: Customer personality has a

significant impact on brand personality in the 99% confidence level. Also, Lin (2010) considered to the impact of personality features on brand personality. The conclusions of this research have shown that customer personality has a significant impact on brand personality. As well as, according to the Lin (2010), significant and positive relationship between consumer personality and brand personality based on the confidence has been shown.

Although customer personality directly does not have an impact on brand loyalty, brand personality has a significant impact on brand loyalty in the 99% confidence level. The research result is not consistent with (Matzler, Bidmon, & Grabner-Kräuter, 2006) and Lin (2010) research. In fact, there was positive relationship between customer personality and brand loyalty in their investigation. Brand loyalty has a significant impact on brand equity in the 99% confidence level. Customer extraversion personality does not have significant effects on brand sincere personality; customer agreeableness personality has a significant impact on brand excitement personality in the 99% confidence level; customer responsible personality has a significant impact on qualified brand personality in the 99% confidence level. The results of the survey also revealed that respectively to buy the products brands «APPLE», «SAMSUNG», «NOKIA» and «HTC» are more common among consumers of other brands.

This research states that customers with different characters will have different understanding from brand personality, and a successful brand should consider building distinguished personalities (Doyle, 1992). However, in this study because of adapting a specific type of customer personality with

different brand personalities can be said that SAMSUNG Company has a poor performance in providing cell phone with different brand personality to customer who are demanding special brand. Moreover, brand sincere personality adapts with any customer extraversion, agreeableness, and responsible personality.

Accordingly, SAMSUNG Company should highlight its sincere character, and this issue is possible through encouraging advertisement about cell phone characters. In addition, customer personality without brand personality by itself has no effect on brand loyalty. Explaining that customer loyalty which is created in customer provide purchase intention and actual purchase and recommend to others by matching its personality with different SAMSUNG personalities. And finally, if adaption of customer personality and brand personality is excessive; this adaption will provide attitudinal and behavioural loyalty which are create value for SAMSUNG Company through brand equity. Accordingly, suggested that SAMSUNG Company with considering its customer provides a distinctive brand personality which is caused customer loyalty stimulation. Main customers (20 percent of customers account for 80% of the purchase volume) should be identified, different personality should be checked, and determine what brand personality they will prefer, through questionnaires interviews, and qualitative methods of research precisely design the desired character, involved attitudes and beliefs of their customers in the design phase of new product development to with producing cell phone with special character and customer needs can be maximized sales and profits.

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