

Relating Brand Personality with Customers' Brand Experience: A Case of Apple Brand in Thailand

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ABSTRACT

This research study aims to examine the relationship between Apple's brand personality and customers' brand experience, which is exhibited through emotional attachment, satisfaction, and consumer loyalty, in Thailand. Participants were 200 Thai consumers, aged between 20 to 36 years old, who were current users of Apple products within the past 6 months. They were each asked to complete a survey questionnaire via online or offline channels. Results in the brand personality section shows that Apple's brand personality is exceptional in terms of the sophistication dimensions. Sophistication dimension received the highest score, in which style is the highest facet. Results from customers' brand experience section showed a relatively high concerning emotional attachment to Apple brand products with high levels of customer satisfaction and consumer loyalty. The relationship between brand personality and brand experience, in terms of emotional attachment, satisfaction, and consumer loyalty, were all positive. This suggests brand personality is likely to have a positive effect on brand experience.

KEYWORDS: Brand personality, Brand experience, Survey, Apple brand, Thailand

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Introduction

The creation of a successful brand demands that a company will consistently offer a product or service, which meets or exceeds customer expectations (Keller, 2003). In today's competitive market, brand equity, which is the commercial value that derives from consumer perception of the brand, plays a large role in a brand's success or failure since it determines many dimensions of consumer behavior. In the modern marketplace, brand equity is created through the differentiation of emotional aspects and experiential aspects of the customers' interaction with the product or service. It is therefore important to acquire a strong understanding of brand personality to ensure that these experiential connections can be exploited effectively. The general definitions of brand personality hold that it encompasses the human characteristics or attributes, which are linked to a particular brand. Azoulay and Kapferer (2003) describe brand personality as the relevant set of human personality characters, which a brand can apply to its own advantage.

The creation of a strong brand through powerful differentiation techniques brings about long-term financial success (Colucci, Montaguti, & Lago, 2008; Madden, Fehle, & Fournier, 2006; Warlop, Ratneshwar, & van Osselaer, 2005). As a consequence of this realization, many companies now focus on the development of brand personality as a means of fostering stronger association between the customers and the brand (Ahmad & Thyagaraj, 2015), while the importance of developing long-term customer relationships has also been recognized and now tends to attract increased levels of funding (Johnson & Selnes, 2004). Ahmad

and Thyagaraj (2015) confirm that it is very helpful for companies to use brand personality as a means of developing consumer attachment to the brand, leading to customer loyalty and the financial advantages that this will bring.

Given the importance of brand experience, marketers are increasingly focusing on this element of brand building. It is vital to understand exactly how experiences can be exploited to market products or services while linking the experience to the brand. A number of studies have focused on the role of marketing in using brand experience for this purpose (Chattopadhyay & Laborie, 2005; Pine & Gilmore, 1999; Schmitt, 1999, 2003; Shaw & Ivens, 2005; Smith & Wheeler, 2002). It has been shown that brand can become a valuable asset in itself, as is the case with Apple. Achieving a strong brand with a loyal customer base is thus a key objective of many companies (Halliday & Kuenzel, 2008). Apple is a very well-known technology company based in the United States. However, as yet there has been little research published providing analysis of the brand loyalty generated by Apple.

A number of studies have found that brand personality can produce advantages for companies in the marketplace through boosting brand loyalty, while the measurement of brand personality has also attracted interest (D. Aaker, 1996; J. Aaker, 1997; Plummer, 2000). However, there has been little research into the mechanisms by which brand personality can lead to brand loyalty, although dimensions of the personality phenomenon has been possible measuring certain through the use of the approach described by J. Aaker (1997). This has been useful

for marketers who wish to better understand the symbolism involved in branding. It is therefore proposed that brand experience and brand personality can be studied on the basis of investigating consumer perceptions of the brand in human terms, since the personality of the brand can help in providing the differentiation from rival products and services. When marketers understand brand personality, they will be better placed to exploit the concept in developing the brand experience to create the desired customer attachment through the connection. While the topic is attracting greater attention in the marketing field, a number of questions remain unaddressed, and so this study seeks to cover certain aspects through the presentation of a case study of branding involving Apple in the context of Thailand and the country's local consumers. It is therefore very crucial for marketers to understand the relationship between Apple's brand personality and brand experience as it can be seen as a long-term investment for businesses. Hence, this research aims to examine the relationship between Apple's brand personality and customers' brand experience.

Brand Personality

Plummer (2000) points out that brands can be divided into three types due to their attributes. First are the brand's physical attributes. Second are the brand's utilitarian characteristics or the aftereffects of adopting a brand. Third is the brand's characterization or brand personality.

According to the theories of animism it is possible for brands to have their own personality since human beings have the need to personify objects to help their

interactions with the intangible world. Consumers' contact with a brand, whether direct or indirect, will help to create perceptions of the brand personality. J. Aaker (1997) defined brand personality as a group of human characteristics associated with a brand, serving as a symbolic self-expression of the consumer associating oneself with a brand. The "five dimensions of brand personality" by J. Aaker (1997) is a model used to describe a brand by creating an analogy with types or personalities of human beings. The five core dimensions consist of sincerity, competence, excitement, sophistication, and ruggedness. Sincerity is defined as being down-to-earth and honest. Excitement is associated with the feeling of newness and being up-to-date, daring, spirited, imaginative, and thinking outside the box. Competence encompasses reliability, intelligence, and success. Sophistication projects the luxurious allure of the upper class and has a certain element of charm. Ruggedness is defined as outdoorsy and tough. Each facet can be measured by the existence of a set of traits, and can be quantified using a five-pointed scale.

Keller (1993) states that brand personality is mainly derived from three sources. The first source is the association which consumers form with a brand. The second is the image a company tries to create, such as using an advertising spokesperson to create a corporate image. The third source is related to the product attributes; for example, product categories and distribution channels. Brand personality is a symbolic and emotional attribute.

The definitions of brand personality from J. Aaker (1997) have been criticized by

Azoulay and Kapferer (2003) who argue that the definition from J. Aaker is too broad and has been perceived as a loose statement. J. Aaker defines brand personality not solely as a facet of brand identity but as a broader construct, so it is possible to combined several of the facets of brand identity. It means mixing personality in itself with other dimensions of brand identity that would be better to keep separate in the theoretical context and practical use. Azoulay and Kapferer recommend that the researcher use a stricter definition of brand personality for more accurate results regarding the concept. Then, they mention brand personality as a series of human personality characters which are both suitable and compatible to brands. Ambroise (2006), Fournier (1998), and Goueron (2006, 2008) define brand personality as all personality traits used to associate with a brand and characterize a person. Geuens et al. (2009) define brand personality as the personality traits expressive of a brand. This study uses J. Aaker's definition of brand personality as a set of human characteristics that are attributed to a brand in order to communicate distinct characteristics to the consumer, distinguishing the brand from others in the market and improving brand equity among targeted specific consumer segments.

As stated by J. Aaker (1997), brand personality can be changed through both direct and indirect associations with the brand. All the types of brand sensory perceptions point to interpretation of the brand personality, including the consumer's interpretations and feelings toward the brand logo, advertising, and other product-related aspects. J. Aaker et

al. (2001) slightly modified the original "five dimensions of brand personality" scale, which was released in 2001 exclusively for a Japanese study in 2007. This new scale takes into account the different local and cultural backgrounds into account, and establishing a new brand personality scale suitable for interpreting the Japanese market. The variables that are going to be considered in this study are emotional attachment, satisfaction, and loyalty. This includes many facets, such as association, relationship, image, self-concept, attitude, trust, affection, self-expressive, perceived quality, product evaluation, preferences toward the brand, positive attitude, differentiate, competitive advantage, positive product assessment, and strong purchase intention.

Emotional attachment is defined as the bond that connects a consumer with a specific brand by involving feelings of affection, passion, and connection. (Bilotti, 2011). Once a consumer is emotionally attached to a brand, they are three times more likely to engage with a brand (Weisler, 2017). They also become less price conscious. In addition, consumers that are emotionally attached to the brand are more receptive to the advertising messages the brand delivers, which increases engagement and sales.

Brand satisfaction, according to He, Li, and Harris (2012), occurs when the performance of a brand meets the expectations of the purchaser. Therefore, brand satisfaction is "an evaluative summary of direct consumption experience, based on the discrepancy between prior expectation and the actual performance perceived after consumption" (Kuenzel & Halliday, 2008). Brand

satisfaction plays an integral role in increasing existing customers' or past customers' loyalty and repurchases intentions.

Brand loyalty refers to pattern of consumer behavior whereby the consumers have built a commitment to a specific brand or product and continue to make repeat purchases over time. Brand loyalty allows brands to build a strong customer base, which is an integral tool in competing with competitors and surpassing them. Loyal customers are less likely to be influenced by the marketing efforts of competitors, and therefore remain with the brand they have already built a connection with little regard to promotional efforts. This creates a high probability that loyal customers will continue using the products and services of a particular company. With a highly loyal customer base, a company can gain several benefits, including increased rate of retention, increased referral rate, increased share of wallet, and even reduced marketing costs.

Consumers, the brand experience, and both direct and indirect contact between consumer and brand form the brand personality traits and frame perceptions of the brand's personality (J. Aaker, 1997; Berry, 2000). Brand personality is acknowledged to carry symbolic values rather than utilitarian functions (Keller, 1993). Brand personality is considered a key inferential-associative concept that describes symbolic expenditure and affective connections between consumers and brands (J. Aaker, 1997; Keller, 2001). Brand personality also presents the consumers' social identity in both creating and maintaining the identity (Fiske, 1989).

Kumar et al. (2006) mention that brand personality plays an important role in the achievement of a brand. It leads customers to perceive the brand personality and develop a strong association with the brand. Brand personality performs an important role in the relationship with the consumer. Studies in consumer behavior examine how brand personality lets consumers show their image (Ferrandi, Merunka, Valette-Florence, & Barnier, 2002). When there is harmony between consumers' recognition of the brand personality and the consumers' self-concept, the feedback is more positive when it comes to forming a positive attitude toward the brand and also a preference for the brand over competing brands. This gains more affection, trust, and brand loyalty in terms of attitude and behavior (Grohmann, 2009). Wang and Yang (2008) state that brand personality has an emphasis on salient brand attributes and is used as a self-expressive cue by consumers. Recent research studies, such as Dodds et al. (1991), Ramaseshan and Tsao (2007), also found the link between a strong and positive brand personality and positive product evaluations, for example in perceived quality. When a consumer's personality and a brand's personality show similarities, it is possible that consumers form a more positive attitude toward the brand (Halliday & Kuenzel, 2010). Brand personality can affect consumer attitudes (Folse, Netemeyer & Burton, 2012), brand affect (Sung & Kim, 2010), and brand preferences, while creating long-term behavioral responses such as brand loyalty (Folse et al., 2012).

Doyle (1990) explains that a successful brand understands how to create a distinct brand personality by facilitating consumers

and developing a strong relationship with the brand, so that consumers can differentiate the brand personality. Consumers then will start to develop a strong bond with the brand. The company can keep a good relationship with customers through brand personality. Brand personality can be seen as the driving force in forming positive attitudes and preferences toward the brand-

Ambroise (2006), Fournier (1998), and Goueron (2006, 2008) mention that brand personality helps to create a better understanding of the development and maintenance of relationships between brands and consumers. Brand personality offers managerial advantages in consumers creating relationships with the brand (Goueron, 2006, 2008) and also explains consumer behavior (Ambroise et al., 2005; Ben Sliman et al., 2005). J. Aaker (1997) and Wang et al. (2009) remark that the most successful brands in the world put their effort into creating a brand personality. Kumar et al. (2006) note that the essential component in creating brand personality is to have clear differentiation in conveying that brand personality. A clear brand personality can reduce the consumers' information search, and help consumers to differentiate the brand from competing brands (de Chernatony, 1999; Jung et al., 2010).

J. Aaker (1997), Moorthi (2010) and Plummer (2000) mention the importance of building brand personality in order to create a competitive advantage and brand loyalty. Many previous studies have proposed that a positive brand personality can result in a positive product assessment and strong purchase intentions (D. Aaker, 1991; J. Aaker, 1997; Ramaseshan &

Tsao, 2007; Wang & Yang, 2008; Wang et al., 2009).

Brand Experience

According to a number of academics and those working in the field, the concept of customer value can be extended beyond the immediate ideas of direct benefits and the functions of the product to be described in terms of brand experience and branding (Schmitt & Rogers, 2008). This idea supports the growing opinion that customers today will focus on much more than simply the attributes of the products or services they purchase, and will focus on the overall purchase experience offered by the brand (Morrison & Crane, 2007).

Emotional Attachment

The cognitive and emotional responses of consumers to a brand can combine to form brand attachment (Park et al., 2006). This attachment can arise when customers believe the brand to be reliable and dependable, and to consistently meet their personal needs (Patwardhan & Balasubramanian, 2011). Brand attachment therefore represents the logical and emotional connection between the brand and the consumer.

It can be further explained that affective commitment is formed in part through emotional attachment of consumers to a particular brand, but also through the way in which that customer is able to identify with the brand (Allen & Meyer, 1990). Attachment has become an interesting topic for marketers, especially in the context of the formation of attachment to brands, which consumers consider to be their favorites (Wallendorf & Arnould, 1988). The role played by attachment in governing consumer behavior has been

widely explored, with the overall findings showing that where customers have formed a strong attachment to a brand, they are more willing to make personal sacrifices to maintain their relationship with the brand (Ball & Tasaki, 1992; Belaid & Behi, 2011; Park et al., 2010; Thomson et al., 2005). Having first formed an emotional connection with the brand, a much stronger affective bond is formed, which will be long-lasting and durable.

Satisfaction

Consumer satisfaction and brand satisfaction are terms often used interchangeably to describe the same concept, which encompasses the way consumers react to the difference between their expectations of a product or service and the actuality of what they receive (Tse & Wilton, 1988). From the cognitive and affective perspectives, consumer satisfaction can be assessed in terms of scope and characteristics. From this viewpoint, scope might allow customer satisfaction to be evaluated from a single consumer experience, or as the cumulative experience gathered over a series of transactions (Parasuraman, Zeithaml, & Berry, 1994). There is also an emotional component to customer satisfaction, with White and Yu (2005) describing it as an affective summary response. In affective terms, satisfaction is created via the evaluation of experiences and will depend upon the mood of the customers as influenced by the product or service (Bloemer & Odekerken-Schroder, 2002).

Other studies have suggested that one useful proxy for satisfaction would be perceived value, since this has also been defined as the customer perception of the benefits derived from the product in the

context of their expectations and the actuality of what was received in comparison with the cost incurred (Zeithaml, 1998). Every subsequent consumption experience can thus lead to changes in customer satisfaction (Oliver, 1999). Meanwhile, satisfaction can also be influenced by the equity factor, which is based on customers' perceptions of fairness, which in this case includes customers' perceptions of whether what is received by others is also fair or deserved (Szymanski & Henard, 2001).

Consumer Loyalty

The notion of brand loyalty according to Oliver (1999) is defined as a profoundly maintained allegiance to repurchase a product or service time after time into the future, creating recurring purchases of the same product or brand over time as a result. Such a commitment holds true even when other circumstances and influences from the market create the possibility of altering purchase behavior. The incorporation of outlook, feelings, and conduct to recurrently buy a brand because of previously positive experience based on the brand's ideal and preferable aspect, price, value, and other favorable characteristics is the description of brand loyalty (Kabiraj & Shanmugan, 2011; Oliver, 1999; Olson & Peter, 2010). Consumer tendency to buy a product of the same brand recurrently, even when there are sufficiently alternative options, is the definition of brand loyalty (D. Aaker, 1996; Kotler & Keller, 2007; Rubinson & Pfeiffer, 2005). Affective commitment is the primary basis for the development of genuine brand loyalty, as proposed by several authors (Amine, 1998; Mattila, 2001; Punniyamorthy & Prasanna, 2007).

Brand loyal buyers have a conviction and a passionate connection in regards to the brand, while recurrent buyers lack a conviction or an enthusiastic connection to the brand; this is unique in relation to unauthentic loyalty (Kabirag & Shanmugan, 2011; Knox & Walker, 2001; Nandan, 2004). When consumers are loyal only because of aspects including price and convenience, it is unauthentic loyalty (Batista-Foguet et al., 2011).

Brand loyalty is identified with the recurrent conduct of buying a particular brand for a period of time (Kumar & Advani, 2005). Newman and Werbel (1973) expressed that brand loyalty should comprise of the buyer's protection from change to different brands. Chen (1998) likewise found that more particular brand identity may bring more grounded loyalty.

Obviously, brand loyalty is significant. Lower overall marketing costs, less need for advertising absent preceding efficacy, and specifying the flow of profit for the firm are possible with brand-loyal consumers (D. Aaker, 1992; Kotler & Keller, 2007). Consumer preservation actions are assisted by brand loyalty (Reichheld & Schefter, 2000) and create opposition for loyal consumers to switch due to competitive strategies (Dick & Basu, 1994). Besides, market share can be enhanced by brand loyalty. For what they perceive as superior quality, brand-loyal consumers are prepared to pay slightly more (Chaudhuri & Holbrook, 2001). Complimentary 'word of mouth' is an additional affirmative effect (Dick & Basu, 1994).

Methodology

This research on relationship between

Apple's brand personality and customers' brand experience was conducted by using a quantitative approach. Survey method is chosen to measure the perception of Thai respondent's toward Apple's brand personality on customers' brand experience. Brand experience will be measured through emotional attachment to brand, satisfaction, and consumer loyalty.

A total of two hundred respondents, comprised of Thai consumers aged between 20-36 years old, who are considered members of Generation Y, living in Bangkok, were asked to participate in this questionnaire survey since they are considered the main target for technological products. The sample were selected by using a purposive sampling method. The screening questions was asked at the beginning of the survey to make sure that each participant had to be current user of Apple brand and had to be Thai. Participants are contacted both in person and via online channels and the surveys consist of online surveys, as well as paper-based surveys, depending on the convenience of the participants. Participants in this group are in the early stages of their careers and have their own incomes, meaning they have high purchasing power as well as a lifestyle dependent on technology, rendering online surveys very convenient and welcomed, compared to paper-based surveys.

Within the research study, four variables consist of brand personality, emotional attachment to brand, satisfaction and consumer loyalty will be employed for the purpose of this study to support the twin aims of reliability and validity using the Cronbach's Alpha method. Cronbach's alpha is the most widely-used method of

determining and measuring internal consistency. This method evaluates the reliability and validity of items by checking that all items positively and strongly enough co-variate with each other. The pre-assumed factors of positive correlation between emotional attachment, satisfaction, and loyalty are considered before this method has been chosen. Brand personality is measured based on the five-pointed Likert scale developed from J. Aaker et al.'s (2001) study in Japan on 36 questions of brand personality, ranging from 5 as strongly agree to 1 as strongly disagree. Emotional attachment to brand is measured based on the five-pointed Likert scale developed from Thomson et al. (2005) on 10 questions of emotional attachment to brand, ranging from 5 as strongly agree to 1 as strongly disagree. Satisfaction is measured based on the five-pointed Likert scale developed from Bikram et al. (2016) on 5 questions of satisfaction, ranging from 5 as strongly agree to 1 as strongly disagree. Consumer loyalty is measured based on the five-pointed Likert scale developed from Bikram et al. (2016) on 5 questions of consumer loyalty, ranging from 5 as strongly agree to 1 as strongly disagree. This measurement scheme was chosen due to its popularity within academic studies and marketing. In addition, the Japanese model is a better fit for this particular study since the Thai consumer market is more similar to the Japanese consumer market, with many of the same Asian values.

After all data have been collected, they are coded and analyzed in the computer in order to do statistical calculation, this includes descriptive statistics and inferential statistics. For descriptive

statistics, it indicates the results in percentages and means. This also includes standard deviations in order to analyze the data related to the samples. In addition, inferential statistic, that is Pearson's Product Moment Correlation, is implemented to further explore and make inferences about the data collected. Relationships among different types of influences and decisions will be run by correlation coefficient. The significance level is set at .05.

Findings

According to all 200 respondents that were collected from the research survey, 55.5% of respondents (111 samples) were female while the largest age group was between 26 and 30 years old, accounting for 58.0% or 116 samples. In terms of educational level, 63.0% of the respondents or 126 samples possessed bachelor's degrees, while 24.5% (49 samples) earned master's degrees. Furthermore, many of the respondents were private company employees (59.0% or 118 samples) while students accounted for 14.5% (29 samples) and government or state enterprise employees accounted for 10.5% (21 samples). In terms of average monthly income, 32.0% of respondents (64 samples) earned between THB20,000 and 30,000 while 26.5% (53 samples) earned between THB30,001 and 40,000. In terms of ownership of Apple products, iPhone was the predominant product owned by most respondents at 93.0% (186 samples) while 45.0% (90 samples) stated they owned an iPad, and 39.0% (78 samples) stated they owned a MacBook.

Brand Personality and Brand Experience

In this research, brand personality is assessed using questions to determine

respondents' views in terms of the Apple brand and its products as gauged using a five-pointed, Likert scale. For the purposes of this study, a score of 5 on the scale indicates strongly agree while a score of 1 indicates strongly disagree. Regarding their degree of approval with 36 statements summarized from 5 dimensions based on the scale from 1 to 5, the participants surveyed. Generally, participants expressed

a relatively high degree of approval as evidenced by a mean score of 3.63. Sophistication and its underlying facets received the highest mean score at 3.98. Subsequently, decreasing scores were received by competence, excitement, sincerity, and peacefulness dimensions, which had mean scores of 3.95, 3.70, 3.35, and 2.77, respectively (see Table 1).

Table 1: Apple's Brand Personality

Apple's Brand Personality	<i>M</i>	<i>SD</i>
Excitement (Cronbach's Alpha =.82)	3.70	0.53
Talkativeness	3.06	0.77
1. Talkative	3.21	1.00
2. Funny	2.66	0.92
3. Optimistic	3.30	0.97
Freedom	3.90	0.72
4. Positive	3.32	1.00
5. Contemporary	4.35	0.89
6. Free	4.02	0.98
Happiness	3.97	0.72
7. Friendly	3.85	0.94
8. Happy	3.95	0.91
9. Likeable	4.13	0.85
Energy	3.87	0.60
10. Youthful	3.43	0.92
11. Energetic	4.11	0.79
12. Spirited	4.07	0.76
Competence (Cronbach's Alpha =.88)	3.95	0.61
Responsibility	4.09	0.73
13. Consistent	4.01	0.83
14. Responsible	4.03	0.78
15. Reliable	4.25	0.80
Determination	4.15	0.66
16. Dignified	4.34	0.76
17. Determined	3.98	0.80
18. Confident	4.13	0.77
Patience	3.62	0.79
19. Patient	3.55	1.01
20. Tenacious	3.61	0.98
21. Masculine	3.69	0.98
Peacefulness (Cronbach's Alpha =.55)	2.77	0.63
Mindness	3.24	0.72
22. Shy	2.65	1.80
23. Mild mannered	3.48	0.79
24. Peaceful	3.60	0.90
Naivety	2.31	0.90
25. Naive	2.36	0.95

Apple's Brand Personality	<i>M</i>	<i>SD</i>
26. Dependent	2.29	1.03
27. Childlike	2.29	1.01
Sincerity (Cronbach's Alpha =.31)	3.35	0.61
Warmth	3.35	0.61
28. Warm	3.05	1.04
29. Thoughtful	3.70	0.81
30. Kind	3.30	0.95
Sophistication (Cronbach's Alpha =.57)	3.98	0.44
Elegance	3.62	0.57
31. Elegant	4.10	0.76
32. Smooth	3.95	0.73
33. Romantic	2.80	0.93
Style	4.35	0.59
34. Stylish	4.50	0.62
35. Sophisticated	4.22	0.72
36. Extravagant	4.34	0.90
Total	3.63	0.34

Note: Likert scales score 5 as the highest rank and 1 is the lowest.
Cronbach's Alpha = .82

Emotional attachment, satisfaction, and consumer loyalty are contained in the brand experience portion of this study, which were assessed using the same five-pointed, Likert scale, as used previously for other aspects of this study.

In terms of emotional attachment part, 10 statements were given to participants to rate in regarding to their degree of concurrence. Generally, the surveyed participants expressed their consent and agreement with the statements provided, as evidenced by the mean score of 3.70. The

highest mean score (4.10) was received by the statement on passionate. This was followed by affectionate ($M = 4.01$), delighted ($M = 3.89$), attached ($M = 3.77$) and bonded ($M = 3.74$), respectively. Slightly less degrees of concurrence and agreement were received by the statements concerning friendly ($M = 3.58$), loved ($M = 3.51$), connected ($M = 3.47$), peaceful ($M = 3.46$) and captured ($M = 3.45$), respectively, which indicates that respondents had varying opinions and levels of agreement (see Table 2).

Table 2: Emotional Attachment with Apple Brand

Emotional Attachment	<i>M</i>	<i>SD</i>
Affectionate	4.01	0.92
Friendly	3.58	1.05
Loved	3.51	1.02
Peaceful	3.46	0.91
Passionate	4.10	0.83
Delighted	3.89	0.88
Captured	3.45	1.00
Connected	3.47	1.08

Emotional Attachment	M	SD
Bonded	3.74	0.94
Attached	3.77	0.99
Total	3.70	0.67

Note: Likert scales score 5 as the highest rank and 1 is the lowest.
Cronbach's Alpha = .88

In terms of satisfaction, the surveyed participants were provided with five statements and asked to rate their level of concurrence. Generally, the surveyed participants expressed agreement with the statements provided as evidenced by the mean score of 4.14. The highest mean score was received by the statement concerning being satisfied with the Apple brand and its performance (4.28) while being happy with what they did received a

means score of 4.22. Feeling good about their choice of the Apple brand products gained a mean score of 4.19 while making the choice to purchase Apple brand over existing competitor brands if it could be done over again received a mean score of 4.09. Finally, participants believing their choice of Apple brand products was prudent received a mean score of 3.94 (see Table 3).

Table 3: Satisfaction with Apple Brand

Satisfaction	M	SD
I am satisfied with the Apple brand and its performance	4.28	0.70
If I could do it again, I would buy an Apple brand	4.09	0.82
My choice to buy Apple brand has been a wise one	3.94	0.87
I feel good about my decision to get Apple brand	4.19	0.76
I am happy with what I did with Apple brand	4.22	0.72
Total	4.14	0.64

Note: Likert scales score 5 as the highest rank and 1 is the lowest.
Cronbach's Alpha = .88

Regarding consumer loyalty, the surveyed participants were provided with five statements and asked to rate their degree of approval or agreement with them. Generally, the surveyed participants expressed agreement with the statements provided as evidenced by the mean score of 3.82. Repurchasing Apple brand products received the highest mean score at 4.33 while making Apple brand the first

choice received a mean score of 3.97. Suggesting Apple brand products to others received a mean score of 3.70 while possessing loyalty to Apple brand products in the future received a mean score of 3.65. Finally, the statement concerning not considering similar or comparable brands when Apple brand products are obtainable received a mean score of 3.48 (see Table 4).

Table 4: Consumer Loyalty with Apple Brand

Consumer Loyalty	<i>M</i>	<i>SD</i>
I will buy this brand again	4.33	0.86
This brand will be my first choice	3.97	0.89
I will not buy another brand if this brand is available in the market	3.48	1.04
I will recommend this brand to others	3.70	0.86
In future I will be loyal to this brand	3.65	0.92
Total	3.82	0.74

Note: Likert scales score 5 as the highest rank and 1 is the lowest.
Cronbach's Alpha = .87

The Apple's brand personality and emotional attachment shows a correlation coefficient of .32. Next, Apple's brand personality and satisfaction *r* shows a correlation coefficient of .43. Finally,

Apple's brand personality and consumer loyalty shows a correlation coefficient of .35. All three aspects, therefore, have substantial positive relationships with the brand personality (see Table 5).

Table 5: Correlation Analysis

Relationship between...	<i>r</i>	<i>p</i>
Apple's brand personality and emotional attachment	.32	.00
Apple's brand personality and satisfaction	.43	.00
Apple's brand personality and consumer loyalty	.35	.00

In summary, a significant role in consumers' experiences with a brand is played by brand personality, which generates emotional links to the brand as well as satisfaction. Further, it fosters a degree of loyalty and preference to a certain brand.

Discussion

An assessment of the results from data collection and appraisal of whether the findings are similar to the findings of previous research and scholars are described in this section. This section also offers clarification of the data analysis, with the findings given in context with literature deemed related to the current

research. The aim of the current study was to identify the existence of a link between brand personality and customers' brand experience. Such a relationship would generate an experience that could bond consumers with certain brands, thereby instilling a sense of emotional attachment, satisfaction, and consumer loyalty.

Brand Personality

Apple's brand personality is exceptional in terms of the sophistication and competence dimensions (that is, elegance, style, responsibility, determination, and patience facets), as identified by the results in this study. Such dimensions offer insight concerning how consumers wish to be

viewed and also references that brand personality is an aspect of brand image, as stated by the results from Plummer (2000).

According to the results mentioned earlier, sophistication dimension received the highest score, in which style is highest facet, followed by competence dimension with determination as the highest facet. As the Authentic Marketing Solutions (2017) mentions that Apple literally personified its brand for the consumers and consumers' affection with it, Apple famously defined its brand personality in series of memorable advertising. One of the famous advertising showing Mac as a person comparing to a personal computer. The Mac person is young, hip, and likeable while the personal computer is stuffy, rude, and generally unappealing. Besides being clever and funny, this advertising was effective because it reflected the shared experiences of consumers at the time. Brand personality is strongest when it reflects with consumers. With the sophistication dimension, the brand portrays a sense of aspirational luxury. The sophistication factor is often associating with upper class style. Although 93.0% of respondents owned an iPhone, there is still an unrealistic perception that iPhone users are a rare and exceptional group, which shows how effective the branding and marketing of the company has been. The desire for consumers to attain a certain level of sophistication also allows the company to continually create newer models with higher price points, which also helps to perpetuate the dimension of sophistication among existing customers.

Walter (2016) noted that Apple products have a distinctive, clean, friendly and fun design. Based on the 2017 Interbrand

report, Apple is one of the most valuable companies in the world today. One of the reasons for this is the simple product design that sets themselves apart from other competitors. The simplicity embedded onto Apple products not only describe its physical design, but its reaches further down into the core concept of the product, as evidenced by Steve Jobs' core value which is "to make something simple, to truly understand the underlying challenges and come up with elegant solutions." As the headlines of Apple's first marketing brochure proclaimed in 1977, "simplicity is the ultimate sophistication." Sophisticated brand personalities, brand images and customer loyalty program substantially contributed to the prediction of brand loyalty (Magdalena, Veronika, Miriam, Martin, & Maihlias, 2009). The results of this study suggest that Apple has done a good job of promoting these characteristics to their target market. Brand personality matters to consumers and directly impacts sales, loyalty and direct product comparisons. In trying to appreciate consumers' brand choices, brand personality is a vital aspect. Consumers are able to differentiate between brands with similar product attributes, so brands must possess a distinctive personality in order to have success. Presenting their characteristics to others, projecting their social status and enhancing their perceived identity are the motivations behind why consumers choose certain brands. Further, determining the personality of a brand is done through its primary characteristics. This type of characterization can distinguish a brand from its competition, just like people do with each other (Lannon, 1993).

Brand Experience

Brand experience is conceptualized as cognitions, feelings, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments (Brakus et. al, 2009). Brand experience consists of both indirect experience and direct experience. Indirect brand experiences are derived from brand personality associations. This can be cemented through marketing campaigns, advertisements, etc. Apple's advertisements and products have established the company worldwide as a “simplistic brand,” with minimalist designs from the box, the products, to even the user interface (Tailoredmarketing, 2018). In terms of indirect brand experience, Apple is a master of creating intrigue and excitement for its new product launches. For every new gadget, the company launches an annual highly anticipated keynote that reveals the next generation of products and technology. This creates high curiosity, excitement and demand for the products even before they hit the shelves.

As for the direct experience, Apple offers seamless usage of all of their devices together, linking them with several software and services, such as iTunes, iCloud, and backup and sharing services. The design of the user interface is aimed at creating clarity, deference, and depth. The quality of visuals is highly emphasized. When it comes to applications on their mobile devices, Apple emphasizes consistency across all applications by allowing application producers to utilize a set of provided interface elements and styles, as well as uniform terminology. This has differentiated the usage of Apple devices from Android or Windows-run devices that have more freedom in design

and user interface adaptation (Apple, 2019). Finally, the iOS provides a great platform for feedback in response to every user action. In addition, progress indicators communicate the status of long-running operations, and animation and sound help clarify the results of actions. Overall, the deliberate design of the softwares and user interfaces allows for a seamless and unique experience that would require a user to adapt if they chose to switch to other operating systems (Apple, 2019).

Brand experience will be discussed below in terms of emotional attachment, satisfaction, and consumer loyalty. Thai consumers showed a relatively high level of agreement with statements given in this study concerning emotional attachment to Apple brand products, as evidenced by the highest score for the statements concerning passionate, followed by affectionate, delighted, attached and bonded scoring increasingly lower.

In the age where brands have similar features, it is important for company to focus on the consumer's **emotional attachment**. A consistent brand concept is how consumers will remember what the brand stands for among the competitors. One of the way Apple has achieved this is through their first launch multi-colored Apple logo. This also goes with their corporate advertising campaign such as the 1984 campaigns called “Big Brother,” “Lemmings” and the most recent campaign, “Think Different.” The “Think Different” campaign tells consumers to be different in what they do and go against by buying an Apple (Belk & Tumbat, 2005). Nikki (2016) mentions Apple always creates an emotional connection with its customers.

Shayna (2017) mentions that emotional branding is creating an emotional connection with one company that separates it from the competitors which can create brand loyalty overtime. Apple is a perfect example of a company that utilizes emotions to create a connection with consumers. Apple's branding strategy uses simplicity, a clean design and most importantly a desire to become part of a lifestyle movement. Apple recognizes that consumers are social animals and want to become part of a revolution of the newest cutting edge technology and be a part of something important. Instead of sending out normal text press releases, Apple creates events to make announcement of new Apple products, fostering a sense of mystery and allowing Apple users to feel a part of something big and important. Apple does a brilliant job at appealing to human needs. Brand attachment can be created by the merging the cognitive and emotional responses of consumers to a brand (Park et al., 2006). When consumers think a brand is consistent and dependable, regularly meeting their individual needs, an attachment will usually arise (Patwardhan & Balasubramanian, 2011). As found in the results of the current study, most consumers expressed their perceived reliability in Apple brand products.

New Apple products in Thailand are launched around 1-3 weeks later than in the U.S., which creates high anticipation and pre-launch excitement. Thai customers have access to first rate detailed reviews before they can purchase the item. On its launching date, customers often queue up hours in advance before the mall or the store even open its doors. The hardships that predate the acquisition of a new Apple gadget causes the brain to release

dopamine, which promotes emotional connection (Lewis, 2014).

According to Lewis (2014), a brand or store has a neurological connection with its customers. In Thailand, Apple opened its first and only brick and mortar store, its flagship store at a riverside luxury shopping complex called Iconsiam. It has then quickly become one of the most photographed spots in the city as local customers flock to Instagram themselves standing in front of the iconic large glass cube facade garnished with a gray apple, reminiscent of its New York flagship store. Emotional connection is created in this case by the "ineffable Apple look," as customers approach the store visit as they would a visit to the home of a good friend or a locale that brings pride to the district.

Like in many countries, the Apple store is staffed by "Geniuses" that are happy and willing to address any concerns or questions customers may have. The direct marketing of the company also promotes the brand as a lifestyle, rather than products or services. This allows for a building of a community. All these activities, from product design and packaging, to the staff, to the community create neurological connectivity between the consumer and the brand.

Next, Thai consumers of Apple products had a relatively high level of **satisfaction** with Apple products. Apple product performance gained the highest score while respondents were generally happy with their purchased Apple products and felt that their decision to purchase Apple brand products was a good one. A slightly lower score was gained for respondents who would purchase Apple brand instead

of a previously purchased competing brand if they could do it again. □ The American Customer Satisfaction Index (2016, 2017) showed Apple takes the top spot in the personal computers category for the 10th year consecutively, higher than the industry average. The American Customer Satisfaction included tablets in its personal computer category that mean the score reflect both Mac and iPad. Factors feeding into the scores included customer expectations, perceived quality, perceived value, customer complaint incidents and customer loyalty. The iPhone took the top slot in the JD Power customer satisfaction survey for the ninth consecutive time. Apple prides itself on achieving impressive customer satisfaction scores every year (Ben, 2016). Apple noted that its focus is to increase customer satisfaction and customer retention. In 2016, Apple experiences a high switch rate from Android users to the iPhone. At that time Apple stated that users switched to the iPhone from other operating systems for example Microsoft and BlackBerry. In early 2017, research survey recorded high customer satisfaction rate for the iPhone (Adam, 2017). Satisfaction is created via the evaluation of experiences and will depend upon the attitude of the customers as influenced by the product or service (Bloemer & Odekerken-Schroder, 2002). The result also consistent with the study of Oliver (1997) and Reicheld (1996) where they stated that consumers will develop memories that cause satisfaction and loyalty so long as the experience is enjoyable after having been shown various brand experiences (Oliver, 1997; Reicheld, 1996), which offers support for the results in this study.

Then, Thai consumers of Apple products

had a relatively high level of agreement in terms of **loyalty** to Apple product, as evidenced that respondents intending to buy Apple products again in the future gained the highest score. Followed by Apple products being the first choice, respondents suggesting the Apple brand to others, loyalty to the Apple brand in the future and respondents not purchasing other brands' products if comparable Apple products are available.

These findings are consistent with Halliday and Kuenzel (2010) who found brand identification has a positive on brand loyalty. This also consistent with the findings from Algesheimer et al. (2005) that consumers are more loyal when they feel connect and become part of the brand. According to Halliday and Kuenzel (2008), by owning certain brands confirms a consumer's sense of identity. Hoomburg, Wieske, and Levy (2009) found that companies who have strong brand identities will have consumers that are willing to pay more such as the case with Apple brand. Even Apple brand has higher price compared to others brands with the same products, consumer is still willing to pay for it. Apple has the highest brand loyalty comparing to its competitors (Andu, 2013). This is because Apple sells radiates, fun, excitement and sense of style products. It sells imagination, lifestyle, passion, innovation, aspirations and power to the people which is the reason that Apple can get a large market and seized millions of minds of the consumers. The more consumers know a brand and its features, the more influential their word-of-mouth advertising and brand loyalty will be, as found by Kim et al. (2001). The significance of creating an effective brand personality to gain advantages over

competitors and foster brand loyalty was mentioned by Moorthi (2010). Brand loyalty is sure to result from having a constructive or positive experience with a brand, which will also result in recurrent purchases, word-of-mouth advertising for that brand, and less likelihood that consumers will purchase competing brands of similar products over the preferred brand (Chaudhuri & Holbrook, 2001). With a positive brand experience, a brand can generate an emotional link with its consumers, which will encourage consumer loyalty (Gentile et al., 2007).

Relationship between Brand Personality and Brand Experience

The relationship between brand personality and brand experience, in terms of emotional attachment, satisfaction, and consumer loyalty, were all positive. This suggests brand personality is likely to have a positive effect on brand experience. For Apple, the strongest brand personalities are determination, responsibility, and sophistication, with emphasis on the dignified, reliable, and elegance facets. First, Apple's brand personality and emotional attachment showed significant correlations which indicate that a modification in the Apple brand personality variable will have a positive influence on emotional attachment. This suggests brand personality is likely to have a positive effect on emotional attachment. Louis and Lombart (2010) mention that brand personality can influence perceived brand quality, attitude toward the brand, brand trust, future buying intentions, and attachment and commitment to a brand. Communications play an important role in creating and maintaining brand identity and brand personality (Fawcett, 1993). Consumers memorize a brand and its

brand personality, as stated by Govers and Schoormans (2005). One of the primary motivators of a brand's identity is brand personality, which is often symbolic and identified as being a strong and affirmative inspiration on brand loyalty (Azoulay & Kapferer, 2003; Lin, 2010; Plummer, 2000). Kapferer (2008) also mentions that brand personality is an important fundamental in the brand identity prism.

Therefore, firms must have an effective communication strategy to tell their consumers what the brand stands for. Brand identity affects the building of a relationship between the brand and the consumer. When the brand personality seems attractive in the consumers' eyes the brand identity is formed. Brand identification that is developed and maintained through brand personality will help consumers consider the brand as a part of themselves. All efforts must remain consistent, so the consumer will not become confused. Brand personality is not created easily, but once it is created, the effects are great (Kim et al. 2001) Practical implications include, but are not limited to differentiating the brand from its competitors in the eyes of the consumer, improved brand awareness among the general public, as well as increased loyalty, and therefore sales among preexisting and new customers.

Second, Apple's brand personality and satisfaction showed a relatively positive relationship. A modification in variables concerning Apple's brand personality will influence the satisfaction aspect, as evidenced by this apparent relationship. This suggests brand personality is likely to have a positive effect on satisfaction. In terms of satisfaction, consumers tend to

agree that they would purchase Apple brand products over other brands and would choose to make Apple their first choice if they had to do it over again. Belk (1988) found that brand personality was an important factor in distinguishing as well as developing long lasting brand equity, and the current results correlate with that conclusion. Brand personality is vital to brand success in terms of inclination and selection, as suggested by Batra et al. (1993). Customer satisfaction contains an emotional factor that could be explained as an emotional summary reaction, as found by White and Yu (2005). On the other hand, general satisfaction involves the collective evaluation of all product or service features over time, which is used to afford a more comprehensive assessment (Hellier, Geursen, Carr & Rickard, 2003).

Next, Apple's brand personality and consumer loyalty also showed significant correlations which indicate that a modification in the Apple brand personality variable will have positive influences on consumer loyalty. Brand personality is significant for the overall success of a brand, as stated by Kumar et al. (2006). When consumers can identify a brand's personality, it can create a robust connection between the brand and consumer. As such, it is apparent that brand personality has the ability to influence consumers' opinions (Folse, Netemeyer, & Burton, 2012) and their preferences for brands in addition to generating lasting social reactions including loyalty (Folse et al., 2012). Brand personality has a positive significant effect on brand loyalty, which was supported and brand personality can lead to consumer loyalty. Because many brands, especially technology brands, have

similar features, it becomes more important to concentrate on emotional issues to clearly differentiate the company from others. This is where the investment in brand personality makes a difference. Thus, marketers should realize that brand experience is a primary asset used to link brands with consumers (Shaw & Ivens, 2005). Brands that become the first or preferred choice for consumers can gain a competitive advantage in the market and develop brand loyalty. Employing J. Aaker's (1997) five brand personality dimensions for the significant statistical results that specify effects on brand impact and brand trust means the degree of brand loyalty will effectively rise, as stated by Jung et al. (2010).

Lastly, brands that have a sophisticated personality affect its consumer loyalty. Brand personality is a significant element for generating loyalty in consumers, as suggested by Lin (2010). It has also been determined that affective attachment with a brand by consumers serves as a significant indicator of reaching the preferred level of satisfaction and consumer loyalty. Basically, emotional attachment with a brand by consumers has an effect on their level of satisfaction, as shown by the results. Further, it has been determined that consumers who have an enthusiastic and affective attachment to a brand also tend to be loyal to that brand. The aspects of excitement, peacefulness, sincerity, sophistication and competence dimensions have a significant and positive impact on affection and passion emotional attachment with a brand, as obviously indicated through emotional attachment to a brand. Consumer satisfaction is also impacted by the sophistication and competence brand personality traits. The

findings in the current study correlate with the results gained by Orth et al. (2010), who suggested that numerous dimensions of brand personality connect positively with emotional attachment.

The overall findings, showing that consumers typically formed a strong attachment to a brand and were more willing to make personal sacrifices to sustain their association with a brand, have been examined and researched extensively in terms of its role as an element for finessing attitudes and opinions among consumers (Ball & Tasaki, 1992; Belaid & Behi, 2011; Park et al., 2010; Thomson et al., 2005) For example, the results demonstrate that loyal consumers of Apple brand products will not consider purchasing competing products if Apple products can be purchased.

When an initial link has been made with a brand, an increasingly robust link can be developed leading to resilient long-term loyalty. Since the strength of the emotional bond affects the level of customer satisfaction resulting from contact with the brand, this is important (Belaid & Behi, 2011) and functions as a central indicator of brand loyalty and dedication (Orth et al., 2010). Therefore, brand attachment is the factor that joins the self-recognition of a brand with the affective behavior of consumers (Lin, 2010). The conclusion can be drawn that satisfaction is the aspect that connects brand loyalty to consumers' brand experience (Brakus et al., 2009).

On the whole, a progressive and substantial link exists between brand personality and brand experience, as previously demonstrated in other studies. The satisfaction results of this study

conform with previous research on the link between strong and positive brand personality and positive product evaluations, which is termed perceived quality in this study (Halliday & Kuenzel, 2010). Aryo (2016) also mentions that Apple brand become one of the most brand that have the finest quality compare with other competitors on their product category in consumers point of view. The Apple quality is not only come from their product but also come from their service. It has become another part from the quality of the product more of it to measure the quality of a brand. Brand personality has an affirmative connection to consumers' recognized quality of a brand, as found by Dodds et al. (1991) and Ramaseshan and Tsao (2007). The supposed quality of a brand will affect attention on not just the product itself, but also on the characteristics of the product's brand when decisions are made by consumers. The brands that enjoy the most global success put significant energy and resources into establishing their brand personality, as suggested by J. Aaker (1997) and Wang et al. (2009). For distinguishing a brand from its competitors, brand personality is a significant asset. A necessary element for generating brand personality is having obvious distinction when communicating the brand's personality, as observed by Kumar et al. (2006). Consumers' information searching can be minimized with a well-defined brand personality as well as aid consumers to distinguish a brand from any competitors (de Chernatony, 1999; Jung et al., 2010). A progressive brand personality can afford a positive product evaluation, as suggested by various studies in the past (Ramaseshan & Tsao, 2007; Wang & Yang, 2008; Wang et al., 2009).

Apple uses emotional branding as an influential technique to secure the users. It is a consumer centric approach driven by stories to build intense, heartfelt, eternal relationship between consumers and the brand. Emotional branding provides a self-identity in front of society, treat them as people rather than buyers, provide them with an experience, create a shared community, inspired and help them to accomplish their goals, become part of their memories and grow to be an important part of their social life. Shah (2017) notes that Apple users are considered to be cool, stylish, easy going, technocratic person same as Apple's brand personality which is style and elegance. Nikki (2016) also mentions Apple iconic branding strategy has always focused on emotion. Apple brand builds upon the emotions consumer feel while discovering, owning, and using Apple products. Apple brand capitalizes on the lifestyle, imagination, passion, innovation, empowerment and aspirations of Apple users.

Directions for Future Research

In the context of this research, there were certain unavoidable limitations. Due to the restricted sample size, various limitations may exist in the ability to gain complete accuracy. The current study surveyed 200 respondents concerning their level of agreement with the study topics. However, for greater accuracy, future studies should expand the sample size and scale in order to better appreciate the link between brand personality and brand experience.

Another limitation from this study is the fact that Apple products were used in the study. Apple customers may have a relatively higher loyalty than customers of

other products or competitors in the market. This means the results are untransferable to other brands whose customer loyalty and consumer base has not reached a similar level.

In addition, subsequent studies would benefit by expanding the methods used for data collection, including face-to-face interviews, in-depth interviews, and focus groups. Analysis and experimentation should be carried out in conjunction with the survey. More in-depth and detailed investigation will gain enhanced insight about consumer preferences by using a qualitative research approach. Moreover, future research can be conducted using the same methods with Apple's competitors, such as Samsung, in order to compare the results for a more thorough understanding of customer brand experience.

Practical Implications

Important insights and implications about Generation Y consumers' thoughts regarding Apple's brand personality and brand experience are provided in this study. Smartphones appear to be the current popular trend, as evidenced by the fact that the vast majority of respondents owned one. This was followed by ownership of an iPad, which is a tablet device, and a MacBook, which is a laptop computer. Marketers may be able to use this information to take advantage of the existing market by developing their marketing plan so that it more specifically suits this group of consumers. Marketers could benefit from this study's results concerning Apple products that are less popular, such as Apple Watch, Apple TV and iMac (Apple personal computer) in order to scale back marketing or modify advertising campaigns to increase

popularity.

Marketers should use the findings from this study concerning brand personality in order to accentuate the dimensions that received high scores and enhance or modify the dimensions that scored low in an effort to maximize consumers' perspectives and gain a competitive advantage over comparable product brands. For example, marketers should highlight sophistication and develop the peacefulness dimension for Apple's brand personality, as identified in this research. Marketers can use the results as a basis for further studies on the relationship between consumer personality and brand personality. This is because the experience given by brands is arranged as being sincere, exciting and competent while also generating affection, passion and connectional types of emotional attachment with the consumers in order to develop brand experience, as identified in previous studies. Apple can benefit greatly from results presented in this study. The study revealed Apple's personality from

the consumer's perspective to be high in the sophistication dimension which included elegance and style facet, a boost in these two areas should prove beneficial to create strong personality. Consumer's emotional attachment could benefit from the product being seen as more passionate and affectionate. Further improving its customer satisfaction by developing its product performance and finding out what its customers seek and thereby fulfilling their needs would also be beneficial. All of the mentioned increases will result in Apple being able to develop their consumer's brand experience, which will manifest itself through prolonged consumer loyalty.

Results and methods from this study could also be adapted by other brands aiming to identify their brand personality and improve consumer brand experience. This study underlines the importance of a strong and clear brand personality and how it can positively affect the brand experience for their consumers.

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