

PERSONALITY DIMENSIONS OF MOBILE PHONE BRANDS AND THEIR IMPACT ON THE BRAND EQUITY- STUDY OF ALBANIAN CONSUMERS

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Abstract

The power of a brand lies within the mindset of existing or potential customers and through what they have experienced directly or indirectly with the particular brand over a period of time. Brand relationships are not only the main aspects related to brand equity but also are key aspects of the buying process as well as indicators of brand loyalty. One way for creating relationship between brand and consumer is to create brand personality more attractive, this means the combination of human characteristics to the brand to make so much more attractive brand for the consumer. All of this happens because personality is seen as a set of traits such as kindness, friendship and responsibility, which make a person unique and distinctive. Creating a strong emotional relationship with the brand is one of the main goals of companies around the world today. One way to accomplish this is to link the brand personality with the consumer himself. The key question of this process is if brand personality should be related to actual customer himself or ideal self of customer. In psychology emotional connection means an emotion caused by a connection between a person and a specific object. In marketing this concept is treated as an emotional connection that people build and maintain with brands. So emotional connections between consumer and brand reflect specific feelings toward the brand. These feelings include: attraction, passion and customer connections to the brand. The level of customer involvement in this relationship and in this feeling depends on consumer perception of the brand as well as the importance to the consumer that the product has. Brand personality or putting human characteristics to a brand is a way to differentiate the brand from competitors. In various studies clearly appears that the customer builds natural relationship with brands. Customers often provide settings for brands such as: honest, cheerful, charming, aggressive etc. The purpose of this paper is to study the impact of personality dimensions on the brand equity for the mobile-telephone brands included in the study to Albanian consumers. Choosing brands of cellular phones was based on a preliminary test of 20 individuals. Results were obtained for the following brands: iPhone (Apple), Nokia, Blackberry, Samsung Galaxy, as the four most popular brands. Sample was aimed at interviewing people over the age of 18. Thus, the number of valid questionnaires for survey and data analysis were 344 questionnaires.

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