

INFLUENCE OF BRAND IMAGE ON BRAND PERSONALITY AND BRAND LOYALTY

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ABSTRACT

This research attempts to identify the influence of brand image on brand personality and brand loyalty among Tesla car users. The data has been collected from 50 Tesla car users in USA. Hence, it is concluded that the brand image significantly influence brand personality of Tesla car. The analysis found that the brand image significantly influence brand loyalty of Tesla car. The research identified that the brand personality significantly influence brand loyalty of Tesla car. Company should increase brand image and brand personality because users who have positive experiences and more love for the brand are more likely to make repeat purchases and have more loyalty to the brand.

KEYWORDS: Brand Image, Brand Personality, Brand Loyalty and Tesla car.

INTRODUCTION

Brand image is the sum of brand associations in the mind of customers. Research into brand image is key factor to identifying and creating the most influential brand images and reinforcing them through subsequent commercial communications. Brand image is identified and created and reinforced through subsequent commercial interactions. A limited number of studies have examined the relationship between brand image and brand loyalty in the automobile industry.

Brand personality plays an important role in differentiating brand identity. Brand personality makes brands more desirable to consumers. If the brand has personality, it can sustain the market and create an emotional connection with consumers. A unique brand personality creates a favorable image in the consumer's mind and helps build and enhance brand loyalty. Also, the researcher could not find that the relationship between brand image, brand personality and brand loyalty was studied in automobile industry especially Tesla car brand. The research tries to identify the influence of brand image on brand personality and brand loyalty among Tesla car users.

REVIEW OF LITERATURE

Rizaldy Kabangunan and Anas Hidayat (2023) identified that there is influence of brand image and brand awareness on brand loyalty; brand equity was influenced by brand awareness and brand loyalty. Finally, the research also found that there is influence of brand image on brand loyalty. Muhammad Ismuroji, et al. (2023) identified that there is significant influence of customer satisfaction and brand image on brand loyalty, and also a significant effect on brand loyalty via brand love.

Mahothan, et al. (2022) discovered that impact of brand image on brand loyalty with mediating effect of brand love. Eklund (2022), Mai, et al. (2021) and Al-Haddad (2019) have discovered that brand loyalty was influenced by brand image. Lena Ellitan and Septiano Bintang Pradana (2022) identified that brand loyalty was influenced by brand image. Mowen and Minor (2002) revealed that there is a positive and significant influence between brand image and brand loyalty.

Arisandi, Lukitaningsih and Welsa (2022) identified that brand loyalty was influenced by brand image. The result of the research support those of earlier studies by Dewi and Handriana (2021); Lestari and Nurhadi (2021); Asy'ari and Jayen (2020). The authors discovered that brand

image affects and is important to brand loyalty. There is a direct relationship between company's image and brand loyalty among consumers (Kato, 2022; Yen, et al. 2022; Gumparathi, et al. 2020; Tanveer, et al. 2021).

Gusti Noorlitaria Achmad, et al. (2020) discovered that brand personality was influenced by brand image; influence of brand experience on brand loyalty. Wu, Chao Sen and Chen, Tien-Tze (2019) identified that brand identification was positively influenced by brand image. Brand personality demonstrated no mediating relationship between brand identification and brand image.

Muhammad Sidiq Nugraha, et al. (2023) identified that brand loyalty was indirectly influenced by brand personality. Mann and Rawat (2016); Chung and Park (2015); Bilgili and Ozkul (2015) found that brand personality has positive influence on customer loyalty.

Latifa Putri Anggina and Dina Patrisia (2022) discovered that brand loyalty was not influenced by brand personality. Kaur and Sohal (2019); Chung & Park (2017) revealed that there is a positive and significant influence of brand personality on brand loyalty.

Ayesha Sharif, et al. (2022) discovered that there is mediating effect of brand personality dimensions between brand communities and brand loyalty. The same results were achieved by Yang and Lee (2019); Helmi, et al. (2019); Tuzcuoglu, et al. (2018); Akin (2017) discovered that brand personality has positive influence on customer loyalty.

There has been a lot of research done on the brand image, brand personality and brand loyalty worldwide. Very few researches have been done in the USA context. Similarly, the brand image, brand personality and brand loyalty have not been addressed in Tesla car brand. Based on the reviews, below are proposed hypotheses.

H1: Brand image has significantly influences brand personality of Tesla car.

H2: Brand personality has significantly influences brand loyalty of Tesla car.

H3: Brand image has significantly influences brand loyalty of Tesla car.

FRAMEWORK

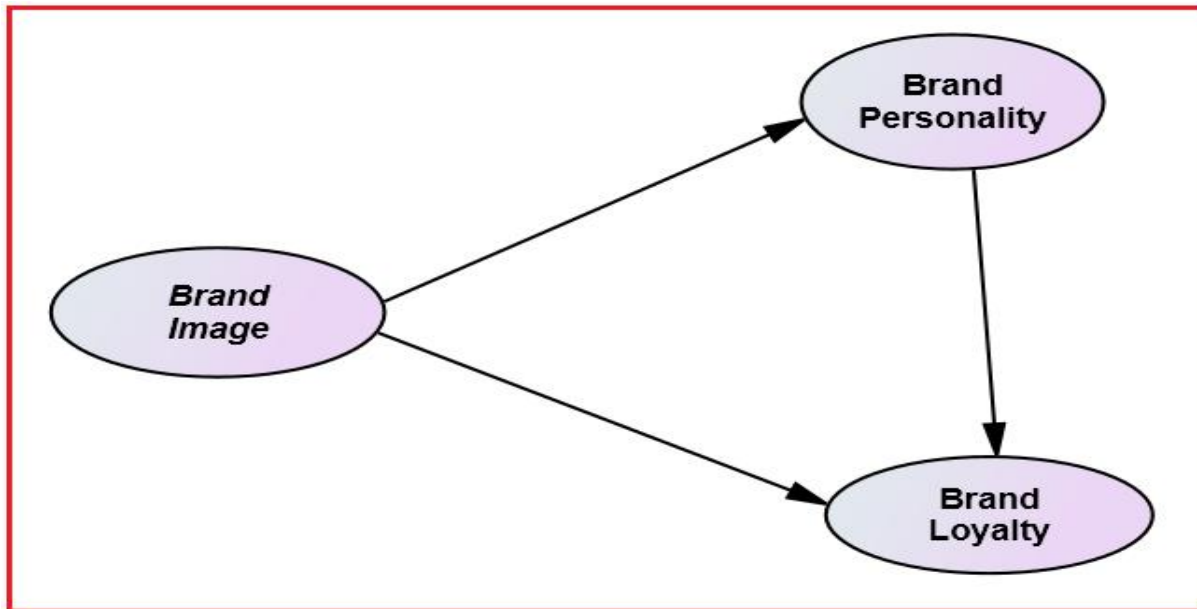


Figure 1: Conceptual framework

NEED FOR THE STUDY

The findings of this study will help Tesla authorities and policy makers. This study will help the influence of brand image on brand personality and brand loyalty among Tesla car users. Findings from this study can help Tesla authorities build brand image, brand personality and brand loyalty increase their profit.

OBJECTIVES

- To find out the influence of brand image on brand personality of Tesla car users.
- To discover the influence of brand image on brand loyalty of Tesla car users.
- To identify the influence of brand personality on brand loyalty of Tesla car users.

RESEARCH DESIGN

In order to explore the influence of brand image on brand personality and brand loyalty among Tesla car users a descriptive research design is employed by the researcher. Data is collected from Tesla car users in USA through a structured and standard questionnaire. This descriptive research design is employed to explore the relationship between brand image, brand personality and brand loyalty.

QUESTIONNAIRE DESIGN

Data is collected from Tesla car users through a well-designed questionnaire. The questionnaire construction for this study is divided into four parts. The first part of the questionnaire is arranged in such a way to know the demographics profile of Tesla car users, the second part is brand image, the third part is brand personality and the fourth part is brand loyalty. Except first part, all the four sections are constructed with multiple choice questions. The first part is set up as a category and the other three as a measuring scaling technique.

Table 1: Questionnaire Construction

S.No.	Variable	Items	Author
I	Demographic Profile	7	---
II	Brand image	14	Wu, Chao Sen; Chen, Tien-Tze (2019)
III	Brand personality	42	Aaker (1997)
IV	Brand Loyalty	4	Chung, et al. (2001)

RELIABILITY

Pilot study was done to confirm that the results of this study questionnaire are reliable. The questionnaires are verified by involving 50 Tesla car users in USA. Based on the Tesla car users' opinion, some changes are made in the questionnaire as suggested by the Tesla car users.

Cronbach's alpha tool is employed to test the reliability of the research variables. All the variables of this questionnaire are above 0.70 which shows that it is reliable. This means that the set of questionnaire has a high reliability value. Based on this result, it is statistically recommended that the questionnaire set can be implemented for final data collection of the research.

Table 2: Reliability of the research

S.No.	Variable	Items	Cronbach's Alpha
I	Brand image	14	0.91
II	Brand personality	42	0.78
III	Brand Loyalty	4	0.90

SAMPLING TECHNIQUE

In this study, convenience sampling technique has been applied to collect the primary data from Tesla car users in USA. In this way 50 Tesla car users are approached to collect the primary data in Pondicherry.

STATISTICAL TOOLS

Path analysis is used to estimate model by probing the relationship between brand image, brand personality and brand loyalty. The researcher has employed the path analysis for influence of brand image on brand personality and brand loyalty among Tesla car users.

RESULTS AND DISCUSSION

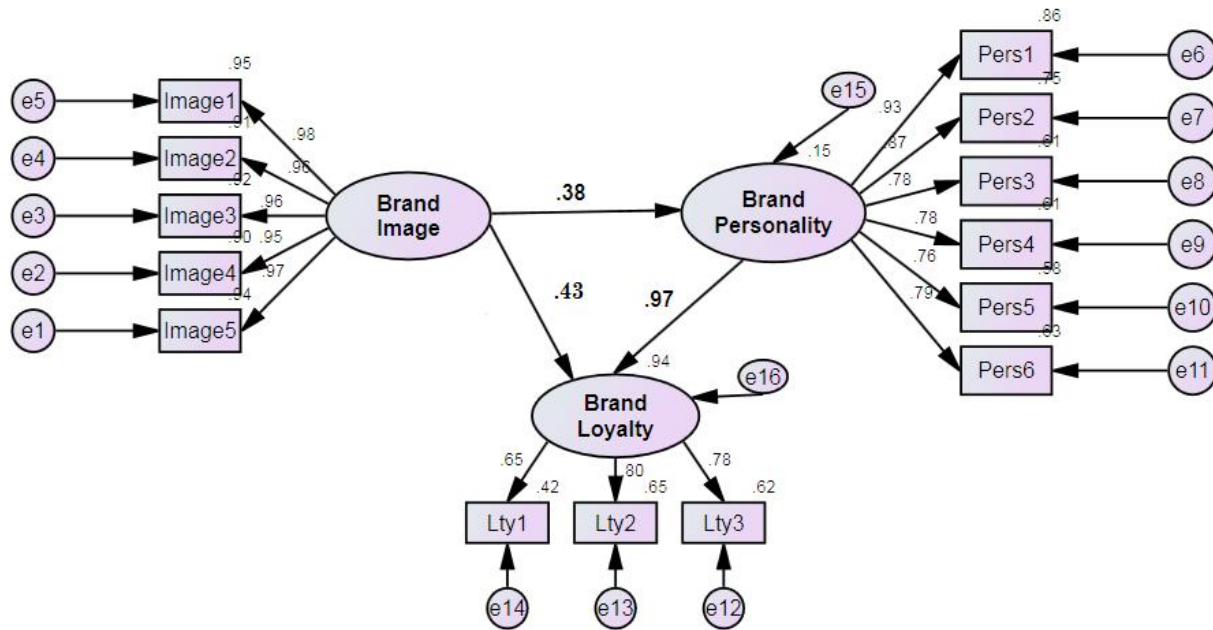


Figure 2: Influence of brand image on brand personality and brand loyalty among Tesla car users

Table 3: Model Fit Indication

S.No.	Model Fit Indicators	Calculated Values in the Analysis	Recommended Values (Premapriya, et al. 2016)
1	Chi-Square	123.812	---
2	p	0.001	> 0.050
3	GFI	0.941	> 0.90
4	AGFI	0.959	
5	CFI	0.992	
6	NFI	0.980	< 0.080
7	RMR	0.035	
8	RMSEA	0.041	

Source: Primary data

The table 3 presents the mode summary of identify the influence of brand image on brand personality and brand loyalty among Tesla car users. The path model presented, along with mode summary to verify the model fitness. The Chi-square statistic is 123.812 with $p < 0.05$. The table

illustrates the model fit statistics such as RMSEA, RMR, NFI, CFI, AGFI and GFI. RMR and RMSEA are within than the recommended limit i.e., RMR and RMSEA is less than 0.08 (Indra, Balaji and Velaudham, 2020; Velaudham and Baskar, 2016). NFI, CFI, AGFI and GFI are within than the recommended limit i.e., NFI, CFI, AGFI and GFI is greater than 0.90 (Kantiah Alias Deepak and Velaudham, 2019; Velaudham and Baskar, 2015). All the model fit statistics imply a better model fit (Premapriya, et al. 2016; Victor and Velaudham, 2020).

Table 4: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
Brand Personality	<---	Brand Image	0.381	0.049	7.839	0.384	0.001
Brand Loyalty	<---	Brand Image	0.406	0.068	8.232	0.429	0.001
Brand Loyalty	<---	Brand Personality	0.816	0.042	19.480	0.967	0.001

Source: primary data

H₁: Brand image significantly influence brand personality of Tesla car.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 7.839; value is 0.384 and p value is significant. The value of is 0.384 that brand image explains 38.4 percent of the brand personality of Tesla car. Therefore, the hypothesis is accepted. Hence, the result demonstrated that the brand image significantly influence brand personality of Tesla car. Gusti Noorlitaria Achmad, et al. (2020); Wu, Chao Sen and Chen, Tien-Tze (2019) discovered that brand personality was influenced by brand image.

H₁: Brand image significantly influence brand loyalty of Tesla car.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 8.232; value is 0.429 and p value is significant. The value of is 0.429 that brand image explains 42.9 percent of the brand loyalty of Tesla car. Therefore, the hypothesis is

accepted. Hence, the result demonstrated that the brand image significantly influence brand loyalty of Tesla car. Rizaldy Kabangunan and Anas Hidayat (2023); Ismuroji, et al. (2023); Mahothan, et al. (2022); Lena Ellitan and Septiano Bintang Pradana (2022); Eklund (2022); Mai, et al. (2021); and Al-Haddad (2019) have discovered that brand loyalty was influenced by brand image.

H₁: Brand personality significantly influence brand loyalty of Tesla car.

The hypothesis was tested in path model. The finding of the analysis demonstrated that the C.R. value is 19.480; t value is 0.967 and p value is significant. The value of r^2 is 0.967 that brand personality explains 96.7 percent of the brand loyalty of Tesla car. Therefore, the hypothesis is accepted. Hence, the result demonstrated that the brand personality significantly influence brand loyalty of Tesla car. Muhammad Sidiq Nugraha, et al. (2023); Kaur and Sohal (2019); Chung & Park (2017); Mann and Rawat (2016); Chung and Park (2015); Bilgili and Ozkul (2015) identified that brand loyalty was influenced by brand personality.

FINDINGS OF THE RESEARCH

- It is demonstrated that the brand image significantly influence brand personality of Tesla car. Gusti Noorlitaria Achmad, et al. (2020); Wu, Chao Sen and Chen, Tien-Tze (2019) discovered that brand personality was influenced by brand image.
- The analysis found that the brand image significantly influence brand loyalty of Tesla car. Rizaldy Kabangunan and Anas Hidayat (2023); Ismuroji, et al. (2023); Mahothan, et al. (2022); Lena Ellitan and Septiano Bintang Pradana (2022); Eklund (2022); Mai, et al. (2021); and Al-Haddad (2019) have discovered that brand loyalty was influenced by brand image.
- The research identified that the brand personality significantly influence brand loyalty of Tesla car. Muhammad Sidiq Nugraha, et al. (2023); Kaur and Sohal (2019); Chung &

Park (2017); Mann and Rawat (2016); Chung and Park (2015); Bilgili and Ozkul (2015) identified that brand loyalty was influenced by brand personality.

SUGGESTIONS

The research recommended that brand personality should be developed to match the characteristics of users and differentiate them from other competitors' brands by developing brand personality characteristics that are relevant to their brand category and highly appreciated by users. Tesla Car Company should increase brand image and brand personality because users who have positive experiences and more love for the brand are more likely to make repeat purchases and have more loyalty to the brand.

CONCLUSION

Brand image is identified and created and reinforced through subsequent commercial interactions. A limited number of studies have examined the relationship between brand image, brand personality and brand loyalty in the automobile industry. This research attempts to identify the influence of brand image on brand personality and brand loyalty among Tesla car users. The data has been collected from 50 Tesla car users in USA. Hence, it is concluded that the brand image significantly influence brand personality of Tesla car. The analysis found that the brand image significantly influence brand loyalty of Tesla car. The research identified that the brand personality significantly influence brand loyalty of Tesla car. Company should increase brand image and brand personality because users who have positive experiences and more love for the brand are more likely to make repeat purchases and have more loyalty to the brand.

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