

## ANALYSIS OF BRAND PERSONALITY ON CUSTOMER LOYALTY (CASE STUDY TABLET COMPUTER: APPLE IPAD AND SAMSUNG GALAXY TAB)

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### ABSTRACT

Brand personality is a potential marketing strategy to increase the customer loyalty towards the particular brand. Many customers will choose products with a brand that suitable with their personality. It also applies to tablet computer customers. The objectives of this research are to describe the effect of brand personality on customer loyalty in purchasing Apple Ipad and Samsung Galaxy Tab. This research also will analyze the difference in customer loyalty based on brand personality between Apple Ipad and Samsung Galaxy Tab. Theories supporting research are customer loyalty and brand personality. The method that used in this research is Simple Regression and Independent Sample t-test. Simple Regression is a method to determine whether the independent variable has significant effect on dependent variable. Independent Sample t-test is a method to compares the mean score of two groups on a given variable. There are three findings that can be the result of this research. First is brand personality significantly effect on customer loyalty in purchasing Apple Ipad. Second is brand personality significantly effect on customer loyalty in purchasing Samsung Galaxy Tab. Third is brand personality of Apple Ipad has higher customer loyalty than brand personality of Samsung Galaxy Tab.

**Keywords:** *customer loyalty, brand personality*

### INTRODUCTION

#### Research Background

Brand gives a mark on a product, so that it can protect the customer loyalty of the competitors who make the identical product. The more famous a brand than the product will also be increasingly favored by the customers. Many companies are making a brand with a certain personality. They believe that brand has personality like humans. Brand personality is a potential marketing strategy to increase the customer loyalty towards a particular brand. Many customers like the product because of the similarity between the customers with the brand. With the personality of a brand, the company believes that it will affect the amount of sales and improve customer loyalty.

Nowadays, the necessity to communicate and to get information instantly and quickly is very important. So, along with the development of the communication and information technology that rapidly increase, there are so many emerging tools that make peoples easy to communicate and to get information quickly. One of the tools that make peoples easy to communicate and to get information quickly is called tablet computer. In 2010, Apple introduced Ipad that using iOS. A short time later, Samsung followed with a similar product that is Samsung Galaxy Tab and using OS Android. To make the differences in these tablet computers, every company trying to create brand image and brand personality that attractive to their computer tablet, so the brand becomes a very important factor to attract the customers. In Manado, tablet computers are really popular with all people because of the benefits and the practicality. This paper will discuss whether the brand personality of Apple Ipad and Samsung Galaxy Tab influence customer loyalty to buy product from the same brand as before. This paper will also discuss about the comparison between these two brands of the computer tablet namely Apple Ipad and Samsung Galaxy Tab on customer loyalty.

## Research Objectives

The objectives of this research are to describe the effect of:

1. Brand personality on customer loyalty in purchasing Apple Ipad.
2. Brand personality on customer loyalty in purchasing Samsung Galaxy Tab.
3. To analyze the difference in customer loyalty based on brand personality between Apple Ipad and Samsung Galaxy Tab.

## THEORITICAL FRAMEWORK

### Theories

#### Personality

Akun (2011) stated that personality can be defined as all distinctive and unique behaviors of individual. Personality as a set of distinguishing human psychological traits that leads to relatively consistent and enduring responses to environmental stimuli (Kotler et al., 2009:167).

#### Brand Personality

Aaker (1997) stated that brand personality as a set of human characteristics associated to a brand. Kotler et al. (2009:167) defined brand personality as the specific mix of human traits that may be attributed to a particular brand. Brand Personality is the human personality traits or characteristics to a brand in order to help communicate to consumers its physical elements or attributes (Plummer, 1984). Brand personality characteristics can be divided into five dimensions which are sincerity, excitement, competence, sophistication and ruggedness (Kotler et al., 2009:167).

#### Customer Loyalty

Customer loyalty has been perceived to be a behavioural concept entailing repeat buying of product or service measured as the series or share of purchases, referrals, magnitude of relationship or all of the above mingled together (Hallowell, 1996).

#### Literature Review

Achouri and Bouslama (2010) found that the existence of a link between the brand personality and the consumer's self-image provides marketing executives with the opportunity to have a strategic tool which enables them to improve or strengthen mapping of their brands. Farhat and Khan (2011) found that customer loyalty might be strengthened or retained by keeping in consideration various other factors through communicating a good brand relationship by involving the concept of brand personality. Jafarnejad et al. (2012) found that brand personality has a significant impact on customer loyalty to the Mellat Bank brand in the Tehran Province.

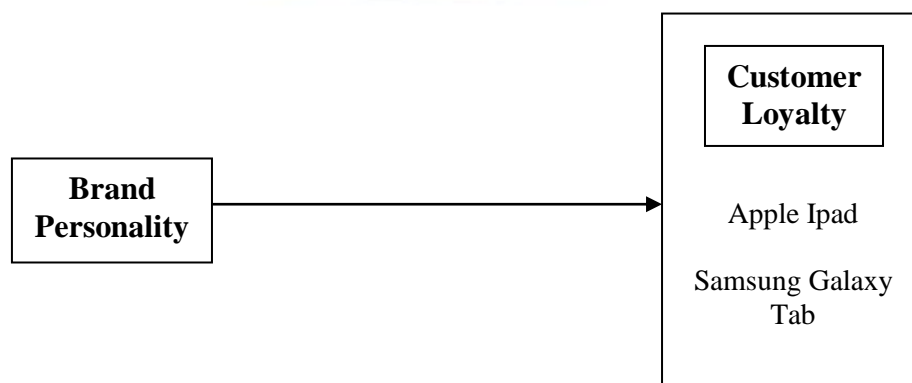


Figure 1 Conceptual Framework

## Research Hypothesis

H1: Brand personality influence customer loyalty of Apple Ipad.

H2: Brand personality influence customer loyalty of Samsung Galaxy Tab.

H3: There is a significant difference in customer loyalty based on brand personality between Apple Ipad and Samsung Galaxy Tab.

## RESEARCH METHOD

### Type of Research

Causal type is a study in which the researcher wants to delineate the cause of one or more problems (Sekaran and Bougie, 2010:110). Comparative type is a study conducted by collecting data from several settings or organizations (Sekaran and Bougie, 2010:436). This research used causal and comparative types because this research will describe the influence of brand personality on customer loyalty and also to analyze the different in customer loyalty based on brand personality.

### Place and Time of Research

This study was conducted in Manado from July to September, 2013.

### Population and Sample

Population is the entire group of people, events, of things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2010:262). Malhotra (2009:370) stated that sample is a subgroup of the elements of the population selected for participation in the study. This research took sample from 50 customers of tablet computer who live in Manado.

### Data Collection Method

Sekaran and Bougie (2010:180) defined that primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. For this research, primary data obtained from the questionnaire which distributed to respondents. Secondary data refer to information gathered from sources that already exist (Sekaran and Bougie, 2010:180). Secondary data obtained from the textbooks, journals, internet and all the important sources from the library.

### Operational Definition and Measurement of Research Variables

1. Brand personality is a strategic tool that forms the communication between brand and consumers. Brands can reflect and tell themselves in consumers' minds by means of personalities. At this point, brand personality plays a key role in building loyaler relations or moving up the differentiation ladder in consumers' minds (Akun, 2011). There are five indicators of brand personality consisting of sincerity, excitement, competence, sophistication and ruggedness.
2. Customer loyalty can be interpreted as a commitment from customers to buy products and services offered by the company or a particular brand over and over again, and recommend services or products to their friends or colleagues.

The scale that used in this study is likert scale. Malhotra (2009:306) defined that likert scale is a measurement scale with five response categories ranging from 'strongly disagree' to 'strongly agree', which requires the respondents to indicate a degree of arrangement or disagreement with each of a series of statements related to the stimulus object.

### Data Analysis Method

#### Validity and Reliability Test

The validity of a scale can be defined as the extent to which differences in observed scale scores reflect true differences in what is being measured, rather than systematic or random error (Malhotra, 2009:316). To analyze the validity of questionnaire, Pearson Product Moment is used.

The reliability of measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the "goodness" of a measure (Sekaran and Bougie, 2010:161). This research used Cronbach's alpha as the reliability test.

### Simple Regression Analysis

Sekaran and Bougie (2010:348) stated that simple regression analysis is used in a situation where one independent variable is hypothesized to affect one dependent variable.

### Independent Sample t-test Analysis

Independent sample t-test is carried out to see if there are any significant differences in the means for two groups in the variable of interest (Sekaran and Bougie, 2010:345).

## RESULT AND DISCUSSION

### Result

#### Validity and Reliability

The validity test by using Pearson correlation shows that all of the research in this study which are brand personality Ipad and customer loyalty Ipad, brand personality Samsung Galaxy Tab and customer loyalty Samsung Galaxy Tab, and also customer loyalty Ipad and customer loyalty Samsung Galaxy Tab is greater than 0.300 so the instruments is valid. The reliability test by using value of Alpha Cronbach is 0.819 that is more than 0.6. So, it means the data of this research is reliable.

#### Simple Regression Analysis

**Table 1. Coefficient Correlation and Determination of Apple Ipad**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770 <sup>a</sup>	.592	.574	.21962

a. Predictors: (Constant), Brand Personality Ipad

Source: SPSS Data Analysis, 2013

The coefficient of correlation (R) value is 0.770 and the coefficient of determination (R<sup>2</sup>) is 0.592, which means 59.2% variation of customer loyalty Ipad influenced by brand personality Ipad while 40.8% is explain by other factors.

**Table 2. Coefficient Correlation and Determination of Samsung Galaxy Tab**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.729 <sup>a</sup>	.532	.512	.23274

a. Predictors: (Constant), Brand Personality Samsung Galaxy Tab

Source: SPSS Data Analysis, 2013

The coefficient of correlation (R) value is 0.729 and the coefficient of determination (R<sup>2</sup>) is 0.532, which means 53.2% variation of customer loyalty Samsung Galaxy Tab influenced by brand personality Samsung Galaxy Tab while 46.8% is explain by other factors.

### Hypothesis Testing

**Table 3. F Test Result of Apple Ipad**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.611	1	1.611	33.392	.000 <sup>b</sup>
	Residual	1.109	23	.048		
	Total	2.720	24			

a. Dependent Variable: Customer Loyalty Ipad

b. Predictors: (Constant), Brand Personality Ipad

Source: SPSS Data Analysis, 2013



By using the significant level of 0.05 ( $\alpha = 0.05$ ) and degree of freedom ( $df = 1$ ) than it found  $33.392 > 4.26$ . Because of  $F_{count} > F_{table} = 33.392 > 4.26$  it means  $H_0$  rejected and  $H_a$  is accepted so brand personality (X) of Apple Ipad influence customer loyalty (Y) of Apple Ipad. Therefore, hypothesis 1 is accepted.

**Table 4. F Test Result of Samsung Galaxy Tab**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1.417	1	1.417	26.153	.000 <sup>b</sup>
	Residual	1.246	23	.054		
	Total	2.662	24			

a. Dependent Variable: Customer Loyalty Samsung Galaxy Tab

b. Predictors: (Constant), Brand Personality Samsung Galaxy Tab

Source: SPSS Data Analysis, 2013

By using the significant level of 0.05 ( $\alpha = 0.05$ ) and degree of freedom ( $df = 1$ ) than it found  $26.153 > 4.26$ . Because of  $F_{count} > F_{table} = 26.153 > 4.26$  it means  $H_0$  rejected and  $H_a$  is accepted so brand personality (X) of Samsung Galaxy Tab influence customer loyalty (Y) of Samsung Galaxy Tab. Therefore, hypothesis 2 is accepted.

### Independent Sample T-Test Analysis

**Table 5. Group Statistics**

	Brand Name	N	Mean	Std. Deviation	Std. Error Mean
X	iPad	25	3.9200	.33665	.06733
	Samsung Galaxy Tab	25	3.7520	.33307	.06661

Source: SPSS Data Analysis, 2013

Customer loyalty Ipad has mean value of 3.9200 and standard deviation 0.33665, while customer loyalty Samsung Galaxy Tab has mean value of 3.7520 and standard deviation 0.33307. It means Apple Ipad has higher customer loyalty than Samsung Galaxy Tab.

### Hypothesis Testing

**Table 6. Independent Samples T Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
X	Equal variances assumed	.516	.476	1.774	48	.082	.16800	.09471	-.02243	.35843
	Equal variances not assumed			1.774	47.995	.082	.16800	.09471	-.02244	.35844

Source: SPSS Data Analysis, 2013

The significant level in Levene's Test is 0.476 which is more than 0.05. It can be assumed that the two variances are approximately equal or are not significantly different. The p-value of customer loyalty between Ipad and Samsung Galaxy Tab is 0.082, it means that the p-value is higher than 0.05, therefore reject the null hypothesis ( $H_0$ ) and accept the alternate hypothesis ( $H_a$ ). So, there is a significant difference in customer loyalty based on brand personality between Apple Ipad and Samsung Galaxy Tab or hypothesis 3 is accepted.

## Discussion

The emergence of tablet computer products in the society is a valid proof that advances in communications technology provides tremendous appeal for people to use. However, the tendency seen in the brand personality of a product is still has its own charm when viewed from the appearance of the product. This fact was revealed from the result of the research conducted on customer loyalty in Manado of brand personality of tablet computers, especially Apple Ipad and Samsung Galaxy Tab. The result of f-test showed that brand personality significantly effect on customer loyalty of Apple Ipad and Samsung Galaxy Tab. The factors that determine the buyer desires to buy tablet computers lies on the brand personality as shown of the correlation between brand personality of Apple Ipad and brand personality of Samsung Galaxy tab. Based on the coefficient of determination test, the brand personality of Apple Ipad and Samsung Galaxy Tab has a strong appeal for customers.

Customer likes the product because of the similarity between the customers and the brand. It also happens on customer loyalty of Apple Ipad and Samsung Galaxy Tab. In the case of Apple Ipad, Apple Ipad has brand personality such as glamour, spirited, imaginative, intelligence, efficient, tough and strong that make customer who have the similar personality become interested to buy and use Apple Ipad. While Samsung Galaxy Tab has brand personality such as down-to-earth, spirited, imaginative, intelligence and efficient that also attract customer who has similar personality to buy and use Samsung Galaxy Tab. That is the reason why the brand personality of Apple Ipad and Samsung Galaxy Tab effected on customer loyalty.

However, there is also differences on customer loyalty to choose Apple Ipad or Samsung Galaxy Tab. Independent sample t-test result shows that Apple Ipad has higher customer loyalty than Samsung Galaxy Tab based on their brand personality. There are five indicators of brand personality (sincerity, excitement, competency, sophistication, and ruggedness) that influence customer loyalty. These indicators can show the differences between brand personality of Apple Ipad and Samsung Galaxy Tab.

The first brand personality's indicator is sincerity. Which one has the better sincerity is depend on how the customers look into the product itself. If talking about sincerity, it refers to brand that are down-to-earth, honest, genuine, and cheerful. The brand not must to have all the personality criteria but at least has one of the criteria. Both of Apple Ipad and Samsung Galaxy Tab has a brand that can be accept by all people because of its genuine. But the problem is about the price that can't exactly cheap. So the price is one of a problem because it is not down-to-earth. It is true that Apple Ipad has more expensive price than Samsung Galaxy Tab but the price also makes Apple Ipad looked honest because although Apple Ipad has more expensive price but the product also has a great quality better than Samsung Galaxy Tab.

The second brand personality's indicator is excitement. Excitement refers to brand personalities that are daring, spirited, imaginative, and cutting-edge. Apple Ipad and Samsung Galaxy Tab have daring and spirited personality criteria which can be describe with the screen dimensions and also display quality. For the screen dimension, the both of the tablet computer have two variances and for display quality, Apple Ipad used retina display and Samsung Galaxy tab used super amoled that have their own advantages. The both of Apple Ipad and Samsung Galaxy Tab also have imaginative personality criteria because of the modern design that make people can access computer without the real computer. And for the cutting-edge or it can be also refer to innovation. Apple Ipad and Samsung Galaxy Tab always competing each other to make new innovation of their product. So it can be said that Apple Ipad and Samsung Galaxy Tab has the same customer loyalty based on excitement personality criteria.

The third brand personality's indicator is competence. Competence refers to brand personalities that are reliability, intelligence, success, responsibility, dependability, and efficiency. In terms of reliability and intelligence, Apple Ipad and Samsung Galaxy Tab have the same level. Apple Ipad and Samsung galaxy Tab can give the information that people want and also the application of the both computer tablets make people activity to be easy. Apple Ipad and Samsung Galaxy tab also have big success with their brand and their product. There are so many people like Apple Ipad and Samsung Galaxy Tab but like the research that conducted by J.D. Power that had been mention before, it result that Apple Ipad got the top rank in terms of

customer satisfaction. It means people more satisfy with Apple Ipad than Samsung Galaxy Tab and make Apple Ipad success one step ahead than Samsung Galaxy tab in terms of customer interest.

The fourth brand personality's indicator is sophistication. Sophistication refers to brand personalities that are charm, glamour, pretension, and romance. Apple Ipad charm lies on its exclusive brand. Why is Apple Ipad so exclusive? The answer is because Apple Ipad has a great product quality and also luxury and elegant that makes Apple Ipad look glamour. While Samsung Galaxy Tab is not have a charm like Apple Ipad, it also no so glamour like Apple Ipad. The charm of Samsung Galaxy Tab lies on its price. Samsung Galaxy Tab has cheaper price than Apple Ipad that can be reach by middle class but still with a good quality. The fifth or last brand personality's indicator is ruggedness. Ruggedness refers to brand personalities that are outdoorsy, tough, strong and rugged. Tablet computer designed to be easy to carry anywhere so it means Apple Ipad and Samsung Galaxy Tab have outdoorsy personality criteria. Apple Ipad also has a tough and strong hardware so it caused Apple Ipad more hardiness and not easily damaged than Samsung Galaxy Tab.

This research found a tendency that the brand personality remains a strong appeal towards customer loyalty. Hence, the electronic manufactures are competing to make a gadget with a great model and technology advance. Competition like this makes customers confuse to choose which one is best. Tablet computer technology with the several types and brands such as Ipad and Samsung Galaxy Tab has its own charm in customer eyes in terms of several aspects such as: practicality to used, easy to carry anywhere, convenience, start-up speed, features, design, and the price. Not excessive if those two kinds of computer tablet brand gadgets are the most preferred of customers especially customers in Manado.

## CONCLUSION AND RECOMMENDATION

### Conclusion

There are some important findings from the overall results in this research that can be concluded, which are listed as follow:

1. Brand personality significantly effect on customer loyalty in purchasing Apple Ipad.
2. Brand personality significantly effect on customer loyalty in purchasing Samsung Galaxy Tab.
3. The result shows that brand personality of Apple Ipad has higher customer loyalty than brand personality of Samsung Galaxy Tab. It means there is a significant difference in customer loyalty based on brand personality between Apple Ipad and Samsung Galaxy Tab.

### Recommendations

There are some constructive recommendations that can be concluded from the overall research in this research, which are listed as follow:

1. Research results show that brand personality of tablet computer is effecting the customer loyalty. Therefore, Apple Ipad and Samsung Galaxy Tab must to maintain their brand personality to keep survive in the market from the strong competition of the emergence the various types of tablet computer, and also the standard quality of tablet computer should to consider the customer satisfaction as the key to maintaining and to improving the customer loyalty.
2. Although the difference of customer loyalty between Apple Ipad and Samsung Galaxy Tab is not too far, but it would be better if Samsung as a company of Samsung Galaxy Tab can more understand about customer personality and create the product that has similar personality with the customer so that Samsung Galaxy Tab can increase the customer loyalty and to defeat the customer loyalty of Apple Ipad.



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