

The Impact of Brand Personality of Smartphones on Customer Loyalty: Mediating Role of Brand Awareness

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ABSTRACT

The objective of the current study is to explore the mediating role of brand awareness of smart iPhone mobiles in the impact of brand personality factors “sincerity, excitement, competence, sophistication and ruggedness” on the loyalty of customers in Jordan. The research uses a quantitative, cross-sectional, descriptive and causal method. Data was collected through an online survey of 392 respondents from three universities in Jordan: The University of Jordan, Princess Sumaya University for Technology and Middle East University. Simple, multiple and hierarchical regression and factor analysis were used to examine the study hypotheses using SPSS 24. Results showed that there is a statistically significant impact of brand personality (excitement, sincerity, sophistication, competence and ruggedness) on customer loyalty. Brand personality (excitement, sincerity and sophistication) has a statistically significant impact on brand awareness, while ruggedness does not affect brand awareness. Results also showed that brand awareness has a statistically significant impact on customers' loyalty, where brand awareness rated highest on effective loyalty, followed by cognitive loyalty and action loyalty. However, brand awareness doesn't have a statistically significant impact on conative loyalty. Lastly, the results showed a strong correlation between brand personality and the loyalty of customers when brand awareness is considered as a mediator.

Keywords: Smartphones, Brand personality, Brand awareness, Customers, Loyalty.

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أثر شخصية العلامة التجارية للهواتف الذكية في ولاء العملاء : الدور الوسيط للوعي بالعلامة التجارية

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ملخص

تهدف هذه الدراسة إلى استكشاف الدور الوسيط للوعي بالعلامة التجارية للهواتف الذكية في تأثير عوامل شخصية العلامة التجارية "الإخلاص والإثارة والكفاءة والتطور والصلابة" في ولاء العملاء في الأردن. استخدم الباحث المنهج الكمي، والمنهج الوصفي، والمنهج السببي. تم جمع البيانات من خلال استطلاع عبر الإنترنت شمل 392 مشاركاً من ثلاث جامعات في الأردن: الجامعة الأردنية، وجامعة الأميرة سمية للتكنولوجيا، وجامعة الشرق الأوسط. وتم استخدام تحليل الانحدار البسيط والمتعدد والهرمي والتحليل العملي لاختبار فرضيات البحث باستخدام الحزمة الإحصائية للعلوم الاجتماعية 24. وقد أظهرت النتائج أن هناك تأثيراً مهماً إحصائياً لشخصية العلامة التجارية (الإثارة، والإخلاص، والتطور، والكفاءة، والصلابة) في ولاء العملاء. كما تؤثر شخصية العلامة التجارية (الإثارة، والصدق، والتطور) إحصائياً في وعي العملاء، بينما لا تؤثر الصلابة في وعي العملاء. وأظهرت النتائج أيضاً أن الوعي بالعلامة التجارية يؤثر إحصائياً في ولاء العملاء، حيث أظهر الوعي بالعلامة التجارية أعلى تأثير على الولاء الفعال، يليه الولاء المعرفي، وولاء العمل. ومع ذلك، لا يوجد للوعي بالعلامة التجارية تأثير كبير في الولاء الضمني. أخيراً، تُظهر النتائج ارتباطاً قوياً بين شخصية العلامة التجارية وولاء العملاء عندما يُعتبر الوعي بالعلامة التجارية متغيراً وسيطاً.

الكلمات الدالة: الهواتف الذكية، العلامة التجارية، الشخصية، الوعي، العميل، الولاء.

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1. Introduction

Nowadays, a smart iPhone mobile is considered a personal computer, because it has microphones, cameras, GPS and many other mobile applications. It has also developed the business through many online channels for e-business (Lee et al., 2012). Innovative iPhone mobile services are becoming a massive sector, with more than 93% of the worldwide inhabitants having a smart mobile phone (Birenboim & Shoval, 2016). Today, communication-technology development is accelerated and several tools are quickly introduced to develop relationships with customers. The mobile phone made relationships among people easier and more accessible than ever before (Bertić & Telebuh, 2020).

Brands play a crucial role in today's marketing environment, where the customer is the focal point of any marketing plan or strategy (Keller, 2009). It is about knowing the current and prospected customers' needs, why they prefer one brand over another and what comes first to the customers' minds when they purchase (Kotler & Armstrong, 2018). Brand personality encourages a good relationship between customers and the brand, differentiating it from other brands (Smith, 2020). Brand personality is a marketing tool that enhances customers' loyalty to a particular brand. Most customers are concerned with the brand due to the likeness between the brand and its personality (Teimouri et al., 2016). Brand personality affects sales and improves customer loyalty (Andu, 2013).

Therefore, the main objective of the current research is to explore the mediating role of brand awareness of the iPhone as a smartphone in the effect of brand personality components "sincerity, excitement, competence, sophistication and ruggedness" on the loyalty of customers in Jordan. There is a shortage of studies on this topic in Jordan. Therefore, this research will examine this role to fill the current gap through an exploratory study conducted by the researcher in 2021 on several brands of smart iPhone mobile devices in Jordan. The researcher interviewed more

than 20 customers and 20 of the owners of shops that sell these brands in different areas of Amman. The researcher mentioned that customers choose a brand that has a prominent personality. They choose smart iPhone mobile devices to express their personality and status by selecting high-priced brands. So, the study problem is represented in the following questions.

- Does the brand personality of the iPhone mobile impact brand awareness?
- Does the brand personality of the iPhone mobile impact customer loyalty?
- Does brand awareness mediate the impact of brand personality of the iPhone mobile on customer loyalty?

2. Literature Review

2.1 Brand Personality and Customer Loyalty

According to the American Marketing Association (AMA), "a brand is a name, term, sign, logo, design or a combination of them to identify goods or services of a seller or a group of sellers and distinguish them from goods or services of competitors". A brand would distinguish the producer, supplier or manufacturer as a seller with permanent commitment to customers' features, benefits and special services (Taherkhani et al., 2016). Brand personality is "a group of characteristics reminded by a brand" (Aaker, 1997). Kotler & Armstrong (2018) described brand personality as "a combination of characteristics attributed to a specific brand". The interaction between two elements influences brand personality; first, brand personality factors (sincerity, excitement, competence, sophistication and ruggedness) attached to the brand as a personality; second, customers' loyalty to the brand personality. Top management uses brand personality as a strategic tool for top managers, especially marketers, who support the correlation between brand personality and customers' loyalty, because customers wish to select a brand that matches their personality.

Aaker (1997) in a study entitled "brand dimensions" updated the theoretical framework and introduced a new brand personality concept. Aaker studied brand personality from five directions: 1. Sincerity: it includes brand honesty, health and courtesy. 2. Excitement: it includes brand brevity and morale. 3. Competence: it refers to brand success and reliability. 4. Sophistication: it contains brand magnificence and finally, 5. Ruggedness: it shows the brand strength. Aaker (1997) proposed that people choose a brand with various brand personality dimensions based on multiple environmental situations. Also, Aaker found that managers should correlate brand personality and loyalty to the brand and indicate the direct and indirect influences of brand personality attributes on customers' loyalty (Aaker, 1997). Organizations use brand personality as a marketing tool to enhance customer loyalty toward the brand. Customers select a brand that is matching their personalities (Andu, 2013). Brand personality helps companies develop and keep present customers, attract new customers and enhance competitive advantage. Organizations use brand personality as a marketing tool to enhance the brand's customers' loyalty (Teimouri et al., 2016).

Customer loyalty may be described as a customer commitment to purchase a product or service introduced by a communication organization or a particular brand and suggest this product or service to colleagues or friends. It includes good behavior in buying, which is a function of a person's wishes and this behavior creates a particular brand interest. There is a significant relationship of the quality of a product or service with customer loyalty (Al-Wishah et al., 2022). That brand name is developed in the minds of customers to assess the brand (Chaudhuri & Holbrook, 2001).

Loyal customers are less sensitive to changes in price than non-loyal ones (Shahin et al., 2011). In the e-mobile market, customer loyalty is similar to traditional customer loyalty; the customer develops a favorable attitude, which leads to commitment to buy and recommend services or products to others. Brand or customer loyalty includes four

dimensions; cognitive, conative, effective and action loyalty (Han et al., 2011). To consolidate customer loyalty in online purchases, firms should concentrate on product and service quality (Al-Dmour et al., 2019).

When consumers know the brand, they feel that it is easier to use the product or service. Loyalty is the presence of good behavior toward a product or service. Loyalty refers to a high commitment to buy a service or product that can be beneficial for the future, despite the impact and potential of competitors (Taherkhani et al., 2016). Customer loyalty is essential for business success (Tamalero & Tumiwa, 2016). Quality of service in financial sectors has been measured by five dimensions of service quality "tangibility, reliability, responsiveness, assurance and empathy," which might help lead to customer satisfaction and loyalty (Kakeesh & Ahmad, 2020).

Customer loyalty can be reached when providers of services or products focus simultaneously on customers' attitudes and satisfaction with brands (Smith, 2020). Brand trust greatly influences customer loyalty (Bozbay & Başlar, 2020). Thus, this research defines customer loyalty as a connection of a consumer to a specific brand, which is influenced by brand preference and personality. Customer loyalty refers to customers' attachment to an organization's products or services.

The conformity of brand personality affects customer satisfaction. Still, the quality of service does not affect loyalty, but influences customer satisfaction, while customer satisfaction impacts loyalty. Brand personality significantly impacted customers' loyalty to the Mellat Bank brand in Iran (Jafarnejad, 2012). Brand personality affects the loyalty of customers for purchasing Apple iPad and Samsung Galaxy Tabs, noting that the Apple iPad brand personality influences customer loyalty more than the Samsung Galaxy Tab brand personality (Andu, 2013). There was a strong correlation between customer loyalty and brand

personality: sophistication got the highest rank and excitement, ruggedness and sincerity reached the lowest (Alhadid, 2015). There was a significant correlation between brand personality elements (competence, excitement, sophistication, sincerity and ruggedness) and customers' loyalty to Samsung mobile phones (Teimouri et al., 2016). Brand personality factors influenced the customer loyalty of Refah Kargaran Bank customers in Tehran (Taherkhani et al., 2016).

Brand experience and personality were found to simultaneously affect customer loyalty to the Samsung Galaxy smartphone (Tamalero & Tumiwa, 2016). Personality traits directly affect the congruity and satisfaction of a customer, which both affect customer loyalty. The interaction between congruity, personality traits and satisfaction affects customers' loyalty (Kim et al., 2016). All dimensions of consumers' virtual brand personality, including sophistication, excitement and competence, assess online bankers to position their sites better than their competitors. There is a strong correlation between customer loyalty, virtual brand personality and customer satisfaction. Customer satisfaction in online banking in Malaysia mediated the correlation between customer loyalty and virtual brand personality (Ong et al., 2017). All brand personality elements increase trust, satisfaction and customer loyalty. Older customers depend more on brand personality than younger customers; they are less affected by satisfaction and trust (Bekk et al., 2017). Brand personality strongly affects customer loyalty, while brand personality elements are not wholly implemented when some measurements are not suitable, as in the tourism industry. The excitement, sophistication and ruggedness dimensions were found to affect customer loyalty, while being up-to-date and sincerity dimensions did not affect customer loyalty to a five-star hotel (Yasin et al., 2017). Brand experience and brand personality were found to affect both the satisfaction and loyalty of customers in the fashion sector of Ho Chi Minh city, Vietnam (Ly & Loc, 2017).

Brand personality congruence significantly influences

customer loyalty, trust and satisfaction (Kim et al., 2018). Customers' personality traits impact customers' satisfaction and brand identification, which influence participation and customer loyalty. Also, involvement affects loyalty to the brand (Shetty & Rodrigues, 2018). Ghadeer & Saleh (2019) showed that brand personality impacts customer loyalty. Greater satisfaction with loyalty programs leads to excellent customer retention and satisfaction with loyalty programs positively impacts customer satisfaction (Bahri-Ammari & Bilgihan, 2019). Customers who like new experiences are more satisfied with mobile services than others. Loyalty and satisfaction are mediated by attitudes to brands (Smith, 2020). Personality characteristics do not directly affect customer loyalty. Personality characteristics directly impact customer satisfaction and congruity; congruity directly affects customer satisfaction, which in turn affects loyalty to the brand. Customer satisfaction influences loyalty to the brand; congruity acts as a mediator for the effect of personality characteristics on loyalty to the brand; also, customer satisfaction was found to fully mediate the impact of personality characteristics on customer loyalty in Bali's coffee shop sector (Krisdiana et al., 2020).

Competence and Customer Loyalty

Ghadeer and Saleh showed that competence has a negligible effect on customer loyalty (Ghadeer & Saleh, 2019), while reputation and competence significantly affect customer loyalty (Astono et al., 2020). Customer perception related to the competency of emotional workers was found to positively influence loyalty and customer satisfaction (Delcourt et al., 2013). There is no correlation between brand competence and loyalty to the brand (Alhadid, 2015).

Excitement and Customer Loyalty

The study results of Wu & Ai (2016) showed that

increased excitement, experiential quality and enhanced equity develop experiential satisfaction and loyalty.

Ruggedness and Customer Loyalty

Product involvement enhances the influence of ruggedness and excitement on loyalty to the brand. At the same time, product involvement reduces the immediate impacts of competence, sophistication and sincerity on loyalty to the brand (Lada et al., 2014).

Sophistication and Customer Loyalty

Sophistication greatly impacted customer loyalty (Ghadeer & Saleh, 2019).

Sincerity and Customer Loyalty

The findings indicated that excitement, sincerity and ruggedness had affected love, trust and loyalty to the brand (Keni & Esmeralda, 2021). Brand personality sophistication and competence affect customer loyalty and action (Lin, 2010). Hence, the following hypothesis is assumed:

H₁: There is a statistically significant impact of brand personality (excitement, sincerity, sophistication, competence and ruggedness) on customers' loyalty at $\alpha \leq 0.05$.

2.2 Brand Personality and Brand Awareness

Nowadays, consumers have many alternatives and brand positioning is challenging. The main aim of organizations is to create and maintain brand personality to satisfy customers and make them loyal through brand awareness (Ozkul & Bilgili, 2015). Brand personality keeps present customers, attracts new customers and creates a competitive advantage. Customers choose brands suitable to their characters, such as mobile phones. Brand personality can increase customers' loyalty to a brand (Teimouri et al., 2016). Customers build relationships with brands that suit their personalities (Molinillo et al., 2017). Brand awareness indicates consumers' knowledge about a specific brand or product/service, the intensity of a brand in the consumers'

mindset and the ability to remember it (Ramdzan Ali et al., 2021).

Three personality dimensions affect destination attractiveness and brand awareness more than the other dimensions (sophistication, excitement and ruggedness) (Ye, 2012). Consumers purchase products/services based on well-known brands and their positive brand image (Wijaya, 2013). Brand personality, image and awareness significantly influenced consumer buying intention of Apple smartphones in Manado. Brand awareness had more effect on consumer buying intention than brand personality and image for Apple smartphones (Wijaya, 2013). The correlation between brand personality, awareness, customer satisfaction and loyalty to brands strongly affects positioning, consumer attitudes, behaviors and loyalty toward TORU (Ozkul & Bilgili, 2015).

The destination personality was found to affect brand attraction and awareness, while brand attraction, awareness and personality destination were found to affect the customer loyalty of visitors to the Sabda Alam tourist site (Hurriyati & Setiawan, 2016). There was a strong relationship between brand personality and customer loyalty for Samsung mobile phone customers (Teimouri et al., 2016). Brand personality was found to affect the three customer-brand relationship components: brand awareness, trust and loyalty in Spain. Brand personality increases awareness and a trustworthy brand enhances trust and loyalty; a brand personality should evolve to create a competitive advantage (Molinillo et al., 2017). Advertising affects viral advertisement intention and attitude. Both viral advertisement intention and attitude were found to enhance brand awareness and purchase (Prajogo & Purwanto, 2020). The halal-brand personality, consisting of five components (purity, excitement, sophistication, safety and righteousness), was found to affect brand awareness and sustain

competitive advantage. The halal brand personality concept helps marketers and product/service providers convince consumers that their products/services are safe and high-quality (Ramdzan Ali et al., 2021). Brand personality and awareness were found to affect purchase intention, while brand image was not (Tsabitah & Anggraeni, 2021). Hence, the following hypothesis is assumed:

H₂: There is a statistically significant impact of brand personality on brand awareness at $\alpha \leq 0.05$.

2.3 Brand Awareness and Customer Loyalty

Brand awareness is a consumer's capability to recognize, identify and recall the differences between brands while buying. Brand awareness includes two crucial things; recalling and recognizing the brand (Aaker, 1997). A website creates brand awareness in consumers' minds, so that consumers will be aware of the site, which builds trust to buy goods through the online shop. Consumer trust affects customer loyalty to make repeated purchases (Sastika et al., 2016). Brand awareness is a tool that helps increase purchasing of goods and services (Armah & Attafuah, 2020).

Brand features impact customer loyalty more than the awareness of the brand. Product quality and brand image are the essential brand characteristics for customer loyalty. Advertising was found to be vital for brand awareness and customer loyalty for branded milk from the Peshawar region (Shahzad, 2012). There is a strong correlation between brand awareness, brand equity and perceived quality. Brand image is a mediator in the correlation between brand awareness, perceived quality and customer loyalty. Brand awareness and quality were found to improve the image, affecting Pakistani customers' loyalty (Saleem et al., 2015). The website quality and brand awareness strongly affect consumer trust. The quality of the website, customer trust and brand awareness strongly impact customer loyalty (Sastika et al., 2016). Both awareness and brand image impact loyalty to the brand and brand image affects the satisfaction of customers; finally, the satisfaction of customers was found to mediate the correlation between

image and loyalty of the brand of Samsung smartphone in Indonesia (Pratama & Suprpto, 2017). Brand awareness positively and significantly affects customer loyalty (Chinomona & Maziriri, 2017). Brand awareness is strongly and positively related to loyalty to the brand (Alkhawaldeh et al., 2017). Finally, brand awareness affects loyalty to the brand through the influences of emotional experience and service experience on loyalty to the brand.

There is a significant relationship between emotional experience, service experience, brand awareness and loyalty to a brand; the correlation between brand awareness and loyalty to the brand was found to be 0.736 (Zhao et al., 2017). Marketing programs have the most significant influence on brand awareness. Brand awareness and customer loyalty are highly associated with the brand slogan, brand name, brand character and affordability price. Internet marketing with customer relationships and satisfaction was found to strongly influence customer loyalty *via* brand awareness in North Sumatra, Indonesia (Dilham et al., 2018). There is a strong relationship between brand awareness and customer loyalty in Kenya. Brand awareness affects customer loyalty to a brand (Jacob & Kegoro, 2019). Brand awareness and customer satisfaction with Melcom products and services were found to depend not only on socioeconomic, demographic or financial readiness, but also on publicity, public awareness and advertisement of the management and other stakeholders towards them (Armah & Attafuah, 2020).

Brand exposure was used to build brand awareness, while customer engagement was used to develop interactive dialogue and enhance personal experience. The electronic word -of- mouth is an electronic information source. Customer engagement, brand exposure and e-WoM were found to affect the satisfaction of customers and did not affect customer loyalty. Brand awareness is used to create customer

satisfaction. Brand awareness did not significantly affect customer loyalty, while satisfaction of customers influences customer loyalty (Krisnanto & Yulian, 2020). Perceived quality, customer satisfaction and brand awareness were found to strongly affect loyalty to bottled water of the Pristine brand (Sembiring et al., 2020). Brand awareness and image simultaneously affect the satisfaction of the consumer. The brand image, brand awareness and satisfaction of customers were found to affect consumer loyalty to Dili City bath soap products (Valentim et al., 2021). There is a strong relationship between brand awareness and customer loyalty in Sri Lanka and this relationship was found to be mediated by emotional attachment (Ferdinando & Yatigammana, 2021). Brand confidence and awareness affect loyalty to the brand simultaneously. Brand awareness has a more substantial influence than brand trust. Customer loyalty was influenced by brand confidence and awareness in Wardah in Banten province (Suhaemi, 2021). Quality of service and awareness strongly affect the loyalty of the customer when the satisfaction of the customer acts as a mediator. Institution's perceptions were found to directly impact customer satisfaction of six Islamic financial institutions in Pakistan. Quality of service and perceptions affect both customer satisfaction and loyalty (Iqbal et al., 2021). Tourism organizations use gamification to enhance brand awareness, engagement of customers and loyalty to travel agencies (Abou-Shouk & Soliman, 2021). Brand image and customer loyalty are related to the awareness and satisfaction of the customer, while brand image is not related to brand awareness (Abbas et al., 2021). Hence, the following hypothesis was formulated:

H₃: There is a statistically significant impact of brand

awareness on customer loyalty at $\alpha \leq 0.05$.

2.4 Brand Personality, Brand Awareness and Customer Loyalty

Only a few previous studies discussed the relationships among these three variables together. According to the researcher's best knowledge, no previous studies addressed brand awareness's direct and indirect effects on the correlation of brand personality with customer loyalty. For example, brand characteristics influence customers' loyalty more than brand awareness (Shahzad, 2012). The brand image is a mediator for the correlation between perceived quality, customer loyalty and awareness (Saleem et al., 2015). There is a strong correlation between emotional experience, service experience, brand awareness and loyalty to the brand (Zhao et al., 2017). Internet marketing indicates that customer satisfaction affects customer loyalty via brand awareness (Dilham et al., 2018). Customer engagement, brand exposure and e-WoM were found to affect the satisfaction of customers, but did not affect customer loyalty. Brand awareness is used to create customer satisfaction. Brand awareness did not significantly affect customer loyalty, whereas satisfaction of customers greatly influenced customer loyalty (Krisnanto & Yulian, 2020). Tourism organizations utilize gamification to encourage travel agencies' customers to be more engaged, aware and loyal (Abou-Shouk & Soliman, 2021). Hence, the following hypothesis is suggested:

H₄: Brand awareness mediates the impact of brand personality on customer loyalty at $\alpha \leq 0.05$.

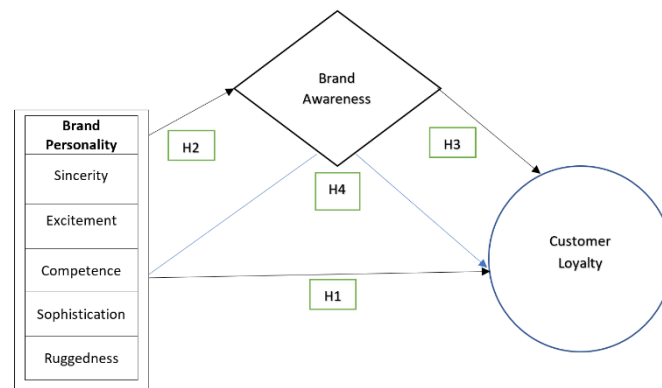


Figure (1)
Proposed study model

Research Model

This model was developed based on most previous studies mentioned in this research.

3. Research Methodology

3.1 Study Design

The current study is a quantitative research and uses a descriptive and cause-effect approach to explore the influence of smartphone brand personality on customers' loyalty through brand awareness as a mediator. The survey approach to collect data was an online survey, considered the most efficient and practical way to collect data, saving time and cost to test the research hypotheses (Nayak & Narayan, 2019; Rice et al., 2017). In addition, secondary data was collected from books, journals, theses, dissertations and the internet. Primary data was collected in April 2022, which means that this study is a cross-sectional study (Gujarati & Porter, 2009). The study population consisted of customers of iPhone mobiles at Jordanian universities in Amman. A sample of three famous universities in Amman (The University of Jordan, Princess Sumaya University for Technology and Middle East University) was selected for data collection. The questionnaire was purposefully built based on previous studies and included 36 items. Brand personality dimensions were measured by 15 items based on Aaker's scale, where sincerity was measured by three items,

excitement by three items, competence by three items, sophistication by three items and ruggedness by three items. Brand awareness was measured by six items, customer loyalty by 15 items and demographic factors by four items. The study used a five-point Likert scale for measurements (one: strongly disagree and five: strongly agree). Then, the questionnaire was translated into both directions (English and Arabic), noting that all the respondents were Jordanians. A pilot sample of 20 customers was asked to test the questionnaire. Feedback was taken into consideration to modify and simplify the questions.

3.2 Data Collection and Measurement

The developed questionnaire was sent online to all undergraduate and graduate students at the University of Jordan, Princess Sumaya University for Technology and Middle East University to be filled out and sent back online. A total of 392 completed questionnaire forms were received and were suitable for further analysis. The answers were coded using SPSS (version 24) for further analysis. The demographic characteristics of respondents are as follows: 205 participants were females, while 187 were males. Related to age, 82 participants were aged below 20 years, 259 were aged between 20 and 30 years, 25 were

aged between 31 and 40 years, 19 were aged between 41 and 50 years and only seven were aged above 50 years.

The researcher used different statistical analyses; namely, means, correlations, chi-square, f-test, t-test, standard deviations, factor analysis, simple regression, multiple regression and hierarchal regression, in order to test the research hypotheses using SPSS 24.

4. Data Analysis

4.1 Validity and Reliability

The study used both factor analysis and Kaiser-Meyer-Olkin (KMO) to test validity. KMO shows the sample harmony, adequacy and inter-correlations. KMO values range from 0.80 to 1, indicating high harmony and sufficiency of the tool, while 0.60 is still good and the minimum is 0.50 (Cerny & Kaiser, 1977; Kaiser & Jhon, 1974). Bartlett's test of sphericity indicates the appropriate use of factor analysis, where the significance value should be less than 0.05 (Bartlett, 1954; Díaz-Noguera et al., 2017; Faisal, 2015). The variance indicates the power of factor explanation (Cerny & Kaiser, 1977; Dziuban & Shirkey, 1974; Kaiser & Jhon, 1974). Factor analysis indicates data explanatority and conformity, where loading of factors higher than 0.60 is considered good and higher than 0.50 is accepted (Hair et al., 2011, 2016), while more than 0.70 is considered very good and more than 0.40 is accepted

(Sekaran and Bougie, 2013), with a minimum of 0.30 according to Kline & Newman (1994). Cronbach's alpha has been used to check reliability showing the scales' and sub-scales' internal consistency (Comrey, 1978; Day et al., 1994; Nunnally, 1978). If the value of Cronbach's alpha is more than 0.70, it ensures that the instrument has good reliability (Hair et al., 2016; Nunnally & Bernstein, 1968; Ponterotto & Ruckdeschel, 2007), while values higher than 0.60 are accepted (Hair et al., 2011; Sekaran and Bougie, 2013).

Construct-validity (factor principal component analysis) results are shown in Table 1, which indicates that the factor loadings of the independent sub-variable items within each group are more than 0.70, which matches with previous studies and shows consistency with each other. Moreover, KMO for each sub-variable is more than 0.60, indicating that the items are adequate, inter-correlated and harmonious. Bartlett's test of sphericity result is below 0.05, showing the appropriateness of the factors for data analysis (Sharabati et al., 2019). The variance indicates that the explanation power of the sub-variable items is more than 0.60. Finally, the table shows that Cronbach's alpha coefficient for every sub-variable is above 0.70, except for sophistication, for which Cronbach's alpha was 0.669, which offers high internal consistency.

Table 1
Factor analysis with KMO for independent sub-variable items

Independent V.	Item	F1	KMO	Ch ²	df	% of variance	Sig.	Alpha
Sincerity	Sin1	0.864	0.680	373.513	3	70.682	0.000	0.792
	Sin2	0.876						
	Sin3	0.778						
Excitement	Exc1	0.820	0.676	262.735	3	65.838	0.000	0.738
	Exc2	0.840						
	Exc3	0.773						
Competence	Com1	0.789	0.681	366.418	3	70.580	0.000	0.778
	Com2	0.880						
	Com3	0.849						

Sophistication	Soph1	0.747	0.633	184.035	3	60.289	0.000	0.669
	Soph2	0.834						
	Soph3	0.745						
Ruggedness	Rug1	0.802	0.672	291.981	3	67.230	0.000	0.749
	Rug2	0.793						
	Rug3	0.863						

Table 2 indicates that the independent sub-variables' factor loadings within their groups are more than 0.70, which matches previous studies and shows consistency between the sub-variables. Moreover, KMO for the independent variable is 0.853, which indicates that the sub-variables are highly adequate, inter-correlated and in harmony with each other. Bartlett's test of sphericity result is below 0.05, showing that

factor analysis is appropriate for data analysis. The variance indicates that the explanation power of the sub-variables is 0.62384. Finally, the results show that Cronbach's alpha coefficient of the independent variable is 0.95, meaning high internal consistency.

Table 2
Factor analysis with KMO for independent sub-variables

Item	F1	KMO	Ch ²	df	% of variance	Sig.	Alpha
Sincerity	0.789	0.853	767.488	10	62.384	0.000	0.950
Excitement	0.848						
Competence	0.821						
Sophistication	0.764						
Ruggedness	0.721						

Table 3 indicates that the factor loading for the mediating-variable items within the groups is more than 0.60, which matches previous studies and shows consistency with each other. Moreover, KMO for the mediating variable is 0.852, indicating that the items are highly adequate, inter-correlated and in harmony. Bartlett's test of sphericity result

is below 0.05, showing that factor analysis is appropriate for data analysis. The variance indicates that the explanation power of the items is 0.59010. Finally, the table shows that Cronbach's alpha coefficient for the mediating variable is 0.859, which means high internal consistency.

Table 3
Factor analysis with KMO for mediating-variable items

Item	F1	KMO	Ch ²	df	% of variance	Sig.	Alpha
Awar1	0.730	0.852	1063.956	15	59.010	0.000	0.859
Awar2	0.823						
Awar3	0.867						
Awar4	0.837						
Awar5	0.625						
Awar6	0.698						

Table 4 shows that the factor loadings of the dependent

sub-variable items within their groups are more than

0.70, which matches previous studies and indicates high consistency with each other. Moreover, KMO for the dependent sub-variables is more than 0.691, meaning that the items are highly adequate, inter-correlated and harmonious. Bartlett's test of sphericity result is below 0.05, showing that factor analysis is appropriate for data analysis. The variance

indicates that the explanatory power of each sub-variable is more than 0.733. Finally, the table shows that Cronbach's alpha coefficient for every sub-variable is higher than 0.843, indicating high internal consistency.

Table 4
Factor analysis with KMO for dependent sub-variable items

	Item	F1	KMO	Ch ²	df	% of variance	Sig.	Alpha
Cognitive	Cog1	0.910	0.813	931.172	6	73.340	0.000	0.875
	Cog2	0.701						
	Cog3	0.890						
	Cog4	0.906						
Effective	Effec1	0.869	0.810	863.547	6	73.655	0.000	0.877
	Effec2	0.793						
	Effec3	0.908						
	Effec4	0.860						
Conative	Conative1	0.919	0.691	577.559	3	77.485	0.000	0.854
	Conative2	0.819						
	Conative3	0.900						
Action	Action1	0.904	0.794	1651.487	6	85.893	0.000	0.843
	Action2	0.944						
	Action3	0.942						
	Action4	0.916						

Table 5 shows that the factor loadings of the dependent sub-variables within their groups are more than 0.90, which matches previous studies and shows high consistency with each other. Moreover, KMO for the dependent variable is 0.870, which shows that the items are highly adequate, inter-correlated and in harmony. Bartlett's test of sphericity result

is below 0.05, meaning that factor analysis is appropriate for data analysis. The variance shows that the explanatory power of the mediating variable is 0.87613. Finally, the table shows that Cronbach's alpha coefficient for the dependent sub-variables is 0.950, indicating high internal consistency.

Table 5
Factor analysis with KMO for dependent sub-variables

Item	F1	KMO	Ch ²	df	% of variance	Sig.	Alpha
Cognitive	0.948	0.870	1638.477	6	0.87613	0.000	0.950
Effective	0.919						
Conative	0.941						
Action	0.936						

4.2 Descriptive Analysis

The study uses one-sample statistics to describe the data through means and standard deviations, then t-values and their significance were calculated. Table (6) shows that the means for independent sub-variables are between 3.265 and 4.255 and standard deviations range from 0.800 to 0.972, indicating that the participants agree on each sub-variable importance, which is confirmed by the t-values, which are more than T-tabulated (0.196). Moreover, the mean for the brand awareness variable is 4.030 with a standard deviation

of 0.909, indicating that the participants agree on the importance of brand awareness, where the t-value reinforces the result, which is more than T-tabulated of 0.196. Finally, the means for the dependent sub-variables range from 3.359 to 3.664, with standard deviations ranging from 0.972 to 1.245, which indicates that the respondents agree on the importance of the dependent sub-variables. The t-values also reinforce this result, where the t-values are more than T-tabulated of 0.196 for all sub-variables.

Table 6
Descriptive analysis of study variables and sub-variables

Variables	N	Mean	Std. Deviation	t	Sig.
Sincerity	392	3.2653	0.80047	6.562	0.000
Excitement	392	3.6199	0.84584	14.510	0.000
Competence	392	4.2551	0.78172	31.789	0.000
Sophistication	392	3.6684	0.93098	14.214	0.000
Ruggedness	392	3.2985	0.97222	6.078	0.000
Brand Personality	392	3.6214		18.052	0.000
Brand Awareness	392	4.0302		22.437	0.000
Cognitive	392	3.3922	1.08761	7.140	0.000
Effective	392	3.6639	0.97150	13.530	0.000
Conative	392	3.3588	1.13230	6.275	0.000
Action	392	3.5619	1.24449	8.939	0.000
Loyalty	392	3.4942		9.420	0.000

T-tabulated=0.196.

4.3 Relationships between Variables

The study uses the Pearson correlation analysis to confirm the correlations among variables and sub-variables. Table 7 indicates that the correlation among independent sub-variables is strong to medium (r between 0.421 and 0.651). The correlation among dependent sub-variables is

strong, with r between 0.812 and 0.873. The correlation among the independent and mediating variables is strong, where $r = 0.763$. The relationship between the main variables is strong, where $r = 0.756$. Finally, the correlation between the mediating and dependent variables is also strong, where $r = 0.831$.

Table 7
The Pearson correlations between variables and sub-variables

No.	Variables/ Sub- variables	1	2	3	4	5	6	7	8	9	10	11	12
1	Sincerity												
2	Excitement	0.614**											
3	Competence	0.517**	0.651**										
4	Sophistication	0.496**	0.551**	0.557**									
5	Ruggedness	0.483**	0.496**	0.492**	0.421**								
6	Brand Personality	0.779**	0.834**	0.805**	0.774**	0.750**							
7	Brand Awareness	0.590**	0.664**	0.722**	0.593**	0.464**	0.763**						
8	Cognitive	0.683**	0.619**	0.548**	0.526**	0.507**	0.729**	0.787**					
9	Effective	0.654**	0.654**	0.641**	0.544**	0.487**	0.750**	0.814**	0.817**				
10	Conative	0.657**	0.594**	0.513**	0.528**	0.498**	0.706**	0.742**	0.873**	0.812**			
11	Action	0.605**	0.562**	0.503**	0.501**	0.443**	0.660**	0.776**	0.855**	0.816**	0.834**		
12	Loyalty	0.692**	0.645**	0.584**	0.559**	0.515**	0.756**	0.831**	0.947**	0.914**	0.941**	0.942**	

** Correlation is significant at the 0.01 level (2-tailed).

4.4 Hypothesis Testing

After assuring reliability, validity and correlation among the study variables and their sub-variables, the next assumptions should be examined: normality, multicollinearity, linearity and independence of errors (Hair et al., 2011; Sekaran and Bougie, 2013; Berenson et al., 2020).

Multicollinearity Test: Multicollinearity was tested through variance inflation factor (VIF) with tolerance test. If the VIF values are below ten and the tolerance values are higher than 0.2, the multicollinearity assumption is not violated. Table 8 shows that there is no multicollinearity problem.

Table 8
Multicollinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Sincerity	0.554	1.805
	Excitement	0.444	2.252
	Competence	0.494	2.026
	Sophistication	0.599	1.668
	Ruggedness	0.663	1.507

Normality Test: To test normality, a histogram of residuals' test was used for the data. Figure 2 indicates that the collected data is normally distributed and the residuals do not impact the normal distribution of data, which means that the normality assumption is not violated.

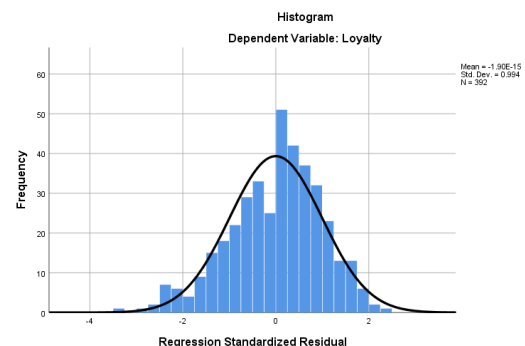


Figure (2)
Histogram of residuals

Linearity Test: Plotting the observed cumulative probability against the expected cumulative probability of the studied data was used to test

linearity. Figure 3 shows the linear correlation between the variables. Therefore, the normality assumption is not violated.

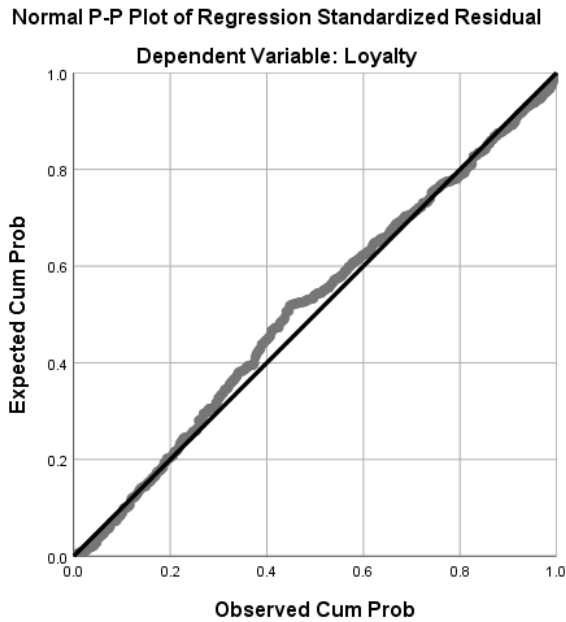


Figure (3)

P-P plot of regressions of the standardized residuals

Independence of Errors

The scattered-plot diagram has been used to test the independence of errors. Figure 4 indicates that the mistakes are scattered and there is no trend. Hence, the independence of errors assumption is confirmed.



Figure (4)
Scatter plot

Multiple Regressions

H1: There is a statistically significant impact of brand personality (excitement, sincerity, sophistication, competence and ruggedness) on customer loyalty at $\alpha \leq 0.05$.

Table 9 indicates that when regressing the brand personality sub-variables against customer loyalty, the result suggests a relationship between brand personality and customer loyalty, where r equals 0.776. It also shows that brand personality can explain 59.6% of customer loyalty ($R^2=0.602$, $F=116.529$, $\text{Sig.}=0.000$). Therefore, the hypothesis is approved, confirming that brand personality (excitement, sincerity, sophistication, competence and ruggedness) has a statistically significant impact on customer loyalty at $\alpha \leq 0.05$.

Table 9
Regressing brand personality against customer loyalty

Model	R	R ²	Adjusted R ²	F	Sig.
1	0.776 ^a	0.602	0.596	116.529	0.000 ^b

a. Predictors: (Constant), Ruggedness, Sophistication, Sincerity, Competence, Excitement.

b. Dependent Variable: Loyalty.

Table 10 explains the influence of each brand's

personality sub-variable on the loyalty of customers.

Table 10
Regressing brand personality sub-variables against customer loyalty

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.680	0.193		-3.525	0.000
	Sincerity	0.497	0.056	0.383	8.870	0.000
	Excitement	0.238	0.059	0.194	4.025	0.000
	Competence	0.164	0.061	0.123	2.698	0.007
	Sophistication	0.163	0.046	0.146	3.523	0.000
	Ruggedness	0.119	0.042	0.112	2.828	0.005

a. Dependent Variable: Loyalty, T-tabulated=0.196.

Table 10 shows that sincerity has the highest influence on customer loyalty ($\beta=0.383$, $t=8.870$, $\text{Sig.}=0.000$), followed by the excitement impact on customer loyalty ($\beta=0.194$, $t=4.025$, $\text{Sig.}=0.000$), then sophistication ($\beta=0.146$, $t=3.523$, $\text{Sig.}=0.000$), then competence ($\beta=0.123$, $t=2.698$, $\text{Sig.}=0.007$) and lastly ruggedness ($\beta=0.112$, $t=2.828$, $\text{Sig.}=0.005$), respectively.

H₂: There is a statistically significant impact of brand personality on brand awareness at $\alpha \leq 0.05$.

Table 11 indicates that when regressing brand personality against brand awareness, the result suggests a correlation between brand personality and brand awareness, where r equals 0.794 and brand personality explains 62.5% of brand awareness ($R^2=0.630$, $F=131.357$, $\text{Sig.}=0.000$). Therefore, the hypothesis confirms that brand personality statistically impacts brand awareness at $\alpha \leq 0.05$.

Table 11
Brand personality against brand awareness

Model	R	R ²	Adjusted R ²	f	Sig.
1	0.794 ^a	0.630	0.625	131.357	0.000 ^b

a. Predictors: (Constant), Ruggedness, Sophistication, Sincerity, Competence, Excitement.

b. Dependent Variable: Brand Awareness.

Table 12 shows each brand personality sub-variable effect on Brand Awareness.

Table 12
Brand personality components against brand awareness

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.017	0.163		-0.107	0.915
	Sincerity	0.193	0.047	0.170	4.087	0.000
	Excitement	0.210	0.050	0.196	4.214	0.000

	Competence	0.472	0.051	0.406	9.210	0.000
	Sophistication	0.165	0.039	0.169	4.219	0.000
	Ruggedness	0.013	0.036	0.013	0.354	0.724

a. Dependent Variable: Brand Awareness, T-tabulated=0.1960.

Table 12 indicates that competence has the highest effect on brand awareness ($\beta=0.406$, $t=9.210$, $\text{Sig.}=0.000$), followed by excitement ($\beta=0.196$, $t=4.214$, $\text{Sig.}=0.000$), then sincerity ($\beta=0.170$, $t=4.087$, $\text{Sig.}=0.000$) and sophistication ($\beta=0.169$, $t=4.219$, $\text{Sig.}=0.000$), while ruggedness does not affect brand awareness ($\beta=0.013$, $t=0.354$, $\text{Sig.}=0.724$).

H₃: There is a statistically significant impact of brand awareness on customer loyalty at $\alpha \leq 0.05$.

Table 13 indicates that when regressing brand awareness

against customer loyalty, the regression result shows that there is a significantly strong correlation between brand awareness and loyalty of customers, where r equals 0.865 and brand awareness explains 74.5% of customer loyalty ($R^2=0.749$, $F=230.025$, $\text{sig.}=0.000$). Hence, the hypothesis is approved, which indicates that there is a statistically significant impact of brand awareness on customer loyalty at $\alpha \leq 0.05$.

Table 13
Brand awareness against customer loyalty

Model	R	R ²	Adjusted R ²	F	Sig.
1	0.865 ^a	0.749	0.745	230.025	0.000 ^b

a. Predictors: (Constant), Action, Conative, Effective, Cognitive.

b. Dependent Variable: Customer Loyalty.

Table 14 shows the influence of brand awareness on the

loyalty of customer sub-variables.

Table 14
Brand awareness against customer loyalty components

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.266	0.097		13.041	0.000
	Cognitive	0.230	0.054	0.276	4.258	0.000
	Effective	0.426	0.049	0.455	8.606	0.000
	Conative	-0.025	0.049	-0.031	-0.503	0.615
	Action	0.142	0.043	0.195	3.324	0.001

a. Dependent Variable: Customer Loyalty, T-tabulated=0.196.

Table 14 indicates that brand awareness has the highest effect on effective loyalty ($\beta=0.455$, $t=8.606$, $\text{Sig.}=0.000$), then on cognitive loyalty ($\beta=0.276$, $t=4.258$, $\text{Sig.}=0.000$) and

action loyalty ($\beta=0.195$, $t=3.324$, $\text{Sig.}=0.001$), while brand awareness does not have a significant influence on conative loyalty.

H4: Brand awareness mediates the impact of brand personality on customer loyalty at $\alpha \leq 0.05$.

Table 15 indicates that when regressing brand personality against customer loyalty with brand awareness as a mediator (hierarchy), the result shows a strong relationship between brand personality and loyalty of customers if brand awareness is considered as a mediator, where r equals 0.877 and brand personality demonstrates 76.5% of customer loyalty in the presence of brand awareness ($R^2=0.768$, $F=277.329$, $Sig.=0.000$). Hence, the

hypothesis is approved, which indicates that brand awareness mediates the impact of brand personality on customer loyalty at $\alpha \leq 0.05$. The table shows that the correlation between brand personality and customer loyalty has improved by 10.1%, r changed from 0.776 to 0.877 and R square changed by 16.7%, from 0.602 to 0.768. This means that the power of explanation of brand personality has been increased by 16.7% in the presence of brand awareness as a mediator.

Table 15

Mediating effect of brand awareness on the relationship between brand personality and customer loyalty

Model	r	R ²	Adjusted R ²	Std. Error of the Estimate	Change Statistics				
					R ² Change	F Change	df1	df2	Sig. F Change
1	0.776 ^a	0.602	0.596	0.65991	0.602	116.529	5	386	0.000
2	0.877 ^b	0.768	0.765	0.50378	0.167	277.329	1	385	0.000

Table 16 shows the influence of brand personality sub-variables on customer loyalty in the presence of brand

awareness as a mediator.

Table 16

Brand personality components against customer loyalty mediated by brand awareness

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.667	0.147		-4.527	0.000
	Sincerity	0.349	0.044	0.269	7.984	0.000
	Excitement	0.077	0.046	0.063	1.663	0.097
	Competence	-0.198	0.051	-0.149	-3.869	0.000
	Sophistication	0.037	0.036	0.033	1.015	0.311
	Ruggedness	0.110	0.032	0.103	3.404	0.001
	Brand Awareness	0.767	0.046	0.671	16.653	0.000

a. Dependent Variable: Customer Loyalty, T-Tabulated=0.196.

Table 16 shows that sincerity has the highest effect on the loyalty of customers in the presence of brand awareness as a mediator ($\beta=0.269$, $t=7.984$, $Sig.=0.000$), followed by

ruggedness ($\beta=0.103$, $t=3.404$, $Sig.=0.001$). In contrast, competence has a negative effect ($\beta=-0.149$, $t=-3.869$, $Sig.=0.000$). However, excitement does not

have a significant impact ($\beta=0.063$, $t=1.663$, $\text{Sig.}=0.097$) and the same is valid for sophistication ($\beta=0.033$, $t=1.015$, $\text{Sig.}=0.311$). Finally, the table shows that the influence of brand awareness on customer loyalty in the presence of brand personality sub-variables is the highest among all ($\beta=0.671$, $t=16.653$, $\text{Sig.}=0.000$).

5. Discussion

The current study's purpose is to investigate the role of brand awareness in the impact of brand personality on customer loyalty in the field of iPhone mobiles in Jordan. Brand personality is essential to customer loyalty and profoundly affects a firm's performance. The results show that smart iPhone mobile brand personality influences customer loyalty. Brand awareness has a significant role in the impact of brand personality on customer loyalty. More specifications show a statistically significant effect of brand personality (excitement, sincerity, sophistication, competence and ruggedness) on customer loyalty. This result is consistent with (Aaker, 1997; Alhadid, 2015; Andu, 2013; Ghadeer, 2019; Jafarnejad, 2012; Kim et al., 2018; Taherkhani et al., 2016; Tamalero & Tumiwa, 2016; Teimouri et al., 2016). Sincerity has the highest effect on customer loyalty, which matches the result obtained by Keni & Esmeralda (2021), followed by excitement's impact on customer loyalty, which is inconsistent with (Wu & Ai, 2016), who mentioned that there is no correlation between customer loyalty and excitement. Then comes sophistication, which is consistent with (Ghadeer & Saleh, 2019), who noted that sophistication greatly impacted customer loyalty; then comes competence, which is inconsistent with (Alhadid, 2015), who mentioned that there is no relationship between brand competence and customer loyalty. Lastly came ruggedness with minimal impact.

The results show that there is a statistically significant impact of brand personality on brand awareness, where competence has the highest impact on brand awareness, followed by excitement, then sincerity, then sophistication, which is consistent with (Ozkul & Bilgili, 2015; Hurriyati &

Setiawan, 2016; Teimouri et al., 2016; Molinillo et al., 2017). At the same time, ruggedness was found not to affect brand awareness.

There is a strong correlation between brand awareness and customer loyalty. Therefore, there is a statistically positive impact of brand awareness on customer loyalty; this result is in line with Zhao et al. (2017), who mentioned a strong correlation between brand awareness and customer loyalty. Brand awareness has the strongest influence on effective loyalty, followed by cognitive loyalty and then action loyalty. However, brand awareness was not having a significant effect on conative loyalty.

When brand awareness is taken as a mediator, there is a strong correlation between brand personality and customer loyalty. Brand awareness mediates brand personality's influence on customers' loyalty at $\alpha \leq 0.05$. The results also indicate that the correlation between brand personality and customer loyalty has improved by 10.1%, while R square changed by 16.7% from 0.602 to 0.768. The explanatory power of brand personality has increased by 16.7% in the presence of brand awareness as a mediator. Sincerity has the highest effect on customer loyalty in the presence of brand awareness as a mediator ($\beta=0.269$, $\text{Sig.}=0.000$), followed by ruggedness ($\beta=0.103$, $\text{Sig.}=0.001$), while competence has a negative effect ($\beta= -0.149$, $\text{Sig.}=0.000$). However, excitement does not significantly impact customer loyalty ($\beta=0.063$, $\text{Sig.}=0.097$) and the same is valid for sophistication ($\beta=0.033$, $\text{Sig.}=0.311$). Finally, the influence of brand awareness on customer loyalty in the presence of brand personality sub-variables is the most significant ($\beta=0.671$, $t=16.653$, $\text{Sig.}=0.000$).

6. Conclusion

This research paper aims to investigate the impact of the brand personality of smartphones on customers' loyalty through brand awareness as a mediator. The

data was collected from 392 participants through an online survey of academic staff and students at the University of Jordan, Princess Sumaya University for Technology and Middle East University in Jordan. The findings show that there is a statistically significant influence of brand personality “excitement, sincerity, sophistication, competence and ruggedness” on customer loyalty, where sincerity occupied the highest rank in terms of the impact on customer loyalty, followed by excitement, then sophistication, competence and ruggedness, respectively. Moreover, brand personality statistically impacts brand awareness, where competence rated the highest effect on brand awareness, followed by excitement, sincerity and sophistication, while ruggedness does not affect brand awareness. Findings also show that brand awareness statistically impacts customer loyalty, where brand awareness rated the highest effect on effective loyalty, followed by cognitive loyalty and action loyalty.

In contrast, brand awareness doesn't significantly affect conative loyalty. Finally, the results show a strong correlation between brand personality and the loyalty of customers when brand awareness is considered as a mediator. The study shows the importance of brand personality sub-variables to customer loyalty and awareness. Therefore, iPhone mobile firms must take care of their brand personality to keep success in the smartphone mobile market, which is characterized by hyper-competition among famous players. Brand personality is related to customers' personalities. iPhone communication companies are concerned about brand personality and awareness to create added value for their customers by developing customer congruence and brand personality which drive customer loyalty. Therefore, it is recommended that iPhone mobile firms enhance their customers' loyalty by capitalizing on the

customers' personalities and differences, providing various brand personalities to suit different customers.

This research is anticipated to contribute to both the scientific and marketing managerial fields. This research benefits communication companies, marketers and academicians by better understanding customers' loyalty in response to the impact of the iPhone brand personality, which will help companies select a new approach and the best practices regarding customer behavior and customer loyalty. Moreover, this study might also help academicians and researchers as a reference for their studies. The study aimed to enrich the material found on brand personality, mainly due to limited sources found in Jordan. As a result, the current study might contribute to a new understanding of the proposed framework within Jordan. This study would provide solutions to problems faced by marketers. From a practical perspective, the current study would be helpful to its immediate setting; that is, the communication companies in Amman, by directing marketing managers in their marketing strategies to increase customers' brand awareness and loyalty as an approach to motivate customers to make a purchase decision in favor of their iPhone mobiles.

7. Limitations and Future Studies

This study is restricted to students from three different universities in Jordan: The University of Jordan, Princess Sumaya University for Technology and Middle East University. Future studies can consider Jordanian youth and can be extended and applied to different products and brand names in different industries.

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