

**T.C.**  
**ISTANBUL AYDIN UNIVERSITY**  
**INSTITUTE OF GRADUATE STUDIES**



**THE EXAMINATION OF THE IMPACT OF BRAND PERSONALITY ON  
CONSUMER BUYING BEHAVIOR: THE MODERATOR ROLE OF SELF-  
CONTROL**

**MASTER'S THESIS**

**ABBAS NASRI ABBAS OSMAN**

**Department of Business**  
**Business Administration Program**

**August 2021**



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**August 2021**

**ONAY FORMU**



## **DECLARATION**

I hereby declare with respect that this study, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (13/08/2021)

**ABBAS NASRI ABBAS OSMAN**



## **FOREWORD**

Huge thanks go to assistant prof Dr. Burcu Aydin Kucuk, who has always been supportive, who has always been patient, who has always been helpful during my thesis journey. She guided me to the right way and been always kind, Thanks A Lot.

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**August, 2021**

**Abbas Nasri Abbas Osman**

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## **ABBREVIATIONS**

<b>B2C</b>	: Business to Consumer.
<b>BPS</b>	: Brand Personality Scale.
<b>LTM</b>	: Long-term memory
<b>SEO</b>	: Socio-Economic Classification
<b>SPSS</b>	: Statistical Package for the Social Sciences.
<b>STM</b>	: Short-term memory



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# **THE EXAMINATION OF THE IMPACT OF BRAND PERSONALITY ON CONSUMER BUYING BEHAVIOR: THE MODERATOR ROLE OF SELF-CONTROL**

## **ABSTRACT**

From past to today, there is huge competition between companies in the smartphone. This is because today companies' focus is entirely on customer preferences to increase brand loyalty. One of the customer's most important preferences is the brand personality that his smartphone has, as the person is always emotionally attached to his smartphone, and this raises the percentage of love for the brand.

In this research, the focus is directed to the factors that affect the purchasing behavior of the consumer and the study of whether these factors affect the behavior positively or negatively. Also, the buying decision process and its steps from the problem recognition to the post-purchase behavior is mentioned. Furthermore, in this paper, the importance of self-control in purchasing behavior has been examined.

In this context, it is believed that brand personality has an effect on consumer buying behavior, then the moderator role of self-control on the relationship between brand personality and consumer buying behavior was evaluated.

Thus, the current research was applied to the smartphone users in Istanbul, the effect of brand personality on consumer buying behavior and the moderator role of self-control on this relationship were examined, the sample group of this study was 251 participants.

A survey was distributed to participants to gather data using SPSS 22.0 version statistical package developed for social sciences. As a result of testing the hypotheses, findings show that the first hypothesis of the study (H1) was supported which proved that brand personality significant and positive effect on consumer buying behavior ( $\beta = 0.296$ ,  $p = .000$ ,  $F = 23.994$ ). However, the findings indicate that the second hypothesis of the research was not supported, and therefore, it is seen that self-control does not have a moderator role in the relationship between brand personality and consumer purchasing behavior ( $p > .05$ ).

**Key words:** *Brand, Consumer, Brand Personality, Consumer Buying Behavior, Self-Control*

## MARKA KİŞİLİĞİNİN TÜKETİCİ SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ: ÖZ-DÜZENLEME’NİN ROLÜ.

### ÖZET

Dünden bugüne, akıllı telefon sektöründe yer alan işletmeler arasında büyük bir rekabet bulunmaktadır. Bunun sebebi günümüzde marka sadakatini artırmak için tamamen müşteri tercihlerine odaklanılıyor olmasındandır. Müşterinin en önemli tercihlerinden biri akıllı telefonunun marka kişiliğidir. Kişi her zaman akıllı telefonuna duygusal olarak bağlıdır ve bu da markaya olan sempatisini arttırır.

Bu çalışmada, tüketicinin satın alma davranışını etkileyen faktörlere ve bu faktörlerin davranışı olumlu/olumsuz nasıl etkilediğine odaklanılmaktadır. Ayrıca satın alma karar süreci ve problemin fark edilmesinden satın alma sonrası davranışa kadar olan aşamalara da değinilmiştir. Ayrıca bu çalışmada, satın alma davranışında öz kontrolün önemi incelenmektedir.

Bu bağlamda marka kişiliğinin tüketici satın alma davranışı üzerinde etkisi olduğuna inanılmış, ardından marka kişiliği ile tüketici satın alma davranışı arasındaki ilişkide öz kontrolün düzenleyici rolü değerlendirilmiştir.

Böylece mevcut araştırma 251 katılımcıdan oluşan örneklem grubu ile İstanbul’da akıllı telefon kullanıcılarına uygulanmış, marka kişiliğinin tüketici satın alma davranışı üzerindeki etkisi ve bu ilişkide öz kontrolün düzenleyici rolü incelenmiştir. Sosyal bilimler için geliştirilmiş SPSS 22.0 versiyon istatistik paketi kullanılarak katılımcılara veri toplamaları için anketler dağıtılmıştır. Hipotezlerin test edilmesi sonucunda elde edilen bulgular, marka kişiliğinin tüketici satın alma davranışı üzerinde anlamlı ve olumlu bir etkisi olduğunu kanıtlayan çalışmanın ilk hipotezinin (H1) desteklendiğini göstermektedir ( $\beta = 0.296$ ,  $p = .000$ ,  $F = 23.994$ ). Ancak bulgular, araştırmanın ikinci hipotezinin desteklenmediğini ve bu nedenle öz kontrolün marka kişiliği ile tüketici satın alma davranışı arasındaki ilişkide moderatör rol oynamadığını göstermektedir ( $p > .05$ ).

**Anahtar kelimeler:** *Marka, Tüketici, Marka Kişiliği, Tüketici Satın Alma Davranışı, Öz Kontrol*

## **1. INTRODUCTION**

The customer is described as “an individual who purchases goods and services to meet his or her personal or family needs and desires, while the industrial buyer purchases product and service for the purpose of manufacturing other goods and service or using them in the performance of other activities” (Azaam and others, 2008:128). When a buyer wishes to buy or not to buy, he is making a short-term decision, so the long-term effects are linked to the incentives he receives. For example, if he buys a car and receives the benefits he wanted, it will influence his potential attitudes against the company (Eric, Michel, 2007).

Consumer buying behaviour is described as “the behavior that occurs in product searches, which is intended to satisfy the desires and needs of buyers, and thus influence their decisions to buy products or services, leading to appraisal, and eventually disposal of the product after consumption” (Kotler, 2012).

Branding is an important factor of marketing, and a brand is defined by (Kotler, Wong, Saunders and Armstrong, 2005) as “a name, term, sign, symbol or design, or a mixture thereof, intended to identify and distinguish the goods or services of a single seller or group of sellers from those of competitors”.

A brand can add value to a product from the perspective of a customer and so it is an essential element of the good. A brand is a more lasting asset from a business standpoint than particular products and services. (Kotler, 2005).

According to Delgado-Ballester & Munuera-Aleman (2005), establishing a great brand is always a goal for many institutions because it has several benefits. They claim that it helps organizations to be less weak to competitive marketing actions, to gain greater margins and to open opportunities for brand expansion. In consumer marketing, brands can differentiate between competitors and, as a result, they have become more important in corporate marketing strategies (Opoku 2006).

Consumers who are going to pick between two competing brands are most likely to choose the one they know. If the customer knows all brands, the consumer will select the most used, recommended and well-known brand that has best features (Keller, 1993). Those different viewpoints regarding the features of a brand can be referred to as a brand image (Kotler, 2005) and consumers don't look at brands in the same way; people have filters such as knowledge and expectations (Plummer, 2000). There are three distinct classes of characteristics that can be identified as a brand. Firstly, physical features, and secondly, functional features, and lastly, characterizing. Plummer (2000) defines the characterization elements as the identity of the brand.

Brand personality is a fundamental components of brand image (Plummer, 2000) and Aaker (1997) describes brand personality as a set of human characteristics that the customer associates with a particular brand, and this makes him feel connected to it, which increases its value in the eyes of customers. An effective, reputable brand has a set of traits that a certain customer segment has. (p. 347). Aaker (2002) maintains that a brand's personality is equivalent to that of a human individual, displaying attributes such as sex and age, as well as human personal characteristics such as kindness and compassion. He additionally underlines that brand personality is stable and long-lasting, and that anything associated with a brand influences its personality. There are other features that are product-related and non-product-related. Product categories, prices, and characteristics are examples of product-related features. Symbols, country of birth, celebrity endorsers, and sponsorships are examples of non-product-related characteristics (Aaker, 2002).

Freling & Forbes (2005) propose that brand personality might provide brands that would otherwise be indistinguishable from their competitors a competitive edge in the minds of customers. Brand personality is defined as a "inanimate item related with the lines of personality that the customer has with or via marketing communication." (Plummer, 1984).

Self-control is a valuable psychological resource that impacts psychological adjustment in a variety of contexts. Higher levels of self-control in the workplace are associated with lower levels of burnout and absenteeism across all occupations (Diestel & Schmidt, 2011). Higher degrees of self-control were

associated with lower levels of rage and aggression (Keatley, Allom, & Mullan, 2017). Time Perspective has been discovered to be important in the application of human self-control (Wittmann et al., 2014).

Smartphones have become the primary gadgets of the twenty-first century, revolutionizing communication. It appears that being dependant on and linked to one's mobile device has become an essential resource for individuals. Most likely, this is due to the smartphone's integration of numerous different gadgets (such as a digital camera, music and video player, calendar, calculator, and gaming console) to function as a single entity. (Yufang, Bin and Qiaoyi, 2014).

The number of mobile users has recently increased dramatically. Apart from telephone capabilities, a smartphone is a multi-functional gadget with a broad range of functions such as e-mail, internet, calendar, notepads, and built-in cameras (Norazah, 2013; Wang, Park & Fesenmaier 2012). The smartphone is a significant improvement over the regular phone, and the main distinction between the two is that new applications can be installed after purchasing the smartphone, but they cannot be added to the basic phone. Smartphones are also seen as fundamentally innovative gadgets, owing to their additional capabilities akin to tiny computers.

The evolution of the smartphone has had a significant impact on user behavior and preferences. Smartphone technology was first used primarily for networking purposes, but it has lately expanded to include other functions that have increased demand and enhanced client purchasing behavior (Slawsby et al., 2003; Dwivedi, 2015). In this new era of technological advancement, mobile phone users expect extra features such as media support, Internet access, and specialized apps (Jones, 2002; Hansen, 2003 and Norazah, 2013). It should be noted that smartphones have recently ignited the interest of people of all ages, from millennials to older generations, and special features of both hardware and applications have greatly contributed to the effect on user preference and purchasing intentions, allowing vendors to invest in new services that have created a favorable environment.



## **1.1 Problem Statement**

Nowadays, customers' access to the buying process is more complicated than easy. What occurs in the head of the buyer before, during and after the purchase? How do consumers pick their own brand? What affects their decision? Consumers are not always rational about their choice of brand. Often their feelings have an impact on their buying decision, and this may also happen subconsciously. Identification with the brand is one aspect that influences their decision-making process.

### **Significance of the Study**

Companies recognized the importance of brand personality in influencing customer behavior and thus necessarily integrated it into their brand marketing strategies. Previous research has suggested that brand personality promotes customer preference and consumer use. In this way, a customer can classify himself in relation to a brand depending on the congruence of his own identity and the personality attributes assigned to the brand. Personality is an important element in the preference of products for customers. Brands preferred by customers are usually compatible with their own personalities. Brand personality, thus, exercises the functions of self-symbolization and self-expression. Previous findings have demonstrated that consumers also use a brand to develop, reinforce or express their own ideas (e.g., Escalas & Bettman, 2003; Lin, 2010). Brands will then carry on the role of self-symbolization and self-expression (e.g., Keller, 1993; Aaker, 1999). In general, it is common that consumers choose a brand that suits their personality. According to Mengxia (2007), buyers favor brands with different brand personalities. The existence of brand personality increases loyalty (Lee, Back, & Kim, 2009), trust (Louis & Lombart, 2010), contentment, and pleasant feelings (Lee et al., 2009).

## **1.2 Purpose and Objectives**

The effect of brand personality on consumer buying behavior has not been studied before, also self-control is not well described. The goal of this thesis is to get a knowledge on how consumer buying behavior is affected by brand personality and to see what role self-control plays in this relationship. In this

study, smartphone industry was used to explore the huge influence that brand personality makes on consumer behavior using Apple and Huawei as a case study.

Here are the research questions of the study as follow:

1. Does brand personality influence the consumer buying behavior of smartphones?
2. Does self-control influence the relationship between brand personality and buying behaviour of consumer?

The study nature is quantitative, performed to examine the influence of brand personality on buying behavior of consumer and self-control in the industry of smartphones taking Apple and Huawei as a case study.

The target audiences of the data are all people who live in Istanbul with no exceptions from both genders males and females whether they are students or not, the questionnaire will be distributed online to 300 respondents to see their perspective to smartphones.

### **1.3 Plan of the Study Chapters**

Chapter one will mainly focus on introducing the topic, defining the variables of the study and the purpose of it.

Chapter two will state the literature review and explain the three main concepts of the study

Chapter three is about the methodology such as the population of the study and the data collection tool used.

Chapter four is about the statistics and results of the questionnaire distributed while conducting the research.

Chapter five gives a conclusion and summary of the whole study.

## **2. LITERATURE REVIEW**

### **2.1 The Concept of Brand Personality**

Brand personality according to Aaker (1997) refers to the human characteristics of the brand. Aaker (1999) discusses research that reflects on how these particular personality characteristics have allowed users to communicate themselves, their ideal selves or a part of themselves within a brand. Personality is developed on the basis of a particular customer segment to draw the desired segment and compete with rivalries (Arora & Stoner, 2009). The term has also been used when identifying products within the same product group (Aaker, 1997).

If the brand was a person, there will be a few examples of its characteristics: mates, clothing and etiquette. Another concept is that Brand personality is a set of human character traits that contribute to the behavioral dimension of social personality and are crucial in identifying the brand as a relationship partner. (Sweeney & Brandon, 2006, p. 645).

According to Kim et al. (2001), brand identification is connected to a greater level of word of mouth, and a higher rate of word of mouth is implicitly related to stronger brand loyalty. (Plummer, 2001) indicates that Customers place a high value on brand personality when deciding whether or not a product is right for them. Brand personality will help create a long-term relationship between the brand and the customer. Biel (1992) assumed that the personality of a brand will help the customer process the enormous amount of knowledge available on the different brands.

The rationale for developing brand personality is that customers pick which things to buy in the same manner that they choose which fellow human beings to associate with. Attractive personality has been linked to a strong and constant relationship between brand and customer, and therefore to brand loyalty. The more the company's personality matches with the consumer, the stronger the

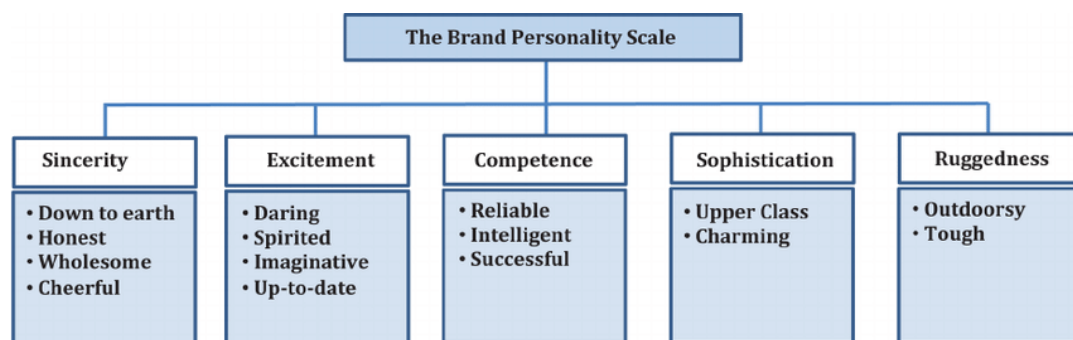
customer may connect himself or herself with the brand and therefore have a stronger relationship (Melin, 1997).

As personality of brand and customer come together, the value built is in the form of self-expression for the consumer (Hankinson & Cowking, 1993), (McEnally & Chernatony, 1999).

Kim et al. (2001) concludes that "the greater the self-expressive value and the distinctiveness of brand personality are, the greater will be the attractiveness of the brand personality." (p. 198) They keep arguing that when comparisons emerge between the personality of the brand and the self-expression of the customer, the customer can see the brand as a human or even a friend. Consumers often use those brands to portray their personalities. Kim et al. (2001) clarifies why buyers prefer to identify themselves as members of a particular category. It's called social identification. Research by Kim et al. (2001) has shown that buyers would see the appeal of brand personality more clearly, the more distinct and self-expressive the personality of the brand is.

### 2.1.1 Dimensions of Brand Personality

Aaker (1997) has developed a brand personality framework named the "Big Five" where brand personality is linked to human personality. Aaker's psychological structure illustrates the essence and aspects of brand personality, sincerity, excitement, competence, sophistication and ruggedness. The "Big Five" model of Aaker is seen in the **figure**



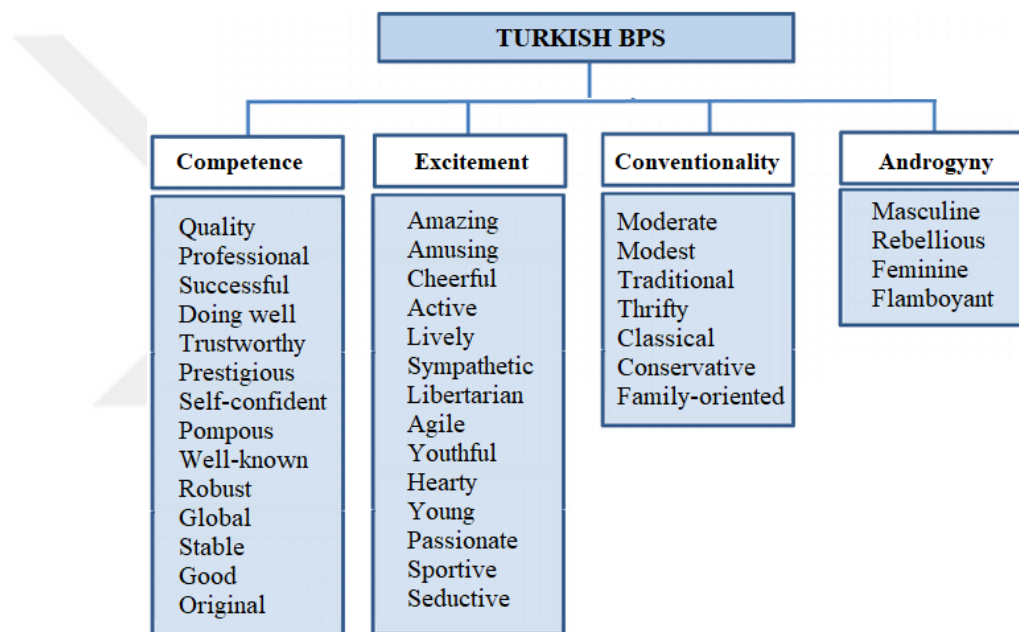
Source: Aaker (1997)

**Figure 2.1: Brand Personality Scale**

Aaker (1997) points out that a significant feature of the "Big Five" is that it can be applicable to products and services, but that it can only be applicable to

transactions between business to customer (**B2C**) relationships. Aaker (1997) also suggests that the system will offer theoretical and realistic insight into the context and implications of brand personalities.

Aksoy and Özsomer (2007), as one of the studies on the validity and reliability of the brand personality scale for Turkey, have turned the scale established by Aaker into a system consisting of 39 variables and four dimensions in line with the virtues and needs of Turkey. The dimensions and adjectives that make up the scale as seen in the table below. Apart from the similarities with other research on the topic in terms of dimensions, the included adjectives are unique to Turkey.



Source: Aksoy and Özsomer, 2007, p.13.

**Figure 2.2:** Turkish Brand Personality Scale

### 2.1.2 Brand Personality Drivers:

Consumers can shape their perceived brand personality for a business in a variety of ways, using either product-related drivers or non-product-related drivers or a mixture of both categories.

Product Related Drivers	Non-Product Related Drivers
Name Packaging Price Attributes	User imagery CEO Employees Spokesperson Celebrity Endorsers Country of Origin Advertising style Distribution Channel

Source: Batra, (1993) & Aker, (1996)

**Figure 2.3:** Brand Personality Drivers.

According to McCracken (1989, 79), the primary driver of brand personality is user imagery, which is characterized as a collection of human personality characteristics correlated with traditional consumers of an organization. There are two categories of users listed in this description, which include the typical user (who often use the product) and the ideal user (who appear in the ads of the brand). He describes that, as part of the practices of ownership, people may differentiate social classifications like class, age, gender, status, occupation, and lifestyle from the item. Therefore, "user imagery" has a strong effect on the consumer's view of a brand. Later, in his book "Strategic brand management" Keller (2007, 69) pointed out that brand personality is often specifically driven by the company's CEO, staff, spokespersons, and celebrities.

Apart from direct associations, the presumed brand personality of an individual can be indirectly shaped by product-related features such as name, packaging, price, attributes; as well as non-product-related features such as symbol, country of origin, type of advertisement, and channel of distribution (Batra et al., 1993; Aaker 1996, p. 145 - 146).

### **2.1.3 Importance of Brand Personality:**

Brand personality, as an essential part of the human personality, is also an essential part of communication. If a brand is lacking a personality cannot distinguish itself and cannot stay in mind. Consumers are influenced by similarities in their personalities and items in the preference of rival products (Rathnoyake, 2008). For this purpose, each brand must apply an image that represents its style as "consistent" and "one-sided" as a reminder. This leads to

an improvement in the scale of the customer's connection with the brand, thus increasing the consumer demand levels for the brand. Brand personality suggests a method to improve brand appeal, attachment, and attitudes towards a certain branded offering (Aaker et al., 2004). Thus, brand personality can improve the equity of the brand. Just as an individual is characterized by an appealing, strong and clear personality, brands could also enhance their appeal by encouraging consumers and exceeding their expectations (Beldona & Wysong, 2007).

#### **2.1.4 Benefits of Brand Personality:**

Creating a brand personality may assist influence your brand's activities, the appearance and feel of your advertising, product production, and brand experience. It is simple to assert, but you should consider your personality more carefully. It must also be genuine, because how you act is consistent with the brand experience. Having a personality, on the other hand, gives you something to assess judgments, promotional efforts, and even persons by. After all, it's all about the right fit, and maybe you don't want to get so many Keiths banging around in your company (Hayward, 2014).

Overall, the advantages of brand personality resulted in higher customer brand preferences (Siguaw, et al., 1999), as well as a multitude of other factors. This contains product differentiation (Arora & Stoner, 2009); positive consumer sentiments (Siguaw, et al., 1999), stronger purchase intents and improved brand attitudes (Ramaseshan & Tsao, 2007), higher brand equity (Phau & Lau, 2000), more trust and loyalty (Freling & Forbes, 2005), and improved production growth accomplishments (Diamantopoulos, et al., 2005).

## **2.2 The Concept of Consumer Buying Behavior**

Consumer buying behavior It is the process in which the consumer discusses whether to buy, what to buy, and where to buy this product or service. (Walters, 1974). Mowen (1993) defines consumer behavior as the examination of purchasing units and the exchange processes involved in the procurement, use, and removal of products, services, experience.

Consumer purchasing behavior has been defined as the actions in which the consumer directly participates in obtaining, using and disposing of goods and services, including the decision-making processes that precede and determine these actions. In order to understand, predict and possibly control consumer behavior more effectively. (Engel, Blackwell & Miniard, 1990), which is why we can recognize the importance of consumer behavior for the marketer and as a vital process in the decision-making process.

the term “purchasing behavior” refers not only to the purchases themselves, but also to aggregate purchasing patterns that include before and after purchase activities. The before purchase activity may contain a heightened recognition of the need, research, and estimation of information on goods and brand that may meet them. After purchase activities include evaluating the purchased item used and reducing any anxiety accompanying the purchase of expensive items among others. Each of these effects of buying and repurchasing is differently amenable to marketing influence. (Schiffman & Kanuk, 1997)

### **2.2.1 Factors of Consumers Buying Behavior**

The study of consumer behavior is very important for marketers, and knowledge of consumer behavior helps the marketer to understand how consumers think and choose products, brands, etc., and how consumers are affected by their environment, reference groups, family, and marketers. Consumer purchasing behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the control of marketers, but they have to take them into account when trying to understand the complex behavior of consumers. Those factors have different properties that may be classified into four categories: personal, psychological, social, and economic. (Kotler & Keller 2016).

#### **2.2.1.1 Personal Factor**

This first factor impacting customer purchasing behaviour. This factor includes age and life stage, employment, personality, lifestyle, and beliefs, that all influence buyer behavior. There are both directly and indirectly personal impacts. Some have a significant impact on consumer buying habits, while others have an indirect impact on consumer purchasing behavior. Companies



can rely on the personal aspect, which is generally true in the case of everyday goods along with specialized goods. (Kotler & Keller 2016).

- **Ages and Stages of Lifecycle**

Consumer purchasing behavior is frequently complicated and varies between age groups, life phases, and relationship stages. At various stages of life, people's shopping habits vary. For instance, a 75-year-old man can't afford a sports vehicle, but he may be able to afford a family car. Advertisers divide demographics ranging from 12 to 18 years old, 19 to 26 years old, 27 to 35 years old, 36 to 50 years old, and above 50 years old. Individuals' shopping habits are constantly changing at these ages. These modifications have an ongoing impact on the consumer's purchasing behaviour through his life.

Another aspect is the many phases of the natural life round. Getting married, getting divorced, having babies, kids grow up and go to university, getting retired, etc, are all phases in the life cycle or human connection. Customers' preferences frequently shift as they progress through life. Companies also select the objective demography for selling their goods on the marketplace, as well as create targeting campaigns based on the customer's age or life cycle. (Kotler, 2017.).

- **Occupation**

Occupation is a type of job done as part of a career. The definition of occupation is a "set of employment whose principal duties and activities have a higher level of similarity" (The N.A., 2012). Occupation can be defined as a private element that influences the purchasing behavior of customers. During the processing of a commodity's pricing or the manufacture of a product, businesses are expected to focus on the customer's employment. Occupation: This includes physicians, mechanics, teachers, businesspeople, drivers, and so on. Students are also included. The customer's employment impacts his or her purchasing behavior for certain types of items or services. For example, a businessman can purchase more costly products or goods; Service as compared to other specialists. (Kotler, 2017).

- **Personality**

Personality as distinctive mental traits that distinguish an individual or group. Characteristics are commonly used to characterize personality. Self-esteem, superiority, friendliness, independency, protectiveness, flexibility, and violence (Kotler, 2017). When a customer buys a product from a well-known brand over another one, it shows the user's personality. Brands have personalities of their own. Kotler and Keller described the notion. "Brand personality is defined as a distinctive blend of human qualities that should be associated with a certain brand." (Kotler & Keller, 2016, p. 185).

- **Lifestyle**

The activities of a person living his or her own life in his or her own manner in the world are referred to as lifestyle. Every individual has his or her own style of living. The notion of "lifestyle of an individual as represented in his or her actions, concerns, and thoughts" was defined by Kotler. "Lifestyle involves a person's activities, desires and views. Activities refers to the individual at work, activities, shopping, athletics and social gatherings. Interest refers to the person who eats food, clothes, family and leisure. Opinions apply to the societal problem of the individual and the company product. A person's lifestyle provides a unique picture of society. A consumer does not only buy a product, but he also buys a lifestyle. Companies are able to create a product after researching the lifestyle of customers (Kotler, 2017). Lifestyle influences the consumer's purchasing behavior as a personal influence.

#### **2.2.1.2 Psychological Factor**

It influences the purchasing behaviour of customers. It is often referred to as an inner element (Ali & Ramya, 2016). The climate plays an essential part in the consumer buying procedure (Kotler & Keller, 2016). Other consumers' purchases of goods or services have an influence on people as well. The "other customer" can be a friend, a relative, a coworker, or someone else. (Rani, 2014). Consumers will be enthusiastic about a newly created goods that have been launched to the market regardless of the climate. The world is related with psychology. This is an aspect that some firms are focusing on. Motivation, perception, learning, and memory are all psychological reasons. (Kotler & Keller, 2016).

- **Motivation**

An individual can have distinct kinds of wants and needs, beginning with simple desires. The idea of the motivation, according to Kotler, is a desire that is appropriately persistent to lead an individual to lack of gratification of the desire. Psychologists offer a lot of hypotheses about human motivation (Kotler, 2017). The well-known and famous theory of human motivation provided by Abraham Maslow is Maslow's theory. Abraham Maslow wrote the philosophy of Maslow. At a certain point, he tried to understand why individuals are motivated by a particular need (Kotler & Keller, 2016, pp. 188).

Maslow needs are as follows:

- 1) Physiological: essential requirements such as air, food and water.
- 2) Security: safety and protection.
- 3) Belongingness: the desire to be loved and to be welcomed by others
- 4) ego needs: to do something and have some status, among others.
- 5) Self-actualization: experience self-fulfillment

First, a human meets physiological needs such as air, water, food and shelter. If the basic requirement has been met, the person needs the second "safety" need. For e.g., if a guy is starving, he is just going to eat food instead of going to the police to defend himself. After the fulfillment of the need for safety, the person goes to the third stage, falls in love with someone, and so on. Basically, the person is behaving in an order from the least need to the greatest need.

- **Perception**

Perception is the motivating action. If a motivated individual gives a positive response to the product, awareness of the product is considered positive perception. If an influenced individual provides a poor reaction to some product, then it will be considered negative perception. Perception can be described as the most critical part of the psychological function. The consumer's purchasing behavior for any goods is also influenced (Kotler & Keller, 2016).

Perception can be defined as the process of choosing, arranging, and understanding the input of information to establish an understandable image of

the world (Kotler & Keller, 2016). The perception created by individual after the processing of the details. The information is obtained from the human sense. Touch, smell, hear, taste, and feel are all examples of senses. The information gleaned by the user from the neighboring natural environment, which is subsequently used to form an opinion about the products (Kotler & Keller, 2016, pp. 190). For e.g., an individual might believe when he drives fast this means it is a good idea, but someone else might think that driving fast isn't. Businesses must explain their product description, and they must concentrate on generating a positive perception.

- **Learning**

It can be defined as procedure where an individual responds to a particular circumstance. What an individual does demonstrates what she or he has learnt in the earlier period. Learning explains an individual's actions. According to learning theory, it is created through the interaction of drives, inputs, signals, answers, and strengthening. (Kotler, Keller, 2016). Learning is "an improvement in problem-solving skill gained through experience." (Washburne, 1936).

- **Memory**

It can be described as a little quantity of info that may be kept in a reachable condition and used for a variety of missions (Adams, Nguyen, & Cowana, 2018). According to Kotler and Keller, rational psychologists differentiate between short-term memory (STM) – a temporary and limited archive of knowledge – and long-term memory (LTM) – a more stable, practically infinite reservoir of knowledge. (Kotler & Keller, 2016, pp. 193).

### **2.2.1.3 Cultural Factor**

Human conduct, according to Kotler (2016), is particularly important in the context of a learning process, and as such, people grow up acquiring a collection of beliefs, attitudes, preferences, and patterns of behavior as a result of socialization within the home and a number of other key institutions. As a result, we construct a set of rules that define and impact behavioral patterns to a great extent.

Accomplishment, victory, effectiveness, expansion, richness, individuality, democracy, humanism, freshness, and practicality are among the values listed by Schiffman and Kanuk. This diverse group of values is then impacted by subculture such as ethnic group, religion, race, and geographical areas, many of which exhibit varying degrees of ethnic taste, cultural taste, tautisms, attitudes, and lifestyle. Cultural factors include (a) culture, (b) subculture, and (c) social class.

- **Culture**

Culture is a society's essential trait that differentiates it from other cultural groupings. A culture's essential features include its values, language, mythology, conventions, rituals, laws, and artifacts or things passed down from generation to generation (Lamb, Hair and Daniel, 2011).

Culture has the greatest significant influence of an individual's will and behaviors. While nature governs the lower beings, human behavior is mainly learned. Through a socialization system including the family and other key institutions, a kid growing up in society relies on a fundamental set of beliefs, expectations, wants, and attitudes. Thus, the American kid is exposed to the following values: success and achievement, activity, effectiveness and practicality, development, comfort, individuality, freedom, external accessibility, humanitarianism, and youthfulness (Pandey and Dixit, 2011).

- **Sub-culture**

Subculture is another essential idea that needs to be explored in regards of advertising administration. Lessons on culture and behaviour of people with the same beliefs established by small communities are referred to as subculture (Durmaz, Çelik and Oruç, 2011). Subcultures are important study units for market study analysis of subcultures, allowing the marketing manager to concentrate on the sizeable and natural market segments. The marketer must decide if the interests, ideals and customs held by members of a particular subgroup make them suitable candidates for special marketing consideration (Tyagi and Kumar, 2004: 89). Four forms of subcultures can be differentiated (Taloo, 2008):

- Nationality groups such as the Chinese, Egyptians, Indians and Americans have found themselves inside a large population and display different cultural preferences and proclivities.
- Religious groups such as Catholics, Mormons, Presbyterians, and Jews reflect subcultures with unique cultural preferences and taboos.
- Racial groups, such as the Black and Oriental, have different ethnic style and behaviors.
- Geographical regions such as California, New York, and New England are different subcultures with distinctive lifestyles.
- **Social Class**

Consumer behavior is expressed by the social class to which they belong. The classification of socioeconomic classes is known as Socio-Economic Classification (SEC). A social class is a relatively permanent and orderly division in a society whose members share common ideas, interests, and activities. The social class is not defined by a single factor, such as wages, but is calculated by a variety of different variables, such as income, occupation, education, authority, power, property, ownership, lifestyle, consumption, pattern, etc (Williams, 2002).

There are three different classes in our society. They are from the upper class, the middle class and the lower class. These three social groups vary in their purchasing conduct. Upper-class buyers prefer high-quality products to preserve their place in society. Middle-class consumers carefully purchase and compile knowledge to compare different suppliers along the same line and lower-class consumers buy on the impulse. Marketing managers are also expected to closely research the relationship between the social classes and their pattern of use and to take suitable steps to cater to the people of those social classes for whom their goods are intended (Engel, 1995).

#### **2.2.1.4 Economic Factor**

The fourth factor impacting customer buying behavior is the economic factor. The economic state of the market influences the decision to buy and the option

of a particular brand or commodity. Companies may do research on the spending and saving habits of their customers. For example, Samsung sells both expensive and cheap smart phones. Income, household income, income expectations, savings, consumer credit, and other economic variables are examples of economic variables (Ali & Ramya, 2016).

- **Personal Income**

Personal revenue of a person is a deciding element in his or her purchase behaviour. A person's total personal income consists of disposable income and discretionary income. A disposable personal income corresponds to the real income (i.e., financial balance) left at the discretion of the taxpayer after deducting taxation and compulsively deductible products from the gross income. The growth in disposable income results in an increase in expenditure on different products. A reduction in disposable income, on the other hand, contributes to a decrease in expenditure on different products. Discretionary personal income applies to the amount left after the minimum necessities of life have been fulfilled. This income is available for the purchasing of shopping goods, durable goods and luxury goods. The rise in revenue adds to an increase in the cost of shopping items, luxury products, and so on, which raises a person's standard of life (Ali & Ramya, 2016).

- **Family Income**

When the whole family members make profit, this can be referred to is the family income. Buying behaviour of a family is impacted by the total income. The additional family income, which exists at the expense of the family's essential needs, is made accessible for the purchase of shopping items, durables, and luxury items (Ali & Ramya, 2016).

- **Income Expectation**

Income expectations are a key predictor of a person's purchasing behavior. If he predicts a raise in his pay, he will be motivated to pay extra money on shopping, durable goods, and luxury items. If, on the other hand, he predicts a drop in his prospective earnings, he would cut his spending on comfort and pleasure and increase his spending on needs (Ali & Ramya, 2016).

- **Savings**

Savings also have an impact on an individual's shopping habit. A change in the quantity of investment adds to a change in the amount of expenditure by the individual. If a person decides to save a larger portion of his or her present income, he or she will spend less on comfort and luxury (Ali & Ramya, 2016).

- **Liquid Assets**

Assets that can be quickly converted into cash without incurring any losses. Cash on hand, bank balances, transferable shares, and other liquid assets are examples of liquid assets. As a person's liquid assets increase, he or she purchases greater comfort and luxury. On the other side, if he has fewer liquid assets, he won't be able to spend as much money on buying comfort and luxury (Ali & Ramya, 2016).

- **Customer Credits**

It is a sort of funding accessible to clients who's planning to purchase long-lasting comfort and luxury items. Banks and other financial organizations make it accessible to purchasers, either directly or indirectly. The technique by which credit is made available to clients is the purchase of installments, direct bank loans, and so on. Customer credit has an effect on consumer behavior. As more consumer credit is made accessible on favorable terms, the cost of convenience and leisure rises as customers are encouraged to purchase these items in order to better their standard of life (Ali & Ramya, 2016).

- **Other Economic Factors**

Other economic factors, such as business cycles, inflation, etc., also affect customer behavior (Ali & Ramya, 2016).

#### **2.2.1.5 Social Factor**

Social factors are the social groups to which the person belongs, that affect their behavior, and which are linked to their origin, families, religion, place of residence, hobbies, interests, etc. (Perreau, 2014). The effect of family, reference groups, networks of friends, neighbors and significant others is believed to have an important impact on the understanding and behavior of individuals (Kotler & Armstrong, 2009).



- **Family**

A family is a social group made up of two or more people who live together as a consequence of marriage or a family ship (Odabaş and Barş. 2011). When a person is born and raised, he or she is impacted by his or her environment, and members of the family have a significant effect on consumers. Opinion-formers, decision-makers, influencers, purchasers, and consumers are all examples of people who wield power (Arslan. 2001). In terms of consumer behavior, family presence is a crucial and sociological aspect. The family is society's smallest unit. Family structure, history, and role of family members differ from nation to country. Relatives affect each other at both points of purchasing. In certain families, the father is the center of attention, and his role in taking decisions is crucial. While other moms and children take precedence (Maksudunov, 2008).

- **Reference Group**

Every person belongs to a reference group, such as a society, a coworker group, or a seventh-grade cohort (Black, 2013). A reference group may be described as an imagined or a real person or group with a significant link to each individual's behaviors, requests, and evaluation (Guzman, Montan and Sierra, 2005). Social sciences describe the reference group as a behavioral determinant (Bearden and Etsel, 1982).

It is a group that a person uses as a basis when shaping his or her beliefs and etiquette and is very relevant in terms of customer behaviour. They provide their audience members with information about special goods and labels and provide people with an ability to associate the group's actions and perceptions with their own ideas. They influence individuals in compliance with the expectations of the community (Schiffman and Kanuk, 2010). Relation groups shall, in turn, decide the desirable and undesirable items (Makgose and Mohube, 2007). They are often expected to impact the choice of goods, the knowledge mechanism, the type of the system and the purchasing behavior of customers. (Lanchance and Beaudoin. 2003).

- **Roles and Status**

Individuals are members of a number of communities, including families, groups, and organizations. The individual's place in each sector can be

described in conditions of rule and status. The duties that an individual is expected to perform constitute the position. Each position has a different status. People pick goods that reflect their social position and role. Marketers should be careful about the potential status symbolism of goods and labels (Kotler & Armstrong, 2009).

### **2.2.2 Buying Decision Process**

There are five stages that the consumer goes through when making the purchasing decision, which are identifying the problem, searching for information, evaluating alternatives, purchasing decision and post-purchase behavior. Before explaining these stages, the following matters must be taken into consideration: First, the actual purchase stage is only one stage in this process. Second, the process of making a purchase decision does not always lead to purchasing, as the individual can finish the process at any of these stages. Finally, not all purchasing decisions go through these five stages necessarily, as some of these stages can be bypassed especially in the case of limited and simple buying behavior (Kotler et al. 2017, p. 155.).

- **Need Recognition:**

The buying process begins when the consumer feels that he has his needs and wants to satisfy them, whether it is a basic need or something else. Goods and services are one of the means used primarily in satisfying the sufficient desires of potential consumers. Marketing efforts at this stage seek to identify unsatisfied needs, as well as to provoke sufficient desires to stir instincts and emotions in a way that helps create a desire to acquire a commodity. The interaction of external stimuli with internal motives creates in the individual a feeling of need. This feeling is no more than a matter of unsatisfied psychological desire. (Cornally and McCarthy, 2011).

- **Information Search:**

It all starts with the feeling of needing something, consumer starts searching and gathering information about the products or services to be purchased, there is a difference between consumers about the period of time that the consumer spends while searching for information. It is natural for the individual to search for this information within the available places or with the least cost in effort,

time, and money, and that the available alternatives are linked, in terms of clarity, comprehensiveness and accuracy, to the information on which it is built, and to the abundance of goods and services offered in the markets that are accessible to the consumer. (Clow& Baack 2016).

Kotler (2016) explained that the costumer can gather information from different resources, including friends, family, work colleagues, personal experience and the nature of the information that the consumer needs revolve around the quality of the commodity, its location, characteristics and price and the method of paying the price.

- **Alternative Evaluation:**

(Solomon, 1996) brings attention to the value of alternative pre-purchase evaluation by noting that a significant part of the initiative involved in the decision-making process is taken place at this stage where the customer needs to select from available alternatives. Evaluation includes the gathering and review of the information obtained at the point of the information search (Gay et al, 2010).

- **Purchase Behavior:**

According to (Engel et al, 1995) at the purchasing stage, the customer must determine whether, when where and how to buy. The determination whether to buy means that the intention to purchase is not always met, as customers will abort the process at this point in time. Examples of variables that may affect whether or not to buy include changes in motivation and circumstances, new knowledge and unavailability of the preferred option.

- **Post-Purchase Behavior:**

(Engel, 1995) says that the decision-making process of the customer does not end once the product has been bought and consumed. (Schiffman & Kanuk, 1997) endorse this opinion by demonstrating that, by making a post-purchase evaluation, customers will judge their experience of buying and using the item against their expectations. It is important to remember that there are two distinct dimensions for product performance for certain products, namely instrumental and symbolic or expressive performance. (Hawkins et al, 1995) demonstrate that instrumental success concerns the physical functioning of the product. In the

other side, symbolic performance corresponds to esthetic or image-enhancement performance. Consumers will then judge the item selected on these dimensions against their standards.

It is thought that promotional content and images linked with a brand's personality are more likely to elicit a positive response from customers. Customers who believe personality qualities are fixed react less positively than consumers who believe personality traits are flexible when advertising content and images are discordant with the brand's personality. Consumers who believe personality qualities are preset are less flexible in their thinking about brands and, as a result, are less tolerant of promotional advertising that are incongruous with a brand's personality (Yorkston et al, 2010).

Buyers rely on the five dimensions listed above when selecting a brand; these dimensions that define the personality of the brand should match the buyer's personality. The relationship between customer self-concept and brand personality influences consumer buying behavior (Dobni and Zinkhan, 1990). It has been discovered that the more closely the brand suits the customer's attitude, the more optimistic the brand is. Furthermore, a well-established brand personality will increase customer brand preference and market use (Sirgy, 1982).

The type of interaction between the consumer and the brand is determined by the brand's personality. Customers may also benefit from brand personality when it comes to transferring product characteristics and creating functional benefits for them. Brand personality is a key issue since customers may choose one brand over another based only on their personality (Arora & Stoner, 2009). Having personality can make products fail of success (Ogilvy, 1983). this implies that the attribution of personality to the brand attracted the interest of many educational researchers, particularly in the 1980s and 1990s, who felt that brands and goods had personalities (Parker, 2009).

Brands with good personalities tend to affect customer views and preferences (Swaminathan et al., 2009). thereby increasing the desire to make a purchase decision from a certain brand and paying greater costs (Biel, 1993). A company can have a strong relationship with its customers through a strong brand personality; the more positive a brand's personality, the more honest and

competent it seems, and the more likely the customer is to feel loved (Aaker and Biel, 1993).

Brand personality influences customers' emotions, perceptions, attitudes, and behaviors. As a result, by purchasing a brand that reflects their real personality, the buyer is speaking about the character he or she is using, which may aid in spreading the positive word. It was discovered that brand personality (bold, spiritual, imaginative) has a direct and favorable influence on word-of-mouth communication. Character attachment to brands may make them more appealing to customers. (Freling & Forbes, 2005).

As a result, the first hypothesis of the research is presented as follow:

Hypothesis 1: Brand personality has an impact on the consumer buying behavior.

### **2.3 The Concept of Self-Control:**

Self-control may be described as the ability to defer the immediate gratification of a smaller reward for a greater reward later in time (Ainslie, 1975; Mischel et al., 1989; Kirby and Herrnstein, 1995). Self-control can also be described as a process that makes it possible to inhibit or bypass hot-system impulses, giving preference to the cold system (Gillebaart and De Ridder, 2017). Another well-known datum is that those with low empathy tend to have poor self-control (Feshbach and Feshbach 1969; Jolliffe and Farrington 2006 and 2011).

Having the ability to test the power of self-control is an essential ingredient that all people have, even at a young age (Wente, Zhao, Gopnik, Kang, & Kushnir, 2020). Self-control is the individual's ability to manage and modify his reaction to reduce unwanted behavior and replace it with desirable (Cherry, 2021).

Self-control is the capability to ignore enticing impulses with long term purposes (De Ridder, Kroese, & Gillebaart, 2017). Most of the current concepts of self-control stress the desire to indulge in target-oriented actions (Hagger, 2013) and good goal progress is also described as one of the most significant advantages of a higher self-control (Tangney et al., 2004). In comparison, ae higher levels of self-control can be liked with reduced impulsivity (Frieze &

Hofmann, 2009) and greater emphasis on defined everyday patterns and beneficial behaviors (De Ridder & Gillebaart, 2017).

Self-control can be characterized as the ability to concentrate or track one's own actions, consider behavior-related effects, and withhold gratification (Baumeister & Vohs, 2003). Self-control is a dynamic phenomenon that combines the significance of one's own personal expectations or goals and self-monitoring of one's behavior. Adequate self-control has been correlated with awareness of longer-term targets (Wills, Walker, Mendoza & Ainette, 2006).

### **2.3.1 The Moderator Role of Self-Control**

Higher self-control expected lower levels of rage and hostility (Keatley, Allom, & Mullan, 2017). Research indicates that self-control is needed to help handle stress (Achtziger & Bayer, 2013; Mills, 1983; Park, Wright, Pais, & Ray, 2016). Time Perspective has also been found to play a significant role in the application of individual self-control (Wittmann et al., 2014).

People must have self-control resources in order to give opposition to persuading attempts to buy. People who lack self-control become more susceptible to being swayed by persuasive attempts (Burkley, 2008). Burkley (2008) and Wheeler, Briol, and Hermann (2007) discovered that arguing against persuasive messages requires active control processes, which lowered later resistance to persuasive attempts. Furthermore, counterargument seemed to be a self-regulatory process that might be damaged when self-regulatory resources are depleted (Wheeler et al., 2007). As a result of diminished self-control, consumers are more readily convinced to buy brands since their capacity to reject persuasive messaging is diminished. As a result, those with depleted self-control are predicted to react differently to a revelation than people with non-depleted self-control (Janssen et al., 2016).

It is believed that self-control is a fundamental, very important factor, and can moderate the relationship between the brand personality and the buying behavior. When you control your desires, this reflects on your purchasing habits in a direct way when choosing the product and determining whether the price of the product is suitable for your budget or not. The strong personality of the brand can be influencing the change of consumer buying behavior and how to

think before any purchase (Freling & Forbes, 2005a). And this mainly depends on the consumer's self-control strength and his desire to think whether the decision he's about to make is going to help him achieve his financial goals or no (Baumeister & Vohs, 2003).

Thus, the second hypothesis is suggested as follows:

Hypothesis 2: Self-control has a moderator rule in the relationship between brand personality and the buying behavior of consumer.

## **2.4 Smartphones Industry, Apple, and Huawei:**

Smart phones, in addition to being able to connect to the Internet, have evolved into something that exceeded communicating between persons. They've been converted to tools that allow individuals to enjoy virtual worlds and digital identities while also allowing them to buy and manage their finances. The evolution has also modified smartphone usage behaviors, making this technology increasingly troublesome. Such problematic mobile phone use interferes with other daily chores, affects personal connections, and can even have an impact on the health and happiness of people. (Augner & Hacker, 2012; Cholz, 2012; Leung, 2008).

Given the importance of brand personality in shaping the connection between customers and brands, a large number of research have focused on investigating the antecedent variables that impact customer perceptions of brand personality. People who represent a brand may be a main source of brand personality; however, other indirect factors (such as brand name, pricing, and slogan) may also impact knowledge of brand personality. Previous research has demonstrated that brand personality influences purchasing behavior. (Mao, 2020).

### **2.4.1 Apple:**

Apple is an American corporation that manufactures and distributes computer hardware, software, personal computers, and portable devices on a global scale. Apple was founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne, and was incorporated in 1977. Apple has a more than 30-year heritage, and

throughout that time, the company has seen ups and downs in financial performance. With the launch of the iPhone, iPod touch, and iPad after 2007, Apple first achieved public appeal.

One year after the launch of Apple Inc. On January 9, 2007, at the Macworld conference in San Francisco, CEO Steve Jobs announced that the company's iPhone-changing industry had more than doubled Apple's share price to \$179.40 on January 9, 2008. This stock value covers all of Apple's businesses, but a large portion of the increase may be attributed to the debut of the cutting-edge iPhone, of which four million was already sold by mid-January 2008. (Carew, 2008).



Figure 2.4: Apple Logo.

The mission of Apple is to provide the greatest personal computer devices and service to students, educators, designers, scientists, engineers, businesspeople, and consumers worldwide in over 140 countries. While its vision is to invent the best products in history and to put the world in a better place than before. (Rowland, 2020).

#### **2.4.1.1 Apple Brand Personality:**

Apple's brand personality is all about reclaiming liberty, imagination, excitement, inventiveness, ambitions, optimism, and inspiring others via technology. The impression of the firm's products and services might reveal these characteristics that the company is attempting to link with the brand. Apple's brand personality is all about convenience, as seen by the items it develops, and also the removal of complexity from people's thoughts, as evidenced by its simple applications, which eliminate complications for easier usage.



Apple's brand personality contributes to the brand's success because it communicates the qualities or characteristics that the marketplace perceives and values. For example, another aspect of Apple's brand personality is its openness to the public. The comfort and simplicity of use of its products, such as the Mac, contribute to this perception. Brand personality also includes traits such as being humble and going against the grain, as seen by the inventiveness of its goods and applications. This improves the efficacy of the company's advertising effort by providing a way for customers to link their self-identity. (see UKessays.com).

#### **2.4.2 Huawei:**

Huawei was formed as a private business in 1988 in Shenzhen, Guangdong, during the height of China's economic reforms and technological growth. Initially, the company sold manufactured telephone switches before it began manufacturing them. Small, low-margin switches and access devices are manufactured and exported from China's relatively impoverished rural locations, which are often overlooked by larger businesses. Since then, the company's product line has expanded to include a high-margin optical network, data communications networks, cellular networks, phones, and terminals.



**Figure 2.5:** Huawei Logo.

In one statement, Huawei's vision and mission are to deliver technology to every human, house, and corporation in order to create a fully integrated, intelligent world. (see Huawei.com).

## 2.6 Conceptual Framework:

The independent variable of this study is brand personality, while the dependent variable is consumer buying behavior, self-control is the moderator role.

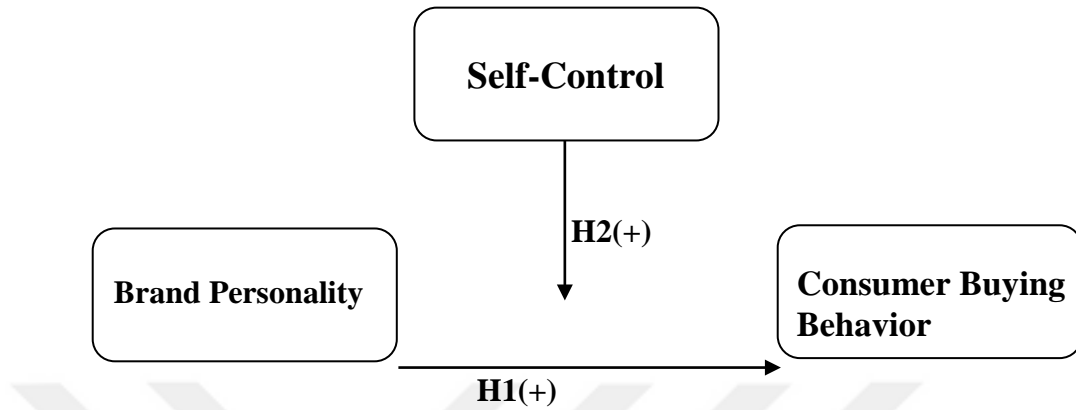


Figure 2.6: Framework.

The study is implementing the above figure in the industry of smartphones taking the competitors Apple and Huawei as a case study.

Taking into consideration the figure above, the following hypothesis are designed:

Hypothesis 1:

- H1: Brand personality has an effect on the consumer buying behavior of smartphones industry taking Apple and Huawei as a case study.

Hypothesis 2:

- H2: Self-control plays a moderator role in the relationship between brand personality and consumer buying behavior of smartphones industry taking Apple and Huawei as a case study.

### **3. METHODOLOGY**

This part plans to explain the research methodology used in the study. It also mentions the research design, research population, sampling technique and finally data collection methods.

#### **3.1 Research Design**

This paper is discussing the examination of the impact of brand personality on consumer buying behavior: the moderator role of self-control in smartphones industries taking Apple and Huawei as case study.

Quantitative design method was used in this research, giving statistics about smartphones users in Istanbul. This city has 15 million population, 50.1% males and 49.9 females and the average age is 33.1 years old.

In this research, the data was gathered by a soft copy sent to the respondents online using google forms due to the pandemic situation that we are facing. The respondents answered 2 main parts in the questionnaire, first part is demographic questions, and the second part is related to the study variables. This questionnaire was approved by the ethical committee of Istanbul Aydin University NO: E-88083623-020-14262 / 11.06.2021.

The results and analyses of this questionnaire was concluded using an IBM software called SPSS which helped gather the responses and put them together using different figures and charts.

#### **3.2 Population**

As this study was all about discussing the examination of the impact of brand personality on consumer buying behavior: the role moderator of self-control in smartphones industries taking Apple and Huawei as case study, the target population is people who were living in Istanbul to be more specific, smartphones users of Apple and Huawei were the target population.

### **3.3 Sampling Method**

In this study, convenience sampling method was used to select the target audience of the study. The number of respondents was 251 in total.

### **3.4 Data Collection Tool**

In the research, a total of three different scales were used to measure all the variables. All the scales were answered by the individuals and the items was recorded as a 5-point Likert's scale ranging from 1 = "Absolutely Disagree" to 5 = "Absolutely Agree".

The first part of the questionnaire was about demographic characteristics of gender, age, education level and relationship current status. The rest of the questionnaire assessed the three variables in the research hypotheses and targeted smart phone users.

Brand personality scale was developed by (Kim, et al., 2001), the scale consists of 5 items. Kim found the Cronbach alpha of all items of original scale as  $>0.7$  so we can say that the scale is reliable, and all items were used. An example of these items is the brand helps me to express myself.

Self-control scale was developed by (Tangney and colleagues, 2004), it consisted of 12 items. Tangney and colleagues, 2004 found the Cronbach alpha values 0.75. "I have a hard time breaking bad habit" is one example item of the scale.

Consumer buying behavior scale is developed by (Fuad Bulle, 2020) and it consisted of 5 items in total. Cronbach alpha of all items of original scale was 0.7 so we can say that the scale is reliable. An item example of this scale is "my income affects my buying behavior of a particular brand".

The research takes a place in Istanbul, Turkey.

## 4. ANALYSIS AND RESULTS

This section shows the statistical analysis used on the data collected such as simple frequency tables, reliability and factor analysis, correlation analysis and finally regression analysis.

### 4.1 Descriptive Analysis:

Descriptive analysis is a brief description of a large set of data, or a set of methods used to facilitate the quantitative description of the main characteristics of the data, using tables and graphs to make it easier for the reader to understand. The specifics of each subject to become understandable to its reader without the need to know the large data set.

**Table 4.1:** Demographic, Q1:

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	161	64.1	64.1	64.1
	Female	83	33.1	33.1	97.2
	Prefer not to say	7	2.8	2.8	100.0
	Total	251	100.0	100.0	

Respondents were most likely to be Male with 64.1% while 33.1% of the respondents were female and the rest 2.8% preferred not to say.

**Table 4.2:** Demographic, Q2:

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 15	6	2.4	2.4	2.4
	15 - 30	121	48.2	48.2	50.6
	30 - 45	103	41.0	41.0	91.6
	45+	21	8.4	8.4	100.0
	Total	251	100.0	100.0	

Almost half of the respondents were between 15-30 years old then comes next 30-45 years old but few respondents were between 0 – 15 and 45+ years old.

**Table 4.3:** demographic, Q3:

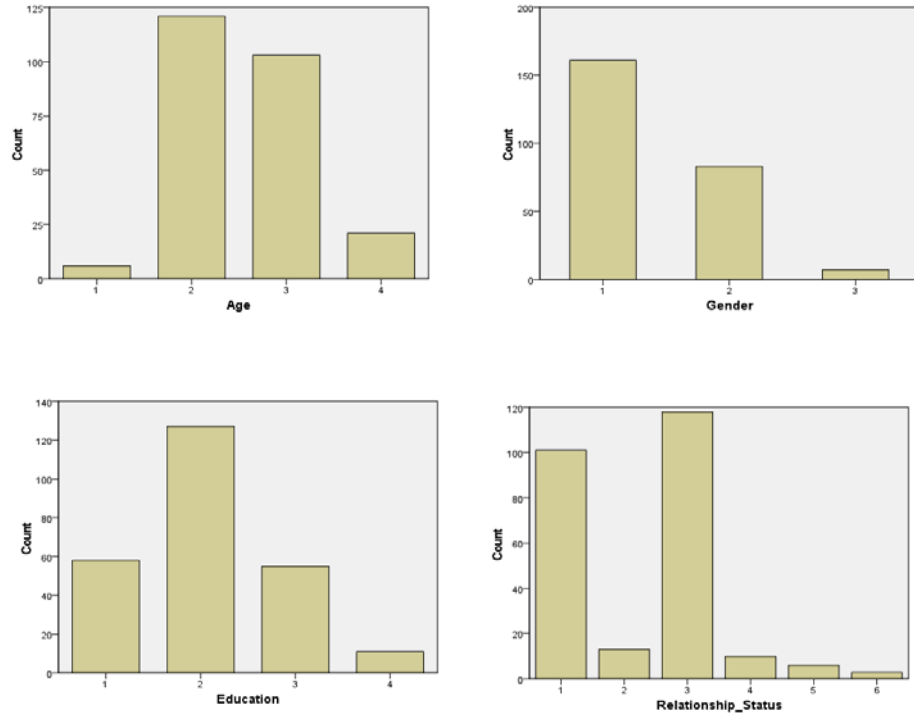
Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	58	23.1	23.1	23.1
	Bachelor	127	50.6	50.6	73.7
	Master	55	21.9	21.9	95.6
	PHD or Higher	11	4.4	4.4	100.0
	Total	251	100.0	100.0	

Here we can find that over half of the respondents were in bachelor level with exactly 50.6% then comes next higher percentage with high school 23.1%, it is normal since the study discusses smartphone users.

**Table 4.4:** Demographic, Q4:

Relationship Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	101	40.2	40.2	40.2
	Engaged	13	5.2	5.2	45.4
	Married	118	47.0	47.0	92.4
	Widowed	10	4.0	4.0	96.4
	Divorced	6	2.4	2.4	98.8
	Separated	3	1.2	1.2	100.0
	Total	251	100.0	100.0	

Married respondents take the higher percentage with 47% almost close to the half, then come single respondents with 40.2% while the least respondents were separated with 1.2%.



**Figure 4.1:** Participants demographic question answers frequency table.

Next part shows the descriptive analysis for self-control variable, answers would be as follows:

1: Strongly Disagree

2: Disagree

3: Neutral

4: Agree

5: Strongly Agree

**Table 4.5:** self-control, Q5:

I am good at resisting temptation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	6.0	6.0	6.0
	2	22	8.8	8.8	14.7
	3	113	45.0	45.0	59.8
	4	80	31.9	31.9	91.6
	5	21	8.4	8.4	100.0
Total		251	100.0	100.0	

Neutral is the highest percentage with 45%, 31.9% of the respondents agreed and think that they are good at resisting temptation.

**Table 4.6:** self-control, Q6:

I have a hard time breaking bad habit					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	5.2	5.2	5.2
	2	42	16.7	16.7	21.9
	3	74	29.5	29.5	51.4
	4	106	42.2	42.2	93.6
	5	16	6.4	6.4	100.0
	Total	251	100.0	100.0	

Breaking bad habits can be difficult for most of us, almost half of the respondents agreed and strongly agreed on this question with almost 48.6% of the participants.

**Table 4.7:** self-control, Q7:

I do certain things that are bad for me if they are fun					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	36	14.3	14.3	14.3
	2	55	21.9	21.9	36.3
	3	56	22.3	22.3	58.6
	4	88	35.1	35.1	93.6
	5	16	6.4	6.4	100.0
	Total	251	100.0	100.0	

The answers for this question with kind of close to each other, but the majority of the respondents agreed with this, and the percentage was around 35%.



**Table 4.8:** self-control, Q8:

I wish I had more self-discipline					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	9.2	9.2	9.2
	2	39	15.5	15.5	24.7
	3	75	29.9	29.9	54.6
	4	88	35.1	35.1	89.6
	5	26	10.4	10.4	100.0
	Total	251	100.0	100.0	

35.1% of the respondents agreed and wished they had more self-discipline and neutral was the second highest answer with almost 29.9%.

**Table 4.9:** self-control, Q9:

People would say that I have iron self-discipline					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	4.4	4.4	4.4
	2	57	22.7	22.7	27.1
	3	88	35.1	35.1	62.2
	4	69	27.5	27.5	89.6
	5	26	10.4	10.4	100.0
	Total	251	100.0	100.0	

Most of the respondents are neutral to this question while 27.5% agreed on it and only 4.4% strongly disagreed.

**Table 4.10:** self-control, Q10:

Pleasure and fun sometimes keep me from getting work done					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	30	12.0	12.0	12.0
	2	49	19.5	19.5	31.5
	3	58	23.1	23.1	54.6
	4	85	33.9	33.9	88.4
	5	29	11.6	11.6	100.0
	Total	251	100.0	100.0	

We all have like this issue when it comes to getting work done we distract ourselves with other things. Therefore, 33.9% of the respondents agreed with it.

**Table 4.11:** self-control, Q11:

I have trouble concentrating					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	20	8.0	8.0	8.0
	2	72	28.7	28.7	36.7
	3	79	31.5	31.5	68.1
	4	63	25.1	25.1	93.2
	5	17	6.8	6.8	100.0
	Total	251	100.0	100.0	

Respondents were almost neutral to this with 31,5%, and 28.7% disagreed on it while 25.1% think that they have trouble concentrating.

**Table 4.12:** self-control, Q12:

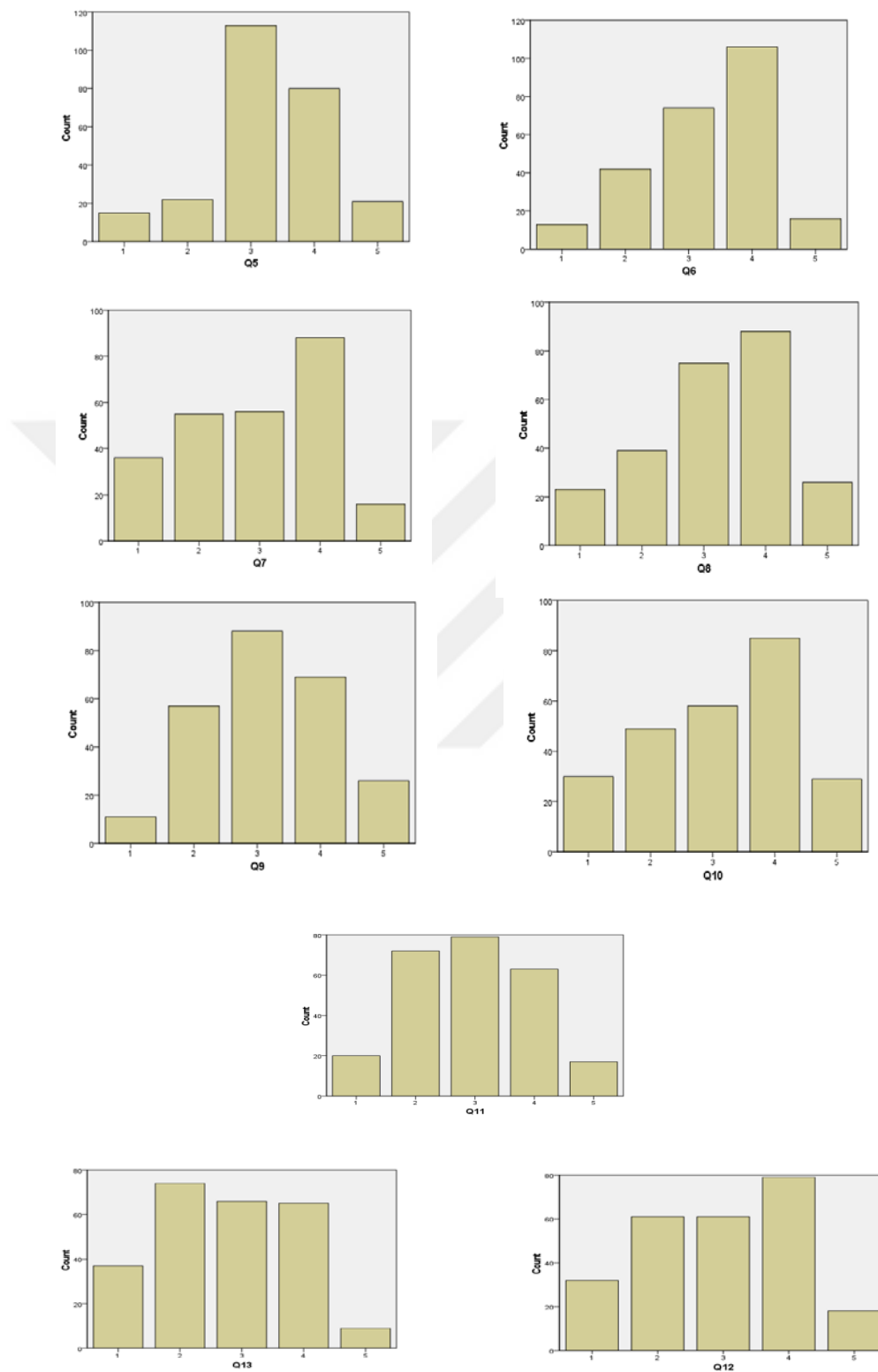
Sometimes I cannot stop my-self from doing something even if I know it's wrong.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	12.7	12.7	12.7
	2	61	24.3	24.3	37.1
	3	61	24.3	24.3	61.4
	4	79	31.5	31.5	92.8
	5	18	7.2	7.2	100.0
	Total	251	100.0	100.0	

Respondents who disagreed and who were neutral to this question were the same with 24.3% but the majority of the respondents agreed with 31.5%.

**Table 4.13:** self-control, Q13:

I often act without thinking through all the alternatives					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	14.7	14.7	14.7
	2	74	29.5	29.5	44.2
	3	66	26.3	26.3	70.5
	4	65	25.9	25.9	96.4
	5	9	3.6	3.6	100.0
	Total	251	100.0	100.0	

Respondents were most likely to disagree with 29.5%, while 26.3% were neutral, respondents who agreed with it were around 25.9%.



**Figure 4.2:** Respondents brand personality questions answers frequency table.

Here comes the next part of the study which is consumer buying behavior:

**Table 4.14:** Consumer Buying Behavior, Q14:

Celebrities influence me a lot when I choose a brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	88	35.1	35.1	35.1
	2	62	24.7	24.7	59.8
	3	56	22.3	22.3	82.1
	4	31	12.4	12.4	94.4
	5	14	5.6	5.6	100.0
	Total	251	100.0	100.0	

Most of the respondents strongly disagreed and think that they are not influenced by celebrities when the choose a brand.

**Table 4.15:** Consumer Buying Behavior, Q15:

Making purchase decision for brands is not important for me					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	7.2	7.2	7.2
	2	45	17.9	17.9	25.1
	3	66	26.3	26.3	51.4
	4	95	37.8	37.8	89.2
	5	27	10.8	10.8	100.0
	Total	251	100.0	100.0	

Respondents agreed on this with almost 37.8% while 26.3 were neutral, only 7.2% strongly disagreed.

**Table 4.16:** Consumer Buying Behavior, Q16:

My income affects my consumer behavior on a particular brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	5.2	5.2	5.2
	2	35	13.9	13.9	19.1
	3	65	25.9	25.9	45.0
	4	101	40.2	40.2	85.3
	5	37	14.7	14.7	100.0
	Total	251	100.0	100.0	

Income plays a huge rule on our purchasing actions, 40.2% agreed that income affects their behavior on a brand.

**Table 4.17:** Consumer Buying Behavior, Q17:

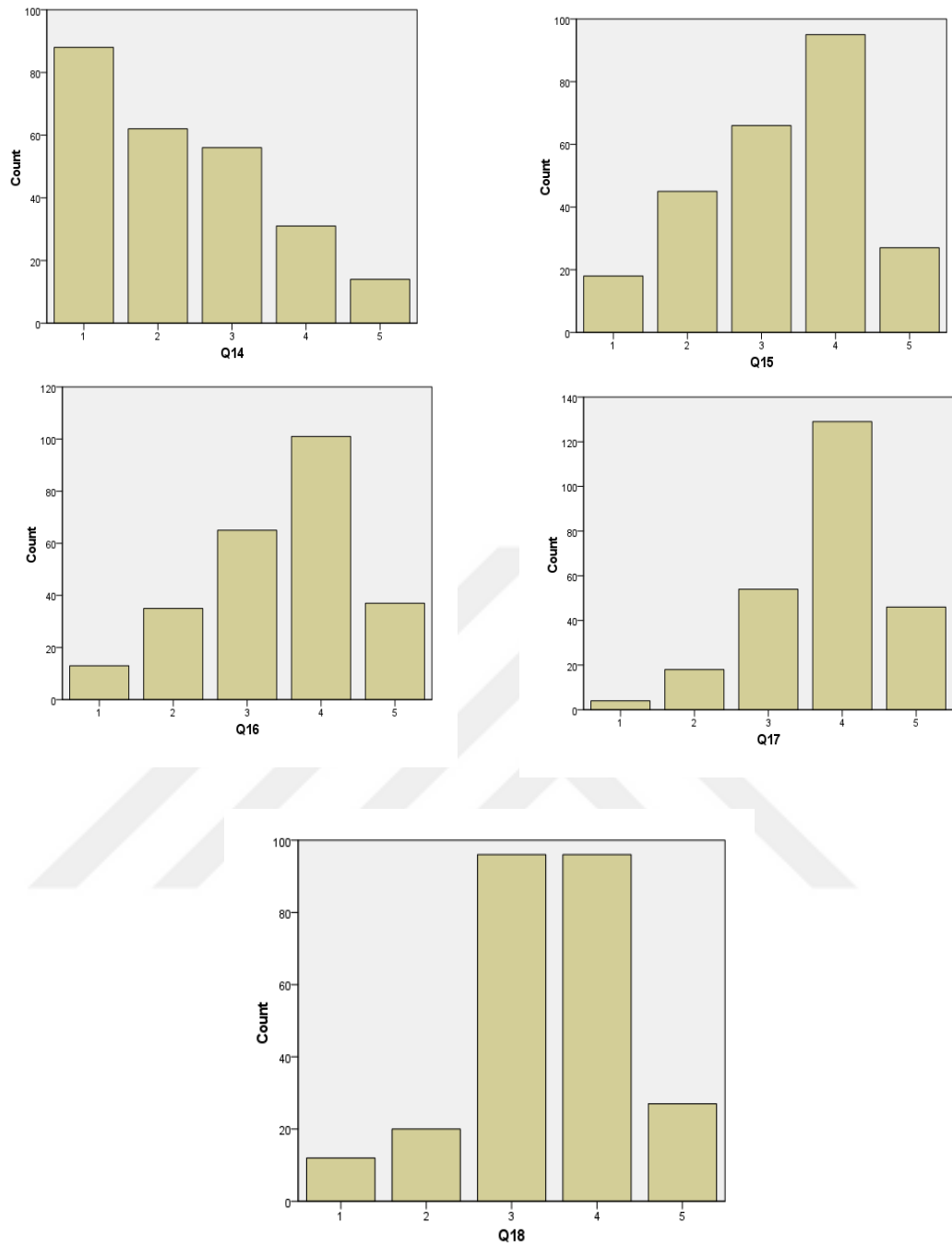
I take decision on buying a particular brand name because previous experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.6	1.6	1.6
	2	18	7.2	7.2	8.8
	3	54	21.5	21.5	30.3
	4	129	51.4	51.4	81.7
	5	46	18.3	18.3	100.0
	Total	251	100.0	100.0	

More than half of the respondents takes experience as a huge helper when buying a brand with almost 51.4%.

**Table 4.18:** Consumer Buying Behavior, Q18:

Consumer buying behavior is affected by how my brand name solves problems					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	12	4.8	4.8	4.8
	2	20	8.0	8.0	12.7
	3	96	38.2	38.2	51.0
	4	96	38.2	38.2	89.2
	5	27	10.8	10.8	100.0
	Total	251	100.0	100.0	

Respondents who were neutral and who agreed on this were the same with 38.2% while few disagreed and strongly disagreed.



**Figure 4.3:** Respondents Consumer Buying Behavior questions answers frequency table.

Finally comes the last variable which is brand personality:

**Table 4.19:** Brand Personality, Q19:

When someone praises my smartphone brand it feels like a personal compliment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	21	8.4	8.4	8.4
	2	51	20.3	20.3	28.7
	3	76	30.3	30.3	59.0
	4	78	31.1	31.1	90.0
	5	25	10.0	10.0	100.0
	Total	251	100.0	100.0	

We all are connected to our brands, and we like it when someone praises it, so 31.1% agreed with it while 30.3% were neutral, and almost 20.3% disagreed.

**Table 4.20:** Brand Personality, Q20:

I find my smartphone brand attractive					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	5.2	5.2	5.2
	2	33	13.1	13.1	18.3
	3	86	34.3	34.3	52.6
	4	90	35.9	35.9	88.4
	5	29	11.6	11.6	100.0
	Total	251	100.0	100.0	

Almost half of the participants agreed and strongly agreed that they find their smartphone brand attractive while 34.3% were neutral.

**Table 4.21:** Brand Personality, Q21:

I find my smartphone brand favorable					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	4.4	4.4	4.4
	2	19	7.6	7.6	12.0
	3	79	31.5	31.5	43.4
	4	106	42.2	42.2	85.7
	5	36	14.3	14.3	100.0
	Total	251	100.0	100.0	

42.2% agreed and 14.3% strongly agreed that their smartphone brand favorable and this is more than half of the respondents.

**Table 4.22:** Brand Personality, Q22:

My smartphone brand helps me to reflect my personality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	18.3	18.3	18.3
	2	65	25.9	25.9	44.2
	3	69	27.5	27.5	71.7
	4	55	21.9	21.9	93.6
	5	16	6.4	6.4	100.0
	Total	251	100.0	100.0	

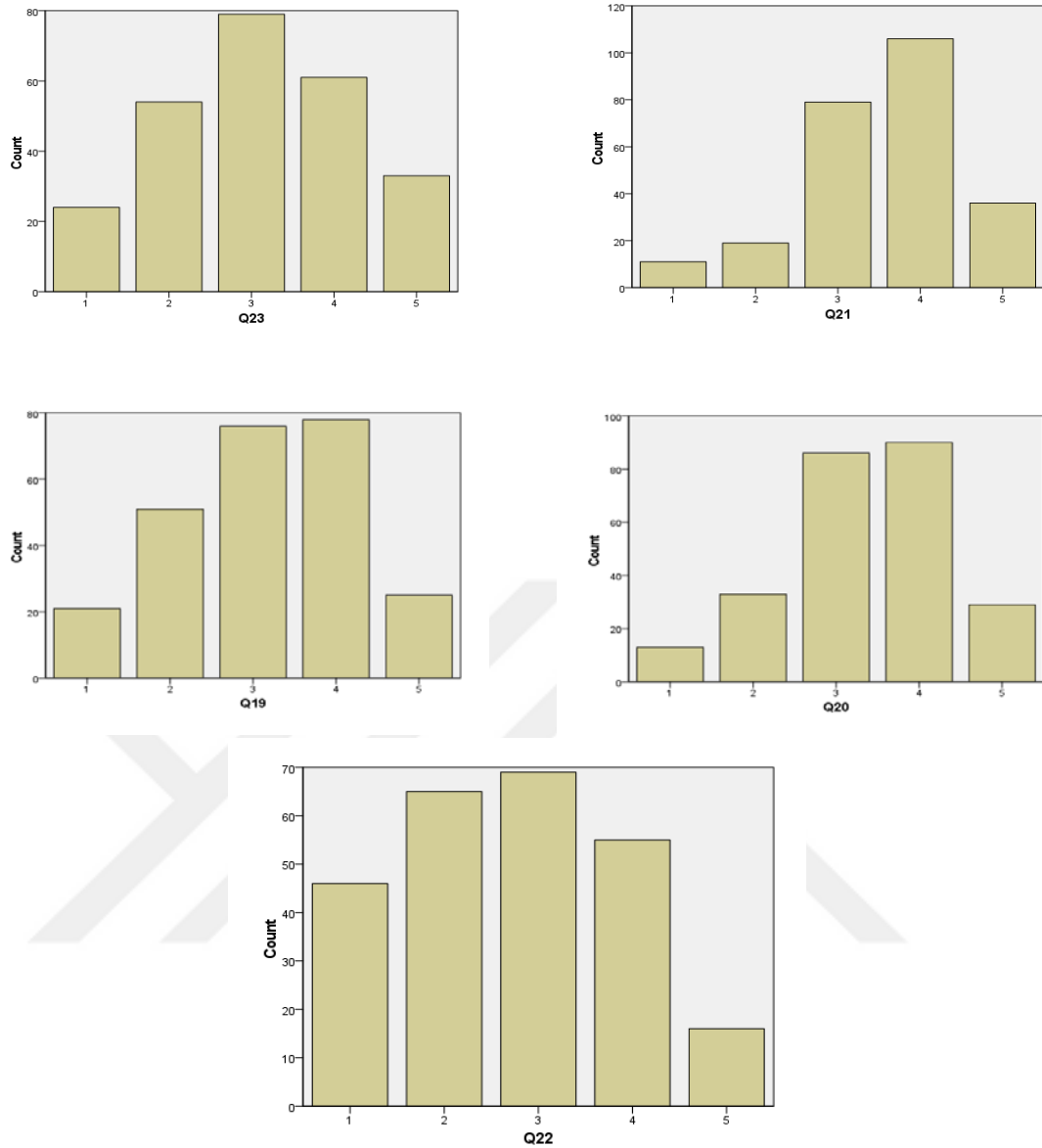
The majority of participants were neutral to this with almost 27.5% while most of the respondents disagreed and strongly disagreed.

**Table 4.23:** Brand Personality, Q23:

Owning a smartphone enhances my-self					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	24	9.6	9.6	9.6
	2	54	21.5	21.5	31.1
	3	79	31.5	31.5	62.5
	4	61	24.3	24.3	86.9
	5	33	13.1	13.1	100.0
	Total	251	100.0	100.0	

24.3% of the respondents agreed that owning a smartphone enhances themselves while the majority 31.5% were neutral.





**Figure 4.4:** Respondents Brand Personality questions answers frequency table.

**Table 4.24:** Descriptive Analysis:

Descriptive Statistics	Mean	Std. Deviation
Self-Control		
Q5	3.28	.952
Q6	3.28	.989
Q7	2.97	1.185
Q8	3.22	1.115
Q9	3.17	1.033
Q10	3.14	1.209
Q11	2.94	1.062
Q12	2.96	1.166
Q13	2.74	1.107

**Table 4.24:** (con) Descriptive Analysis:

Descriptive Statistics	Mean	Std. Deviation
Self-Control		
Consumer Buying Behavior		
Q14	2.29	1.222
Q15	3.27	1.098
Q16	3.45	1.066
Q17	3.78	.884
Q18	3.42	.953
Brand Personality		
Q19	3.14	1.110
Q20	3.35	1.019
Q21	3.55	.976
Q22	2.72	1.181
Q23	3.10	1.167

## 4.2 Reliability and Factor Analysis:

It is a statistical method for determining the basic factors that are measured by the number (the largest number) of variables that have been observed.

The degree to which a measurement of a phenomenon generates consistent and repeatable findings is referred to as its reliability (Carmines and Zeller, 1979). Reliability is also focused with repetition. A scale or test, for example, is deemed reliable if repeated measurements under constant conditions provide the same result (Moser and Kalton, 1989).

Testing reliability is essential because it pertains to the consistency of a measuring instrument's parts (Huck, 2007). If the items on a scale "hang together" and measure the same construct, the scale is said to have good internal consistency reliability (Huck, 2007, Robinson, 2009). The Cronbach Alpha coefficient is the most widely used internal consistency metric. When using Likert scales, it is regarded as the most acceptable measure of reliability (Whitley, 2002, Robinson, 2009). There are no definitive criteria for internal consistency, however most people agree on a minimum internal consistency coefficient of .70 (Whitley, 2002, Robinson, 2009).

The table 4.25 below shows the Cronbach  $\alpha$  value of self-control scale was .710 which is considered as a reliable scale. Variance explained was 14.566%. Item number 4 has low factor loading ( $<.50$ ) and therefore, it was excluded it from the scale.

For brand personality scale, Cronbach  $\alpha$  was .712 which represents that the scale is reliable. All items had factor loading of  $\geq 0.05$  so none of the items were deleted. Variance explained was 14.247%.

Consumer Buying behavior scale shows that Cronbach  $\alpha$  was .751 which is considered as a reliable scale. Variance explained was 23.831%. Item number 2 had factor loading of  $<.50$  therefore it was deleted.

**Table 4.25: Reliability and Factor Analysis:**

Items	Item Loading	Cronbach's $\alpha$	Explained Variance (%)
<b>SELF CONTROL</b>		<b>.710</b>	<b>14.566</b>
Sometimes I can't stop myself from doing something, even if I know it's wrong.	,712		
I have trouble concentrating	,670		
I do certain things that are bad for me if they are fun	,636		
Pleasure and fun sometimes keep me from getting work done	,636		
I often act without thinking through all the alternatives.	,547		
I am good at resisting temptation	,696		
I have a hard time breaking bad habit	,609		
People would say that I have iron self-discipline	,732		
<b>BRAND PERSONALITY</b>		<b>.712</b>	<b>14.247</b>
My smartphone brand helps me to reflect my personality.	,764		
Owning a smartphone enhances myself.	,729		
I find my smartphone brand attractive.	,692		
I find my smartphone brand favorable.	,638		
When someone praises my smartphone brand, it feels like a personal compliment.	,622		
<b>CONSUMER BUYING BEHAVIOR</b>		<b>.751</b>	<b>23.831</b>
My income affects my consumer behavior on a particular brand	,668		
Consumer buying behavior is affected by how my brand name solves problems i encounter with their products or service.	,783		
I take decision on buying a particular brand name because of previous experience.	,555		
Celebrities influence me a lot when I choose a brand.	,567		
<b>Total Variance (%)</b>			<b>52.644</b>
<b>KMO</b>			<b>.909</b>
<b>Chi-Square Bartlett's Test</b>			<b>11397,839</b>
<b>P value</b>			<b>.000</b>

According to table 4.25, KMO is .909 which is marvelous. KMO can be understood according to (Gaskin, 2016) as follows:

- Marvelous: .90s
- Meritorious: .80s
- Middling: .70s
- Mediocre: .60s
- Miserable: .50s
- Unacceptable: >.50s

The result of Bartlett's test shows that the variables are related to each other and can be analyzed as the result was  $< .05$ .

#### 4.3 Correlation Analysis

The correlation coefficient indicates the extent to which the points on the scatterplot lie on a straight line. In statistics, correlation coefficients are used to measure the strength of the relationship between two variables. There are several types of correlation coefficient: Pearson's R is a correlation coefficient commonly used in linear regression. Correlations range from -1 to 1. Correlation -1 shows that the scatter data points are perfectly parallel to a straight descending line; the two variables are fully linearly negatively linked. A correlation of 0 also indicates that two variables have no linear connection at all. However, a non-linear connection between the two variables is possible. Whereas a correlation value of 1 indicates that two variables are positively linearly connected, and the points are evenly distributed along a straight ascending line. A.G. Asuero, A. Sayago, and A. González (2006).

**Table 4.26:** Pearson Correlation:

+1	Positive Correlation
0.7 – less than +1	High positive correlation
0.4 – less than 0.7	Moderate positive correlation
0 – less than 0.4	Weak positive correlation
0	No correlation
-0.7 – less than -1	High negative correlation
-0.4 – less than -0.7	Moderate correlation
0 – less than -0.4	Weak negative correlation

**Table 4.27: Correlation Table**

	M	SD	1.	2.	3.	4.	5.	6.	7.
1. Gender	1,39	,542	1						
2. Age	2,55	,681	-.008	1					
3. Education	2,08	,789	.006	.115	1				
4. Relationship_Status	2,27	1,172	.101	.436**	.190**	1			
5. CONSUMER BUYING BEHAVIOR	3.24	.5530	-.055	.076	-.024	-.022	1		
6. BRAND PERSONALITY	3.17	.5571	.031	.055	.057	.040		1	
7. SELF CONTROL	3.07	.5571	-.087	-.091	-.111	-.124	.372**	.226**	1

\*\* \*P<0.05; \*\*p<0.01; \*\*\*p<0.001; \*\*\*\*p<0.0001

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

In table 4.27, we have the correlation among variables which can be summarized simply by saying that there is a weak positive correlation ( $r = .226$ ) between self-control and brand personality ( $p = .0003$ ) and another weak positive correlation ( $r = .372$ ) between self-control and consumer buying behavior ( $p = .0000$ ).

#### 4.4 Regression Analysis

Regression analysis in scientific research is one of the statistical tools that build a statistical model, by comparing the relationship between a dependent variable and another independent variable, in order to produce a statistical equation that can clarify the relationship between these variables, and this equation can also be used to know the type of relationship among these variables in scientific research, regression in scientific research consists of two types: simple regression, which is formed when there is one dependent variable and another independent, and the second type of regression in scientific research, which is called multiple regression, when there are a number of independent variables that are usually more than one quantitative or dependent variable.

**Table 4.28:** The impact of brand personality on consumer buying behavior:

Variable	$\beta$	Std. Error	t	P
(Constant)	2.570	.141	18.209	,000***
<b>Brand Personality</b>	.296	.043	4.898	,000***

**$R^2 = .088$ ;  $F = 23.994$ ;  $P < .001$**

\* $p < 0.05$ ; \*\* $p < 0.01$  \*\*\*  $p < 0.001$

Dependent Variable: Consumer Buying Behavior

Independent Variable: Brand Personality

According to table 4.28 which contains brand personality variable, regression analysis result showed that brand personality coefficient is positive and significant ( $\beta = 0.296$ ,  $p = .000$ ,  $F = 23.994$ ). consumer buying behavior is influenced by how strong and reliable personality of the brand is. Consumers prefer well-known brands over the others. So, Brand Personality has a positive effect on consumer buying behavior. Therefore, we conclude that H1 is supported.

**Table 4.29:** The moderator impact of self-control on the relationship

Brand Personality	$\beta$ Consumer Buying Behavior	se	t	p
Constant	3.1423	.6744	4.6591	.0000
Brand Personality	-.2725	.2050	-1.3292	.1850
Self-Control	-.1339	.2179	-.6146	.5394
Self-Control X Brand Personality	.1396	.0648	2.1550	.0321
Self-Control	Moderator Effect ( $\beta$ )	se	t	p
<i>Moderator Effect of Self Control = <math>M \pm 1SD</math></i>				
M- 1SS (2.519) Low	.0794	.0561	1.4161	.1580
M (3.077) Moderate	.1572	.0417	3.7660	.0002
M+1SS (4.634) High	.2350	.0543	4.3276	.0000
Model Summary	R	$R^2$	F	p
	.448	.200	20.6844	.0000
Increased $R^2$	$R^2$ Change	F	df1	df2
	.015	4.6441	1.0000	247.0000
				p
				.0321

According to table 4.29, model summary regression was ( $R = .448$ ;  $R^2 = .200$ ;  $F = 20.6844$ ;  $p < 0.0001$ ) and brand personality was ( $\beta = -.2725$ ;  $t = -1.3292$ ;  $p = > .0000$ ) which is insignificant predictor of consumer buying behavior. Self-control does not play a moderator role in the relationship between brand

personality and consumer buying behavior because the effect was insignificant ( $\beta = .1296$ ;  $t = 2.1550$ ;  $p = >.0000$ ). Therefore, we conclude by saying that H2 is not supported.



## **5. CONCLUSIONS AND RECOMMENDATION:**

This research studied several variables, including the personality of the brand and the purchasing behavior of consumers. It also examined how the self-control variable can play the role of moderator in the relationship between the brand and the purchasing behavior of the customer.

It is known that the customer's purchasing behavior changes due to several factors that have all been studied in this research, including personal, psychological, cultural, economic and social factors, but we also do not forget the role of the brand personality in this aspect.

A brand with a personality that goes with the customer has a clear advantage over other brands that don't focus too much on its personality. Our example in this study is smart phones, specifically Apple and Huawei, which have a well-known brand personality in the field of smart phones in our world these days. The client, including myself, is emotionally attached to his phone.

The beginning of this study was about introducing the variables of the topic and mentioning why this topic should be studied. Also, research questions were presented. The second chapter was detailed explanation of the variables including brand personality, consumer buying behavior and self-control. The case study of the study was Apple and Huawei were introduced also in this chapter. The third chapter mentioned the methodology and the data collection tool used to conduct data along with research design, population, and sampling method. Chapter four was all about the data analysis like descriptive analysis, factor analysis, correlation, and regression. Finally, this chapter concluded the finding of the research in recommendation for further studies.

### **5.1 Summary:**

This study examines the effect of brand personality on consumer buying behavior and the role of self-control taking Apple and Huawei as a case study.



In this study, hypothesis and research questions were formatted and a questionnaire was developed and distributed among 251 participants who live in Istanbul and data was used for factor analysis, regression analysis was done to test hypothesis.

## 5.2 Findings and Discussions of the Study:

**Table5.1:** Findings.

	Hypothesis of The Study	Findings
<b>H1</b>	Brand personality has an impact on the consumer buying behavior of smartphones industry taking Apple and Huawei as a case study.	Supported
<b>H2</b>	Self-control has a moderator role in the relationship between brand personality and consumer buying behavior of smartphones industry taking Apple and Huawei as a case study.	Unsupported

According to this study, the results of statistical analyzes showed that the brand personality has an impact on the buying behavior of the consumer through the consumer's choice of the brand that matches his personality ( $\beta = 0.296$ ,  $p = .000$ ,  $F = 23.994$ ). A brand can have people-like characteristics such as sincerity, excitement, competence, sophistication, and ruggedness. These characteristics can form an emotional relationship between the consumer and the brand so that the brand can be the friend and lover of the consumer, which affects his choices of the product or service (Aaker ,1997).

However, the of self-control was added to our model. The moderating role of self-control on the relationship between brand personality and consumer buying behavior was investigated through literature and statistical analyzes. The regression analyzes showed that self-control does not moderate the relationship between brand personality and consumer buying behavior because the moderator role of self-control was an insignificant predictor of consumer buying behavior ( $p > .05$ ).

### **5.3 Implications and Recommendations:**

Smartphones industry is growing every day, many companies are getting into the market with many advantages over the current companies like Apple or Huawei, but the major difference is the brand name. Having a good brand name puts you over the new companies as consumers prefer to buy a smartphone that goes along with his personality and satisfies his needs and connects emotionally with it.

The study recommends smartphone companies to build a strong brand reputation and be patient as this process takes time, create a strong brand personality, and focus on consumers preferences as consumers are more likely to connect emotionally with their smartphone. Finally, concentrate on customer service and be close to the audience in order to listen to the problems and find solutions.

### **5.4 Limitation of the Study:**

Same as other research, this study has limitations. To begin with, this paper studies brand personality and how it impacts the buying behavior of the consumer, Also the moderate role of self-control is investigated. Moreover, since the sample of this study is 251 which can be considered as a small group, the results of this findings cannot generalize the whole smartphone users. Furthermore, this study was implemented in Istanbul, Turkey. Therefore, results can be different if it is implemented in other countries. Finally, Istanbul is a very crowded city with a high population rate, this increases the purchase power compared to small cities.

### **5.5 Suggestions for Other Researcher:**

After this study, there are some suggestions for other researchers they need to concentrate on. Firstly, they can take other smartphone companies like Samsung or LG so readers can have knowledge about different companies of this industry. Secondly, implement this study on industries other than smartphones. Lastly, change the country and check whether the result is different in other places or not.

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## **APPENDIX**

### **APPENDIX A** Questionnaire

### **APPENDIX B** Ethical Approval Form



## APPENDIX A Questionnaire

8/10/2021

The examination of the impact of brand personality on consumer buying behavior: the role of self-control.

### The examination of the impact of brand personality on consumer buying behavior: the role of self-control.

\* Required

1. What is your gender? \*

*Mark only one oval.*

- ☐ Female  
☐ Male  
☐ Prefer not to say

2. What is your age? \*

*Mark only one oval.*

- ☐ 0 - 15 years old  
☐ 15 - 30 years old  
☐ 30 - 45 years old  
☐ 45+

3. What is the highest degree or level of education you have completed? \*

*Mark only one oval.*

- ☐ High school  
☐ Bachelor degree  
☐ Master degree  
☐ PHD or higher

[https://docs.google.com/forms/d/1WtEUFPeF1O45\\_YR0FJAeAa8VNIGPgqVsCsh\\_2TZinw/edit](https://docs.google.com/forms/d/1WtEUFPeF1O45_YR0FJAeAa8VNIGPgqVsCsh_2TZinw/edit)

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4. What is your relationship status? \*

*Mark only one oval.*

- ☐ Single
- ☐ Engaged
- ☐ Married
- ☐ Widowed
- ☐ Divorced
- ☐ seperated

#### Self-control Questionnaire

5. I am good at resisting temptation \*

*Mark only one oval.*

- ☐ Absolutely Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Absolutely Agree

6. I have a hard time breaking bad habits \*

*Mark only one oval.*

- ☐ Absolutely Disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Absolutely Agree

7. I do certain things that are bad for me, if they are fun. \*

*Mark only one oval.*

- ☐ Absolutely Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Absolutely Agree

8. I wish I had more self-discipline. \*

*Mark only one oval.*

- ☐ Absolutely Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Absolutely Agree

9. People would say that I have iron self-discipline. \*

*Mark only one oval.*

- ☐ Absolutely Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Absolutely Agree

10. Pleasure and fun sometimes keep me from getting work done. \*

*Mark only one oval.*

- ☐ Absolutely Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Absolutely Agree

11. I have trouble concentrating. \*

*Mark only one oval.*

- ☐ Absolutely Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Absolutely Agree

12. Sometimes I can't stop myself from doing something, even if I know it's wrong. \*

*Mark only one oval.*

- ☐ Absolutely Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Absolutely Agree

13. I often act without thinking through all the alternatives. \*

*Mark only one oval.*

- ☐ Absolutely Disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Absolutely Agree

#### Customer Behavior Questionnaire

14. Celebrities influence me a lot when I choose a brand. \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

15. Making purchase decision for brands is not important for me. \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree



16. My income affects my consumer behavior on a particular brand \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

17. I take decision on buying a particular brand name because of previous experience \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

18. Consumer buying behavior is affected by how my brand name solves problems i encounter with their products or service \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

Brand personality questionnaire

19. When someone praises my smartphone brand, it feels like a personal compliment. \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

20. I find my smartphone brand attractive. \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

21. I find my smartphone brand favorable. \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

22. My smartphone brand help me to reflect my personality. \*

*Mark only one oval.*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

23. Owning a smartphone enhances myself \*

*Mark only one oval.*

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

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Google Forms

## APPENDIX B Ethical Approval Form

Evrak Tarih ve Sayısı: 11.06.2021-14262



T.C.  
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ  
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Müdür Yardımcısı

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## **RESUME**

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2019-2021 İstanbul Aydın University-Master, Business Administration Department.

### **Work Experience:**

2020-2021 Al-Adarisa LTD, Istanbul-Export Specialist

2020-2020-Al-Adarisa LTD, Istanbul-Customer Support

### **Languages:**

- Arabic: Native Language
- English: Advanced

### **Skills:**

- Communication, Teamwork, Problem Solving, Flexibility, Creativity
- Computer skills ( Microsoft Office ) and others.