

Influence Of Brand Personality Sincerity On Customer Purchase Decision Of Smartphone In Selected Public University Campuses In Nairobi CBD, Kenya

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Abstract: *Brand personality sincerity is marketing differentiation marketing strategy which enhances business competitiveness. The objective of this study was to investigate the influence of brand personality sincerity on customer purchase decision of Smartphone in Kenya. This study was underpinned by two theories, Personality trait theory and Self concept theory. The study used mixed design of descriptive and explanatory research design. The target population for study was students pursuing various Masters Degrees from three selected public university campuses in Nairobi CBD, Kenya. Purposive sampling was used to select the three public university campuses from the nine public Universities accredited to operate within Nairobi CBD, Kenya. Stratified random sampling was used to select 310 students pursuing various master degrees from 1380 master students from the three schools in the three universities Campuses. The study used primary data which was collected using semi-structured questionnaires. A Binary Logistic Regression analysis was also conducted to test how well the brand personality sincerity influences customers purchase decision. Quantitative data was analyzed using descriptive and inferential statistics. Qualitative data was analyzed using content analysis. The study findings showed that the brand personality sincerity had a positive significant influence on customer purchase decision, therefore the study concluded that brand personality sincerity have influences on customer purchase decision of Smartphone. The study recommends that Smartphone marketers to incorporate brand personality sincerity strategy in their marketing differentiating strategies. They also need to hire branding professionals to inculcate brand personality sincerity traits into Smartphone products. Smartphone companies through Communication Authority need to engage the government to formulate strict policies to curb business malpractices which are detrimental to application of this strategy. The study recommends future researchers to study the effects of other brand personality variables. This study contributes to empirical literature by revealing that brand personality sincerity has a positive significant relationship with customer purchase decision.*

Keywords: *brand personality sincerity; customer purchase decision; Smartphone.*

I. INTRODUCTION

Increased competition in today's markets has saturated the possibility of brand differentiation based on traditional attributes such as price and quality (Marin & Ruiz, 2007). Many products in respective markets are seen by consumers as having the same standard of quality and characteristics, since it is more than ever easier for competitors to copy others products (van, Jacobs, & Verlegh, 2006). Thus, it has become more and more difficult to differentiate ones products from

those of competitors. Brand personality sincerity is viewed as an important strategy that helps organizations to win competition (Biel, 1993; Aaker, 1999; Diamantopoulos, Smith, & Grime, 2005; Freling & Forbes, 2005a).

A. BRAND PERSONALITY SINCERITY

Brand personality sincerity is an important brand personality dimension that plays a crucial role of differentiating company's products and services. It is Similar

to the human personality dimension of agreeableness and related to the concepts as acceptance and friendliness. According to Kotler, Philip, Armstrong, and Gary (1996) and American Marketing Association (1960) brand is used to mean; name, expression, logo, symbol, design or a combination of them which helps to differentiate company's products or services. The word brand comes from Norwegian old English word 'brandr' which means 'to burn or mark' this practice was used and is still used by farmers to identify their animals (Keller, 2008). Brand management is an important component of marketing strategy, it involves creating a brand image that engages the hearts and minds of customers and helps in differentiating similar products (Duncan, 2005).

According to Aaker (1997) brand personality is a marketing strategy that describes brands in terms of human characteristics. It is a broad concept that includes all the tangible and intangible traits of brands. According to Aaker, Fournier, and Brasel (2004) brand personality is a marketing strategy of making brand unique by associating it with human characteristics. Brand personality is an important component in promoting customers product loyalty towards the company products (Maheshwari, 2009). Brand personality is a tool that helps customers expresses themselves in terms of their brand preferences and perceptions. Both human personality and brand personality are distinctive and enduring, that is, they are built over a period of time (Aaker, 1999).

B. CUSTOMERS PURCHASE DECISION

Customer purchase decision is a customer's thoughtful and evaluation process which leads to choosing or rejecting a certain product (Warshaw & Davis, 1985). The major instrumental aspect of customer behavior is their purchase decision in which customers agreed to make a transaction with the retailer. A customer normally goes through a five-stage purchase decision-making process in any purchase they make. However, in more frequent purchases, customers sometimes skip some of the stages, for example, someone who is buying a bottled drinking water would skip stages of information search and evaluation since the product is a basic necessity and not a shopping good (Jobber, 2001)

A five-stage purchase decision-making process begins with need recognition or problem awareness, at this stage a customer recognizes that he has a problem or need for a certain product, for example a need to quench the thirsty or need to have a new cloth or Smartphone. The second stage is Information search whereby customer starts searching information about the desired product. The third stage is alternative evaluation whereby the customer starts evaluating available alternatives. The fourth stage is Purchase decision stage whereby customer chooses a product or brand that seems to be most appropriate to his or her needs, then proceed to the actual purchase of desired product. Post-purchase evaluation is the final stage in the purchasing decision process. The buying process continues after the actual process since the business organization needs to find out whether the customers are satisfied or dissatisfied with the product, the consumer will be disappointed if the product falls short of expectations and will be satisfied if the it meets his expectations (Shaari & Arifin, 2010).

Purchase decision comes into consideration when a customer is most likely to purchase some product or service (Dodds, Monroe, & Grewal, 1991). The concept of purchase decision process is instrumental to the marketers since they rely on it to understand customers' purchase behavior. Business organization in any industry strives to increase sales through influencing customers purchase decision. Enhanced customers purchase decision is fundamental since it helps organization to win competition by applying the most appropriate marketing strategies (Tsiotsou, 2006). Customers purchase decision knowledge help organization specifically marketers to understand properly customers needs and wants (Shaari & Arifin, 2010). According to Monroe and Krishnan (1985) consumer purchase decision comes from their perception on benefits and values to acquire from a product or service which is an important key predictor of consumer purchase behavior.

C. SMARTPHONE

Dynamism in marketing environment in terms of trying to find a best way to improve business operations facilitated to development of mobile phone which offers mobile communicating technology which is a big milestone in improving communication in the business organization (Comer & Wikle, 2008). In today, mobile phone communication has improved human communication not only within an organization but across the globe. In today's competitive mobile markets, organizations are working hard to find a new marketing strategy of differentiating their mobile phone since the existing differentiation methods of price and quality are no longer effective. Mobile phone usage has increased in recent years, based on the statistics, 70% of the world's population own at least one mobile phone, children in United States now own a mobile phone more than they own a book, with 85% of kids owning a phone as to only 73% owning books. (International Telecommunications Union, 2011).

The growth of African mobile phone industry over the past decade has been remarkable, at the end of 2008, the total number of mobile phone users in Africa has increased from 280 to 375 million in 2007 (Africa Next, 2009). This increment is almost three times greater than it was in 2005. The recent development in mobile communication industry is Smartphone which offers advanced mobile computing technology which is key component in business organizations. Smartphone mobile device offers not only normal services of making and receiving phone calls, but also text messages, voice mail, internet, digital media such as picture, music and videos. Smartphone has also ability to perform computer programs called applications (Weinberg, 2012). Generally Smartphone has high sensor big touch screens and high pixel cameras with lots of features and applications. Mostly people use applications for internet browsing, email, navigation, social media, listening music, reading news, games, and other things. These features and applications in Smartphone somehow have made people's life easier either in daily life, at work or for entertainment purpose.

The country Kenya has experienced the high growth of mobile communication since the year 2002. Kenyan

population according to Kenya Central Bureau of Statistics 2009 census report was 38.6 million people. It is also estimated that 63.2 percent of Kenyan households owned at least a mobile phone (GoK, 2009). There are approximately 28.08 million mobile subscriptions in Kenya, representing a mobile penetration rate of 71.3%. It is assumed that this number represents that of active SIM cards, those that have been used in the past three months or so. The mobile subscription rates in Kenya have been rising exponentially since the introduction of the second mobile phone operator, early in the last decade. In 2011 mobile penetration in Kenya has increased by more than 12% (Communications Commission of Kenya, 2012).

In Kenya, 100,000 Smartphone are sold each month, making it a leading market for Smartphone in Sub-Saharan Africa. This was accredited to the infrastructure setup, cheap internet costs and low cost of entry level Smartphone. Kenya has already hit the 67% mark in the sales of Smartphone compared to the total mobile phone sales in the market (Gicheru, 2014). Mobile phone usage has increased in recent years, Smartphone has gained popularity in Kenya due to its multifunctional characteristics and affordable prices. This has been made possible with the introduction of the Chinese affordable smart phones such as Huawei Ideos handset. Other phone manufacturers namely Samsung and Nokia have introduced low cost smart phones that have enhanced greater adoption and use of the gadgets, which are very popular in urban areas (Kachwanya, 2013).

Nokia has been the market leader in Smartphone in the past, however more mobile phone manufacturers introduced more sophisticated operating systems such as android by Samsung, ios by apple and Rim by blackberry. Consequently Nokia lost its market share to the Smartphone with Samsung, Apple and Huawei taking the lead (Kachwanya, 2012). Samsung emerged best selling Smartphone in 2014 with market share of 23.7%, however, the company still recorded decline of revenue as compared to the previous years. Apple phone took market by storm by emerging the second with a market share of 11.7%. The third was China's Lenovo phone with market share of 5.1%. South Korea LG was fourth with a market share of 5.0% while Canada Blackberry phone was fifth (Kuria, 2014).

D. STATEMENT OF THE PROBLEM

The current cut-throat competition in the Smartphone Industry has forced marketers to explore new methods of differentiating their Smartphone hence influencing customers purchase decision (Victor, 2014). Brand personality sincerity offers a unique method of differentiating organization's products and services (Freling and Forbes, 2005). However, brand personality sincerity influence on customers purchase decision remains undefined especially in Smartphone in Kenya (Wahome & Gathungu, 2013). Empirical research on brand personality carried out in developed countries by Bouhleb, Zoughi, Hadji, and Slimane (2011); Rubiyanti and Iqbal (2014); Khan, Bilal, and Mustafa (2010); and Nima, Hossein, and Ali (2012) as well as studies carried out in Kenya by Mutinda (2011) and Muya (2011) did not address

the effects of brand personality sincerity on customer purchase decision of Smartphone.

The study conducted by Mutinda (2011) on brand personality influence on brand choice of televisions among MBA students in University of Nairobi revealed that sincerity, excitement, competence and sophistication have influence on brand selection of Television. Muya (2011) carried study on effects of brand personality on Toothpaste in GlaxoSmithKline Company in Nairobi, the study revealed that brand personality sincerity and excitement have affects on purchase decisions of toothpaste. The two studies cannot be generalized because they were case studies limited to one institution therefore, there were methodological gap which needed to be addressed. The current study sought to address the identified methodological gaps by conducting cross sectional survey and using both descriptive and explanatory research design.

E. OBJECTIVES OF THE STUDY

The objective of this study was to investigate the brand personality sincerity influence on customer purchase decision of Smartphone by masters' students in selected public university campuses in Nairobi CBD, Kenya.

F. RESEARCH HYPOTHESES

H₀₁: Brand personality sincerity has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

II. LITERATURE REVIEW

A. THEORETICAL REVIEW

This study was underpinned by two theories commonly used in explaining brand personality effects on customer purchase decision. These are Personality trait theory and Self concept theory. Personality trait theory was developed by Allport (1937) and later advanced by McCrae, Costa, and Busch (1986). This theory emphasizes the uniqueness of the individual and the internal cognitive and motivational processes that influence behavior. Descartes (1644) developed Self- Concept Theory, this theory was later advanced by Rogers (1947). The theory states that Self-concept is systematic arrangement of human attitude, inclinations, views and feelings. Freud (1900) the renowned psychologist developed structural mind theory, this theory postulate that human being has three mental forces the id (pleasure-oriented), ego (balance between id and superego) and the superego (conscience-driven) which influences the way people behaves.

B. EMPIRICAL LITERATURE REVIEW

BRAND SINCERITY AND CUSTOMERS PURCHASE DECISION

Brand personality sincerity is related to human personality and both are related to characteristics of

agreeableness and friendliness. According to Maehle, Otnes, and Supphellen (2011) brands with characteristics of sincere have high moral in terms of being honesty or genuine while exciting brands are associated with pleasurable feelings. Mohd (2012) conducted study on brand personality dimensions for a laptop computer using Aaker's brand personality scale, the study involved randomly selected 268 computer students from Malaysian university. The findings revealed that laptop users associate themselves with sincerity, while Laptop non-users associate this brand with ruggedness. In this research, the result showed that differences existed in perceived brand personality associated with laptop between users and non users, this implies that consumers' perception of brand personality of a brand will certainly differ and this could be influenced by their direct involvement with the brand. This study could not be generalized because it only one institution, therefore there were methodological gap which ought to be addressed.

Linn and Peter (2014) also conducted study on employer brand trust and affect: linking brand personality to students interested in working in the consultancy industry. Established scales for brand personality, trust, and affect, and employer brand attractiveness were used to test the conceptual model. The study involved 927 students selected from all Germany universities using online survey method, the study revealed that employer brand is positively associated with sincerity, excitement and sophistication, while ruggedness has a negative effect. Employer brand trust seems to be mainly associated with the brand personality trait of sincerity. This study only focused on consultancy industry and used online survey design which is not adequate especially when the questions are complicated or contextual, therefore, further study is required.

Sajad, Mahdi, Hamed, Seyyed, and Tahereh (2013) further conducted a research on Application of Consumer Personality Trait, Brand Personality, Brand Loyalty and Brand Equity in the Mobile Phone Industry. The study involved randomly selected 400 actual and potential customers of Samsung mobile in Tehran. Brand personality was measured using three dominant brand personality types as brand sincere personality, brand excitement personality, and qualified brand personality. The overall conclusion was brand personality has significant impact on buying of mobile phone. Moreover, brand sincere personality traits; extraversion, agreeableness, and responsible personality were considered to have more impact. The study did not adequately address the effects of brand personality on mobile phone since it only focused on three dimensions of brand personality (sincerity, excitement and competence), hence further study is paramount.

Kem, Sasa, Sesia, and Zhao (2014) carried a research on the Effects of Brand Personality on brand loyalty in companies' Microblogs. The study explored the relationships among brand personality, satisfaction, and brand loyalty. The findings showed that all four dimensions of brand personality (sincerity, competence, excitement, and sophistication) have positive impacts on consumer satisfaction in brand microblogs. The study further revealed that if consumers perceive a brand with sincere, competent, exciting, and sophisticated personality, then they will be more likely to be satisfied. In addition, the dimension of sincerity was found to

have the highest impact on consumer satisfaction than any other three dimensions. This study did not address the impact of culture, therefore there were conceptual gap which future researchers need to address by including cultural dimension in their model.

III. RESEARCH METHODOLOGY

A. RESEARCH DESIGN

The study employed mixed descriptive and explanatory research design to explain the influence of brand personality on the customer purchase decision of Smartphone. According to Sekaran and Bougie (2009) there is no single perfect design, hence the researcher used these two designs to achieve the optimal results as recommended by Saunders, Lewis and Thornhill (2009). Descriptive design gives researchers an opportunity to use both quantitative and qualitative data in order to find characteristics about the population or phenomenon being studied (Bickman & Rog, 1998).

B. EMPIRICAL MODEL

The Logit model was preferred for this study because the dependent variable was binary. The Logit model helps in overcoming weaknesses inherent in linear probability models such as heteroscedasticity, autocorrelation and other linearity problems (Liou, 2008). Logistic regression was employed to ascertain the influence of independent variables, sincerity, on the dependent variable consumer purchase decision.

Direct effects model shows the effect of the predictor variable (brand personality Sincerity) on the criterion variable (customer purchase decision).

$$\text{Logit } \{ \ln (P_i / (1-P_i)) = \beta_0 + \beta_1 \text{SIN} + \epsilon \dots \dots \dots (3.1) \}$$

The dependent variable is the natural log of the probability of purchase decision (Pi) divided by the probability of No purchase decision (1-P).

Where:

Pi = the probability of intention to purchase similar Smartphone

(1- Pi)=probability of no intention to purchase similar Smartphone

β_0 = is the constant value

β_1 = coefficient of regression which measures how independent variable influences the dependent variable.

SIN = Sincerity

ϵ = Error term

C. TARGET POPULATION

The target population was university Masters Students from the three selected public university campuses in Nairobi Central Business District (CBD), Kenya. The three universities campuses were Kenyatta University Nairobi CBD Campus, Jomo Kenyatta university of Agriculture & Technology Nairobi CBD Campus and Moi University Nairobi CBD Campus. The three were purposely selected based on their sizes in terms of students' enrolment and their

accreditation status to operate within Nairobi CBD as shown in appendix F.

D. SAMPLING DESIGN

The researcher used both purposive and stratified random sampling techniques to select the sample size. Purposive sampling was used to select the three university campus from nine public university Campuses operating within the Nairobi CBD, it was also be used to select three schools from each university campus, this technique was most appropriate since it helped to select Universities and schools which can give appropriate information. Stratified random sampling was used to select 310 students from 1380 students.

The sample size was determined by use of Yamane (1967) formula for calculating sample size.

The formula is $n = N / (1 + N(e)^2)$

Where n = sample size, N = population size e = error term

$N = 1380$, $e = .05$ hence,

$n = 1380 / (1 + 1380)(.05)^2$

$n = 310$

E. DATA COLLECTION INSTRUMENT

This study used primary data which was collected using semi-structured questionnaire. The use semi-structured questionnaire enabled the researcher to collect both qualitative and quantitative data.

F. VALIDITY AND RELIABILITY OF INSTRUMENTS

A pilot test was carried out to confirm the content validity of the instruments. This involved twenty conveniently selected respondents from the target population, who did not form part of the final sample. This is in the line with Hill (1998) who suggested 10 to 30 participants for pilot testing survey research. Content validity in this study was applied so as to reveal whether the wording of the items used to measure a concept was clearly related to the concept or one of its dimensions. The researcher used Cronbach's alpha coefficient to test the reliability of the questionnaire. Cronbach's alpha was used to estimate internal consistency reliability by determining the how different dimension of the instrument was related to each other and to the entire instrument. A cronbach's alpha 0.7 was adequate to confirm the reliability of the instrument (Sekaran & Bougie, 2009).

IV. RESEARCH FINDINGS

A. RESPONSE RATES

A total of 310 questionnaires were administered to master students from the three selected public university campuses in Nairobi, 286 questionnaires were received from the field, 16 were poorly or inappropriately filled and therefore they were not used in the analysis. A total of 270 questionnaires were used in the analysis, this represented 87.1% response rate which was above the adequate 50% as recommended by Mugenda and Mugenda (2003) and Saunders *et al.* (2009).

B. TYPE OF SMARTPHONE OWNED BY RESPONDENTS

The results revealed that the majority of the respondents (34.1%) use Samsung Smartphone followed by Techno with 16.7%, Infinix Smartphone was the third with 9.6%, HTC Smartphone was the fourth with 7.0%, U.S.A Apple Smartphone was fifth with 5.9%. China Huawei Smartphone was sixth with a 5.6%. Nokia and LG Smartphone had the same number of respondents (5.2%), the ninth was Sony Smartphone with a 4.4%. The "others" (6.3%) category represent the least owned Smartphone which included; BlackBerry, Lenovo, Coolpad, X-Tigi, BLU, Lava Iris, Neon Smartphone, Alcatel, Xperia, Obi and Intel from India. Samsung and Techno accounts for 50.8% of the Smartphone owned by the respondents. The findings were consistent with the research conducted by Kachwanya (2012) whereby the Samsung Smartphone was identified as a leading Smartphone in Kenya. This means that Samsung is the market leader commanding a huge market share.

C. REGRESSION ANALYSIS AND TEST OF HYPOTHESES

DIAGNOSTIC TESTS

Before the conducting regression data analysis diagnostic tests were carried out on the collected data to find out if it conformed to set assumptions. The first diagnostic test was the multicollinearity test, which was done so as to ascertain whether the five independent variables (sincerity, excitement, competence, sophistication and ruggedness) are inter-related or not. Another diagnostic test that was carried out was the goodness-of-fit test to test the overall fit of the model.

MULTICOLLINEARITY TEST

For this study, the collinearity test was conducted using correlation analysis, tolerance and variance inflation factor (VIF) analysis. Multicollinearity diagnostic test was conducted to ensure that the data was suitable for logistic regression analysis. Menard (1995) suggested that a tolerance value of less than 0.1 to indicates a multicollinearity problem. Further, Field (2009) suggested a variance inflation factors (VIF) of more than 10 to indicate multicollinearity. The collinearity results are presented in table 4.14

A GOODNESS-OF-FIT TEST

Goodness-of-fit test was carried out to test the overall fit of the model. In logistic regression, a goodness-of-fit test is carried to test how well the proposed model can describe the study observations (Fields, 2009). In this study, the associated Chi-square statistics were tested using Hosmer-Lemeshow (H&L) test. The model is considered fit if H&L test value is greater than 0.05. Table 4.15 shows that the Hosmer-Lemeshow test for the logistic regression of the model is 0.825 which is greater than the required 0.05, meaning that the model fits the data very well. It is an indication that all the independent variables jointly influence the dependent variable.

TESTING OF HYPOTHESIS

The study sought to assess the influence of brand personality sincerity on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. A hypothesis was formulated to address this objective:

H₀₁: Brand personality sincerity has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

The results in Table 4.14 show that; ($\beta=1.669$, Exp (B) =5.308 and $P < 0.05$). Based on this results, the null hypothesis was rejected at 95% confidence level since predictor variable (brand personality sincerity) had a significance value of 0.009 which is less than 0.05 and odd ratio (exp (B) value of more than 1 (Kinnear and Gray, 2002). This implied that brand personality sincerity influences customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The beta (β) value of 1.669 implies that a unit increase in brand personality sincerity will lead to 1.669 times increase in the log-odds of customer purchase decision. The odds ratio of 5.308 means that a unit increases in brand personality sincerity will increase the likelihood of customer purchase decision by 5.308 times. This was in consistent with past research by Mohd (2012), which empirically revealed that laptop users associate themselves with sincerity, while Laptop non-users associate this brand with ruggedness. The study was also in line with the study by Linn and Peter (2014) who conducted study on employer brand trust and revealed that employer brand is positively associated with sincerity.

The results were also in agreement with study conducted by Sajad, Mahdi, Hamed, Seyyed, and Tahereh (2013) which revealed that brand personality sincerity have a significant impact on buying of mobile phone. Brand personality sincerity has influence on customer purchase decision because, when products are branded as wholesome, genuine, wonderful or friendly customers feel special if they have such products. Customers feel good when they have products which are genuine, wonderful or friendly in terms of usage.

V. SUMMARY AND CONCLUSION

The current cut-throat competition in the Smartphone Industry has forced marketers to explore new methods of differentiating their Smartphone hence influencing customers purchase decision. The objective of the study was to establish the influence of brand personality sincerity on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings indicate positive significant relationship between brand personality sincerity and customer purchase decision of Smartphone, based on that fact the null hypothesis was rejected. This implies that brand personality sincerity has influence on customer purchase decision of Smartphone. Brand personality sincerity was found to be positive and significant in influencing customer purchase decision of Smartphone, therefore the study concluded that brand

personality sincerity has influence on customer purchase decision of Smartphone. Based on this conclusion, Smartphone managers specifically marketing managers need to find ways of incorporating brand personality sincerity variable in their marketing differentiation strategies. This thesis would be beneficial to the Smartphone companies specifically marketing managers in understanding how brand personality sincerity influences customer purchase decision of Smartphone. Future researchers and practitioners would also benefit from the study since it will broaden and deepen their understanding on how brand personality can influence customers purchase decision of Smartphone in Kenya.

From the research findings, some policy implications can be drawn to guide customer purchase decision in the Smartphone companies. Based on the results from this research finding, Smartphone management need to incorporate brand personality strategy in their marketing differentiation strategies because there was significant relationships between the brand personality dimensions and customer purchase decision. The Smartphone management need to formulate appropriate marketing policies which will lead them to making informed decisions and adopting marketing strategies that will create a perfect image of Smartphone hence promoting customer purchase decision.

Smartphone management also needs to hire branding professionals to inculcate brand personality traits into Smartphone products so as influence customer purchase decision. The increased competition in the Smartphone markets has saturated the possibility of brand differentiation based on traditional attributes such as price and quality, therefore, Smartphone companies need to shift their attention to brand personality which provides an alternative and perfect differentiation strategy. The management of the Smartphone companies through Communication Authority need to engage the government to ensure that there is fair competition in the mobile industry. This research used cross sectional survey, future research should consider using a longitudinal survey to validate the findings. This study sought to establish brand personality influence on customer purchase decision of a Smartphone which is a shopping good, future research should conduct a similar study but in other product categories like convenient goods. This study used product involvement as a moderating variable, future research should consider using product involvement as predictor variable of customer purchase decision.

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