Predicting Purchase Intentions in the smartphone market: Examining the Impact of Personality and Trust of the brand

التنبؤ بنوايا الشراء في سوق الهواتف الذكية: دراسة تأثير شخصية العلامة التجارية والثقة بالعلامة التجارية

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Received: *09/11/2024;* **Accepted :** *14/05/2025;* **Published:** *30/06/2025*;

Abstract:

This study predicts smartphone purchase intentions by examining how brand personality, specifically sincerity and excitement traits, influences consumer trust and purchase decisions. Data from 95 respondents revealed that brands with sincere and exciting personalities enhance trust, thereby increasing purchase likelihood. Trust was identified as a critical link between brand personality and purchase intention, essential for developing lasting consumer-brand relationships.

These findings provide important implications for smartphone marketers in developing a trustworthy brand personality to attract consumers.

Keywords: *Brand personality; Brand trust; Purchase intention; Smartphones.*
Jel Classification Codes:*M31; M39;D91.*

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Introduction:

Rapid smartphone technology developments affect marketing, business, consumer behavior, and daily lifestyles. User adoption of smartphone technology is of paramount importance. Given the recent rapid growth of the smartphone market and the fast-paced, dynamic environment in which it operates, mobile phone companies today are seeking to build strong bonds with their customers. Marketers are increasingly emphasizing the importance of brand value in overcoming the problems and obstacles imposed by environmental conditions and competition. Building a solid mobile phone brand in consumers' minds has become paramount. Strong brands enhance product trust and help customers understand them better.

A brand is an invaluable, non-physical asset cornerstone for a company's growth and profitability. Marketers must, therefore, craft a robust marketing strategy that strengthens the brand's identity and sets it apart from its competitors. Brand personality (BP), a vital component of a brand's identity, is a powerful marketing tool, as consumers tend to gravitate towards brands that align with their personalities. Numerous experts have found a symbiotic relationship between human personality and BP.(Lin, 2010), further emphasizing the importance of this aspect in marketing.

Brand personality is an essential concept in the marketing and branding field. It describes the human-like qualities assigned to brands to perceive them as having unique personalities. This concept is vital for building brand identity and emotional connections. To create compelling brand strategies, marketers must understand how brand personality affects consumer behavior and purchase decisions.(Kapoor & Banerjee, 2021).

The concept of BP is a fundamental aspect of relational marketing, offering valuable insights into the intricate dynamics between brands and their consumers. Through this research, marketers can understand how relationships with brands are formed, nurtured, and maintained and, most importantly, how these relationships influence consumer behavior and decision-making processes.(Fournier, 1998), so that purchase intention (PI) represents one of the outcomes of this behavior.It is affected by many factors, including the ever-changing motives of customers and the presence of different attributes in different circumstances. This makes it a vital research variable that has prompted researchers on a large scale to explore the relationship between BP and consumer behavior. Consumers frequently use (BP) to make decision-making processes more accessible and to build emotions with brands.(Jindal, 2023).

In the same context, consumers have become more rational in choosing products, which makes smartphone companies have to make better products and attract their consumers. One of the primary things a brand needs to do is to create consumer trust in the brand.

Despite extensive research on BP, trust, and PI, a notable lack of studies exists exploring these concepts within an integrated framework. Previous research has primarily concentrated on examining specific relationships in isolation. This study aims to bridge that gap by simultaneously investigating all these relationships and presenting a comprehensive model of the relational outcomes of BP.

In this study, BP is hypothesized to influence brand trust BT, which, in turn, is expected to impact PI. Furthermore, recognizing that each dimension of BP may have distinct effects, this research aims to understand whether the sincerity and excitement dimensions of BP can predict BT and PI. This study intends to bridge the knowledge gap by addressing the question: **To what extent do sincerity and excitement of brand personality influence purchase intention through brand trust in the smartphone field?**

This research aims to accomplish the following objectives:

- Evaluating the impact of BP on PI.

- Examining the role of BT as a mediator in this relationship.

Smartphone manufacturers recognize the critical role of brand equity in attracting new customers, especially given consumers' diverse preferences for smartphone brands. This study, specifically focusing on the Algerian context, aims to empirically explore the influence of BP on PI, with BT acting as a mediating factor. By understanding how BP influences PI, smartphone manufacturers can make informed decisions when crafting business plans, allowing for necessary adjustments to be made .

The outcomes of this study are expected to deliver essential visions for marketing managers by shedding light on the impact of BP on consumer-brand relationships. This understanding can be a foundation for crafting more effective and targeted marketing strategies that address the critical factors affecting PI. Additionally, this research contributes to the existing literature on BP and consumer behavior, providing a distinctive perspective on the dynamics of these relationships within the Algerian market.

I-Literature review:

I-1- Brand personality (BP):

The character traits of individuals serve as a foundation for exploring brand personality. On this basis, it creates an emotional tie between consumers and the brand, enabling consumers to connect with it more personally. This bond enhances consumer attachment, resulting in increased loyalty and brand affinity. Certain theories suggest that brands can possess their personalities. This concept relates to the ensemble of human traits, emotions, and values associated with a particular brand. These characteristics may reflect the brand's personality, ethos, and how it resonates with consumers, shaping their perceptions and experiences. According (J. L. Aaker, 1997),BP has five dimensions: sincerity, excitement, competence, sophistication, and ruggedness. BP encompasses the emotional and symbolic characteristics that enable consumers to connect with a brand and distinguish it from its competitors. Additionally, BP traits can reflect the feelings or emotions a brand evokes (Keller, 1993). With its unique characteristics, BP plays a significant role in self-expression, making it appealing to consumers. It can also foster a connection between the brand and its consumers, drawing them in.(D. A. Aaker, 2012). .

In competitive markets, a distinct brand personality helps differentiate a brand from its competitors. By embodying unique traits (e.g., excitement, sincerity, competence), a brand becomes more memorable and distinct, making it easier for consumers to choose; on the other side, it serves as a foundation for consistent messaging and communication strategies. It allows marketers to convey brand values and identity effectively, helping consumers to understand and connect with the brand.

I-2- Brand trust (BT):

Brand trust is crucial in building strong, long-term relationships between consumers and brands. When consumers trust a brand, they believe in its reliability, integrity, and ability to meet their needs consistently. It demonstrates customers' unwavering trust in the brand's capacity to uphold its commitments, achieved by consistently delivering top-quality products. (Mabkhot et al., 2017). Brand trust fosters a secure mindset during interactions, where consumers expect reliability and consistent responsiveness. This reliability reduces consumer uncertainty (Chaudhuri & Holbrook, 2001). This reduces the perceived risk associated with purchasing decisions, especially for high-involvement products such as technology; with trust, consumers feel more secure in their purchases and are less likely to consider competitors, making trust a key driver of loyalty and repeat business. Research shows that consumers often give trusted brands the benefit of the doubt during crises (Gurviez & Korchia, 2003). They are more likely to maintain customer support and loyalty,

even when faced with challenges, leading to loyalty and customer retention (Chaudhuri & Holbrook, 2001)**.**

I-3- Purchase intention (PI):

Indeed, extensive research on branding and consumer behavior has led to a comprehensive understanding of the intricate links between these concepts. Various definitions of intention have emerged from this research, each contributing to a deeper comprehension of the concept. (Hagger et al., 2002)Describe intention as a person's direct behavioral orientation towards a specific action, reflecting their motivation and attitude towards that behavior. (Triandis, 1979)Defines it as the self-given instructions to behave in a certain way while (Chang et al., 2008)View it as a consumer's plan to purchase a specific brand .

Purchase Intent (PI) combines buyers' interest and potential to purchase a product, reflecting their attitude toward the brand. It refers to a customer's willingness to make a future purchase. It reflects their interest, motivation, and intention to transact with a brand or company. These definitions collectively provide a holistic understanding of intention and its role in consumer behavior and decision-making processes. Some scholars have posited that PI provides insight into customers' expected behavior in the short-term future, specifically regarding their purchase decisions. For instance, (Fandos et al., 2006)Propose that PI reveals the product or brand a consumer is inclined to purchase during their upcoming shopping excursion. This viewpoint emphasizes the predictive capability of PI in comprehending consumer habits.

(Kotler & Keller, 2016) Highlight that both individual perceptions and unexpected circumstances can influence PI. Personal preferences and sudden changes, whether in the market or personal life, play a significant role in shaping this intention.

I-4- Hypotheses development:

Aligning brand personality (BP) with consumer traits is vital for building trust;this relationship demonstrates how a brand can foster trust and loyalty(Keni & Verena, 2021).The research of (Ramaseshan & Stein, 2014)Shows that BP’s traits can enhance consumer trust, which is essential for long-term brand loyalty. Consumers are likelier to stay loyal to brands they perceive as honest and dependable.(Molinillo et al., 2017)Support the current research, emphasizing the positive impact of BP on consumer trust. This effect is linked to BP's influence on cognitive and emotional brand perceptions. It also highlights the role of BP dimensions in fostering trust, aligning with the findings of (Bouhlel et al., 2009). Therefore, this study presents the following hypotheses:

H1. The excitement of a brand's personality positively influences brand trust.

H2. The sincerity of a brand's personality positively influences brand trust.

The study by (Chaudhuri & Holbrook, 2001)Revealed a significant and positive relationship between BT and behavioral commitment. This finding underscores the importance of evaluating the role of BT in influencing consumers' purchasing behavior. By understanding the link between trust and commitment, marketers can gain valuable insights into the factors that drive consumer decisions and shape their behavior.

Brand trust influences consumers’ attitudes and behaviors toward a brand. When consumers trust a brand, they feel more secure in their purchase decision, which reduces the perceived risk associated with the purchase.(Sung & Kim, 2010). This trust fosters loyalty and increases the likelihood of repeat purchases, as consumers are likelier to stick with a brand they trust over competitors.(Elliott & Yannopoulou, 2007)suggested that higher levels of brand trust lead to higher PI. When consumers trust a brand firmly, the purchase process becomes less complex and anxiety-provoking, as they believe the brand will meet or exceed their expectations. Ultimately, brand trust

is a powerful driver influencing consumers' willingness to purchase and remain loyal; building upon these findings, the following hypothesis is proposed:

H3. trust Brand positively influences purchase intentions.

The concept of brand personality is essential in cultivating a solid emotional connection between a brand and its consumers. This emotional bond fosters loyalty and significantly enhances the likelihood of a purchase decision. By effectively embodying distinct personality traits that resonate with target audiences, brands can create a memorable and relatable identity. This notion is supported by the findings of (Sung & Kim, 2010). It is a significant and positive predictor of PI, which aligns with previous research (Vahdati & Nejad, 2016). It is a powerful form of product differentiation that significantly shapes consumer preferences and enhances trust. By creating a unique and distinctive BP(Bouhlel et al., 2009), companies can set themselves apart from competitors, making their products more appealing and trustworthy. This differentiation strategy can influence consumer behavior and build a solid brand-consumer relationship. It motivates consumers to act a certain way and positively indicates their purchasing behavior. According to (Caprara et al., 2001), the concept of BP serves as a powerful metaphor, as it suggests that consumers are attracted to brands with certain personality traits, much like how individuals connect with others based on shared personality characteristics. This alignment of BP with consumer personality leads to a stronger sense of BT.

In a competitive market, BT emerges as a vital tool for consumers, aiding them in navigating the vast array of products and making informed choices. Consumers prioritize brands they have previously trusted, opting for familiarity over the unknown. (Wijaya, 2023)Highlights the role of BT in consumer decision-making .

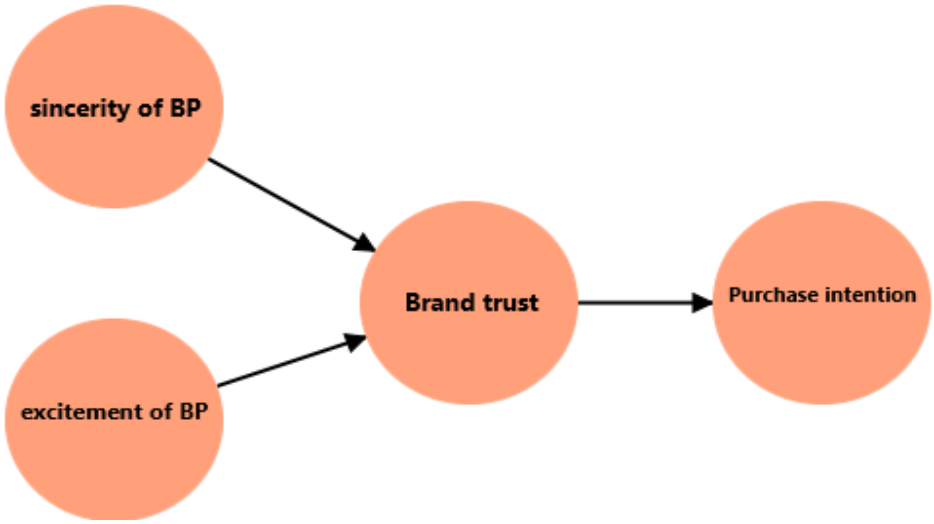
To achieve long-term success, variables related to brand relationships, such as BT, are crucial in influencing purchasing behavior. Empirical research by (Saragih et al., 2019)It has confirmed the positive impact of BT on PI, solidifying its significance in consumer decision-making processes. In other words, BP can influence PI indirectly by fostering BT. We propose the following hypotheses:

H4:BT acts as a mediator in the relationship between BP excitement and PI.

H5:BT acts as a mediator in the relationship between BP sincerity and PI

Figure n°1 illustrates our comprehensive conceptual framework. In this model, we suggest that various brand personality traits—sincerity and excitement—influence the level of brand trust that consumers develop. This trust, in turn, impacts consumers' intentions to make a purchase

Figure n°1: conceptual framework



Source :Prepared by the researcher

II-Methodology:

We chose a questionnaire as our primary tool for data collection. This questionnaire consists of two sections. The first section aims to gather information about the characteristics of the study sample, while the second section addresses the study variables. The researcher adapted 04 elements from previous studies.(J. L. Aaker, 1997; Villagra et al., 2021)To measure the dimensions of BP: sincerity (02 elements) and excitement (02 elements). 03 elements were approved for evaluating BT based on the work of (Gurviez & Korchia, 2003). Additionally, 03 elements were used to measure PI, drawing from the studies by (Aydın et al., 2014; Salhab et al., 2023).All statements were measured using a five-point Likert scale.

Some research indicates that PLS-SEM is the favored method for small sample sizes.(Hair et al., 2019).This suggestion is based on the tenfold rule, which asserts that the sample size must be a minimum of ten times the number of directional arrows leading to a latent variable in the entire PLS path model.Thus, the sample size required in our study is 100 (10 Elements * 10 times). After filtering and screening the data, we obtained 95 treatable answers. The study community comprises students who own Xiaomi-brand smartphones in the Department of Business Sciences, University of Blida 2 Lounici Ali, Algeria.The table below details the essential characteristics of our study sample.

Tablen° 01: Characteristics of study Sample

Variable	Type	n	%
Sex	Male	45	47.37%
	Feminine	50	52.63%
Age	20-18	66	69.47%
	23-21	22	23.16%
	More than 24	7	7.37%
Study Level	Bachelor’s	58	61.05%
	Master’s	28	29.48%
	Doctorate	9	9.47%
How long do you own a Xiaomi smartphone?	Less than one year	10	10.53%
	From 1to 3 years	23	24.21%
	More than three years	62	65.26%

Source :Prepared by the researcher based on SPSS 23 outputs.

Table n° 01 shows that the female category represents most of the responses, with a percentage estimated at 52.63%, while the percentage of males is at 52.63%. Regarding the participants' age, those aged between 18 and 20 have the highest percentage, 69.47%. It appears from the same Table that the bachelor’s study level represents most of the responses, with a percentage estimated at 61.05%, while the percentage of master’s study level is estimated at 29.48% and 9.47% represents the percentage of students who studied in doctorate level; considering the duration of owning a Xiaomi mobile phone, more than 65.26% answered that they acquired it more than three years ago.

III-Results:

The research proposes using structural equation modeling, a two-step process developed by (Anderson & Gerbing, 1988). The initial phase of the analysis will focus on evaluating the measurement model to ensure that the studied constructs are accurately defined and reliably measured. This involves assessing the validity and reliability of the indicators associated with each construct. Following this, the second phase will involve testing the structural model. This step aims to examine the relationships between the constructs, allowing us to determine how they interact and influence one another within the overall framework.

III-1- measurement model:

This section analyzes the study model using PLS-SEM with SmartPLS 4, a user-friendly software designed for structural equation modeling. We utilized this software to examine relationships, validate indicators, and test hypotheses, as it is the preferred method for estimating model predictions in this research.l equation modeling. We employed it to examine relationships, validate indicators, and test hypotheses, as it is the preferred method for estimating model predictions in this research.

III-1-1- Convergent validity evaluation:

Table n° 02: Factor Loading and Constructs Reliability

Variable	Item code	Statement	Outer loading	Cronbach 's alpha	CR (rho_a)	CR (rho_c)	(AVE)
Excitement of BP	EXCT_BP1	This brand is imaginative	0.755	0.713	1.150	0.855	0.750
	EXCT_BP2	This brand breaks the rules	0.964				
Sincerity of BP	SINC_BP1	This brand is honest	0.923	0.774	0.797	0.898	0.814
	SINC_BP2	This brand is sincere	0.881				
BT	BT_1	I have confidence in this brand's products.	0.773	0.742	0.747	0.852	0.657
	BT_2	This brand meets my expectations	0.857				
	BT_3	This brand guarantees satisfaction	0.800				
PI	PI_1	I will buy this brandagain	0.784	0.703	0.703	0.834	0.627
	PI_2	I prefer to buy this brand over any other	0.793				
	PI_3	I am willing to recommend others to buy this brand	0.798				

Source: Prepared by the researcher based on SmartPLS 4 outputs.

From the table above, we notice that the external loads for items have high values ranging between 0.755 and 0.964; it is recommended that the loads be greater than 0.708, indicating

acceptable reliability for the items (Hair, Risher et al., 2019, p. 15) also showed that all constructs had high Cronbach's alpha values ranging between 0.703 to 0.774 This indicates that the items are internally consistent for each construct.(Hair et al., 2019). As for the composite reliability (CR), the results show that all dimensions have high values and are greater than the reference value estimated at 0.70, indicating that the elements associated with each variable are reliable and consistent. Hence, they are acceptable in the study model. (Hair et al., 2019). In addition, all variables have high values of the average variance extracted (AVE), which ranged from 0.627 to 0.814, greater than 0.50, considered the minimum applicable for this criterion according to (Hair et al., 2019)

The data shows that the questionnaire results are consistent with the elements used; the items in this study are valid and reliable, making them suitable for further evaluation of the model's predictive power.

III-1-2- Variance inflation factor:

Table n°03: Variance InflationFactor Results

	VIF
Brand trust -> Purchase intention	1.000
Excitement of BP -> Brand trust	1.280
Sincerity of BP -> Brand trust	1.280

Source: Prepared by the researcher based on SmartPLS 4 outputs.

The variance inflation factor (VIF) is employed to assess the linear independence of the factors comprising the model, providing insights into potential multicollinearity issues. From the table above, we note that all VIF values did not exceed 1.280, which is within the range of optimal values for this measure because they are less than 3 (Hair et al., 2019). The values indicate no linear parallelism between the factors that comprise the model, suggesting that the dimensions associated with each factor differ from those of the other factors. This distinction implies that the factors serve as a good explanation for the model, which indicates the results' reliability.

III-1-3- Discriminant validity:

In this section, we apply the Fornell-Larcker procedure. As shown in Table n° 04, the results indicate support for discriminant validity. Further examination of cross-loading values, as shown in Table n° 05, confirms discriminant validity, as the values exhibit a higher correlation with their respective variables compared to other variables, indicating a good level of discriminant validity. Additionally, the HTMT ratio results in Table n°06 reveal that all correlation values between constructs are below 0.85, suggesting a low correlation and, consequently, supporting discriminant validity. Fig. 2 shows the results of the research model measures outputs.

Table n° 04: Fornell Larker results of discriminant validity

	Brand trust	Excitement of BP	Purchase intention	Sincerity of BP
Brand trust	**0.811**			
Excitement of BP	0.478	**0.866**		
Purchase intention	0.584	0.503	**0.792**	
Sincerity of BP	0.507	0.468	0.603	**0.902**

Source: Prepared by the researcher based on SmartPLS 4 outputs.

Table n° 05:The results of Cross-loadings

	Brand trust	Excitement of BP	Purchase intention	Sincerity of BP
BT_1	**0.773**	0.491	0.506	0.482
BT_2	**0.857**	0.374	0.485	0.361
BT_3	**0.800**	0.255	0.409	0.368
EXCT_BP1	0.211	**0.755**	0.317	0.325
EXCT_BP2	0.521	**0.964**	0.510	0.463
PI_1	0.489	0.479	**0.784**	0.493
PI_2	0.458	0.379	**0.793**	0.493
PI_3	0.436	0.328	**0.798**	0.443
SINC_BP1	0.500	0.480	0.545	**0.923**
SINC_BP2	0.407	0.353	0.545	**0.881**

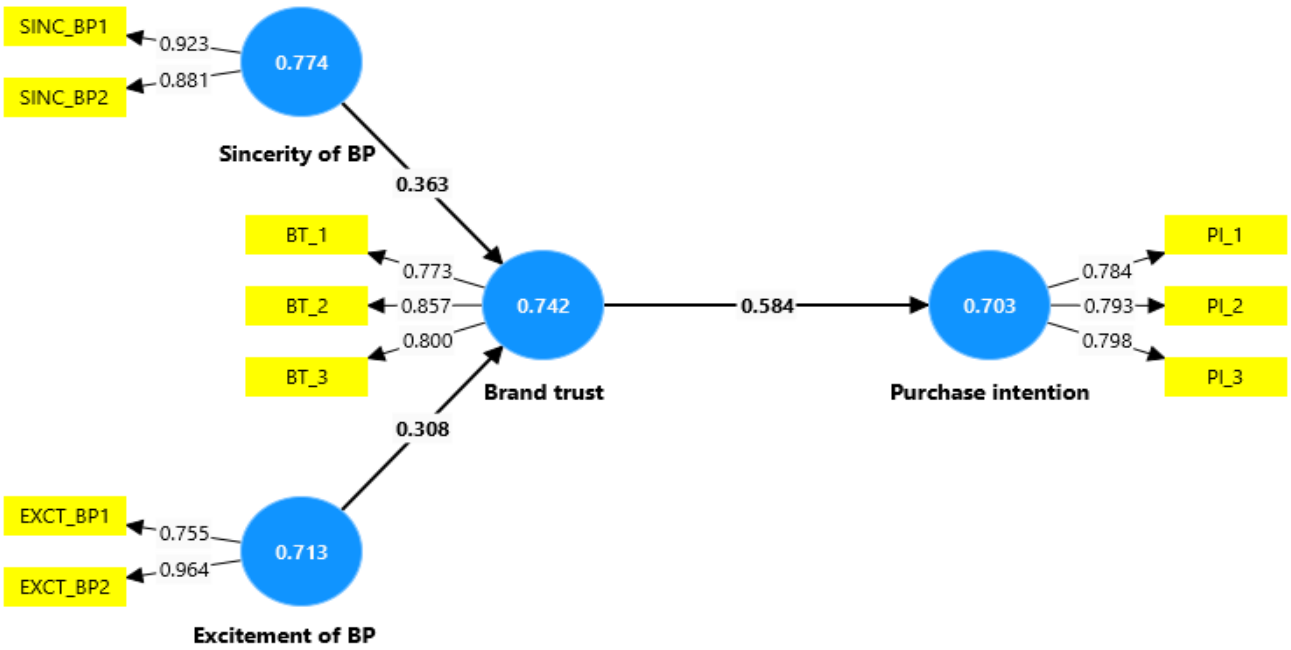
Source: Prepared by the researcher based on SmartPLS 4 outputs.

Table n° 06: Heterotrait-Monotraint Ratio (HTMT) results

	Brand trust	Excitement of BP	Purchase intention	Sincerity of BP
Brand trust				
Excitement of BP	0.545			
Purchase intention	0.793	0.657		
Sincerity of BP	0.650	0.592	0.816	

Source: Prepared by the researcher based on SmartPLS 4 outputs.

Figure n° 01: Measurement model for the study according to the SmartPLS4



Source: Prepared by the researcher based on SmartPLS 4 outputs.

III-2-structural model:

We are using SmartPLS 4 with the standard PLS-SEM algorithm and the bootstrap algorithm, utilizing a bootstrap value 5000. The results are presented in the following table.:

Table n° 07: PLS-SEM Results for Path Coefficients and Significance

Hypothesis		Original sample (O)	T statistics (|O/STDEV|)	P values	Effect	Results	R^2 value
H1	Excitement ->BT	0.308	3.703	0.000	direct	supported	**0.331**
H2	Sincerity ->BT	0.363	3.662	0.000	direct	supported	
H3	BT ->PI	0.584	6.989	0.000	direct	supported	**0.341**
H4	Excitement -> BT -> PI	0.180	3.172	0.002	indirect	Supported	
H5	Sincerity -> BT -> PI	0.212	2.678	0.007	indirect	supported	

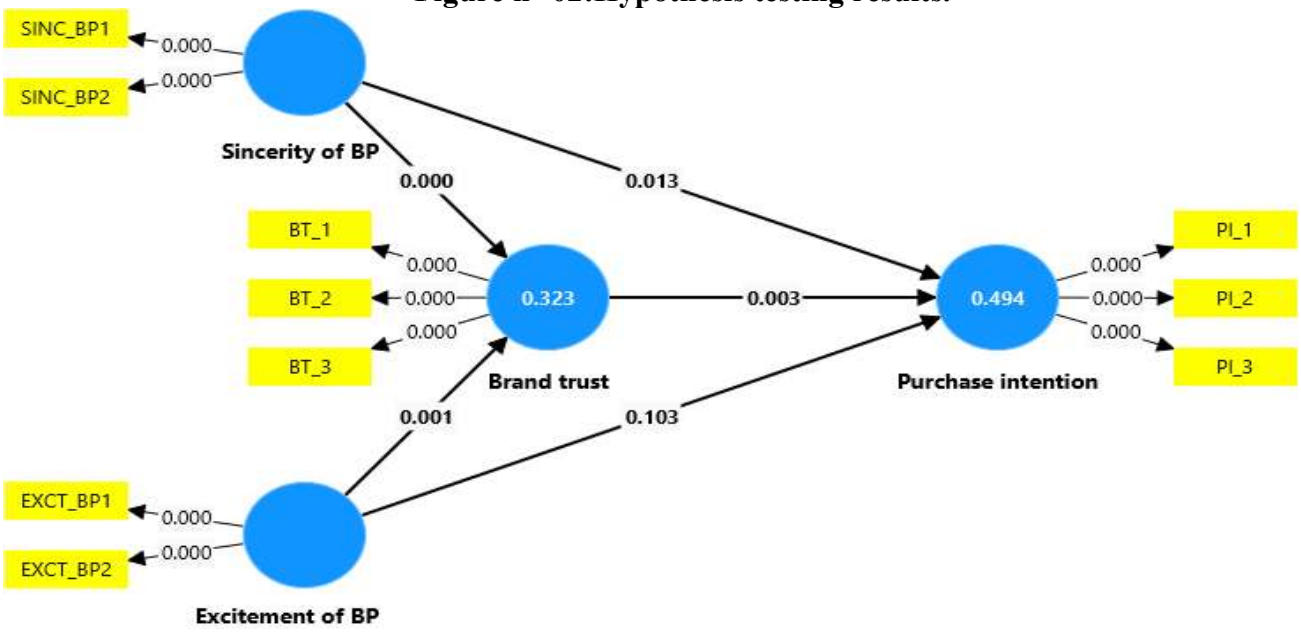
Source: Prepared by the researcher based on SmartPLS 4 outputs.

Evaluating the R^2 values, as shown in Table 07, indicates that the dimensions of BP explain approximately 33% of the variance, while BT accounts for around 34.1% of purchase intention. These results are generally considered acceptable.

The same table also illustrates that sincerity, as a dimension of BP, exhibits a positive relationship with BT ($\beta = 0.308$, $t = 3.703$, $p \leq 0.050$). This finding supports the first hypothesis, confirming that the sincerity of BP positively influences BT. Similarly, the path coefficient between excitement and BT is also positive and statistically significant ($\beta = 0.363$, $t = 3.662$, $p \leq 0.050$), further supporting the second hypothesis, which asserts that excitement of BP positively affects BT. Additionally, the results reveal a positive correlation between BT and PI, with a significance level of 0.000, below the threshold of 0.05($\beta = 0.584$, $t = 6.989$, $p \leq 0.050$). This leads us to accept the third hypothesis, indicating that BT positively affects PI.

The data presented in the table above clearly shows that BT acts as a mediator, influencing the relationship between BP excitement and PI-related outcomes as we found that ($\beta = 0.180$, $t = 3.172$, $p \geq 0.050$), this indicates that BT plays a vital role in how BP excitement affects PI and mediates the interaction between these two elements. Thus, the fourth hypothesis is confirmed. Furthermore, we found that the sincerity dimension of a brand's personality also mediates this relationship, with a coefficient ($\beta = 0.212$, $t = 2.678$, $p \geq 0.050$). This confirms the validity of the fifth hypothesis as well.

Figure n° 02:Hypothesis testing results.



Source: Primary data analysis output.

-Discussion:

The relationship between sincerity and excitement of BP and its impact on BT has been examined from various angles. (Louis & Lombart, 2010)Introduce a model that clarifies how BP affects BT. Similarly, (Sung & Kim, 2010)Drawing on the BT and influence model, we demonstrate that the traits of BP play a significant role in shaping consumer influence and BT.

The findings substantiate earlier research that shows a significant positive relationship between BP and BT, affecting PI. The results emphasize the mediating role of trust, suggesting that BP influences PI indirectly. Consequently, all hypotheses were supported.

The results indicate that BP positively impacts consumers' trust in a brand. This finding aligns with previous studies suggesting that personality traits can predict BT(Fallahi & Nameghi, 2013; Susiati, 2022). When a brand's personality traits are consistent with a consumer's personality, it allows them to express themselves, maximizing satisfaction and ultimately increasing trust in the brand.(Japutra & Molinillo, 2019; Villagra et al., 2021). Furthermore, this alignment enhances consumers' trust, attachment, and commitment to the brand, which helps managers cultivate lasting relationships with their target audience.(Louis & Lombart, 2010). Positive brand equity can boost perceived value and BT.(Kang & Sharma, 2012)

In more detail, brands with sincere and engaging personalities are likely to foster higher levels of trust. This proposal is supported by the study conducted by (Sung & Kim, 2010), which indicates that sincere personalities positively influence BT. Additionally, the findings from (Rampl & Kenning, 2014)Suggests that sincere and engaging personality traits are among the most influential factors affecting BT.

This study compellingly illustrates that brand trust plays a crucial mediating role in the relationship between the sincerity of BP and PI. Additionally, it indicates that the excitement of BP influences PI indirectly. These findings align with the research conducted by (Fallahi & Nameghi, 2013; Mabkhot et al., 2017).

Conclusion

The findings suggest that brand personality is a vital factor influencing consumers' preferences and purchasing decisions in the smartphone market. The sincerity and excitement of brand personality contribute to establishing a positive mental image among consumers. This favorable perception enhances their emotional connection to the brand and motivates them to consider purchasing its products seriously. When faced with limited knowledge about a product, consumers often turn to brand personality as a benchmark for quality, guiding their purchase intentions.

According to this study, brand personality plays a vital role as a predictor of purchase intention, aligning with earlier research that demonstrates brand personality impacts purchase intention. This emphasizes its importance for consumers and products.(Chang et al., 2008; Vahdati & Nejad, 2016).

Consumers are significantly more inclined to purchase when they have strong confidence in a particular brand. This trend is especially pronounced in the smartphone sector, where buying decisions involve considerable financial investments. In an industry characterized by intense competition, the level of trust and assurance that consumers feel can heavily influence their choices. Brands that successfully build and maintain this confidence level are often rewarded with increased sales and customer loyalty, as consumers are more willing to invest their hard-earned money into products from brands they trust and believe in.

Smartphone manufacturers should prioritize developing and strengthening their brand personalities to build consumer trust. This can be achieved through consistent communication and a commitment to high-quality products and reliable services. Companies can create effective marketing strategies that boost purchase intentions and foster brand loyalty.

Theoretical implications:

This study makes a notable contribution to academic research by exploring the impact of brand personality traits on consumer behavior in detail. It highlights the direct effects of sincerity and excitement on consumers' decision-making. By concentrating on these specific traits, the research reveals how they influence consumer attitudes toward brands. This enhanced understanding clarifies the factors that drive consumer choices and offers valuable insights for marketers aiming to strengthen their relationships with target audiences. In summary, the results emphasize the significance of considering brand personality when examining consumer behavior and formulating marketing strategies.

Furthermore, emphasizing trust as a mediating factor between brand personality and purchase decisions adds a new dimension to our theoretical understanding. It underscores the importance of consumers' emotional and cognitive relationships with brands and how these relationships can significantly impact their purchase intentions. This research, therefore, offers valuable insights into the complex dynamics between brand personality, trust, and consumer decision-making.

Practical implications

This study provides actionable insights for brands, underscoring the significance of developing a strong and trustworthy brand personality to build consumer trust, which is crucial in influencing purchase decisions. By focusing on specific personality traits that resonate with consumers—such as reliability, excitement, sincerity, and competence—brands can create a distinct image that appeals to their target audience. These findings highlight the need for companies to prioritize cultivating a brand personality that aligns with consumer values and fosters an emotional connection, encouraging loyalty and repeat purchases.

Through this guidance, companies can craft more effective marketing strategies and tailored messages highlighting these prioritized traits, making the brand more relatable and memorable. By conveying a consistent and authentic personality across all consumer touchpoints—such as advertising, social media, customer service, and product design—brands can reinforce their reliability and enhance consumer trust. This is especially valuable in the smartphone industry, where high competition demands a distinct and attractive brand image to capture consumer attention. Building a trustworthy and robust brand personality allows companies to compete better, improve brand loyalty, and stand out in a crowded market, ultimately increasing market share and consumer loyalty.

Limitations and suggestions for future research:

This study focused on the Algerian smartphone market, explicitly examining personality traits and brand trust. However, other important variables, such as price, features, and social influence, may have been overlooked, potentially distorting the purchase intention prediction.

Moreover, sample size and demographic representation can significantly affect the accuracy and reliability of results, especially if the sample lacks diversity or is not sufficiently representative of the Algerian population as a whole. In addition, the study was conducted within an unplanned time frame, raising the possibility that time-sensitive events or seasonal changes could significantly influence consumer behavior and purchase intentions.

For future research, various aspects could be explored such as incorporating seasonal trends to help understand how different times of the year affect consumer decisions, and exploring external factors, such as economic conditions, media influence, and technological advances, could provide a deeper understanding of the broader contextual factors that influence consumer decisions.

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