

**BRAND PERSONALITY AND CUSTOMER PURCHASE DECISION OF
SMARTPHONE BY MASTERS' STUDENTS IN SELECTED PUBLIC
UNIVERSITY CAMPUSES IN NAIROBI CENTRAL BUSINESS DISTRICT,
KENYA**

BY

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FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE
DEGREE OF DOCTOR OF PHILOSOPHY IN BUSINESS (MARKETING) OF
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DECLARATION

This thesis is my original work and to the best of my knowledge it has not been presented for any other academic award in any other university.

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DEDICATION

This thesis is dedicated to my wife Franciscah and our children Teresia and Daniel for their moral support and encouragements during the period of this study.

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ABBREVIATIONS AND ACRONYMS

BP	Brand Personality
BPS	Brand Personality Scale
CBD	Central Business District
CIP	Consumer Involvement Profile
CA	Communication Authority
CVI	Content Validity Index
Exp	Exponential
GoK	Government of Kenya
H & L	Hosmer and Lemeshow
ITU	International Telecommunications Union
JKUAT	Jomo Kenyatta University of Agriculture & Technology
KNBS	Kenya National Bureau of statistics
Ln	Natural Log
NACOSTI	National Commission for Science, Technology and Innovation
OCEAN	Openness, Conscientiousness, Extraversion, Agreeableness & Neuroticism
PI	Product Involvement
SPSS	Statistical Package for Social Sciences
SE	Standard Error
VIF	Variance Inflation Factors

OPERATIONAL DEFINITIONS OF TERMS

Agreeableness	This is human personality dimension which is associated with characteristics of acceptance and friendliness. It is related to brand personality dimension of sincerity
Big Five Personality Traits	These are the five broad dimensions that are used to describe human personality. They are; openness, conscientiousness, extraversion, agreeableness, and neuroticism.
Brand Equity	It is the value premium that a company realizes from a product with a recognizable name as compared to its generic equivalent.
Brand Personality	Brand personality is a set of human characteristics that consumers associate with a Brand.
Competence	This is brand personality dimension that is connected to concepts of dependability and durability; It is related to the human personality dimension of conscientiousness
Conscientiousness	It is human personality dimension which is associated characteristics of dependability and durable, It is related to brand personality competence.
Excitement	This brand personality dimension which is relates to the concepts sociability and kindness. It is similar to dimension of human personality extraversion
Extraversion	It the human personality dimension that is associated with the concepts of sociability and friendliness. It is related to the dimension of excitement.
Openness	This is human personality dimension which is related to characteristics of imaginative and creativity.
Outdoorsy	This is a brand personality ruggedness facet and is associated with outdoors or leisure activities taking place in an open environment

Customer Purchase Decision	Customer Purchase decision is a customer's thoughtful and evaluation process which leads to choosing or rejecting a certain product
Product Involvement	This is a person's perceived interest on a certain product or service
Ruggedness	This is brand personality dimension which is associated with the characteristic of hardness or toughness
Risk Importance	Is the perceived importance of the negative consequences of a poor purchase decision
Risk Probability	Is subjective likelihood of making a poor or wrong purchase decision
Sincerity	This is a brand personality dimension that connected to concepts as acceptance and friendliness. This is Similar to the dimension of agreeableness
Sophistication	This is brand personality dimension that is related to characteristics of high status, good looking and attractiveness.

ABSTRACT

Brand personality is an emerging modern marketing differentiation marketing strategy which enhances business competitiveness. The general objective of this study was to investigate the influence of brand personality on customer purchase decision of Smartphone in Kenya. The specific objectives of the study were to; establish the influence of brand personality sincerity on customers purchase decision, determine the influence of brand personality excitement on customer purchase decision, assess the influence of brand personality competence on customers purchase decision, establish the influence of brand personality sophistication on customers purchase decision and determine the influence of brand personality ruggedness on customers purchase decision. The study further investigated the influence of product involvement as moderating variable on the relationship between brand personality and customer purchase decision. This study was underpinned by three theories and one model; Personality trait theory, Self concept theory, Involvement theory and brand personality model. The study used mixed design of descriptive and explanatory research design. The target population for study was students pursuing various Masters Degrees from three selected public university campuses in Nairobi CBD, Kenya. Purposive sampling was used to select the three public university campuses from the nine public Universities accredited to operate within Nairobi CBD, Kenya. Stratified random sampling was used to select 310 students pursuing various master degrees from 1380 master students from the three schools in the three universities Campuses. The study used primary data which was collected using semi-structured questionnaires. A Binary Logistic Regression analysis was also conducted to test how well the brand personality influences customers purchase decision. Quantitative data was analyzed using descriptive and inferential statistics. Qualitative data was analyzed using content analysis. The study findings showed that the four brand personality dimensions (sincerity, excitement, competence and sophistication) had a positive significant influence on customer purchase decision, therefore the study concluded that the four brand personality variables have influences on customer purchase decision of Smartphone. Brand personality ruggedness had negative insignificant value, therefore does not influence customer purchase decision. Product involvement does not moderate the relationship between brand personality and customer purchase decision since it had negative and insignificant value. The study recommends that Smartphone marketers to incorporate brand personality strategy in their marketing differentiating strategies. They also need to hire branding professionals to inculcate brand personality traits into Smartphone products. Smartphone companies through Communication Authority need to engage the government to formulate strict policies to curb business malpractices which are detrimental to application of this strategy. The study recommends future researchers to use longitudinal survey and study product involvement as predictor variable of customer purchase decision. This study contributes to empirical literature by revealing that brand personality has a positive significant relationship with customer purchase decision.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Increased competition in today's markets has saturated the possibility of brand differentiation based on traditional attributes such as price and quality (Marin & Ruiz, 2007). Many products in respective markets are seen by consumers as having the same standard of quality and characteristics, since it is more than ever easier for competitors to copy others products (van, Jacobs, & Verlegh, 2006). Thus, it has become more and more difficult to differentiate ones products from those of competitors. Brand personality is viewed as an important strategy that helps organizations to win competition (Biel, 1993; Aaker, 1999; Diamantopoulos, Smith, & Grime, 2005; Freling & Forbes, 2005a).

1.1.1 Brand Personality

Brand personality is a fundamental intangible asset that plays a crucial role of differentiating company's products and services. According to Kotler, Philip, Armstrong, and Gary (1996) and American Marketing Association (1960) brand is used to mean; name, expression, logo, symbol, design or a combination of them which helps to differentiate company's products or services. The word brand comes from Norwegian old English word 'brandr' which means 'to burn or mark' this practice was used and is still used by farmers to identify their animals (Keller, 2008). Brand management is an important component of marketing strategy, it involves creating a brand image that

engages the hearts and minds of customers and helps in differentiating similar products (Duncan, 2005).

According to Aaker (1997) brand personality is a marketing strategy that describes brands in terms of human characteristics. It is a broad concept that includes all the tangible and intangible traits of brands. According to Aaker, Fournier, and Brasel (2004) brand personality is a marketing strategy of making brand unique by associating it with human characteristics. Brand personality is an important component in promoting customers product loyalty towards the company products (Maheshwari, 2009). Brand personality is a tool that helps customers express themselves in terms of their brand preferences and perceptions. Both human personality and brand personality are distinctive and enduring, that is, they are built over a period of time (Aaker, 1999).

Brand personality is made up of two components, that is, company's thinking and customers thinking about the product. Brand personality is familiarized to the customers through promotional mix elements, that is, through advertising, direct marketing, publicity or personal selling (De Chernatony & Riley 1998). Brand personality can be used by company to enhance customers brand loyalty and also helps in promoting its competitive advantage (Plummer 1985; Aaker 1996). A properly developed brand personality influences customer behavior in terms of brand preferences (Fournier, 1998).

Consumers convey their self expression through the brands they purchase, for example Phau & Lau (2001) asserted customers' preference on products increases when their personalities matches with brand personality. Customers have a different personality which leads to different perception towards brands. According to Plummer (1985) and Aaker (1996) brand personality can be used by business organization to influence customers purchase behavior. Brand personality creates a distinct image over the company's products which stimulate customer's product interest (Aaker & Joachimsthaler, 2000).

Freling and Forbes (2005) argued that brand personality is a new marketing strategy which can be used by marketers to differentiate products. Reputable brand personality is an important asset in any business organization since it promotes customer's loyalty towards company's brand (Fournier, 1998). According to Freling and Forbes (2005) the brand personality approach is interrelated with other variables related to brand, such as brand reputation and brand uniqueness. The study on brand personality shows that customers prefer products that matches with their self-image, brand characteristics tend therefore there is similarity between brand personality and customer's personality or self-image. Brands which have unique personalities tend to increase customer's preference and loyalty towards the product. (Freling and Forbes, 2005) The most widely used brand personality scale was developed by Aaker (1997), the scale involved five dimensions of brand personalities which included; sincerity, excitement, competence, sophistication and ruggedness. The brand personality five dimensions consists of 42 individual traits clustered around 15 facets. The five dimensions are broadly based on

the 'Big Five' sometimes referred as "OCEAN" they are; openness, conscientiousness, extraversion, agreeableness and neuroticism. The Big five of human personality dimension are somehow related to brand personality variables for instance, sincerity and agreeableness are both related to acceptance and friendliness, while excitement and extraversion are associated with the aspect of sociability and kindness, brand personality competence and human personality conscientiousness are related since they share concept of dependability and durability. However the brand personality sophistication and ruggedness are not related to the human personality characteristics (Aaker, 1997; Briggs, 1992). The three brand personality dimensions sincerity, excitement and competence has relationship with human personality characteristics since they are inborn characteristics of human being. In contrast, brand personality sophistication and ruggedness dimensions are not inborn but things that people desire to have in life which can be learned (Aaker, 1997). Aaker's brands Personality Scale cannot be applicable in all product categories and cultures (Hieronimus, 2003). Hayes (1999); Wysong (2000); Villegas, Earnhart and Burns (2000) studied scale using a different product, however the results failed replicate Aaker's brand Personality Scale. However, they concluded that although brand personality scale cannot be applicable to all products but it is a useful tool for analyzing customer behavior.

Brand Personality Scale cannot be applicable internationally, Aaker (1997) acknowledged that brand personality could not be applicable in all cultures since the study conducted only in U.S.A. The study conducted in Japan and Spain failed to replicate Aaker's five brand personality dimensions, for example, Japan and the U.S.

shared the four brand personality dimensions of sincerity, excitement, competence and sophistication. However brand personality ruggedness was not considered relevant, therefore it was replaced by peacefulness. In Spain, only three brand personality (sincerity, excitement and sophistication) was relevant, same as Japan brand personality ruggedness was replaced by peacefulness while competence was replaced by passion.

1.1.2 Customers Purchase Decision

Customer purchase decision is a customer's thoughtful and evaluation process which leads to choosing or rejecting a certain product (Warshaw & Davis, 1985). The major instrumental aspect of customer behavior is their purchase decision in which customers agreed to make a transaction with the retailer. A customer normally goes through a five-stage purchase decision-making process in any purchase they make. However, in more frequent purchases, customers sometimes skip some of the stages, for example, someone who is buying a bottled drinking water would skip stages of information search and evaluation since the product is a basic necessity and not a shopping good (Jobber, 2001)

A five-stage purchase decision-making process begins with need recognition or problem awareness, at this stage a customer recognizes that he has a problem or need for a certain product, for example a need to quench the thirsty or need to have a new cloth or Smartphone. The second stage is Information search whereby customer starts searching information about the desired product. The third stage is alternative evaluation whereby the customer starts evaluating available alternatives. The fourth stage is Purchase decision stage whereby customer chooses a product or brand that seems to be most

appropriate to his or her needs, then proceed to the actual purchase of desired product. Post-purchase evaluation is the final stage in the purchasing decision process. The buying process continues after the actual process since the business organization needs to find out whether the customers are satisfied or dissatisfied with the product, the consumer will be disappointed if the product falls short of expectations and will be satisfied if the it meets his expectations (Shaari & Arifin, 2010).

Purchase decision comes into consideration when a customer is most likely to purchase some product or service (Dodds, Monroe, & Grewal, 1991). The concept of purchase decision process is instrumental to the marketers since they rely on it to understand customers' purchase behavior. Business organization in any industry strives to increase sales through influencing customers purchase decision. Enhanced customers purchase decision is fundamental since it helps organization to win competition by applying the most appropriate marketing strategies (Tsiotsou, 2006). Customers purchase decision knowledge help organization specifically marketers to understand properly customers needs and wants (Shaari & Arifin, 2010). According to Monroe and Krishnan (1985) consumer purchase decision comes from their perception on benefits and values to acquire from a product or service which is an important key predictor of consumer purchase behavior.

1.1.3 Product Involvement

Product involvement is the consumer's interest and desire in purchasing a certain product or service. However the level of Product involvement is not the same in all products, it is high for shopping goods which are expensive and low for convenient

goods which are basic and less expensive (Chakravarti, Mitchella, & Staelin, 1979). Customer's product involvement is high if the product purchase requires information search and evaluation, however is lower for the basic cheap product which does not require information search or evaluation (Mittal & Lee, 1989).

Product involvement study has attracted marketing professionals since it helps in understanding customer's involvement towards various products and services. Various studies have discussed product involvement using two dimensions, high and low involvement despite being inconclusive. The study of product involvement based on the two terms are misleading since products are not the one to be involved but the customer (Traylor & Joseph, 1984). Therefore product involvement need to conceptualize based on consumer and not product characteristics. In order to measure product involvement or degree of customers interest Kapferer & Laurent (1985b) developed the consumer involvement profile (CIP) scale. This model was based on assumption that involvement is measured by five dimensions; interest, pleasure, sign, risk probability and risk importance.

Laurent and Kapferer (1985) identified interest or product perceived importance as a dimension of product involvement. This is person's desire to have a particular product category or customer's perceived benefits towards a product or services. In many studies the words interest and importance are used interchangeably (Aldlaigan & Buttle, 2001; Gabott & Hogg, 1999; Rodgers & Schneider, 1993; Guthrie & Kim, 2008). Zaichkowsky (1985) argued that person's involvement or interest on a particular product is determined by perceived need towards a certain product.

Pleasure is another dimension in product involvement which is used to mean a pleasant or beneficial aspects of product in terms of its value, quality and distinctive features (Laurent & Kapferer, 1985). This dimension is intangible and subjective and is used to capture customer's pleasant perception on a certain product. Products associated with high pleasure include; fashion dresses, wines, beer, spirit, chocolate and washing machines (Laurent & Kapferer, 1985). According to Richins and Bloch (1991), most loyal customers find products pleasurable while switchers' customers find them less pleasurable.

Sign is also another dimension of product involvement which explains the level in which product expresses customer's self-image or personality. Customers purchase products which are congruent to their status and image, customer's image and personality can be gauged by the products they purchase. Sign dimension can be categorized into two levels; high sign product involvement which includes products like, clothes, perfume and coffee. Other category is low sign product involvement which includes products like batteries, edible oil and detergent Kapferer and Laurent (1986)

Risk probability is another dimension of product involvement which is subjective likelihood of making a poor purchase. The risk probability is high when buying expensive products are similar or close related like mobile phones, watches and laptops.

Risk importance is also another dimension of product involvement which expresses the level of consequences for making a poor purchase decision. The consequence for making poor decision is high when the product is expensive, for example when buying

products like cars, Smartphone, laptops and Televisions. In general risk is normally high when buying shopping goods which are expensive and poor decision can lead to high negative consequences (Conchar, Zinkhan, Peters, & Olavarrieta, 2004).

1.1.4 Smartphone

Dynamism in marketing environment in terms of trying to find a best way to improve business operations facilitated to development of mobile phone which offers mobile communicating technology which is a big milestone in improving communication in the business organization (Comer & Wikle, 2008). In today, mobile phone communication has improved human communication not only within an organization but across the globe. In today's competitive mobile markets, organizations are working hard to find a new marketing strategy of differentiating their mobile phone since the existing differentiation methods of price and quality are no longer effective. Mobile phone usage has increased in recent years, based on the statistics, 70% of the world's population own at least one mobile phone, children in United States now own a mobile phone more than they own a book, with 85% of kids owning a phone as to only 73% owning books. (International Telecommunications Union, 2011).

The growth of African mobile phone industry over the past decade has been remarkable, at the end of 2008, the total number of mobile phone users in Africa has increased from 280 to 375 million in 2007 (Africa Next, 2009). This increment is almost three times greater than it was in 2005. The recent development in mobile communication industry is Smartphone which offers advanced mobile computing technology which is key component in business organizations. Smartphone mobile device offers not only normal

services of making and receiving phone calls, but also text messages, voice mail, internet, digital media such as picture, music and videos. Smartphone has also ability to perform computer programs called applications (Weinberg, 2012). Generally Smartphone has high sensor big touch screens and high pixel cameras with lots of features and applications. Mostly people use applications for internet browsing, email, navigation, social media, listening music, reading news, games, and other things. These features and applications in Smartphone somehow have made people's life easier either in daily life, at work or for entertainment purpose.

The country Kenya has experienced the high growth of mobile communication since the year 2002. Kenyan population according to Kenya Central Bureau of Statistics 2009 census report was 38.6 million people. It is also estimated that 63.2 percent of Kenyan households owned at least a mobile phone (GoK, 2009). There are approximately 28.08 million mobile subscriptions in Kenya, representing a mobile penetration rate of 71.3%. It is assumed that this number represents that of active SIM cards, those that have been used in the past three months or so. The mobile subscription rates in Kenya have been rising exponentially since the introduction of the second mobile phone operator, early in the last decade. In 2011 mobile penetration in Kenya has increased by more than 12% (Communications Commission of Kenya, 2012).

In Kenya, 100,000 Smartphone are sold each month, making it a leading market for Smartphone in Sub-Saharan Africa. This was accredited to the infrastructure setup, cheap internet costs and low cost of entry level Smartphone. Kenya has already hit the 67% mark in the sales of Smartphone compared to the total mobile phone sales in the

market (Gicheru, 2014). Mobile phone usage has increased in recent years, Smartphone has gained popularity in Kenya due to its multifunctional characteristics and affordable prices. This has been made possible with the introduction of the Chinese affordable smart phones such as Huawei Ideos handset. Other phone manufacturers namely Samsung and Nokia have introduced low cost smart phones that have enhanced greater adoption and use of the gadgets, which are very popular in urban areas (Kachwanya, 2013)

Nokia has been the market leader in Smartphone in the past, however more mobile phone manufacturers introduced more sophisticated operating systems such as android by Samsung, ios by apple and Rim by blackberry. Consequently Nokia lost its market share to the Smartphone with Samsung, Apple and Huawei taking the lead (Kachwanya, 2012). Samsung emerged best selling Smartphone in 2014 with market share of 23.7%, however, the company still recorded decline of revenue as compared to the previous years. Apple phone took market by storm by emerging the second with a market share of 11.7%. The third was China's Lenovo phone with market share of 5.1%. South Korea LG was fourth with a market share of 5.0% while Canada Blackberry phone was fifth (Kuria, 2014).

1.2 Statement of the Problem

The current cut-throat competition in the Smartphone Industry has forced marketers to explore new methods of differentiating their Smartphone hence influencing customers purchase decision (Victor, 2014). Brand personality offers a unique method of differentiating organization's products and services (Freling and Forbes, 2005).

However, brand personality influence on customers purchase decision remains undefined especially in Smartphone in Kenya (Wahome & Gathungu, 2013). Empirical research on brand personality carried out in developed countries by Bouhlel, zoughi, Hadiji, and Slimane (2011); Rubiyanti and Iqbal (2014); Khan, Bilal, and Mustafa (2010); and Nima, Hossein, and Ali (2012) as well as studies carried out in Kenya by Mutinda (2011) and Muya (2011) did not address the effects of brand personality on customer purchase decision of Smartphone.

The study conducted by Mutinda (2011) on brand personality influence on brand choice of televisions among MBA students in University of Nairobi revealed that sincerity, excitement, competence and sophistication have influence on brand selection of Television. Muya (2011) carried study on effects of brand personality on Toothpaste in GlaxoSmithKline Company in Nairobi, the study revealed that brand personality sincerity and excitement have affects on purchase decisions of toothpaste, however this study did not address adequately the influence of the five dimensions of brand personality on customer purchase decision since it only focused on brand personality sincerity and competence hence creating a conceptual gap. The two studies cannot be generalized because they were case studies limited to one institution therefore, there were methodological gap which needed to be addressed. The current study sought to address the identified conceptual and methodological gaps by conducting cross sectional survey and using both descriptive and explanatory research design.

1.3 Objectives of the Study

1.3.1 General Objectives

The general objective of this study was to investigate the brand personality influence on customer purchase decision of Smartphone by masters' students in selected public university campuses in Nairobi CBD, Kenya.

1.3.2 Specific Objectives

The specific objectives of this study were to:

- i. Establish the influence of brand personality sincerity on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- ii. Determine the influence of brand personality excitement on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- iii. Assess the influence of brand personality competence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- iv. Establish the influence of brand personality sophistication on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- v. Determine the influence of brand personality ruggedness on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

- vi. Evaluate the moderating influence of product involvement on brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

1.4 Research Hypotheses

- H₀₁: Brand personality sincerity has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- H₀₂: Brand personality excitement has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- H₀₃: Brand personality competence has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- H₀₄: Brand personality sophistication has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- H₀₅: Brand personality ruggedness has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.
- H₀₆: Product involvement has no significant moderating relationship between brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

1.5 Significance of the Study

The findings of this study will be significance to Smartphone companies particularly the marketers since they will have new modern marketing differentiation strategy which will enable their companies gain competitive advantage. The findings of the study will help the government and communication Authority to formulate strict policies that can curb business malpractices which are detrimental to application of this strategy. The study will also be significant to the Smartphone customers since they can identify Smartphone which are congruent with their self image. Theoretically the conceptual model applied in this study and empirical literature originating from this study could be to broaden and deepen researchers' understanding of the influence of brand personality on customers purchase decision of Smartphone.

1.6 Scope of the Study

The study focused on masters' students from the three selected university campuses in Nairobi CBD, Kenya. The study was restricted to master students with Smartphone from the three selected schools from each campus. The key respondents were master students from Kenyatta University Nairobi CBD Campus, Jomo Kenyatta University of Agriculture & Technology Nairobi CBD and Moi University Nairobi CBD Campus. However University of Nairobi was not selected because it has no campus in Nairobi CBD. The study confined itself to the following conceptual factors: Brand personality sincerity, excitement, competence, sophistication ruggedness and product involvement variables.

1.7 Limitations of the Study

The researcher faced a number of limitations while conducting the study; first, the university management of the three universities was reluctant to allow the researcher to conduct research in their institution. This challenge was mitigated by using the research authorization permit from the National Commission for Science, Technology and Innovation (NACOSTI) and the introduction letter which was given by Kenyatta University to confirm that the study was for academic purposes. The second limitation was unwillingness of respondents to cooperate since they could not understand how the study would benefit them. This was alleviated by first getting their consent and explaining them how future researchers will benefit from the study.

Due to time factor, the researcher used cross sectional survey approach which is limited to the extent to which inferences are made. The researcher mitigated this by using both descriptive and explanatory research design. The financial constrains restricted the study to the three selected Nairobi CBD universities in Kenya. This issue is alleviated by selecting large sample size which helps to minimize research errors. There was also limitation in getting literature on brand personality especially in Kenya. This was mitigated by using both local and international literature. Other limitation was the study concentrated on the influence of brand personality on customer purchase decision of a Smartphone which is a shopping product. The other limitation was Product involvement was used as a moderating variable and not a predictor variable of customer purchase decision.

1.8 Organization of the Thesis

This thesis is organized into five chapters, chapter one which provides the background of the research, the research objectives, the significance of the study, scope and the limitations of the study. Chapter two reviewed the literature review of the aspects of brand personality and customer's purchase decision. It provided the theoretical review on brand personality, brand personality models, empirical literature review and conceptual framework for the study. Chapter three covered research methodology, research philosophy, research design, measurement of variables, target population, sampling procedure, data collection instruments, reliability and validity, data analysis and presentation, and ethical considerations.

Chapter four presents the findings of the study along with their discussion. It comprises data collection details as captured using the research questionnaires and semi-structured questionnaires as well as the analysis of those findings which are presented in the form of tables, figures and charts. Chapter five provides the summary, conclusions, contribution of the study to the knowledge, recommendations, as well as areas for further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a theoretical review of the theories supporting the current study. The chapter also presents the empirical literature review relating to the study variables of brand personality; sincerity, excitement, competence, sophistication, ruggedness, product involvement and customers purchase decision. The chapter outlines the research gaps addressed by the study and concludes with a presentation of the conceptual framework depicting the relationships among study variables as conceptualized in this study.

2.2 Theoretical Review

This study was underpinned by three theories and one model commonly used in explaining brand personality effects on customer purchase decision. These are Personality trait theory, Self concept theory, Involvement theory and brand personality model. Amongst these, the dominant theories were Personality trait theory and Self concept theory.

2.2.1 Personality Trait Theory

Personality trait theory was developed by Allport (1937) and later advanced by McCrae, Costa, and Busch (1986). This theory emphasizes the uniqueness of the individual and the internal cognitive and motivational processes that influence behavior. The theory

proposes that personality is biologically determined at birth and shaped by a person's environmental experience. Person's behavior in terms of thoughts and feelings are determined by his or her personality (Allport, 1961). Different researchers have different views about personality traits, some believe that personality traits are generated naturally and are stable while other researchers believe that personality traits will continue to evolve (Sternberg, 2000).

Trait Personality Theory proved to be most fundamental approach of describing personality psychology, various researches conducted in this attributed that traits theory is more conclusive in terms of explaining human psychology (Chen & Chang, 1989). Human psychologists argued that trait theory can be categorized into two schools or thoughts, the first school believes that people have the same characteristics, however those characteristics are expressed differently and that is why people are different from each other, the second school postulate that people differences is attributed by combined traits which is different between different people (Sternberg, 2000). Allport (1961) divided personality traits into three classes; cardinal trait, central trait and secondary trait.

Eysenck (1975) also categorized personality traits into three traits: extroversion, neuroticism and the psychotic, however the most comprehensive classification was the one by McCrae, Costa, and Busch (1986) whereby personality traits was classified into five dimensions; extraversion, agreeableness, conscientiousness, neuroticism; and openness. The five dimensions are sometimes referred to as OCEAN or the Big Five Model. Galton (1884) was the first psychologist to conduct study using this model. The

theory is relevant to the study; the influence of brand personality on consumer's purchase decision of Smartphone; because it explains the traits of human being which are related with the brand personality traits.

There have been applications of personality trait theory in marketing. For example Evans (1959) conducted study on how customers make automobile brand choice and found that personality variables correctly predicted 63 per cent of the brand purchased. Steiner (1961) also conducted study on how customers make selection of Brody and Cunningham products and found a positive significant relationship between personality dimensions and customer purchase behavior. Aaker's brand personality dimensions are greatly related to the Big 5 of human personality dimensions, for example, brand personality sincerity and human personality agreeableness shares the characteristics of acceptance and friendliness, while brand personality excitement and human personality extraversion shares characteristics of sociability and coolness. Brand personality Competence and human personality Conscientiousness also shares characteristics of dependability and durability.

2.2.2 Self-Concept Theory

Descartes (1644) developed Self- Concept Theory, this theory was later advanced by Rogers (1947). The theory states that Self-concept is systematic arrangement of human attitude, inclinations, views and feelings. Freud (1900) the renown psychologist developed structural mind theory, this theory postulate that human being has three mental forces the id (pleasure-oriented), ego (balance between id and superego) and the superego (conscience-driven) which influences the way people behaves. Prescott (1945)

argued that human self-consistency is instrumental motivating force in human behavior. Raimy (1948) introduced aspects of self-concept in counseling discipline, and claimed that psychotherapy is a mental therapy of changing the ways the human perceive themselves. Rogers (1947) advanced self concept theory by concentrating more on human self, the theory views the human self as essential element in human personality. This theory further expressed human self as a social aspect. The theory postulate that, for a human being to react or to behave in a particular way, there must be certain forces leading to this reaction (Purkey & Schmidt, 1987).

The self-concept theory holds three assumptions about people personal judgment towards themselves. The first assumption is that Self-concept is learned as the person grows old, in other words it is not inborn. This means that people beliefs and attitudes towards natural phenomenon can be influenced through learning. In other words, self-concept involves human socialization and influence of behavior. The way individual perceives himself or herself might be different from what other people perceive him or her. For instance, a certain lady may feels that she is courageous person while other people see her as coward (Purkey, 1988). The second assumption is Self-Concept is organized, a person may have numerous perceptions about himself. He may perceive himself as kind, social, honest and handsome. When individual perception towards a certain product matches with his personality, they are more likely to refuse any attempt to change them. The third assumption is self-concept is dynamic, in other words individual is likely to change if is exposed to different situations and challenges. People behavior is determined by their self-concept. People behaviour is dictated by the way

they see themselves, for instance if an individual considers himself to honest, he will not indulge in corrupt activities (Purkey, 1988).

According to Pervin and John (2001) self-concept is an element of personality. Various researches conducted on self-concept revealed that there is a positive significant relationship between self-concept and product image (Levy, 1959; Sirgy, 1982; Sirgy & Su, 2000; Sirgy, Grewal, & Mangleburg, 2000; Johar & Sirgy, 1991). Customers purchase products that are congruent with their own image, customers will not be comfortable purchasing a product which does not match with their image (Sirgy and Su, 2000).

Arpita and Meenakshi (2009) conducted study on brand personality effects on brand choice of mobile phone and found brand choice of mobile phone is affected by self concept of customers. It was found that customers purchase Smartphone which has image which is congruent to their self-image. Self-concept theory is appropriate to the study of influence of brand personality on customers purchase decision of Smartphone because the customers self-concept or self-image is congruent to product personality or product image, in other words consumers purchase product which are congruent to their self-concept.

2.2.3 Involvement Theory

Zaichkowsky (1986) developed Involvement theory. The theory is based on individual's level of motivation, stimulation, or desire over a certain objects or activities. Involvement theory is mostly applied in behavioral researches, such as social psychology, marketing, and advertising. Behavioral researchers have identified several

consumer theories and models for explaining human behaviour. According to Belch and Belch (1997), Dholakia (1998), Poiesz and Cees (1995), involvement plays a critical role in predicting or moderating the relationship between variables. Involvement model is categorized into three classes, first is involvement conceptual and methodological perspectives model developed by Houston & Rothschild (1978), the second is involvement conceptualizing model postulated by Zaichkowsky (1986) while the third is involvement conceptualizing & measuring model developed by (Andrews, Durvasula, & Akhter, 1990). Marketers use these models to explore how involvement concepts can be used to explain consumer purchase behavior in a market segment. Houston and Rothschild (1978) postulated that involvement can be classified into three categories; situation involvement, enduring involvement, and response involvement. Zaichkowsky (1986) also proposed three dimensions of involvement. First, was the personal attributes which represented inner values of human being, such as needs, benefits, preferences, and other values that would change individuals perception and increase his or her involvement in a certain object. The second attribute was object or stimulus with certain characteristic of communication media. Different kind of promotion or communication can be used to influence customers' involvement on certain products.

The third attribute was situational factors that are related to product use, purchase decision and purchase occasion. Based on the three dimensions, Zaichkowsky advanced involvement model and classified it into three broader categories; product involvement, advertisement involvement, and purchase involvement. Andrews *et al.* (1990), conducted several study on involvement model and developed a conceptual framework

measuring involvement construct. In this framework, the involvement construct's were measured by; properties, measures, potential problems, and consequences.

The three theories; personality trait theory, self concept theory and involvement theory are major theories in human behavior psychology and most researches employ one of them to explain human behaviour. For instance, Drichoutis, Kazarudus, and Nayga (2007) used product involvement to explain factors influencing food product class involvement. Wang, Pallister, and Foxall (2006) combined involvement theory with personality trait theory to explain purchase decision involvement in regard to specific Internet shopping behaviors. Ching, Chia, & Pei (2010) conducted study on how involvement theory affects purchase decision of travel products and found that involvement theory plays a critical role in influencing purchase decision of travel products. Involvement theory is appropriate to the study of influence of brand personality on customers purchase decision of Smartphone because the theory is based on individual's level of interest or involvement on a certain products. In any situation, customers purchase decision is affected by their interest, motivation or incentives. The theory is also appropriate for the study because moderating variable (Product involvement) is a dimension of involvement theory.

2.2.4 Brand Personality Model

To measure brand personality, Aaker (1997) developed a brand personality model that consists of five core dimensions 15 facets and 42 traits clustered on 15 facets. The five dimensions are; sincerity, excitement, competence, sophistication, and ruggedness. This is illustrated in figure 2.1. The five dimensions are broadly based on the 'Big Five' of

human personality characteristics; Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism (Norman, 1963; Tupes & Christal, 1958). The concepts of Brand personality originated from human personality which is the act of describing a brand in terms of human characteristics (Heding, Knudtzen, & Bjerre, 2009). Although marketing researchers have tried to develop other brand personality models, but Aaker's model proved to be more applicable in explaining brand personality and customer purchase behavior (Crosno & Henard, 2011).

Brand personality is described in terms of human personality, in other words brand is viewed in terms of human characteristics, for example, a brand is termed to be honest, hardworking and energetic (Tuan, Tat, Shamsuddin, Rasli, & Jusoh, 2012). When brand is associated with human Personality it creates a certain image in consumer's mind, for instance, sports shoes are associated with masculinity dimension while Blackberry Smartphone is associated with characteristics of sincere and friendly (Upshaw, 1995). Just like human being, brand personality takes time to change since is customers perception about the product (Temporal, 2001). Brand personality and consumer's personality are related concepts since customers of a certain image or personality will select products which are congruent with their personality (Tuan *et al.*, 2012).

Brand personality is a key marketing component which can influence customers purchase decisions of products, for example when produced is termed to be honest or friendly, such connotation will attract customers towards purchasing a certain product (Louis & Lombart, 2010; Bouhlel, Mzoughi, Hadiji, & Slimane, 2009). Aaker's brand personality scale was not without criticism, various scholars criticized Aaker's scale

based on applicability on the BPS different product categories and international applicability (Hieronimus, 2003). Aaker's brand personality scale has been applied to various product categories, such as converse shoes, Blackberry, Fast organic foods and Cosmetics. Although some studies conducted using brand personality scale did not accommodate well Aaker's five brand personality scale, they generally supported the Aaker's five brand personality scale (Hieronimus, 2003).

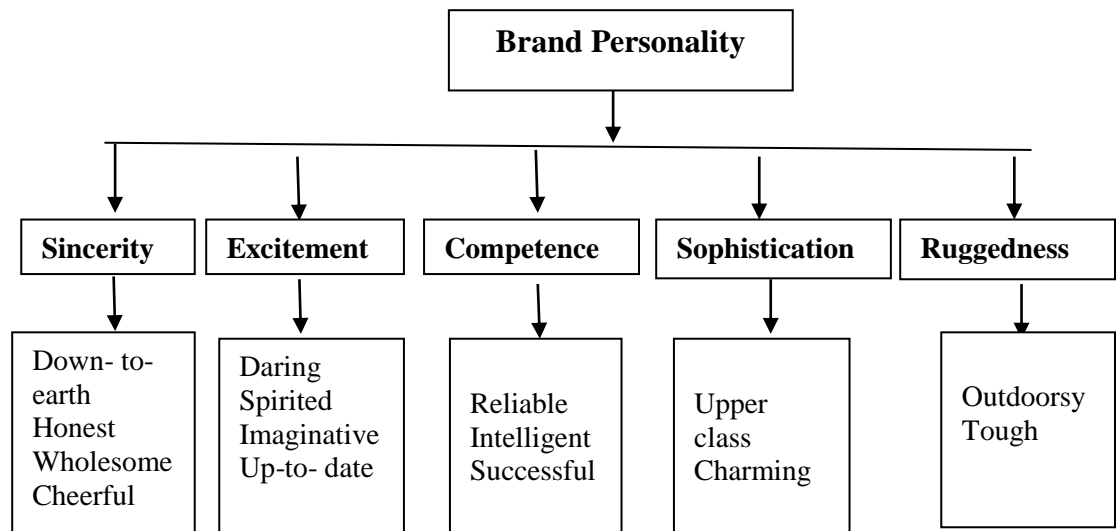


Figure 2.1: Brand Personality Scale

Source: Aaker (1997)

This study applied Aaker's (1997) brand personality model which is mostly used model in consumer behavior study. This model has been empirically tested in a number of previous studies (Nima, Hossein, & Ali 2012; Linn and Peter, 2014; Jason & David, 2011; Xuehua & Zhilin, 2008) and helped the study to retest the influence of brand personality on consumers' purchase decision of Smartphone in Kenya.

2.3 Empirical Literature Review

2.3.1 Brand Sincerity and Customers Purchase Decision

Brand personality sincerity is related to human personality and both are related to characteristics of agreeableness and friendliness. According to Maehle, Otnes, and Supphellen (2011) brands with characteristics of sincere have high moral in terms of being honesty or genuine while exciting brands are associated with pleasurable feelings. Mohd (2012) conducted study on brand personality dimensions for a laptop computer using Aaker's brand personality scale, the study involved randomly selected 268 computer students from Malaysian university. The findings revealed that laptop users associate themselves with sincerity, while Laptop non-users associate this brand with ruggedness. In this research, the result showed that differences existed in perceived brand personality associated with laptop between users and non users, this implies that consumers' perception of brand personality of a brand will certainly differ and this could be influenced by their direct involvement with the brand. This study could not be generalized because it only one institution, therefore there were methodological gap which ought to be addressed.

Linn and Peter (2014) also conducted study on employer brand trust and affect: linking brand personality to students interested in working in the consultancy industry. Established scales for brand personality, trust, and affect, and employer brand attractiveness were used to test the conceptual model. The study involved 927 students selected from all Germany universities using online survey method, the study revealed

that employer brand is positively associated with sincerity, excitement and sophistication, while ruggedness has a negative effect. Employer brand trust seems to be mainly associated with the brand personality trait of sincerity. This study only focused on consultancy industry and used online survey design which is not adequate especially when the questions are complicated or contextual, therefore, further study is required.

Sajad, Mahdi, Hamed, Seyyed, and Tahereh (2013) further conducted a research on Application of Consumer Personality Trait, Brand Personality, Brand Loyalty and Brand Equity in the Mobile Phone Industry. The study involved randomly selected 400 actual and potential customers of Samsung mobile in Tehran. Brand personality was measured using three dominant brand personality types as brand sincere personality, brand excitement personality, and qualified brand personality. The overall conclusion was brand personality has significant impact on buying of mobile phone. Moreover, brand sincere personality traits; extraversion, agreeableness, and responsible personality were considered to have more impact. The study did not adequately address the effects of brand personality on mobile phone since it only focused on three dimensions of brand personality (sincerity, excitement and competence), hence further study is paramount.

Kem, Sasa, Sesia, and Zhao (2014) carried a research on the Effects of Brand Personality on brand loyalty in companies' Microblogs. The study explored the relationships among brand personality, satisfaction, and brand loyalty. The findings showed that all four dimensions of brand personality (sincerity, competence, excitement, and sophistication) have positive impacts on consumer satisfaction in brand

microblogs. The study further revealed that if consumers perceive a brand with sincere, competent, exciting, and sophisticated personality, then they will be more likely to be satisfied. In addition, the dimension of sincerity was found to have the highest impact on consumer satisfaction than any other three dimensions. This study did not address the impact of culture, therefore there were conceptual gap which future researchers need to address by including cultural dimension in their model.

2.3.2 Brand Personality Excitement and Customers Purchase Decision

Brand personality excitement dimension is related with human personality dimension of extraversion, whereby both share characteristics of sociability and kindness (Aaker, 1997). Brand personality sincerity is expressed by traits such as advanced, exceptional, composed, energetic and courageous. Gil and Hellgren (2011) argued that, if the brand is associated with characteristics of exceptional, it means customers will be attracted to buying the product because it is perceived to be unique. Anja and Daniel (2011) conducted study on the Impact on Brand personality on brand trust and Consumer Preferences of four products (Apple, Nike, Ikea and Mercedes Benz). The study used convenient sampling method to select 317 respondents from the two countries, the outcome of the study showed that brand personality dimensions of Sincerity and Competence could explain better brand trust, and the dimension excitement to explain brand preference. The overall results showed that brand personality dimensions correlates with identification, preference and trust. Therefore it was possible to draw the conclusion that brand personalities have an effect on consumers' preference and trust towards a brand. The study did not consider the possible effects of moderating variable, therefore, the current study sought to explore possible effects of product involvement as

moderating variable between brand personality and customer purchase decision of Smartphone.

Liang and Lee (2010) also conducted study on Brand-personality of three categories of drinks; Fizzy drink, Mineral water and Energy drink. The study involved 393 university students from Australia, the results showed that brand personality had an effect in influencing buying behavior of the three brands, however excitement had a great impact for fizzy drink and energy drink while sincerity had great impact on mineral water. Overall, the three drink categories were differentiated to the greatest extent on the sincerity dimension. Mineral water drinks are perceived as being the most sincere, followed by Fizzy drinks and Energy drinks. While sincerity is the only distinctive characteristic that the respondents identified for mineral water drinks, mineral water was perceived to be more sophisticated but less exciting and less rugged than the other two drink categories. Moreover, energy drinks was viewed as being less competent than the other two drink categories. Additionally, fizzy drinks were perceived to be the most competent than the other two drink categories. The study only involved fast moving consumer goods (drinks), therefore further study on other product category like shopping goods is appropriate.

Plavini (2011) conducted study on how Brand Personality affects Products with different involvement levels. The results of the study showed that Brand Personality positively affects not only consumer brand preference but also purchase decision. The effect remains true for both high and low involvement products, but the effect of brand personality is higher for high involvement products than low involvement products. The

brand personality can be improved by famous endorsers for low involvement products and by strong positive argument about the brand in case of high involvement products.

Mulyanegara and Tsarenko (2009) carried a research on the relationship between brand personality and customer personality in fashion products context, the researchers used five dimensions of brand personality. The results of this research reveal that some of the five dimensions have significant relationship with preference on specific brand personality dimensions. Results relevant to gender demonstrate that female and male customers are different in way of expressing their own personality in case of brand personality. Das (2014) conducted study on whether the brand personality of retail is different for various retail brands, and also investigated if the perceptions toward retail brand personality are different between female and male shoppers. The outcomes demonstrated that brand personality of retail is different for various retail brands. This research also showed that perception toward retail brand personality is different between female and male shoppers.

2.3.3 Brand Personality Competence and Customers Purchase Decision

Brand personality competence dimension is related to the human personality dimension Conscientiousness which is both related to dependability and durability characteristics. Brand personality competence is expressed by traits of, dependable, safe for use, durable, prosperous and leader. When brand is associated with characteristics of dependable it means that the product is reliable to the customers (Aaker, 1997).

Ali and Marjan (2012) carried out a study on Impact of Brand Personality on three major relational Consequences Trust, Attachment, and Commitment to the Brand in

Nestle Nutrition Company. The study involved 150 customers selected randomly from supermarkets in Iran, it employed descriptive research design, and the results showed that all brand personality traits (competence, sincerity, excitement, creativity and sophistication) played significant role in personification of the brand in the mind of consumers. However, competence dimension imposed the greatest effect in terms of importance with the highest ranking over users' trust, attachment and commitment, while propriety of the product with the user's internal characteristics had the smallest effect with the lowest ranking. The study was not comprehensive since it only studied one product category (Nestle food) and involved 150 customers who cannot fully represent Nestle food customers, therefore, further study to address this gap is essential.

Huang, Wang, and Gong (2014) conducted an empirical research on brand personality of Smart phone. The study involved 1335 online customers in China, the results revealed that, building brand personality of excitement and competence helped in improving brand value of smart phone. The study found that excitement and competence were personality genes of successful smart phone brand. Brands with these two aspects of personality are widely accepted by consumers.

Kinjal (2014) conducted study on Brand Personality of Coca-Cola and Pepsi. The study involved 100 customers who were selected using quota sampling method, the overall results showed that brand personality affects the customers purchase behavior of each product. The specific results revealed that consumers consider Coca-Cola to be a Sincere and Competent brand while Pepsi is considered to be a Cheerful (young and trendy) brand. Coca-Cola had the image of an intelligent and imaginative while Pepsi

does not have such image. The study involved only 100 customers who cannot adequately represent Pepsi and Coca-Cola customers, therefore further study is required to fill this gap.

2.3.4 Brand Personality Sophistication and Customers Purchase Decision

Brand personality sophistication dimension is related to the aspects of elegance, high status, good-looking and attractiveness. Customers will be attracted to buying company's products especially when they are associated with the characteristics of elegance or good-looking (Aaker, 1997). Ramaseshan and Tsao (2007) explored the relationship between perceived quality and brand personality. The study involved 101 consumers from tertiary institution in Australia. The outcome of the study revealed that brand personality sophistication and excitement dimensions have positive and significant influence on perceived brand quality. This study could not be generalized because it was just a case study from one tertiary institution, therefore there were methodological gap which ought to be addressed by future researchers.

2.3.5 Brand Personality Ruggedness and Customers Purchase Decision

According to Aaker (1997) brand personality ruggedness is associated with characteristic of hardness such as leisure, powerful, western, unbreakable and strong (Gil & Hellgren, 2011). Suddin, Samsinar, and Kenny (2014) studied how brand Personality influences brand loyalty of sportswear brand among Malaysian consumers. The study involved 958 customers who were conveniently selected from Malaysian sportswear Industry. The findings showed that brand personalities has impact on consumer loyalty, brand personality ruggedness was ranked first, followed by

excitement and sincerity. This study is limited to the sportswear brand in its empirical study hence leading lack of generalization to other brands. Future researchers need to address this conceptual gap by conducting similar studies in other products.

Mishra and Choudhury (2013) also conducted research on the Effect of Repositioning on Brand Personality on BlackBerry Mobile Phones. The study involved 695 students from Management and Engineering Colleges of twin cities in India, to measure brand personality the researchers used Aakers' 5 dimensions and 38 traits. The study findings revealed that the most important brand personality dimension of BlackBerry phone was sophistication, followed by excitement and ruggedness. Competence and sincerity are considered to be of less value. The study was not comprehensive since it did not address the effects of moderating variable on the relationship between brand personality and purchase of BlackBerry phone, hence further study to address this gap is paramount.

Waheed and Yadav, (2007) carried a research on brand personality orientation to brand loyalty. The results of the study showed that brand Personality plays a very important role and to some extent leads to customer loyalty. The study involved 300 respondents conveniently selected from clothing industry in India, from this research; it was found that Company has a brand image of sincerity and ruggedness which can lead to customer loyalty. The study was carried in one industry (clothing industry) and used convenient method to select respondents which sometimes can be bias, therefore future study need to be conducted to fill that gap.

2.3.6 Product Involvement and Customers Purchase Decision

Product involvement concept is measured by dimensions of; interest, pleasure, sing, risk probability and risk importance. Product involvement study offers a useful method of understanding a customer behavior in purchasing essential goods and services (Miller & Marks, 1996; Gordon, McKeage, & Fox, 1998). Suddin, Samsinar, and Kenny (2014) conducted a study on moderating role of product involvement on the relationship between brand personality and brand loyalty of sports products. The study involved 958 respondents who were from different sports sections, the data was analyzed using multiple regressions.

The results of this study indicated that product involvement moderates the relationship between brand personality and brand loyalty. However, the results further revealed that only two dimensions of brand personality excitement and ruggedness affects brand loyalty. In general, the findings suggest that associating sportswear products with brand personality dimension of excitement and ruggedness could generate strong brand loyalty. Suddin *et al.* (2014) acknowledged that further research need to be undertaken on other industries and cultural contexts, therefore the current study seek to determine the effects of moderating variable (product involvement) on the relationship between brand personality and customer purchase decision of Smartphone.

Habibollah and Zahra (2013) investigated the moderating effects of Product Involvement on determinants of brand equity on Iranian young consumers, 700 questionnaires were randomly distributed among students who had laptops or mobile phones, however only 602 proved to be usable for further analysis, structural equation

modeling was used to test the proposed hypothesis. The research findings not only indicates determinants of brand equity from Iranian young consumers' viewpoint, but also showed moderating effects of product involvement on the relationships between brand equity dimensions (brand loyalty, perceived quality and brand awareness/association) and overall brand equity. This study investigated the effects of product involvement as a moderating variable between the brand equity dimension and overall brand equity, therefore there were conceptual gap which future researchers need to study by involving other dependent and independent variables.

Chinho, Shuang, and Jeng (2013) also conducted study to investigate Moderating roles of product involvement and brand image on the relationship between Electronic Word of Mouth and customer purchase intention. The study involved 182 respondents who have ever searched for opinions or reviews through the Internet before buying the product. Data was analyzed using descriptive statistics and structural equation modeling. The study revealed moderation effect of product involvement and brand image on the relationship between electronic word of mouth and purchase intention. This study investigated the effects of product involvement as a moderating variable between the electronic word of mouth and purchase intention of products, therefore there were conceptual gap which future researchers need to address by using product involvement in other relationship.

In efforts to establish the moderating effects of product involvement, Patrick and Karin (2012) investigated the moderating role of product involvement and product familiarity on the relationship between Global Consumption Orientation and product attitude. The

results showed that product involvement and product familiarity does not moderate the relationship between global consumption orientation and product attitude, however global consumption orientation proved to have significant effects towards the attitude of Aquafresh product. The results of this study contradict the findings by Suddin *et al.* (2014) and Habibollah and Zahra (2013) that product involvement plays a moderating role of various relationships. This study investigated the effects of product involvement as a moderating variable between the global customer orientation and product attitude, therefore there were conceptual gap which future researchers need to address by testing the effects of product involvement on other relationships.

2.3.7 Brand Personality and Customer Purchase Decision

Several studies have addressed the influence of brand personality on customer purchase decision; (Charraz & Muhammad, 2014; Rubiyanti & Iqbal, 2014; Mishra & Choudhury, 2013; Nima, Hossein, & Ali 2012; Bouhlel, zoughi, Hadiji, & Slimane, 2011; Aaker, Fournier, & Brasel, 2001; Aaker, 1997). Brand personality is a set of human characteristics that consumers associate with a Brand (Aaker, 1997). The concept of brand personality originated from branding and human personality big five characteristics. Brand personality tries to fix human characteristics in a product brand and analyze how that approach can affect customers' behavior in terms of buying goods and services (Aaker, 1997).

Charraz and Muhammad (2014), conducted study on the relationship of Brand Personality, Subjective Norm and Perceived Control on Consumers' Purchase Intention of Organic Fast Food. The study involved 300 conveniently selected customers from

Malaysia, the researchers used the Aaker' 5 dimension and subjective norm and perceived control as determinants of purchase intention of fast organic food. The study findings revealed sincerity as the most influential in the purchase of organic fast food in Malaysia, Competence was second while Sophistication was third, the other variables had no influence on purchase behavior. This study was just limited to fast organic food hence creating a conceptual gap on the effects of brand personality on purchase intentions of other products.

In endeavor to establish the affects customers purchase decision Njuguna, Muathe and Kerre (2014) conducted study on the influence of brand equity on consumer choice in branded bottled water among customers from selected supermarket in Nairobi Central Business District in Kenya. The study involved 400 customers from the four selected supermarkets in Nairobi Central Business District (CBD) in Kenya. The findings of the study revealed that brand equity influences consumer brand choice, whereby brand loyalty dimension was found to have high affects on consumer choice. The study recommended bottled water company to utilize brand equity strategy to gain competitive advantage. The weakness of this study is it only involved with fast moving consumer goods (bottled water), therefore there is need to conduct study on shopping goods like cars, laptops Smartphone among other products.

Rubiyanti and Iqbal (2014) also conducted study on influence of brand personality on buying intention of converse shoes. The study involved 400 conveniently selected High school students from Malaysia, the researchers used 5 Aakers' dimension and 16 traits to measure brand personality. The findings of study revealed that only one variable

which does not influence the buying decisions of converse (ruggedness) the rest four affects the buying decision. However competence and sophistication dimension are ranked highly in terms of influence. The study not only involved in one product category (Converse shoes), but did not consider the possible effects of moderating variable, therefore the current study seeks to address this gap.

Nima, Hossein, and Ali (2012) carried out study on the Impact of Brand Personality on Product Sale through Brand Equity in Cosmetic Products. To measure brand personality, 5 dimensions and 42 traits of Aaker's brand personality model were used, the results obtained from structural equation modeling, showed sincerity, excitement, competence, charming and ruggedness as appropriate dimensions to assess Cosmetics brand personality, where exciting and sincerity had higher impact while ruggedness had the lowest impact. The overall findings of the research implied that brand personality influence brand equity and product sale. This was limited to cosmetics product, therefore future research need to be conducted on other product categories.

Bouhleb, zoughi, Hadiji, and Slimane (2011) investigated Brand Personality's Influence on the Purchase Intention in a mobile marketing in Tunisia. The study only used two dimensions of brand personality (sincere and competence). The findings of the study showed that when human personalities are attached to brands they make them more attractive to the customer. Brand personality has positive and significant effects on product trust and the attachment as well as the commitment. The more the consumer perceives the brand as being sincere and competent, the more he or she trusts it. This study only used brand personality sincerity and competence, therefore this study did not

address the effects of other three dimension of brand personality hence creating a conceptual gap which need to be addressed by future researchers.

2.4 Summary of Research Gaps

Table 2.1 presents a summary of the empirical literature review pertaining to the key variables of this study, brand personality, highlighting on the study findings, research gaps and focus of the current study.

	Author	Study	Findings	Research Gap	Focus of the Study
1	Khan, Bilal, and Mustafa (2010)	Brand Personality and Consumer Congruity: Implications for Advertising Strategy in India	The results indicate the predictive power of consumer personality on brand preferences. The results were consistent with research findings that consumers use brands to express their actual personality.	Unclear research methodology and failure to pilot test research instruments and conduct diagnostic test.	The current study sought to address this gap by using cross-sectional and both descriptive and explanatory design.
2	Bouhlel, zoughi, Hadiji, and Slimane (2011).	Brand Personality's Influence on the Purchase Intention in a mobile marketing in Tunisia	The results of this study showed that attaching personalities to brands make them more desirable to the consumers.	Failure of the study to establish the significance of each product personality dimension and treating brand personality as one variable.	The current study sought to address that gap by using five dimensions proposed by Jennifer Aaker to establish whether they have influence on customers

					purchase decision of Smartphone
3	Muya (2011)	Effects of brand personality on GlaxoSmithKline products (Toothpaste) in Nairobi, Kenya	The findings of the study were brand personality dimension sincerity and excitement affects purchase decisions of toothpaste products in Kenya.	The study focused only one product category (Toothpaste) and only focused on two dimensions of brand personality (sincerity and excitement).	The current study sought to fill this gap by conducting study on Smartphone and involving all five dimensions of brand personality
4	Mutinda (2011)	Brand personality influence on brand choice of televisions in University of Nairobi, Kenya	The findings of the study revealed that sincerity, excitement, competence and sophistication are the key brand personality drivers that influence brand selection of Television in Nairobi university Kenya.	Study focused on only one category of product (Television) and focused on MBA students from only one university.	The current study sought to address this gap by focusing on Smartphone in selected three universities campuses in Nairobi CBD, Kenya.
5	Ali and Marjan (2012)	Impact of Brand Personality on Three Major Relational Consequences Trust, Attachment, and	All personality traits of the brand competence, sincerity, excitement, creativity and Sophistication except the internal ones have played significant role	Study focused on a very small sample size 23 respondents and only focused on youth.	The current study sought to fill this gap by focusing on 310 respondents from selected three public universities campuses in Nairobi CBD.

		Commitment to the Brand in Nestle Nutrition Company in Tehran, Iran.	in personification of the brand in the mind of consumers.		
6	Nima, Hossein, and Ali (2012)	Impact of Brand Personality on Product Sale through Brand Equity in Cosmetic Products in Iran.	brand personality influence on brand equity and product sale and the dimensions of brand equity show a mediator role between brand personality and product sale	The study involved in one product category (cosmetics) and failed to articulate well sampling procedure.	The current focused on Smartphone and involve moderating variable (product involvement). The study used stratified random sampling in selecting the sample
7	Mishra and Choudhury (2013)	The Effect of Repositioning on Brand Personality on BlackBerry Mobile Phones in India.	The findings were: sophistication is the most important brand personality dimension of BlackBerry, followed by excitement and ruggedness, sincerity and competence are not important brand personality dimensions.	The study only focused on one category of product (Blackberry mobile phone) and did not consider the effects of moderating variable.	The current study addressed this gap by conducting study on Smartphone and considers effects of moderating variable (Product Involvement)
8	Linn and Peter (2014)	Employer brand trust and affect: linking brand personality to employer brand attractiveness in consultant market in	The study showed that employer brand affect is positively associated with sincerity, excitement and sophistication, while ruggedness has a negative effect.	The study focused only one industry (consultancy industry) and did not consider the role of moderating or	The current research sought to address this by conducting study in Phone industry and more specifically Smartphone

		Germany		mediating variable.	
9	Rubiyanti and Iqbal (2014)	Brand Personality Influence on buying intention of converse shoes in Indonesia	The results showed apart from one variable ruggedness other four variable influences the purchase decision of converse shoes	The study conducted only in one factory and involved only converse shoes.	The current study sought to address that gap by using different product (Smartphone) and involving master students from three public universities
10	Charraz and Muhammad (2014)	Investigation of the Relationship of Brand Personality, Subjective Norm and Perceived Control on Consumers' Purchase Intention of Organic Fast Food in Malaysia.	Results showed that the three dimensions, sincerity competence and sophistication have influence of buying of fast organic food	Focus only one category of product (organic fast food) besides not pilot testing the instruments or conducting diagnostic test to establish correlation of predicting variables.	The current study sought to fill that gap by focusing on Smartphone and conducting pilot test of instruments and performing diagnostic test

Source: Author (2015)

2.5 Conceptual Framework

The independent variable in this research is the brand personality which is measured by sincerity, excitement, competence, sophistication and ruggedness. The dependent variable is customer purchase decision which is measured by intention to purchase

similar Smartphone and intention not to purchase similar Smartphone, and the moderating variable is product involvement which is measured by interest, pleasure, sign, risk probability and risk importance. The conceptual framework is displayed in figure 2.3

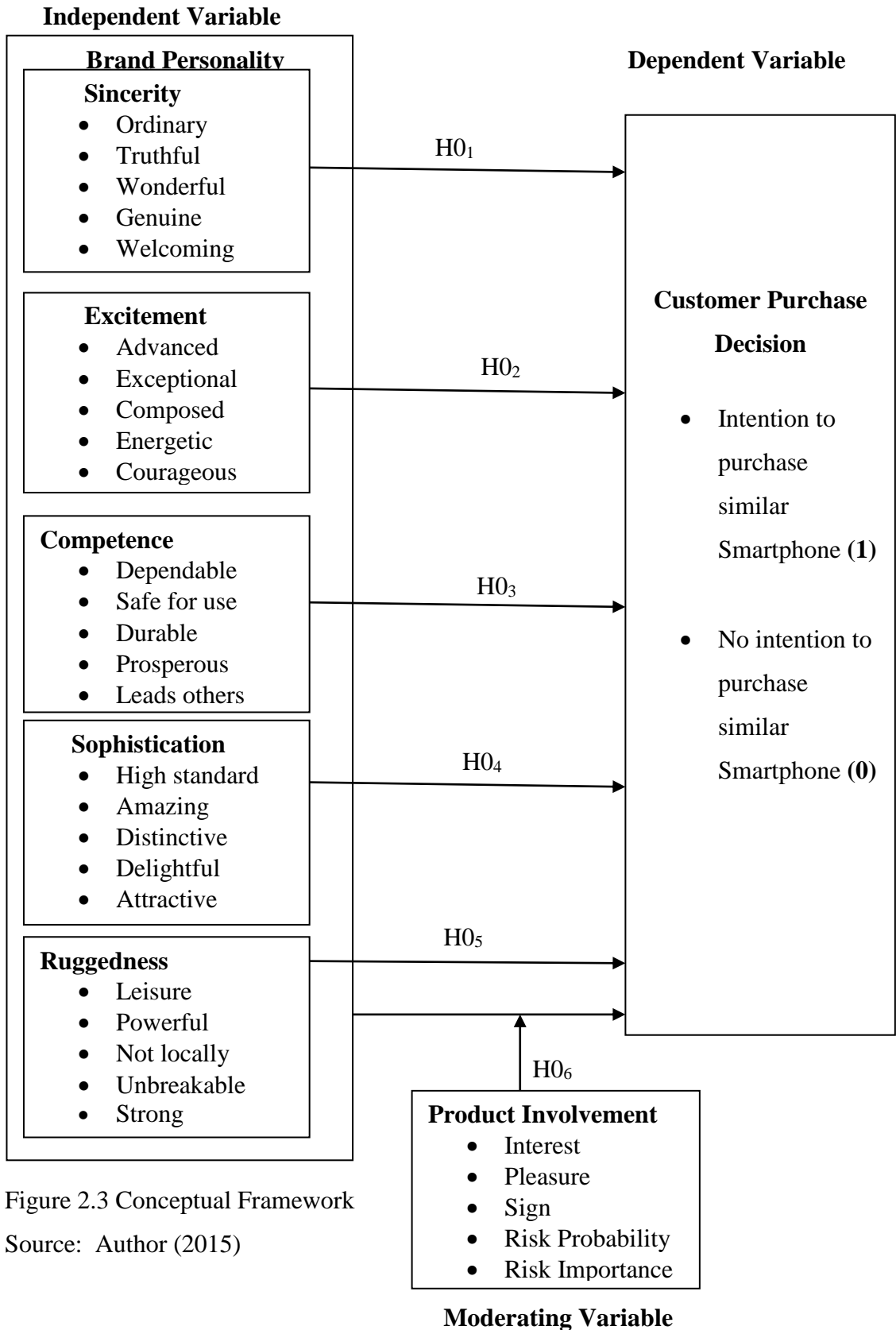


Figure 2.3 Conceptual Framework

Source: Author (2015)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter includes the methodology, research philosophy, research design, empirical model, target population, sampling procedure, data collection, definition and measurement of variables, reliability and validity of research instruments, methods of data analysis and presentation, as well as ethical consideration.

3.2 Research Philosophy

The study adopted Positivism which is a philosophy of science in which people believe in knowledge to describe what they experience using logical and scientific expression. In positivism, knowledge only comes from affirmation of theories through strict scientific method. Positivism also follows a well-defined structure during studies and discussions. The structure also gives little room for variance and drastic variable changes, thus making the study more accurate when it comes to experiments and applications since it follows specific rules using objective mathematical and scientific tools (Johnson & Onwuegbuzie, 2004).

The study adopted the positivist approach because it is commonly used in social science research and the constructs being researched can be objectively defined and established through theoretical models. The influence of brand personality on customer purchase decision of Smartphone by masters' students in selected public University campuses in Nairobi CBD, Kenya was conducted in the same manner as studies in natural sciences.

This paradigm approach as recommended by Creswell (1998) involved empirical verification of the findings and cause and effect analysis of the data.

3.3 Research Design

The study employed mixed descriptive and explanatory research design to explain the influence of brand personality on the customer purchase decision of Smartphone. According to Sekaran and Bougie (2009) there is no single perfect design, hence the researcher used these two designs to achieve the optimal results as recommended by Saunders, Lewis and Thornhill (2009). Descriptive design gives researchers an opportunity to use both quantitative and qualitative data in order to find characteristics about the population or phenomenon being studied (Bickman & Rog, 1998). The explanatory research is appropriate in explaining the nature of certain relationships and investigating the cause effect relationship between study variables (Saunders, Lewis, & Thornhill, 2009). The choice of cross-sectional allowed collection of quantitative data across the population in an economical way (Creswell, 2008; Mugenda & Mugenda, 2003; Saunders *et al.*, 2009).

3.4 Empirical Model

The models used in this study were based on the assertion that brand personality influence customer purchase decision of Smartphone in Nairobi CBD Kenya and Product involvement moderates this relationship. These causal relationships between the study's variables were organized into two sub-models; model 1 and model 2. Consumer purchase decision was binary variable which was measured by consumer

intention to purchase or no intention to purchase a Smartphone. The Logit model was preferred for this study because the dependent variable was binary. The Logit model helps in overcoming weaknesses inherent in linear probability models such as heteroscedasticity, autocorrelation and other linearity problems (Liou, 2008). Logistic regression was employed to ascertain the influence of independent variables, sincerity, excitement, competence, sophistication and ruggedness on the dependent variable consumer purchase decision.

3.4.1 Direct Effect Model

Direct effects model shows the effect of the predictor variable (brand personality) on the criterion variable (customer purchase decision). Brand personality is made up of five constructs (sincerity, excitement, competence, sophistication and ruggedness), the study assumed that each of them has a direct effect on the Dependent variable (customer purchase decision).

Direct effect Model

$$\text{Logit} \{ \ln (P_i / (1-P_i)) = \beta_0 + \beta_1 \text{SIN} + \beta_2 \text{EXC} + \beta_3 \text{COM} + \beta_4 \text{SOP} + \beta_5 \text{RUG} + \varepsilon \dots \dots \dots \} \quad (3.1)$$

The dependent variable is the natural log of the probability of purchase decision (P_i) divided by the probability of No purchase decision ($1-P$).

Where:

P_i = the probability of intention to purchase similar Smartphone

$(1 - P_i)$ = probability of no intention to purchase similar Smartphone

β_0 = is the constant value

$\beta_1 \dots \beta_5$ = coefficient of regression which measures how each independent variable influences the dependent variable that is brand personality.

SIN = Sincerity

EXC = Excitement

COM = Competence

SOP = Sophistication

RUG=Ruggedness

ε = Error term

3.4.2 Moderation effect model

Moderation effect model shows the effect of the moderating variable (product involvement) on the relationship between the predictor variable (brand personality) and the dependent variable (customer purchase decision). Product involvement was conceptualized as PI. The moderation effect was obtained using a logistic regression equation. The process involved three variables, composite value of brand personality denoted by BP, continuous composite value of product involvement represented by PI and moderation variable represented by BP*PI). The moderating effect of the moderating variable on the relationship between the independent variable and dependent variable was obtained using the following logistic regression model.

$$\text{Logit} \{ \ln (P_i / (1 - P_i)) = \beta_0 + \beta_1 BP + \beta_2 PI + \beta_3 (BP * PI) + \varepsilon \dots \dots \dots (3.2)$$

Where:

Y = Customer Purchase decision

Pi = the probability of intention to purchase Smartphone

(1-Pi)=probability of no intention to purchase Smartphone

β_1 - β_3 = Logistic regression coefficients of BP, PI & (BP*PI)

BP = Independent variable (composite value of Brand personality)

PI = Moderating Variable (continuous composite value of Product involvement)

BP*PI = Moderation Effect

ϵ = Error Term

3.4.3 Operationalization and Measurements of Variables

To achieve the study objectives as guided by literature review, the following definition and measurement of dependent and independent variables was adopted.

Table 3.1 Operationalization and measurement of Variables

Category	Variable	Indicators	Operationalization	Measurement
Dependent Variable	Customer Purchase Decision	Intention to purchase similar Smartphone	This is thoughtful process, which leads to purchasing a Smartphone	Intention to purchase similar Smartphone (1)
		No intention to purchase similar Smartphone	This is thoughtful process which does not lead to purchasing a Smartphone	No Intention to purchase similar Smartphone (0)
Independent Variable	Brand Personality Sincerity	Ordinary	Normal, not different or special or unusual in any way.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Truthful	Honest and not deceptive or fraudulent.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Wonderful	Something which is wholesome or extremely good.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Genuine	Something which is original, authentic or non- counterfeit	Scale of 1 to 5 1=Strongly disagree 2=Disagree

				3= Neutral 4=Agree 5=strongly agree
		Welcoming	Act of being social, friendly or pleasant.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Suitable for family	Something which can meet the needs of a family.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Sensible	People's behavior which is reasonable and realistic.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Joyful	Feeling of great pleasure and happiness.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Loving	A feeling of warm personal attachment or deep affection.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
Independent Variable	Brand Personality Excitement	Advanced	Something which is modern, new or well developed.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Exceptional	Act of being unique, extraordinary or excellent.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Composed	Tendency of being cool, calm and in control of	Scale of 1 to 5 1=Strongly disagree

			emotions.	2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Energetic	Active and showing high level of energy.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Courageous	Act of being daring, fearless and venturesome	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Fashionable	A stylish which matches with the modern lifestyle.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Youthful	Young-looking and active.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Modern	Something which is current or related to recent time.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Self-sufficient	Act of being independent or self-reliant.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
Independent Variable	Brand Personality Competence	Dependable	Act of being reliable or trustworthy.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Safe for use	Ability of something to	Scale of 1 to 5

			be secure or free from risk.	1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Durable	Something which is long-lasting or hardwearing	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Prosperous	Act of being successful or well-off	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Leads others	Ability to dominate other people or being superior.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Multi-tasking	This is person's ability to handle more than one task at the same time.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		High-technology	Advanced technical capability.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
Independent Variable	Brand Personality Sophistication	High standard	Something of high class or status	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Amazing	Act of being remarkable or incredible.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree

		Distinctive	Distinguishable or ability to be recognized easily.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Delightful	Something which is pleasurable or enjoyable	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Attractive	Something which is beautiful or eye-catching.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		User friendly	Something which is easy to use or understand.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
Independent Variable	Brand Personality Ruggedness	Leisure	Something which leads to relaxation and enjoyment	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Powerful	Act of being influential or dominant	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Not locally	Something which is from foreign countries	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Unbreakable	Something which is tough or hard	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree

				5=strongly agree
		Strong	Having power to do heavy tasks	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
Moderating Variable	Product Involvement	Interest	This is person's desire to have a particular product category or customer's perceived importance towards a certain product.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Pleasure	This is the pleasant value of the product, its emotional appeal and its ability to provide pleasure and affect.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Sign	This expresses the symbol value of a product or the degree to which the product expresses the person's self.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Risk probability	This is subjective likelihood of making a poor purchase decision.	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree
		Risk importance	This is the perceived importance of the negative consequences of a poor purchase decision	Scale of 1 to 5 1=Strongly disagree 2=Disagree 3= Neutral 4=Agree 5=strongly agree

Source: Author (2015)

3.5 Target Population

The target population was university Masters Students from the three selected public university campuses in Nairobi Central Business District (CBD), Kenya. The three universities campuses were Kenyatta University Nairobi CBD Campus, Jomo Kenyatta university of Agriculture & Technology Nairobi CBD Campus and Moi University Nairobi CBD Campus. The three were purposely selected based on their sizes in terms of students' enrolment and their accreditation status to operate within Nairobi CBD as shown in appendix F. However University of Nairobi was not selected because it has no campus in Nairobi CBD. The totals estimated number of master students from the three various schools in the selected three public Nairobi CBD campuses was 1380 (Kenya National Bureau of Statistics, 2014). The researcher targeted the university master students since most of them were working and can afford to purchase Smartphone besides being knowledgeable to make informed decision. The students from the three universities were distributed as shown in table 3.2.

Table 3.2 Distribution of Target Population

University	School	University Master Students	Percentage
Kenya University	School of Business	642	47%
	School of Economics	183	13%
	School of Humanities & Social Sci.	92	7%
	Sub Total	917	67%
Jomo Kenyatta University of Agriculture & Tech	School of Business	181	13%
	School of Entrepreneurs & procurement	144	10%
	School of Arts & Social Sciences	36	3%
	Sub Total	361	26%
Moi University	School of Business & Economics	51	4%
	School of Human Resource Devt.	31	1%
	School of Humanities & Social Sciences	20	1%
	Sub Total	102	7%
	Overall Total	1380	100%

Source: KNBS (2014)

Kenyatta University Nairobi CBD Campus had the highest number of master students 917; followed by Jomo Kenyatta University of Agriculture & Technology Nairobi CBD Campus with 361 students while Moi University Nairobi CBD Campus had 102 students.

3.6 Sampling Design

The researcher used both purposive and stratified random sampling techniques to select the sample size. Purposive sampling was used to select the three university campus

from nine public university Campuses operating within the Nairobi CBD, it was also be used to select three schools from each university campus, this technique was most appropriate since it helped to select Universities and schools which can give appropriate information. Stratified random sampling was used to select 310 students from 1380 students. First the population was classified into three strata, namely 3 schools from each University, and then random sampling was used to select 310 students from the three categories. Through this sampling approach, each item of the population was given an equal opportunity of being selected for the study as supported by (Cooper & Emary, 1995)

The sample size was determined by use of Yamane (1967) formula for calculating sample size.

The formula is $n = \frac{N}{1 + N(e)^2}$

Where n = sample size, N = population size e = error term

$N = 1380$, $e = .05$ hence,

$n = \frac{1380}{1 + 1380(.05)^2}$

$n = 310$

Table 3.3 Sampling and Sample Size

University	School	Frequency	Multiplier	Sample Frequency	Percentage
Kenyatta University	School of Business	642	0.2246	144	47%
	School of Economics	183	0.2246	41	13%
	School of Humanities & Social Sci.	92	0.2246	21	7%
	Sub Total	917	0.2246	206	67%
Jomo Kenyatta University of Agriculture & Tech	School of Business School	181	0.2246	41	13%
	School of Entrepreneurs & proc.	144	0.2246	32	10%
	School of Arts & Social Sciences	36	0.2246	8	3%
	Sub Total	361	0.2246	81	26%
Moi University	School of Business & Economics	51	0.2246	12	4%
	School of Human Resource Devt.	31	0.2246	7	1%
	School of Humanities & Social Sci.	20	0.2246	4	1%
	Sub Total	102	0.2246	23	7%
	Overall Total	1380	0.2246	310	100%

Source: KNBS (2014)

Table 3.3 shows that 67% of respondents were from Kenyatta University Nairobi CBD Campus, Jomo Kenyatta University of Agriculture & Technology Nairobi CBD Campus had 26% of respondents while Moi University Nairobi CBD Campus had 7% of respondents. The respondents were selected using stratified random method, and weighted to a 0.2246 to have a representative sample weight respective to the three universities.

3.7 Data Collection Instrument

This study used primary data which was collected using semi-structured questionnaire. The use semi-structured questionnaire enabled the researcher to collect both qualitative and quantitative data. The questionnaire was divided into two sections (1 and 2). Section 1 covered background information and respondents' socio-economic,

demographic and geographic characteristics. Section 2 involved six parts which contains Likert type of questions (structured) and unstructured questions on brand personality measures and product involvement dimensions.

Part one involved sincerity related questions, which included down-to-earth, honest, wholesome, original, friendly, family oriented, realistic, cheerful and sentimental. Part two involved excitement related questions; up-date-date, unique, cool, spirited, daring, friendly, young, contemporary and independent. Part three involved; competence variable; reliable, secure, hard working, successful, leader, intelligent and technical. Part four involved; sophistication measures which included upper class, glamorous, good looking, charming, feminine and smooth. Part five included ruggedness measures which were; outdoorsy, masculine, western, tough and rugged. Part six included; product involvement measures which included, interest, pleasure, sign, risk probability and risk importance.

3.8 Validity and reliability of Instruments

3.8.1 Validity

Mugenda and Mugenda (2003) argued that once a questionnaire is finalized, it is imperative for the researcher to test it in the field before the actual data collection exercise. A pilot test was carried out to confirm the content validity of the instruments. This involved twenty conveniently selected respondents from the target population, who did not form part of the final sample. This is in the line with Hill (1998) who suggested 10 to 30 participants for pilot testing survey research. Content validity in this study was applied so as to reveal whether the wording of the items used to measure a concept was

clearly related to the concept or one of its dimensions. This was facilitated by use of selected panel of three experts in the field of marketing who were asked to give their views and suggestions on the nature of questionnaire and whether it captured well the required concepts (Cooper & Schindler, 2008). The three experts did their evaluation on questionnaire and found it appropriate to the study.

3.8.2 Reliability

The researcher used Cronbach's alpha coefficient to test the reliability of the questionnaire. Cronbach's alpha was used to estimate internal consistency reliability by determining the how different dimension of the instrument was related to each other and to the entire instrument. A cronbach's alpha 0.7 was adequate to confirm the reliability of the instrument (Sekaran & Bougie, 2009). Therefore, the researcher considered coefficient alpha greater than 0.7 to indicate reliability of the research instrument. The results for all the items were summarized in Table 3.4

Table 3.4 Reliability of Questionnaire Instruments

Questionnaire Context	Number of Items	Reliability Cronbach Alpha Score	Comment
Sincerity	9	0.722	Reliable
Excitement	9	0.864	Reliable
Competence	7	0.809	Reliable
Sophistication	6	0.736	Reliable
Ruggedness	5	0.843	Reliable
Interest	3	0.766	Reliable
Pleasure	3	0.741	Reliable
Sign	3	0.782	Reliable
Risk Probability	2	0.850	Reliable
Risk Importance	2	0.759	Reliable
Overall Reliability	49	0.789	Reliable

Source: Survey data (2015)

As shown in table 3.4 Cronbach's Alpha scores for all the variables (both independent and moderating variable); sincerity, excitement, competence, sophistication, ruggedness, interest, pleasure, sign, risk probability and risk importance were greater than 0.7. From these findings it was prudent to conclude that the constructs measured had the adequate reliability for the subsequent stages of analysis since all the Cronbach's Alpha values were greater than 0.7.

3.9 Data Collection Procedures

The researcher first obtained approval to conduct research from the Kenyatta University Graduate School. Secondly the researcher also obtained the necessary clearance from the National Commission for Science, Technology and Innovation (NACOSTI). And thirdly obtained consent to participate in the study from the three selected universities campus. Purposive method was used to select three public university campuses from nine public accredited universities in Nairobi CBD. The semi-structured questionnaire was administered to the master student from the selected three university campuses in Nairobi CBD. The researcher used drop and pick later method to give students humble time to respond appropriately.

3.10 Data Analysis and Presentation

Quantitative data was analyzed using descriptive and inferential statistics. In descriptive statistics the data was analyzed using mean, standard deviation, percentages, tables and figures. Inferential statistics involved conducting logistic regression analysis of the response data to test the cause-effect of the independent and dependent variable. Qualitative data was analyzed using content analysis which involved grouping common themes together so as to draw inferences from the findings. Cooper and Schindler (2003) argued that content analysis helps in determining issues that would not have been captured by structured questions in the questionnaire.

The associated coefficient of determination (R^2) was tested using Pseudo R^2 (Nagalkerke R^2). According to McFadden (1978) the Pseudo R^2 values are considerably

lower than those of the multiple linear regression R^2 . The model is excellent when the Pseudo R^2 values are 0.2 to 0.4 which is equivalent to 0.7 to 0.9 of multiple linear regression R^2 (Domencich and McFadden, 1975).

The contribution of each predictor variable was tested using Wald statistics. According to Kinnear and Gray (2002) a predictor variable is considered significant to a model, if it has a combined odds ratio value of more than 1 and a significance value of less than 0.05. Based on this argument, the researcher rejected predictors whose odds ratio value was less than 1 and whose significant value was more than 0.05.

3.10.1 Diagnostic Tests

Before the conducting regression data analysis diagnostic tests were carried out on the collected data to find out if it conformed to set assumptions. The first diagnostic test was the multicollinearity test, which was done so as to ascertain whether the five independent variables (sincerity, excitement, competence, sophistication and ruggedness) are inter-related or not. Another diagnostic test that was carried out was the goodness-of-fit test to test the overall fit of the model.

3.10.1.1 Multicollinearity Test

A multicollinearity concept refers to a situation in which two or more predictor variables in a regression model are highly linearly related. Multicollinearity diagnostic test was conducted to ensure that the data was suitable for logistic regression analysis. Menard (1995) has suggested that a tolerance value of less than 0.1 to indicates a multicollinearity problem. Furthermore, Field (2005) has suggested that if the variance

inflation factors (VIF) are more than 10 then there is cause for concern since is an indication of multicollinearity. Multicollinearity creates a problem in multiple regression models since it increases the standard error of coefficients hence making them unreliable.

3.10.1.2 Goodness-Fit Test

The overall fit of the model was tested using the associated Chi-square statistics following (Field's, 2009) method. A well-fitting model is significant if its Hosmer and Lemeshow chi-square (X^2) value is greater than .05 (Allison & Paul, 1999).

Table 3.5 Test of Hypothesis

Objectives	Hypothesis	Statistical Approach	Research Question	Interpretation
Establish the influence of brand personality sincerity on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	Brand Personality sincerity has no significant influence on customer purchase decision of Smartphone in selected public University Campuses in Nairobi CBD, Kenya.	$\text{Ln}(\text{Pi} / (1-\text{Pi})) = \beta_0 + \beta_1 \text{SIN} + \varepsilon$	Part 1	Confidence level 95% Significant level 0.05 $P \leq 0.05$ reject null hypotheses
Determine the influence of brand personality excitement on customer purchase decision of Smartphone by masters' students in selected public University Campuses in	Brand personality excitement has no significant influence on customer purchase decision of Smartphone in selected public University Campuses	$\text{Ln}(\text{Pi} / (1-\text{Pi})) = \beta_0 + \beta_2 \text{EXC} + \varepsilon$	Part 2	Confidence level 95% Significant level 0.05 $P \leq 0.05$ reject null hypotheses

Nairobi CBD, Kenya.	in Nairobi CBD, Kenya.			
Assess the influence of brand personality competence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	Brand personality competence has no significant influence on customer purchase decision of Smartphone in selected public University Campuses in Nairobi CBD, Kenya.	$\text{Ln}(\text{Pi}/(1-\text{Pi})) = \beta_0 + \beta_3\text{COM} + \varepsilon$	Part 3	Confidence level 95% Significant level 0.05 $P \leq 0.05$ reject null hypotheses
Establish the influence of brand personality sophistication on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	Brand personality sophistication has no significant influence on customer purchase decision of Smartphone in selected public University Campuses in Nairobi CBD, Kenya.	$\text{Ln}(\text{Pi}/(1-\text{Pi})) = \beta_0 + \beta_4\text{SOP} + \varepsilon$	Part 4	Confidence level 95% Significant level 0.05 $P \leq 0.05$ reject null hypotheses
Determine the influence of brand personality ruggedness on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	Brand personality ruggedness has no significant influence on customer purchase decision of Smartphone in selected public University Campuses in Nairobi CBD, Kenya.	$\text{Ln}(\text{Pi}/(1-\text{Pi})) = \beta_0 + \beta_5\text{RUG} + \varepsilon$	Part 5	Confidence level 95% Significant level 0.05 $P \leq 0.05$ reject null hypotheses

Evaluate the moderating influence of product involvement on brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	Product involvement has no significant moderating relationship between brand personality and customer purchase decision of Smartphone in selected public University Campuses in Nairobi CBD, Kenya.	$\ln \left(\frac{P_i}{1-P_i} \right) = \beta_0 + \beta_1 BP + \beta_2 PI + \beta_3 (BP * PI) + \varepsilon$	Part 6	Confidence level 95% Significant level 0.05 $P \leq 0.05$ reject null hypotheses
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Source: Author (2015)

3.11 Ethical Considerations

Prior to the study, the researcher reviewed the ethical requirements related to academic research in order to ensure full compliance. Research authorization permit was obtained from the National Commission for Science, Technology and Innovation (NACOSTI), a copy was presented to selected university campuses before commencing the data collection exercise. The researcher also sought to obtain informed consent from the respondents before they completed the questionnaires.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the results and discussion of the study conducted to establish the brand personality influence on customer purchase decision of Smartphone by masters' students in selected public university campuses in Nairobi CBD, Kenya. The chapter encompasses the descriptive statistics of the data, qualitative data analysis and regression analysis and testing of hypotheses.

4.2 Descriptive Statistics

4.2.1 Response Rates

A total of 310 questionnaires were administered to master students from the three selected public university campuses in Nairobi, 286 questionnaires were received from the field, 16 were poorly or inappropriately filled and therefore they were not used in the analysis. A total of 270 questionnaires were used in the analysis, this represented 87.1% response rate which was above the adequate 50% as recommended by Mugenda and Mugenda (2003) and Saunders *et al.* (2009).

Table 4.1 Response Rates

Institution	Targeted Respondents	Successful Respondents	Percentage of Response Rate
Kenyatta University	206	179	86.9
JKUAT	81	72	88.9
Moi University	23	19	82.6
Overall Total	310	270	87.1

Source: Survey data (2016)

4.2.2 Respondents Demographic Characteristics

Table 4.1 shows a summary of the demographic characteristics of the respondents based on gender, age, university and school.

Table 4.2: Respondents Demographic Characteristics

Variable	University	Category	Frequency	Percentage
Gender	Kenyatta University	Male	86	31.9
		Female	93	34.4
		Sub Total	179	66.3
	Jomo Kenyatta University of Agriculture & Technology	Male	31	11.5
		Female	41	15.2
		Sub Total	72	26.7
	Moi University	Male	12	4.4

		Female	7	2.6
		Sub Total	19	7.0
		Overall Total for Male	129	47.8
		Overall Total for Female	141	52.2
		Overall Total	270	100
Age	Kenyatta University	Below 25 years	10	3.7
		25-30 years	87	32.2
		31-40 years	65	24.1
		Above 40 years	17	6.3
		Sub Total	179	66.3
	Jomo Kenyatta University of Agriculture & Technology	Below 25 years	11	4.1
		25-30 years	36	13.3
		31-40 years	14	5.2
		Over 40 years	11	4.1
		Sub Total	72	26.7
	Moi University	Below 25 years	2	0.7
		25-30 years	4	1.5
		31-40 years	12	4.4
		Above 40 years	1	0.4
		Sub Total	19	7.0
		Overall Total (Below 25 yrs)	23	8.5
		Overall Total (25-30 yrs)	127	47.1
		Overall Total (31-40 yrs)	91	33.7
Overall Total (Above 40 yrs)	29	10.7		

		Overall Total	270	100
Students' University		Kenyatta University	179	66.3
		JKUAT	72	26.7
		Moi University	19	7.0
		Total	270	100
Students' School	Kenyatta University	School of Business	127	47.0
		School of Economics	34	12.6
		Humanities & Social Sci.	18	6.7
		Sub Total	179	66.3
	Jomo Kenyatta University of Agriculture & Technology	School of Business	36	13.3
		Entrepreneurship & Proc.	28	10.4
		Arts & Social Sciences	8	3.0
		Sub Total	72	26.7
	Moi University	Business & Economics	10	3.7
		Human Resource & Devt.	4	1.5
		Humanities & Social Sci.	5	1.8
		Sub Total	19	7.0
		Overall Total	270	100

Source: Survey data (2016)

As summarized in table 4.2, the study found out that the overall majority of the respondents (52.2%) were female, while 47.8% of the overall respondents were male, this indicated that there was gender parity hence likelihood of obtaining balanced findings. The study also showed that 8.5% of the overall respondents were below 25

years old, 47.1% were between 25 to 30 years old, 33.7% were between 31 to 40 years old while 10.7% were over 40 years old, this implies that the majority of respondents were aged between 25-30 years which fall under the youth bracket which are considered to be most users of Smartphone (Chopra, 2012).

The findings showed that Kenyatta University had the highest number of respondents 66.3% followed by Jomo Kenyatta University of Agriculture & Technology with a 26.7%, while Moi University was the third with a 7.0 %. The findings further showed that majority of respondents were from the school of Business from both Kenyatta University and Jomo Kenyatta University of Agriculture & Technology with 60.3%, the school of economics from Kenyatta University followed with a response of 12.6%, while the School of Entrepreneurs & procurement from Jomo Kenyatta University of Agriculture & Technology was the third with a response of 10.4%, the School of Humanities & Social Science from both Kenyatta University and Moi University was the fourth with a response of 8.5%, the fifth was the school of Business & Economics from Moi University with a response of 3.7%, while School of Arts & Social Sciences from Jomo Kenyatta University of Agriculture & Technology was sixth with a response of 3.0%, the School of Human resource development from Moi University was seventh with a response of 1.5%. The findings were in consistent with the findings of KBNS (2014) which showed school of business dominating other schools in terms of students' population in Nairobi CBD Campuses. This means business courses are more marketable as compared to other courses.

4.2.3 Type of Smartphone owned by respondents

The respondents were asked to state the type of the Smartphone they have, their response are displayed in figure 4.1

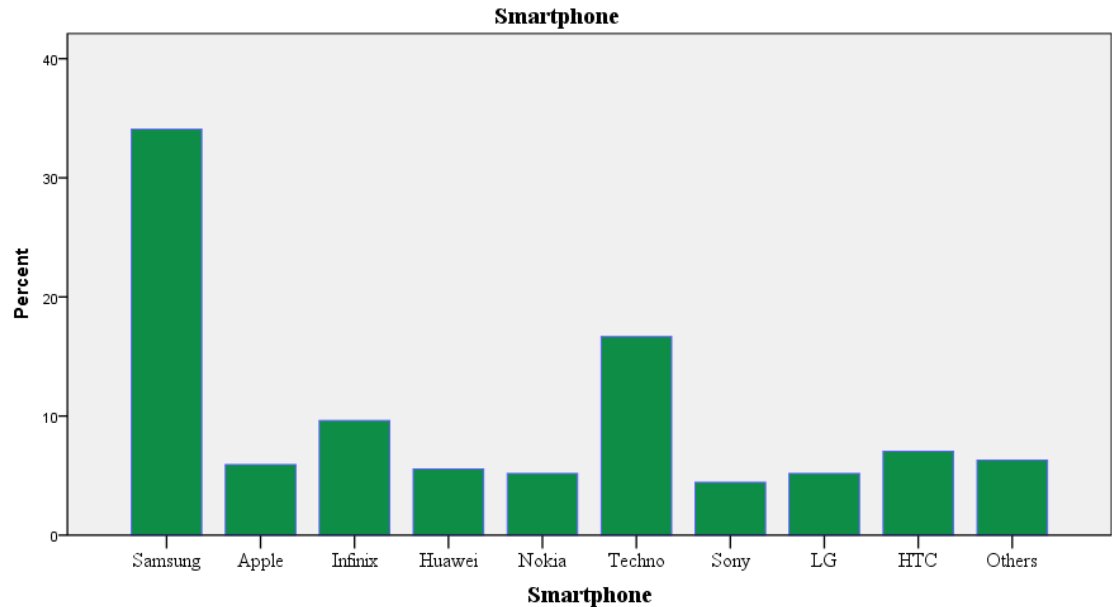


Figure 4.1 Types of Smartphone Owned by the Respondents

Source: Survey data (2016)

Figure 4.1 exhibits the type of Smartphone owned by the respondents, the results revealed that the majority of the respondents (34.1%) use Samsung Smartphone followed by Techno with 16.7%, Infinix Smartphone was the third with 9.6%, HTC Smartphone was the fourth with 7.0%, U.S.A Apple Smartphone was fifth with 5.9%. China Huawei Smartphone was sixth with a 5.6%. Nokia and LG Smartphone had the same number of respondents (5.2%), the ninth was Sony Smartphone with a 4.4%. The “others” (6.3%) category represent the least owned Smartphone which included; BlackBerry, Lenovo, Coolpad, X-Tigi, BLU, Lava Iris, Neon Smartphone, Alcatel,

Xperia, Obi and Intel from India. Based on figure 4.1, Samsung and Techno accounts for 50.8% of the Smartphone owned by the respondents. The findings were consistent with the research conducted by Kachwanya (2012) whereby the Samsung Smartphone was identified as a leading Smartphone in Kenya. This means that Samsung is the market leader commanding a huge market share.

4.2.4 Descriptive Statistics Results for Brand Personality

The key brand personality variables in this study were brand personality sincerity, excitement, competence, sophistication and ruggedness.

4.2.4.1 Brand Personality Sincerity and Customer Purchase Decision

The respondents were requested to rate their level of agreement or disagreement with the statements on brand personality sincerity on a five point Likert's scale (Strongly disagree = 1 and strongly agree = 5). The results are presented in Table 4.3

Table 4.3: Brand Personality Sincerity and Customer Purchase Decision

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Standard deviation
Smartphone is Down-to-Earth (Ordinary)	0	69.3	20.0	2.6	8.1	2.496	0.891
Smartphone is Honest (Truthful)	4.8	41.9	43.3	1.1	8.9	2.674	0.935
Smartphone is Wholesome (wonderful)	1.9	0	3.7	27.0	67.4	4.582	0.736
Smartphone is Original (Genuine)	0	0	3.7	70.0	26.3	4.226	0.500
Smartphone is Friendly (Welcoming)	0.4	1.1	1.1	44.1	53.3	4.489	0.620
Smartphone is Family Oriented (Suitable for family)	1.9	25.2	69.3	3.3	0.4	2.752	0.560
Smartphone is Realistic (Sensible)	0	0.7	5.9	69.3	24.1	4.167	0.550
Smartphone is Cheerful (Joyful)	0.4	1.1	6.7	65.9	25.9	4.159	0.616
Smartphone is Sentimental (Lovely feeling)	1.1	1.1	4.4	64.1	29.3	4.193	0.668
Aggregate Scores						3.749	0.262

Source: Survey data (2016)

Table 4.3 shows that the aggregate mean is 3.75 and standard deviation is 0.26, the mean value is moderate high implying that most respondents agree that brand personality sincerity influences customer purchase decision of Smartphone. The standard deviation 0.26 implies that there is a low variation on whether brand personality sincerity influences customer purchase decision. A mean of 4.58 of respondents strongly agree that Smartphone is wonderful, they also agrees with a mean of 4.23 that Smartphone is genuine. The respondent further agrees with a mean of 4.17 that Smartphone is sensible, however, they disagree with a mean of 2.50 that the

Smartphone is ordinary, they also disagree with a mean of 2.67 that Smartphone is truthful. The respondents strongly agree with a mean of 4.49 that Smartphone is welcoming, they were also neutral with a mean of 2.75 that Smartphone is suitable for family. The respondents also agree with a mean of 4.16 that Smartphone is joyful, they also agree with a mean of 4.19 that Smartphone leads to lovely feeling. The study findings are in the line with the study conducted by Linn and Peter (2014) on employer brand trust which revealed that employer brand is positively associated with brand personality sincerity.

4.2.4.2: Brand Personality Excitement and Customer Purchase Decision

The respondents were asked to indicate their level of agreement or disagreement towards brand personality excitement. The responses were rated in a scale of 1 to 5, 1 being strongly disagree and 5 strongly agree. The results are given in Table 4.4.

Table 4.4: Brand Personality Excitement and Customer Purchase Decision

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Standard deviation
Smartphone is Up-to-date (Advanced)	0	0	1.9	44.8	53.5	4.515	0.537
Smartphone is Unique (Exceptional)	7.8	0.7	2.2	45.6	43.7	4.167	1.080
Smartphone is Cool (Composed)	3.7	8.1	41.9	41.9	4.4	3.352	0.839
Smartphone is Spirited (Energetic)	1.9	8.5	41.1	46.7	1.9	3.382	0.746
Smartphone is Daring (Courageous)	0.4	0	1.5	46.3	48.1	4.493	0.570
Smartphone is Trendy (Fashionable)	4.1	0.4	3.3	35.9	56.3	4.400	0.906
Smartphone is Young (Youthful)	2.2	3.7	7.0	40.4	46.7	4.256	0.907
Smartphone is Contemporary (Modern)	0	0	1.9	34.1	64.1	4.622	0.523
Smartphone is Independent (Self-sufficient)	17.4	1.5	5.9	53.7	21.5	3.604	1.323
Aggregate Scores						4.088	0.364

Source: Survey data (2016)

Table 4.4 shows that the aggregate mean of brand personality excitement is 4.09 and standard deviation is 0.36, the mean value is high implying that most respondents agree that brand personality excitement influences customer purchase decision. The standard deviation 0.36 implies that there is a low variation on whether brand personality excitement influences customer purchase decision. The study revealed that a mean of 4.62 of respondents strongly agree that Smartphone is modern, they also strongly agrees with a mean of 4.40 that Smartphone is fashionable. The Table 4.4 also revealed that a mean of 4.52 of respondents strongly agrees that Smartphone is advanced in terms of

technology. The respondents also strongly agree with a mean of 4.49 that Smartphone is courageous, however, they were neutral with a mean of 3.35 that the Smartphone is composed. The respondents agree with a mean of 4.17 that Smartphone is exceptional, they also agree with a mean of 3.38 that Smartphone is energetic. The Table 4.4 further revealed that a mean of 4.26 strongly agree that Smartphone is youthful, they also agree with a mean of 3.60 that Smartphone is self sufficient. These findings are in consistent with past research by Liang and Lee (2010) which revealed that brand personality excitement have distinctive characteristic over mineral water drinks.

4.2.4.3: Brand Personality Competence and Customer Purchase Decision

The respondents were asked to rate their level of agreement or disagreement towards statements concerning brand personality competence. The statements were in Likert's 5 point scale (Strongly disagree = 1 and strongly agree = 5). The results are in Table 4.5

Table 4.5: Brand Personality Competence and Customer Purchase Decision

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Standard deviation
Smartphone is Reliable (Dependable)	1.5	0	1.5	56.7	40.4	4.344	0.659
Smartphone is Secure (Safe for use)	1.9	2.2	5.6	47.0	43.3	4.278	0.818
Smartphone is Hard Working (Durable)	7.8	11.1	25.9	34.4	20.7	3.493	1.166
Smartphone is Successful (Prosperous)	1.1	1.9	3.3	61.9	31.9	4.215	0.694
Smartphone is a Leader (Leads others)	1.5	1.5	3.7	62.2	31.1	4.200	0.708
Smartphone is Intelligent (Multi-tasking)	3.0	0	0.7	39.3	57.0	4.474	0.789
Smartphone is Technical (High technology)	3.3	0.7	3.0	34.4	58.5	4.441	0.868
Aggregate Scores						4.206	0.438

Source: Survey data (2016)

Table 4.5 shows that the aggregate mean is 4.21 and standard deviation is 0.44, the mean value is high implying that most respondents agree that brand personality competence influences customer purchase decision of Smartphone. The standard deviation 0.44 implies that there is a low variation on whether brand personality excitement influences customer purchase decision. A mean of 4.20 of respondents agree that Smartphone leads other handsets phones, they also agree with a mean of 4.22 that Smartphone is prosperous. The respondent further strongly agrees a mean of 4.44 that

the Smartphone has high technology, they also strongly agree with a mean of 4.47 that the Smartphone is multitasking handset. They were also neutral with a mean of 3.49 that the Smartphone is durable. The Table 4.5 further revealed that a mean of 4.34 agree that the Smartphone is dependable, they also agree with a mean of 4.28 that the Smartphone is safe for use. The findings were also in line with study conducted by Kinjal (2014) which revealed that consumers prefer Coca-Cola when branded with Competence characteristics.

4.2.4.4: Brand Personality Sophistication and Customer Purchase Decision

Respondents were asked to rate their level of agreement or disagreement on statements related to brand personality sophistication. The statements were in a scale of 1 to 5, where 1 is strongly disagree and 5 strongly agree. The results are given in Table 4.6.

Table 4.6: Brand Personality Sophistication and Customer Purchase Decision

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Standard deviation
Smartphone is Upper class (Higher standard)	0.7	1.1	0.4	55.6	42.2	4.374	0.631
Smartphone is Glamorous (Amazing impression)	0.4	0.7	0.7	45.9	52.2	4.493	0.602
Smartphone is Good looking (distinctive features)	1.9	1.5	0.4	40.0	56.3	4.474	0.755
Smartphone is Charming (Delightful)	4.8	9.3	10.7	43.0	32.2	3.885	1.107
Smartphone is Feminine (Attractive)	2.6	2.2	7.4	49.6	38.1	4.185	0.864
Smartphone is Smooth (User friendly)	1.1	0.7	1.5	57.0	39.6	4.333	0.657
Aggregate Scores						4.291	0.473

Source: Survey data (2016)

Table 4.6 shows that the aggregate mean of brand personality sophistication is 4.29 and standard deviation is 0.47, the mean value is high implying that most respondents agree that brand personality sophistication influences customer purchase decision of Smartphone. The standard deviation 0.47 implies that there is a low variation on whether brand personality sophistication influences customer purchase decision. The table 4.6 shows that a mean of 4.33 of respondents agree that Smartphone is user friendly, they also strongly agree with a mean of 4.47 that Smartphone has distinctive features. The Table 4.6 further revealed that a mean of 4.37 of respondents agrees that Smartphone is of high standard. The respondents also strongly agree with a mean of 4.49 that Smartphone is amazing, they also agree with a mean of 4.19 that the Smartphone is attractive, they also agree with a mean of 3.89 that Smartphone is delightful. The findings are in line with research by Ramaseshan and Tsao (2007) who revealed that brand personality sophistication have positive and significant impact on perceived brand quality.

4.2.4.5: Brand Personality Ruggedness and Customer Purchase Decision

The respondents were asked to indicate their level of agreement or disagreement towards brand personality ruggedness. The responses were rated in a scale of 1 to 5, 1 being strongly disagree and 5 strongly agree. The results are given in Table 4.7.

Table 4.7: Brand Personality Ruggedness and Customer Purchase Decision

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Standard deviation
Smartphone is Outdoorsy (leisure)	1.5	0.4	0.4	56.3	41.5	4.359	0.662
Smartphone is Masculine (Powerful)	4.8	30.4	40.4	15.6	8.9	2.933	1.003
Smartphone is Western (Not locally)	0.4	0.7	0.7	54.4	43.7	4.404	0.588
Smartphone is Tough (Unbreakable)	7.8	39.3	32.3	14.8	5.9	2.719	1.007
Smartphone is Rugged (Strong)	5.2	34.8	37.4	16.3	6.3	2.837	0.973
Aggregate Scores						3.450	0.563

Source: Survey data (2016)

Table 4.7 shows that the aggregate mean is 3.45 and standard deviation is 0.56, the mean value is low implying that most respondents disagree that brand personality ruggedness influences customer purchase decision of Smartphone. a mean of 2.72 of respondents disagree that Smartphone is unbreakable, they also disagree with a mean of 2.84 that Smartphone is strong, the Table 4.7 further reveals that a mean of 2.93 of respondents were neutral that the Smartphone is powerful. However the respondents agreed with a mean of 4.36 that Smartphone can be used for leisure, they also agreed with a mean of 4.40 that Smartphone is not locally. The findings were similar with the study by Joachim & Hanna (2008) which revealed that brand personality ruggedness has negative effects on brand loyalty.

4.2.5 Descriptive Statistics Results for Product Involvement

The key product involvement variables in this study are sincerity, pleasure, sign, risk probability and risk importance which are studies as indicators of product involvement which is a moderating variable.

4.2.5.1 Product Involvement Interest and Customer Purchase Decision

The respondents were requested to rate their level of agreement or disagreement with the statements on product involvement interest on a five point Likert's scale (Strongly disagree = 1 and strongly agree = 5). The results are in Table 4.8

Table.4.8: Product Involvement Interest and Customer Purchase Decision

Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Standard deviation
Buying a Smartphone is extremely important to me	2.6	0.7	0.4	47.0	49.3	4.396	0.77
I am really interested in having a Smartphone	0.7	0	0.7	42.2	53.7	4.430	0.814
I feel unique when I have a Smartphone	4.4	3.3	14.1	50.7	27.4	3.933	0.973
Aggregate Score						4.253	0.500

Source: Survey data (2016)

Table 4.8 reveals that the aggregate mean is 4.25 and standard deviation is 0.50, the mean value is high implying that most respondents agree that product involvement interest influences customer purchase decision of Smartphone. A mean of 4.43 of respondents strongly agree that they are really interested in having a Smartphone, they

also agree with a mean of 3.93 that they feel unique when they have Smartphone. The respondent further strongly agrees with a mean of 4.40 that buying a Smartphone is extremely important to them.

4.2.5.2 Product Involvement Pleasure and Customer Purchase Decision

The respondents were requested to rate their level of agreement or disagreement with the statements on product involvement interest on a five point Likert's scale (Strongly disagree = 1 and strongly agree = 5). The results are in Table 4.9

Table 4.9 Product Involvement Pleasure and Customer Purchase Decision

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
I really enjoy buying a Smartphone	1.1	0.4	1.1	56.7	40.7	4.356	0.639
When I buy a Smartphone is like buying a gift to my self	0.4	0.7	1.1	54.4	43.3	4.396	0.593
Having a Smartphone is a pleasure to me	2.2	0.7	1.1	56.3	39.6	4.304	0.739
Aggregate Scores						4.352	0.495

Source: Survey data (2016)

Table 4.9 shows that the aggregate mean of product involvement pleasure is 4.35 and standard deviation is 0.50, the mean value is high implying that product involvement pleasure influences customer purchase decision of Smartphone. The table shows that a

mean of 4.36 of respondents agree that they really enjoy buying a Smartphone, they also agrees with a mean of 4.30 that having a Smartphone is a pleasure them, the table 4.9 further revealed that a mean of 4.40 of respondents agrees that buying a Smartphone is like buying a gift themselves.

4.2.5.3 Product Involvement Sign and Customer Purchase Decision

The respondents were requested to rate their level of agreement or disagreement with the statements on product involvement interest on a five point Likert's scale (Strongly disagree = 1 and strongly agree = 5). The results are in Table 4.10

Table 4.10 Product Involvement Sign and Customer Purchase Decision

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
You can tell something about a person by the Smartphone they purchase	1.9	1.9	1.5	48.9	46.7	4.374	0.745
The Smartphone you buy tells a bit about you	3.0	2.6	1.1	44.8	48.5	4.333	0.871
The Smartphone you purchase shows what type of person you are	3.3	0	3.0	50.7	43.0	4.300	0.820
Aggregate Scores						4.336	0.617

Source: Survey data (2016)

Table 4.10 shows that the aggregate mean is 4.34 and standard deviation is 0.62, the mean value is high implying that most respondents agree that product involvement sign

influences customer purchase decision of Smartphone. A mean of 4.30 of respondents agree that the Smartphone they purchase symbolizes their personality, they also agree with a mean of 4.37 that one can tell something about people by the Smartphone they purchases. The respondent further strongly agrees with a mean of 4.33 that the type of Smartphone people buys tells a bit about themselves.

4.2.5.4 Product Involvement Risk Probability and Customer Purchase Decision

The respondents were requested to rate their level of agreement or disagreement with the statements on product involvement risk probability on a five point Likert's scale (Strongly disagree = 1 and strongly agree = 5). The results are in Table 4.11

Table 4.11 Product Involvement Risk Probability and Customer Purchase Decision

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
When you purchase a Smartphone , you are never certain whether you made the right choice	3.3	2.2	32.6	50.0	11.9	3.648	0.844
Choosing a Smartphone is complicated activity	5.6	4.8	0.4	43.3	45.9	4.192	1.040
Aggregate Scores						3.920	0.756

Source: Survey data (2016)

Table 4.11 shows that the aggregate mean of product involvement pleasure is 3.92 and standard deviation is 0.76, the mean value is moderate high implying that product involvement risk probability influences customer purchase decision of Smartphone. The

table shows that a mean of 3.65 of respondents agree that when they purchase a Smartphone they are never certain whether they made the right choice, they also strongly agrees with a mean of 4.19 that choosing a Smartphone is complicated activity.

4.2.5.5 Product Involvement Risk Importance and Customer Purchase Decision

The respondents were requested to rate their level of agreement or disagreement with the statements on product involvement risk importance on a five point Likert's scale (Strongly disagree = 1 and strongly agree = 5). The results are in Table 4.12

Table 4.12 Product Involvement Risk Importance and Customer Purchase Decision

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Standard Deviation
I would be really upset if I purchase a worthless Smartphone	1.5	0	1.1	47.4	50.0	4.444	0.670
I Will be disappointed if I purchase the worthless Smartphone	0.7	0	12.2	40.4	46.7	4.322	0.744
Aggregate Scores						4.383	0.585

Source: Survey data (2016)

Table 4.12 reveals that the aggregate mean is 4.38 and standard deviation is 0.59, the mean value is high implying that most respondents agree that product involvement risk importance influences customer purchase decision of Smartphone. A mean of 4.44 of respondents strongly agree that they would be really upset if they purchase a worthless

Smartphone, they also strongly agree with a mean of 4.32 that they will be disappointed if I purchase the worthless Smartphone.

4.2.6 Descriptive statistics results for Customer Purchase Decision

The respondents were asked to indicate whether they will buy the Smartphone they are having in future. Table 4.13 provides a summary of the results of the descriptive statistics for the customer purchase decision.

Table 4.13: Descriptive statistics results for Customer Purchase Decision

	Frequency	Percentage
Intention to purchase similar Smartphone	174	64.4
No intention to purchase similar Smartphone	96	35.6
Total	270	100

Source: Survey data (2016)

From table 4.13, the majority of respondents 174 (64.4%) stated that they will buy similar Smartphone in future, while 96 (35.6%) stated they will not purchase similar phone in future. This showed that the majority of respondents have trust on their Smartphone which will lead to future purchase. Both those intended and not intended to purchase similar Smartphone gave their reasons which was analyzed using content method.

4.2.7 Qualitative Data Analysis

The study incorporated open-ended questionnaire which was analyzed using content analysis, the questionnaire were summarized into two factors; reasons for intending to

purchase similar Smartphone and reasons for not intending to purchase similar Smartphone. The respondents who said that they are intending to purchase a similar Smartphone as one they are having argued that their Smartphone are unique with various features and have been serving them well. However those who responded that they will not purchase the same Smartphone in future lamented that their Smartphone are of poor quality and not serving them well, therefore they need to have unique Smartphone which can serve them better. To attract more customers Smartphone companies need to improve the quality of their Phones by making them unique with more attractive features.

4.3 Regression Analysis and Test of Hypotheses

4.3.1 Diagnostic Tests

Before the conducting regression data analysis diagnostic tests were carried out on the collected data to find out if it conformed to set assumptions. The first diagnostic test was the multicollinearity test, which was done so as to ascertain whether the five independent variables (sincerity, excitement, competence, sophistication and ruggedness) are inter-related or not. Another diagnostic test that was carried out was the goodness-of-fit test to test the overall fit of the model.

4.3.1.1 Multicollinearity Test

For this study, the collinearity test was conducted using correlation analysis, tolerance and variance inflation factor (VIF) analysis. Multicollinearity diagnostic test was conducted to ensure that the data was suitable for logistic regression analysis. Menard

(1995) suggested that a tolerance value of less than 0.1 to indicates a multicollinearity problem. Further, Field (2005) suggested a variance inflation factors (VIF) of more than 10 to indicate multicollinearity. The collinearity results are presented in table 4.14

Table 4.14: Results of Collinearity Statistics

variable	Tolerance	VIF
Sincerity	0.875	1.143
Excitement	0.891	1.122
Competence	0.671	1.490
Sophistication	0.736	1.359
Ruggedness	0.860	1.163

Source: Survey data (2016)

Results of the study revealed that no multicollinearity problem for the five independent variable sincerity, excitement, competence, sophistication and sophistication was detected. This is due to the fact that the tolerance values for the five variables was greater than 0.1, while the variation inflation factor (VIF) values are all lesser than 10, which show that there is no collinearity amongst the five predictors.

4.3.1.2 A Goodness-of-Fit Test

Goodness-of-fit test was carried out to test the overall fit of the model. In logistic regression, a goodness-of-fit test is carried to test how well the proposed model can describe the study observations (Fields, 2009). In this study, the associated Chi-square statistics were tested using Hosmer-Lemeshow (H&L) test. The model is considered fit

if H&L test value is greater than 0.05. Table 4.15 shows that the Hosmer-Lemeshow test for the logistic regression of the model is 0.825 which is greater than the required 0.05, meaning that the model fits the data very well. It is an indication that all the independent variables jointly influence the dependent variable.

4.3.2 Testing of Hypotheses

The general objective of the study was that brand personality has influence on customer purchase decision of Smartphone by masters students in selected public university campuses in Nairobi CBD, Kenya. Also, product involvement moderates the relationship between brand personality and customer purchase decision. A Binary Logistic Regression model was used to analyze the relationship between brand personality and customer purchase decision. The Binary Logistic Regression Analysis was employed because the dependent variable (customer purchase decision) is a variable with two categories which was coded in a binary function (**1** = intention to purchase; and **0** = No intention to purchase similar Smartphone). The contribution of each predictor variable was tested using Wald statistics. According to Kinnear and Gray (2002) for a predictor variable to be considered significant to a model, it must have a combined odds ratio (Exp B) value of more than 1 and a significance value of less than 0.05. The results of logit regression analysis are summarized in Tables 4.15

Table 4.15: Results of Logit Regression Analysis

Variable	β	Wald's X^2	Odd Ratio Exp (B)	P-Value
Sincerity	1.669	6.832	5.308	0.009
Excitement	1.123	7.489	3.073	0.006
Competence	1.118	7.233	3.057	0.007
Sophistication	0.892	6.026	2.440	0.014
Ruggedness	-0.117	0.169	0.890	0.681
Constant	-18.221	37.080	0.000	0.000
Moderation Term (BP*PI-Cent)	-0.810	0.183	0.445	0.669
Observations (n)	270			
Nagelkerke R^2	0.281			
Cox & Snell's R^2	0.204			
Hosmer & Lameshow (8df)	0.825			
Dependent Variable (Customer Purchase Decision)				
Note: $p \leq 0.05$				

Source: Survey data (2016)

From the Logistic regression results in Table 4.15, the following direct effect model was developed.

$$\ln(\pi/(1-\pi)) = -18.221 + 1.669\text{SIN} + 1.123\text{EXC} + 1.118\text{COM} + 0.892\text{SOP} - 0.117\text{RUG} + \varepsilon(4.1)$$

From table 4.14 the Nagelkerke R^2 test for the logistic regression model is 0.281. According to McFadden (1978) the Pseudo R^2 values are considerably lower than those of the multiple linear regression R^2 . The model is excellent when the Pseudo R^2 values are 0.2 to 0.4 which is equivalent to 0.7 to 0.9 of multiple linear regression R^2 (Domencich and McFadden, 1975). Therefore the Nagelkerke R^2 value of 0.28 symbolizes a strong model of predicting dependent variable.

4.3.2.1 Test of Hypothesis One

The first objective sought to assess the influence of brand personality sincerity on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. A hypothesis was formulated to address this objective:

H₀₁: Brand personality sincerity has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

The results in Table 4.14 show that; ($\beta=1.669$, Exp (B) =5.308 and $P < 0.05$). Based on this results, the null hypothesis was rejected at 95% confidence level since predictor variable (brand personality sincerity) had a significance value of 0.009 which is less than 0.05 and odd ratio (exp (B) value of more than 1 (Kinnear and Gray, 2002). This implied that brand personality sincerity influences customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The beta (β) value of 1.669 implies that a unit increase in brand personality sincerity will lead to 1.669 times increase in the log-odds of customer

purchase decision. The odds ratio of 5.308 means that a unit increase in brand personality sincerity will increase the likelihood of customer purchase decision by 5.308 times. This was consistent with past research by Mohd (2012), which empirically revealed that laptop users associate themselves with sincerity, while Laptop non-users associate this brand with ruggedness. The study was also in line with the study by Linn and Peter (2014) who conducted study on employer brand trust and revealed that employer brand is positively associated with sincerity.

The results were also in agreement with study conducted by Sajad, Mahdi, Hamed, Seyyed, and Tahereh (2013) which revealed that brand personality sincerity has a significant impact on buying of mobile phone. Brand personality sincerity has influence on customer purchase decision because, when products are branded as wholesome, genuine, wonderful or friendly customers feel special if they have such products. Customers feel good when they have products which are genuine, wonderful or friendly in terms of usage.

4.3.2.2 Test of Hypothesis Two

The second objective sought to determine the influence of brand personality excitement on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. A hypothesis was formulated to address this objective:

H₀₂: Brand personality excitement has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

The results in Table 4.15 show that ($\beta=1.123$, Exp (B) =3.073 and $P < 0.05$). Based on this results, the null hypothesis was rejected at 95% confidence level since predictor variable (brand personality excitement) had a significance value of 0.006 which is less than 0.05 and odd ratio (exp (B) value of more than 1 (Kinnear and Gray, 2002). This implied that brand personality excitement influences customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The beta (β) value of 1.123 implies that a unit increase in brand personality excitement will lead to 1.123 times increase in the log-odds of customer purchase decision. The odds ratio of 3.073 means that a unit increases in brand personality sincerity will increase the likelihood of customer purchase decision by 3.073 times. These findings are in consistent with past research by Liang and Lee (2010) which revealed that brand personality excitement have distinctive characteristic over mineral water drinks. Customers feel good when the mineral water is associated with excitement characteristics. The results was also similar to the study by Anja and Daniel (2011) that revealed that brand personality excitement could explain better brand trust and preference of Apple, Nike, Ikea and Mercedes Benz. Customers felt that brand personality excitement could describe better the four products.

The results were in agreement with the current study by Plavini (2011) which revealed that Brand Personality excitement not only affects consumer brand preference but also purchase decision. Brand personality excitement has influence on customer purchase decision because, the products seems to be more appealing especially when they are associated excitement characteristics as fashionable, advanced or outstanding in terms

of usage. Customers feel satisfied when they have products which are genuine, wonderful or friendly in terms of usage. Customers are also impressed and eager to purchase products which are fashionable, advanced or outstanding in terms of usage.

4.3.2.3 Test of Hypothesis Three

The third objective sought to ascertain the influence of brand personality competence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. A hypothesis was formulated to address this objective:

H₀₃: Brand personality competence has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

The results in Table 4.15 show that ($\beta=1.118$, Exp (B) =3.057 and $P < 0.05$). Based on this results, the null hypothesis was also rejected at 95% confidence level since predictor variable (brand personality competence) had a significance value of 0.007 which is less than 0.05 and odd ratio (exp (B) value of more than 1 (Kinnear and Gray, 2002). This implied that brand personality competence influences customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The beta (β) value of 1.118 implies that a unit increase in brand personality sincerity will lead to 1.118 times increase in the log-odds of customer purchase decision. The odds ratio of 3.057 means that a unit increases in brand personality sincerity will increase the likelihood of customer purchase decision by 3.057 times.

The results are similar with past research by Ali and Marjan (2012) which showed that brand personality competence plays a major role in personification of the Nestle brand in the mind of consumers. A customer prefers Nestle products which are associated with competence characteristics. Customers were reluctant to purchase products which had not branded with competence characteristics. The findings were also consistent with other study by Huang, Wang, and Gong (2014) who revealed that building brand personality of competence helped in improving brand value of Smartphone. Customers believed that attaching competence characteristics to the Smartphone could improve its value. The findings were also in line with study by Kinjal (2014) who revealed that consumers prefer Coca-Cola when branded with Competence characteristics.

Brand personality competence has influence on customer purchase decision because, customers prefer products which are of high technology, dependable and able to perform various tasks. Customers will be satisfied and more loyal to a brand if they perceive it to have certain benefits like high technology, dependable or ability to multi-task. The product is referred to be dependable if it satisfies the needs and wants of customers and does not disappoint them, therefore, customers will be willing to purchase products which are dependable.

4.3.2.4 Test of Hypothesis Four

The fourth objective sought to determine the influence of brand personality sophistication on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. A hypothesis was formulated to address this objective:

H0₄: Brand personality sophistication has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

The results in Table 4.14 show that ($\beta=0.892$, Exp (B) =2.440 and $P < 0.05$). Based on this results, the null hypothesis was also rejected at 95% confidence level since predictor variable (brand personality sophistication) had a significance value of 0.014 which is less than 0.05 and odd ratio (exp (B) value of more than 1 (Kinnear and Gray, 2002). This implied that brand personality sophistication influences customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The beta (β) value of 0.892 implies that a unit increase in brand personality sincerity will lead to 0.892 times increase in the log-odds of customer purchase decision. The odds ratio of 2.440 means that a unit increases in brand personality sincerity will increase the likelihood of customer purchase decision by 2.440 times.

The findings are consistent with research by Ramaseshan and Tsao (2007) revealed that brand personality sophistication have positive and significant impact on perceived brand quality. Customers believed products are quality when they are associated with sophistication characteristics like glamorous or good looking. The findings were also in line with other study by Zentes, Morschett, and Schramm (2008) which revealed that brand personality sophistication helps organizations to differentiate retail brands in Germany. Customers felt that attaching brand personality sophistication characteristics could help to differentiate retail product. Germany retail companies could differentiate

their product better if they branded them with sophistication characteristics. Customers preferred products which are sophisticated in terms of usage. The findings were also similar with the study by Kim, Magnini, and Singal (2011) which revealed that brand personality sophistication play a critical role in identification and influencing customer' buying behavior.

Customers believe that sophistication characteristics not only help organizations to identify their product but can use the variable to influence customers buying behavior. Brand personality sophistication has influence on customer purchase decision because, customers prefer products which are sophisticated, therefore customers will be attracted to the products which are associated with sophistication characteristics like amazing impression, upper class or good looking with distinctive features. Customers will be loyal to a certain brand if they perceive it to be sophisticated in terms of usage.

4.3.2.5 Test of Hypothesis Five

The fifth objective sought to assess the influence of brand personality ruggedness on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. A hypothesis was formulated to address this objective:

H0₅: Brand personality ruggedness has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

The results in Table 4.14 show that ($\beta = -0.117$, Exp (B) = 0.890 and $P > 0.05$). Based on this results, the null hypothesis was not rejected at 95% confidence level since predictor

variable (brand personality ruggedness) had insignificant value of 0.681 which is more than 0.05 and odd ratio ($\exp(B)$) value of less than 1 (Kinnear and Gray, 2002). This implied that brand personality ruggedness does not influence customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The beta (β) value of -1.117 implies that a unit increase in brand personality ruggedness will lead to 1.117 times decrease in the log-odds of customer purchase decision. However, the odds ratio of 0.89 means that a unit increases in brand personality ruggedness will increase the likelihood of customer purchase decision by 0.89 times. The findings are in consistent with other past research by research by Linn and Peter (2014) which revealed that brand personality ruggedness has insignificant impact on employer brand trust. Customers believed that employer brand trust is affected by other dimensions like sincerity excitement and sophistication. The findings were also in line with other study by Rubiyanti and Iqbal (2014) which revealed that brand personality ruggedness has insignificant impact on customer purchase intention of converse shoes.

Brand personality dimension of sincerity, excitement, competence and sophistication were considered to have impact on customer purchase intention of converse shoes. The respondents felt that brand personality ruggedness characteristics could not augur well with converse shoes. The findings were also similar with the study by Joachim & Hanna (2008) which revealed that brand personality ruggedness to have negative effects on brand loyalty. However, Perceived retail brand sincerity and retail brand excitement are strong drivers of store loyalty, although Perceived competence exerts a strong influence

on brand loyalty. On contrary the findings were inconsistent with the study by Waheed and Yadav (2007) which established that brand personality ruggedness influence customer loyalty of clothing. In this study, respondents believed that customers loyalty towards clothing products is enhanced when they are branded with ruggedness characteristics. Also the findings were inconsistent with research carried by Mishra and Choudhury (2013) which revealed that brand personality ruggedness affects customer purchase decision of Blackberry phone. The respondents believed that the ruggedness trait of outdoorsy and tough strongly affects the purchase decision. Brand personality ruggedness does not influence customer purchase decision because customers had negative perception towards some ruggedness characteristics like masculine and rugged. Customers associated masculine with athletics and sports products therefore failing to associate Smartphone with such characteristics.

4.3.2.6 Test of Hypothesis Six

The sixth objective was to determine the moderating influence of product involvement on brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. A hypothesis was formulated to address this objective:

H₀: Product involvement has no significant moderating relationship between brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.

To establish whether product involvement variable moderates the relationship between brand personality and customer purchase decision. The results are given in table 4.16

Table 4.16 Logistic Regression Results for Moderation Effects

Variable	β	Wald's X^2	Odd Ratio Exp (B)	P-Value
Brand Personality Centered.	3.015	21.949	20.381	0.000
Product Involvement C.	1.655	12.203	5.233	0.000
Interaction Term (BP*PI-C)	-0.810	0.183	0.445	0.669
Constant	0.732	24.209	2.079	0.000
Note: $p \leq 0.05$				

Source: Survey data (2016)

From the Logistic regression results in Table 4.16, the following moderation effect model was developed

$$\ln \left(\frac{P_i}{1-P_i} \right) = 0.732 + 3.015BP-C + 1.655PI-C + 0.810(BP*PI-C) \dots \dots \dots (4.2)$$

The results in Table 4.15 show that ($\beta = -0.810$, Exp (B) = 0.445 and $P > 0.05$). Based on this results, the null hypothesis was not rejected at 95% confidence level since moderating variable (product involvement) have insignificance value of 0.669 which is greater than 0.05 and odd ratio (exp (B) value of less than 1 (Kinnear and Gray, 2002). This implies that product involvement does not moderate the relationship between brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings was in consistent with past study by Patrick and Karin (2012) which revealed that product involvement does not moderate the relationship between Global Consumption Orientation and product attitude.

Table 4.17 Summary of Hypothesis Testing

	Hypothesis	Hypothesis test	Overall decision
H0 ₁	Brand personality sincerity has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	$\beta=1.669$ Exp (B) =5.308 P = 0.009 Reject Ho if p-value \leq 0.05 Fail to reject Ho if p-value $>$ 0.05	Hypothesis was rejected at 95% confidence level
H0 ₂	Brand personality excitement has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	$\beta=1.123$ Exp (B) =3.073 P = 0.006 Reject Ho if p-value \leq 0.05 Fail to reject Ho if p-value $>$ 0.05	Hypothesis was rejected at 95% confidence level
H0 ₃	Brand personality competence has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	$\beta=1.118$ Exp (B) =3.057 P = 0.007 Reject Ho if p-value \leq 0.05 Fail to reject Ho if p-value $>$ 0.05	Hypothesis was rejected at 95% confidence level
H0 ₄	Brand personality sophistication has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	$\beta=0.892$ Exp (B) =2.440 P = 0.014 Reject Ho if p-value \leq 0.05 Fail to reject Ho if p-value $>$ 0.05	Hypothesis was rejected at 95% confidence level
H0 ₅	Brand personality ruggedness has no significant influence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya.	B = -0.117 Exp (B) =0.890 P = 0.681 Reject Ho if p-value \leq 0.05 Fail to reject Ho if p-value $>$ 0.05	Hypothesis was not rejected at 95% confidence level
H0 ₆	Product involvement has no significant moderating relationship between brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in	$\beta=-0.810$ Exp (B) =0.445 P = 0.669 Reject Ho if p-value \leq 0.05 Fail to reject Ho if p-value $>$ 0.05	Hypothesis was not rejected at 95% confidence level

Source: Survey data (2016)

Table 4.17 summarizes the drawn conclusions of the six hypotheses that guided this thesis. Four hypotheses of brand personality variables (sincerity, excitement, competence and sophistication) were rejected since their odd ratio was greater than 1 and p-value was less than 0.005, However, the other two hypotheses (brand personality ruggedness and product involvement) was not rejected since their odd ratio was less than 1 and p-value was greater than 0.005.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary, conclusions, contribution of the study to knowledge, recommendations, and areas for further research.

5.2 Summary

The current cut-throat competition in the Smartphone Industry has forced marketers to explore new methods of differentiating their Smartphone hence influencing customers purchase decision. Based on previous research, brand personality is a strategically important construct that can help firms achieve enduring differentiation and sustainable competitive advantage. Empirical research carried out in developed countries as well as studies carried out in Kenya revealed that brand personality has a positive significant relationship with customers purchase decision. However, these studies have not exhaustively researched the effects of brand personality, most studies only focused on effects of brand personality on products like converse shoes, cosmetics, tooth paste and television.

The influences of brand personalities on customer purchase decision of Smartphone have not received much attention besides the stiff competition in the Smartphone market. Therefore this study sought to establish the influence of brand personality on customer purchase decision of Smartphone by masters students in selected public

university Campuses in Nairobi CBD, Kenya. These objectives were achieved through the use of descriptive design and explanatory research design. The data was collected using semi-structured questionnaire. The quantitative data was analyzed using descriptive and inferential statistics. The descriptive statistics were used to describe and summarize the data, while inferential statistics used Logit model estimation to predict the effects of Brand personality variables on customer purchase decision of Smartphone. The overall fit of the model was tested using the Hosmer and Lemeshow chi-square, while the associated coefficient of determination (R^2) was tested using Pseudo R^2 (Nagalkerke R^2).

The first objective was to establish the influence of brand personality sincerity on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings indicate positive significant relationship between brand personality sincerity and customer purchase decision of Smartphone, based on that fact the null hypothesis was rejected. This implies that brand personality sincerity has influence on customer purchase decision of Smartphone.

The second objective was to determine the influence of brand personality excitement on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings revealed a positive significant relationship between brand personality excitement and customer purchase decision of Smartphone, based on that fact the null hypothesis was rejected. This implies that brand personality excitement has influence on customer purchase decision of Smartphone.

The third objective was to assess the influence of brand personality competence on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings showed a positive significant relationship between brand personality competence and customer purchase decision of Smartphone, based on that fact the null hypothesis was rejected. This implies that brand personality competence has influence on customer purchase decision of Smartphone.

The fourth objective was to assess the influence of brand personality sophistication on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings indicated a positive significant relationship between brand personality sophistication and customer purchase decision of Smartphone, based on that fact the null hypothesis was rejected. This implies that brand personality sophistication has influence on customer purchase decision of Smartphone.

The fifth objective was to assess the influence of brand personality ruggedness on customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings showed a negative insignificant relationship between brand personality ruggedness and customer purchase decision of Smartphone, based on that fact the null hypothesis was not rejected. This implies that brand personality ruggedness does not influence customer purchase decision of Smartphone.

The sixth objective was to evaluate the moderating influence of product involvement on brand personality and customer purchase decision of Smartphone by masters' students in selected public University Campuses in Nairobi CBD, Kenya. The findings revealed a negative insignificant moderating relationship between brand personality and customer purchase decision of Smartphone, based on that fact the null hypothesis was not rejected. This implies that product involvement does not moderate the relationship between brand personality and customer purchase decision of Smartphone.

5.3 Conclusions

Customer purchase decision is a key component in any business organization. This study investigated brand personality influence on customer purchase decision of Smartphone by masters' students in selected public university campuses in Nairobi CBD, Kenya, based on the findings of the study the following conclusions were made. Brand personality sincerity was found to be positive and significant in influencing customer purchase decision of Smartphone, therefore the study concluded that brand personality sincerity has influence on customer purchase decision of Smartphone. Based on this conclusion, Smartphone managers specifically marketing managers need to find ways of incorporating brand personality sincerity variable in their marketing differentiation strategies.

Brand personality excitement was also found to have a positive and significant influence on customer purchase decision of Smartphone, therefore the study concluded that brand personality excitement has influence on customer purchase decision of Smartphone. Based on this conclusion, Smartphone managers specifically marketing

managers need to find ways to incorporate brand personality excitement variable in their marketing differentiation strategies.

Brand personality competence was found to be positive and significant in influencing customer purchase decision of Smartphone, therefore the study concluded that brand personality competence has influence on customer purchase decision of Smartphone. Based on this conclusion, Smartphone managers specifically marketing managers need to find ways of incorporating brand personality competence variable in their marketing differentiation strategies.

Brand personality sophistication was also found to have a positive and significant influence on customer purchase decision of Smartphone, therefore the study concluded that brand personality sophistication has influence on customer purchase decision of Smartphone. Based on this conclusion, Smartphone managers specifically marketing managers need to find ways to incorporate brand personality sophistication variable in their marketing differentiation strategies.

Brand personality ruggedness was found to be negative and insignificant in influencing customer purchase decision of Smartphone, therefore the study concluded that brand personality ruggedness has no influence on customer purchase decision of Smartphone. Product involvement was found to have negative and insignificant moderating relationship between brand personality and purchase decision of Smartphone, therefore the study concluded that product involvement does not moderate the relationship between brand personality and purchase decision of Smartphone.

5.4 Contributions of the Study to Knowledge

The study sought to establish the brand personality influence on customer purchase decision of Smartphone by masters' students in selected public university campuses in Nairobi CBD, Kenya. This thesis would be beneficial to the Smartphone companies specifically marketing managers in understanding how brand personality influences customer purchase decision of Smartphone. Future researchers and practitioners would also benefit from the study since it will broaden and deepen their understanding on how brand personality can influence customers purchase decision of Smartphone in Kenya.

Previous studies in developed countries have established that there is a significant relationship between brand personality and customer purchase decision. In Kenya's context, studies have revealed that brand personality have a significant relationship with customer purchase decision. However, these studies had both methodological and conceptual gap which ought to be addressed. This study filled those gaps by employing cross-sectional survey and combined descriptive and explanatory research design. The study also contributes to empirical literature by revealing that four brand personality variables (sincerity, excitement, competence and sophistication) have significant influence on customer purchase decision of Smartphone in Kenya.

The study theoretically contributes to new knowledge with its conceptualization of how brand personality influences customer purchase decision of Smartphone. The study further adds towards the behavioral theories especially the personality trait theory which postulates that a human personality trait affects human behavior.

5.5 Policy Implications and Recommendations

From the research findings, some policy implications can be drawn to guide customer purchase decision in the Smartphone companies. Based on the results from this research finding, Smartphone management need to incorporate brand personality strategy in their marketing differentiation strategies because there was significant relationships between the brand personality dimensions and customer purchase decision. The Smartphone management need to formulate appropriate marketing policies which will lead them to making informed decisions and adopting marketing strategies that will create a perfect image of Smartphone hence promoting customer purchase decision.

Smartphone management also needs to hire branding professionals to inculcate brand personality traits into Smartphone products so as influence customer purchase decision. The increased competition in the Smartphone markets has saturated the possibility of brand differentiation based on traditional attributes such as price and quality, therefore, Smartphone companies need to shift their attention to brand personality which provides an alternative and perfect differentiation strategy.

The management of the Smartphone companies through Communication Authority need to engage the government to ensure that there is fair competition in the mobile industry. Government should put in place strict policies to curb business malpractices like importation of counterfeit Smartphone and corrupt activities which lead to unfair business environment. Unscrupulous dealers import counterfeit products which sometimes are branded as genuine products hence deceiving and robbing innocent customers. If such dishonest dealers can apply brand personality strategies, they will

destroy the good differentiation strategy which can be used by professional dealers to win competitive.

5.6 Areas for Further Research

This research used cross sectional survey, future research should consider using a longitudinal survey to validate the findings. This study sought to establish brand personality influence on customer purchase decision of a Smartphone which is a shopping good, future research should conduct a similar study but in other product categories like convenient goods. This study used product involvement as a moderating variable, future research should consider using product involvement as predictor variable of customer purchase decision.

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APPENDICES

APPENDIX A: RESEARCH QUESTIONNAIRE

General Instructions: the purpose of this questionnaire was to collect data regarding “The brand personality influence on customer purchase decision of Smartphone by masters’ students in selected public university campuses in Nairobi CBD, Kenya.” the questionnaire consisted of two sections (1, & 2). Ensure you respond to all the statements.

Instructions:

Please tick the appropriate box or complete the answer. There is no right or Wrong answer therefore Choose the answer which represents your opinion.

SECTION 1: Demographic Details and General Information

Please select the best choice for the following questions:

1 What is your gender?

- Male Female

2 Age

- Below 25 years 25-30 years
 31-40 years Above 40 year

3 You are in which University Campus?

- Kenyatta University Nairobi CBD Campus
 JKUAT Nairobi CBD Campus
 Moi University Nairobi CBD Campus

4 Which school are you in?

- | | |
|---|---|
| <input type="checkbox"/> Business | <input type="checkbox"/> Entrepreneurship & procurement |
| <input type="checkbox"/> Economics | <input type="checkbox"/> Human Resource & development |
| <input type="checkbox"/> Humanities & Social Sciences | <input type="checkbox"/> Arts & Social Sciences |
| <input type="checkbox"/> Business & Economics | |

5. Which type of Smartphone do you have?

- Samsung Apple Infinix
 Huawei Nokia Techno
 Sony LG HTC
 Other Smartphone.....

6. Do you intent to purchase similar Smartphone?

- Yes No

Reasons.....

SECTION 2.

Brand Personality and Product Involvement dimensions

Think Smartphone brand in terms of human characteristics and indicate the extent to which you agree to the following statements by ticking the appropriate response.

(1=strongly Disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree)

Part 1: Brand Personality Sincerity and Customer Purchase Decision

Think Smartphone brand in terms of human characteristics and indicate the extent to which you agree to the following statements by ticking the appropriate response.

(1=strongly Disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree)

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
7	Smartphone is Down-to-Earth (Ordinary)					
8	Smartphone is Honest (Truthful)					
9	Smartphone is Wholesome (wonderful)					
10	Smartphone is Original (Genuine)					

11	Smartphone is Friendly (Welcoming)					
12	Smartphone is Family Oriented (Suitable for family)					
13	Smartphone is Realistic (Sensible)					
14	Smartphone is Cheerful (Joyful)					
15	Smartphone is Sentimental (Loving)					

Part 2: Brand Personality Excitement and Customer Purchase Decision

Think Smartphone brand in terms of human characteristics and indicate the extent to which you agree to the following statements by ticking the appropriate response.

(1=strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree.

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
16	Smartphone is Up-to-date (Advanced)					
17	Smartphone is Unique (Exceptional)					
18	Smartphone is Cool (Composed)					
19	Smartphone is Spirited (Energetic)					
20	Smartphone is Daring (Courageous)					
21	Smartphone is Trendy (Fashionable)					
22	Smartphone is Young (Youthful)					
23	Smartphone is Contemporary (Modern)					
24	Smartphone is Independent (Self-sufficient)					

Part 3: Brand Personality Competence and Customer Purchase Decision

Think Smartphone brand in terms of human characteristics and indicate the extent to which you agree to the following statements by ticking the appropriate response.

(1=strongly Disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree.

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
25	Smartphone is Reliable (Dependable)					
26	Smartphone is Secure (Safe for use)					
27	Smartphone is Hard Working (Durable)					
28	Smartphone is Successful (Prosperous)					
29	Smartphone is a Leader (Leads others)					
30	Smartphone is Intelligent (Multi-tasking)					
31	Smartphone is Technical (High technology)					

Part 4: Brand Personality Sophistication and Customer Purchase Decision

Think Smartphone brand in terms of human characteristics and indicate the extent to which you agree to the following statements by ticking the appropriate response.

(1=strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree.

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
32	Smartphone is Upper class (Higher standard)					
33	Smartphone is Glamorous (Amazing impression)					
34	Smartphone is Good looking (distinctive features)					
35	Smartphone is Charming (Delightful)					
36	Smartphone is Feminine (Attractive)					
37	Smartphone is Smooth (User friendly)					

Part 5: Brand Personality Ruggedness and Customer Purchase Decision

Think Smartphone brand in terms of human characteristics and indicate the extent to which you agree to the following statements by ticking the appropriate response.

(1=strongly Disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree.

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
38	Smartphone is Outdoorsy (leisure)					
39	Smartphone is Masculine (Powerful)					
40	Smartphone is Western (Not locally)					
41	Smartphone is Tough (Unbreakable)					
42	Smartphone is Rugged (Strong)					

Part 6: Product Involvement and Customer Purchase Decision

Product involvement affect your purchase decisions of Smartphone, please indicate the extent to which you agree with this by ticking the appropriate response.

(1=strongly Disagree, 2=Disagree, 3= Neutral, 4=Agree, 5=Strongly Agree.

No	Statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	Interest					
43	Buying a Smartphone is extremely important to me					
44	I am really interested in having a Smartphone					
45	I feel unique when I have Smartphone					
	Pleasure					

46	I really enjoy buying a Smartphone					
47	When I buy a Smartphone is like buying a gift to my self					
48	Having a Smartphone is a pleasure to me					
	Sign					
49	You can tell something about a person by the Smartphone they purchase					
50	The Smartphone you buy tells a bit about you					
51	The Smartphone you purchase shows what type of person you are					
	Risk Probability					
52	When you purchase a Smartphone , you are never certain whether you made the right choice					
53	Choosing a Smartphone is complicated activity					
	Risk Importance					
54	I would be really upset if I purchase a worthless Smartphone					
55	I Will be disappointed if I purchase the worthless phone					

Thank you for your cooperation

APPENDIX B: RESEARCH AUTHORIZATION

**NATIONAL COMMISSION FOR SCIENCE,
TECHNOLOGY AND INNOVATION**

Telephone: +254-20-2213471,
2241349, 310571, 2219420
Fax: +254-20-318245, 318249
Email: secretary@nacosti.go.ke
Website: www.nacosti.go.ke
When replying please quote

9th Floor, Utalii House
Uhuru Highway
P.O. Box 30623-00100
NAIROBI-KENYA

Ref. No. NACOSTI/P/15/99742/8788

Date:

13th November, 2015

John Nguma Mutinda
Kenyatta University
P.O. Box 43844-00100
NAIROBI.

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on "*Brand personality influence on customer purchase decision of smartphone in selected public universities campuses in Nairobi Central Business District, Kenya,*" I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for a period ending **13th November, 2016**.

You are advised to report to the **Vice Chancellors of selected Universities, the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.


DR. S. K. LANGAT, OGW
FOR: DIRECTOR GENERAL/CEO

Copy to:

The Vice Chancellors
Selected Universities.

The County Commissioner
Nairobi County.

**COUNTY COMMISSIONER
NAIROBI COUNTY
P. O. Box 30124-00100, NBI
TEL: 341666**

APPENDIX D: LETTER TO RESPONDENTS

John Mutinda
Department of Business Administration,
School of Business, Kenyatta University,
P.O. Box 43844-00100,
Nairobi, Kenya.
Email:mutindajohn24@gmail.co

Dear Respondents,

I am a Doctor of Philosophy (PhD) student at Kenyatta University. As part of my doctoral work I am undertaking a research on, “Brand Personality and customer purchase decision of Smartphone of masters’ students in selected public University Campuses in Nairobi CBD campuses in Kenyan.” I kindly request you to provide the required information to the best of your knowledge by filling out the attached questionnaire. The information is strictly for academic purposes only and will be treated with strict confidence. A copy of the research project will be made available to you on request. Your kind assistance will be highly appreciated.

Yours faithfully,
John N. Mutinda (D86/CTY/22828/2012)

APPENDIX E: SUPPLEMENTARY STATISTICAL ANALYSES

Table E1 Types of Smartphone owned by Master Students

	Frequency	Percent	Valid Percent	Cumulative Percent
Samsung	92	34.1	34.1	34.1
Apple	16	5.9	5.9	40.0
Infinix	26	9.6	9.6	49.6
Huawei	15	5.6	5.6	55.2
Nokia	14	5.2	5.2	60.4
Techno	45	16.7	16.7	77.0
Sony	12	4.4	4.4	81.5
LG	14	5.2	5.2	86.7
HTC	19	7.0	7.0	93.7
Others	17	6.3	6.3	100.0
Total	270	100.0	100.0	

Table E2: Brand Personality Sincerity Frequencies and Percentages

Brand Personality Sincerity	Response	Frequency	Percentage	Cumulative Percentage
Smartphone is Down-to-Earth (Ordinary)	Strongly Disagree	0	0	0
	Disagree	187	69.3	69.3
	Neutral	54	20.0	89.3
	Agree	7	2.6	91.9
	Strongly Agree	22	8.1	100
	Total	270	100	
Smartphone is Honest (Truthful)	Strongly Disagree	13	4.8	4.8
	Disagree	113	41.9	46.7
	Neutral	117	43.3	90.0
	Agree	3	1.1	91.1
	Strongly Agree	24	8.9	100
	Total	270	100	

Smartphone is Wholesome (wonderful)	Strongly Disagree	5	1.9	1.9
	Disagree	0	0	0
	Neutral	10	3.7	5.6
	Agree	73	27.0	32.6
	Strongly Agree	182	67.4	100
	Total	270	100	
Smartphone is Original (Genuine)	Strongly Disagree	0	0	0
	Disagree	0	0	0
	Neutral	10	3.7	3.7
	Agree	189	70.0	73.7
	Strongly Agree	71	26.3	100
	Total	270	100	
Smartphone is Friendly (User convenient)	Strongly Disagree	1	0.4	0.4
	Disagree	3	1.1	1.5
	Neutral	3	1.1	2.6
	Agree	119	44.1	46.7
	Strongly Agree	144	53.3	100
	Total	270	100	
Smartphone is Family Oriented (Suitable for family)	Strongly Disagree	5	1.9	1.9
	Disagree	68	25.2	27.0
	Neutral	187	69.3	96.3
	Agree	9	3.3	99.6
	Strongly Agree	1	0.4	100
	Total	270	100	
Smartphone is Realistic (Sensible)	Strongly Disagree	0	0	0
	Disagree	2	0.7	0.7
	Neutral	16	5.9	6.7
	Agree	187	69.3	75.9
	Strongly Agree	65	24.1	100
	Total	270	100	
Smartphone is Cheerful (Joyful)	Strongly Disagree	1	0.4	0.4
	Disagree	3	1.1	1.5
	Neutral	18	6.7	8.1

	Agree	178	65.9	74.1
	Strongly Agree	70	25.9	100
	Total	270	100	
Smartphone is Sentimental (Lovely feeling)	Strongly Disagree	3	1.1	1.1
	Disagree	3	1.1	2.2
	Neutral	12	4.4	6.7
	Agree	173	64.1	70.7
	Strongly Agree	79	29.3	100
	Total	270	100	

Table E3: Brand Personality Excitement Frequencies and Percentages

Brand Personality Excitement	Response	Frequency	Percentage	Cumulative Percentage
Smartphone is Up-to-date (Advanced)	Strongly Disagree	0	0	0
	Disagree	0	0	0
	Neutral	5	1.9	1.9
	Agree	121	44.8	46.7
	Strongly Agree	144	53.5	100
	Total	270	100	
Smartphone is Unique (Exceptional)	Strongly Disagree	21	7.8	7.8
	Disagree	2	0.7	8.5
	Neutral	6	2.2	10.7
	Agree	123	45.6	56.3
	Strongly Agree	118	43.7	100
	Total	270	100	
Smartphone is Cool (Composed)	Strongly Disagree	10	3.7	3.7
	Disagree	22	8.1	11.9
	Neutral	113	41.9	53.7
	Agree	113	41.9	95.6
	Strongly Agree	12	4.4	100
	Total	270	100	
Smartphone is Spirited (Energetic)	Strongly Disagree	5	1.9	1.9
	Disagree	23	8.5	10.4

	Neutral	111	41.1	51.5
	Agree	126	46.7	98.1
	Strongly Agree	5	1.9	100
	Total	270	100	
Smartphone is Daring (Outstanding)	Strongly Disagree	1	0.4	0.4
	Disagree	0	0	0
	Neutral	4	1.5	1.9
	Agree	125	46.3	48.1
	Strongly Agree	140	51.9	100
	Total	270	100	
Smartphone is Trendy (Fashionable)	Strongly Disagree	11	4.1	4.1
	Disagree	1	0.4	4.4
	Neutral	9	3.3	7.8
	Agree	97	35.9	43.7
	Strongly Agree	152	56.3	100
	Total	270	100	
Smartphone is Young (Youthful)	Strongly Disagree	6	2.2	2.2
	Disagree	10	3.7	5.9
	Neutral	19	7.0	13.0
	Agree	109	40.4	53.3
	Strongly Agree	126	46.7	100
	Total	270	100	
Smartphone is Contemporary (Modern)	Strongly Disagree	0	0	0
	Disagree	0	0	0
	Neutral	2	1.9	1.9
	Agree	92	34.1	35.9
	Strongly Agree	173	64.1	100
	Total	270	100	
Smartphone is Independent (Self- sufficient)	Strongly Disagree	47	17.4	17.4
	Disagree	4	1.5	18.9
	Neutral	16	5.9	24.8
	Agree	145	53.7	78.5
	Strongly Agree	58	21.5	100
	total	270	100	

Table E4: Brand Personality Competence Frequencies and Percentages

Brand Personality Competence	Response	Frequency	Percentage	Cumulative Percentage
Smartphone is Reliable (Dependable)	Strongly Disagree	4	1.5	1.5
	Disagree	0	0	0
	Neutral	4	1.5	3.0
	Agree	153	56.7	59.6
	Strongly Agree	109	40.4	100
	Total	270	100	
Smartphone is Secure (Safe for use)	Strongly Disagree	5	1.9	1.9
	Disagree	6	2.2	4.1
	Neutral	15	5.6	9.6
	Agree	127	47.0	56.7
	Strongly Agree	117	43.3	100
	Total	270	100	
Smartphone is Hard Working (Durable)	Strongly Disagree	21	7.8	7.8
	Disagree	30	11.1	18.9
	Neutral	70	25.9	44.8
	Agree	93	34.4	79.3
	Strongly Agree	56	20.7	100
	Total	270	100	
Smartphone is Successful (Prosperous)	Strongly Disagree	3	1.1	1.1
	Disagree	5	1.9	3.0
	Neutral	9	3.3	6.3
	Agree	167	61.9	68.1
	Strongly Agree	86	31.9	100
	Total	270	100	
Smartphone is a Leader (Leads others)	Strongly Disagree	4	1.5	1.5
	Disagree	4	1.5	3.0
	Neutral	10	3.7	6.7

	Agree	168	62.2	68.9
	Strongly Agree	84	31.1	100
	Total	270	100	
Smartphone is Intelligent (Multi-tasking)	Strongly Disagree	8	3.0	3.0
	Disagree	0	0	0
	Neutral	2	0.7	3.7
	Agree	106	39.3	43.0
	Strongly Agree	154	57.0	100
	Total	270	100	
Smartphone is Technical (High technology)	Strongly Disagree	9	3.3	3.3
	Disagree	2	0.7	4.1
	Neutral	8	3.0	7.0
	Agree	93	34.4	41.5
	Strongly Agree	158	58.5	100
	Total	270	100	

Table E5: Brand Personality Sophistication Frequencies and Percentages

Brand Personality Sophistication	Response	Frequency	Percentage	Cumulative Percentage
Smartphone is Upper class (Higher standard)	Strongly Disagree	2	0.7	0.7
	Disagree	3	1.1	1.9
	Neutral	1	0.4	2.2
	Agree	150	55.6	57.8
	Strongly Agree	114	42.2	100
	Total	270	100	
Smartphone is Glamorous (Amazing impression)	Strongly Disagree	1	0.4	0.4
	Disagree	2	0.7	1.1
	Neutral	2	0.7	1.9
	Agree	124	45.9	47.8
	Strongly Agree	141	52.2	100

	Total	270	100	
Smartphone is Good looking (distinctive features)	Strongly Disagree	5	1.9	1.9
	Disagree	4	1.5	3.3
	Neutral	1	0.4	3.7
	Agree	108	40.0	43.7
	Strongly Agree	152	56.3	100
	Total	270	100	
Smartphone is Charming (Delightful)	Strongly Disagree	13	4.8	4.8
	Disagree	25	9.3	14.1
	Neutral	29	10.7	24.8
	Agree	116	43.0	67.8
	Strongly Agree	87	32.2	100
	Total	270	100	
Smartphone is Feminine (Attractive)	Strongly Disagree	7	2.6	2.6
	Disagree	6	2.2	4.8
	Neutral	20	7.4	12.2
	Agree	134	49.6	61.9
	Strongly Agree	103	38.1	100
	Total	270	100	
Smartphone is Smooth (User friendly)	Strongly Disagree	3	1.1	1.1
	Disagree	6	0.7	1.9
	Neutral	4	1.5	3.3
	Agree	154	57.0	60.4
	Strongly Agree	107	39.6	100
	Total	270	100	

Table E6: Brand Personality Ruggedness Frequencies and Percentages

Brand Personality Ruggedness	Response	Frequency	Percentage	Cumulative Percentage
Smartphone is	Strongly	4	1.5	1.5

Outdoorsy (leisure)	Disagree			
	Disagree	1	0.4	1.9
	Neutral	1	0.4	2.2
	Agree	152	56.3	58.5
	Strongly Agree	112	41.5	100
	Total	270	100	
Smartphone is Masculine (Powerful)	Strongly Disagree	13	4.8	4.8
	Disagree	82	30.4	35.2
	Neutral	109	40.4	75.6
	Agree	42	15.6	91.1
	Strongly Agree	24	8.9	100
	Total	270	100	
Smartphone is Western (Not locally)	Strongly Disagree	1	0.4	0.4
	Disagree	2	0.7	1.1
	Neutral	2	0.7	1.9
	Agree	147	54.4	56.3
	Strongly Agree	118	43.7	100
	Total	270	100	
Smartphone is Tough (Unbreakable)	Strongly Disagree	21	7.8	7.8
	Disagree	106	39.3	47.0
	Neutral	87	32.2	79.3
	Agree	40	14.8	94.1
	Strongly Agree	16	5.9	100
	Total	270	100	
Smartphone is Rugged (Strong)	Strongly Disagree	14	5.2	5.2
	Disagree	94	34.8	40.0
	Neutral	101	37.4	77.4
	Agree	44	16.3	93.7
	Strongly Agree	17	6.3	100
	Total	270	100	

Table E7: Product Involvement Frequencies and Percentages

Interest	Response	Frequency	Percentage	Cumulative Percentage
Buying a Smartphone is extremely important to me	Strongly Disagree	7	2.6	2.6
	Disagree	2	0.7	3.3
	Neutral	1	0.4	3.7
	Agree	127	47.0	50.7
	Strongly Agree	133	49.3	100
	Total	270	100	
I am really interested in having a Smartphone	Strongly Disagree	9	3.3	3.3
	Disagree	0	0	0
	Neutral	2	0.7	4.1
	Agree	114	42.2	46.3
	Strongly Agree	145	53.7	100
	Total	270	100	
I am difference when I have Smartphone	Strongly Disagree	12	4.4	4.4
	Disagree	9	3.3	7.8
	Neutral	38	14.1	21.9
	Agree	137	50.7	72.6
	Strongly Agree	74	27.4	100
	Total	270	100	
Pleasure				
I really enjoy buying a Smartphone	Strongly Disagree	3	1.1	1.1
	Disagree	1	0.4	1.5
	Neutral	3	1.1	2.6
	Agree	153	56.7	59.3
	Strongly Agree	110	40.7	100
	Total	270	100	
When I buy a Smartphone is like buying a gift to my self	Strongly Disagree	1	0.4	0.4
	Disagree	2	0.7	1.1
	Neutral	3	1.1	2.2
	Agree	147	54.4	56.7
	Strongly Agree	117	43.3	100
	Total	270	100	

Having a Smartphone is a pleasure to me	Strongly Disagree	6	2.2	2.2
	Disagree	2	0.7	3.0
	Neutral	3	1.1	4.1
	Agree	152	56.3	60.4
	Strongly Agree	107	39.6	100
	Total	270	100	
Sign				
You can tell something about a person by the Smartphone they purchase	Strongly Disagree	5	1.9	1.9
	Disagree	3	1.1	3.0
	Neutral	4	1.5	4.4
	Agree	132	48.9	53.3
	Strongly Agree	126	46.7	100
	Total	270	100	
The Smartphone you buy tells a bit about you	Strongly Disagree	8	3.0	3.0
	Disagree	7	2.6	5.6
	Neutral	3	1.1	6.7
	Agree	121	44.8	51.5
	Strongly Agree	131	48.5	100
	Total	270	100	
The Smartphone you purchase shows what type of person you are	Strongly Disagree	9	3.3	3,3
	Disagree	0	0	0
	Neutral	8	3.0	6.3
	Agree	137	50.7	57.0
	Strongly Agree	116	43.7	100
	Total	270	100	
Risk Probability				
When you purchase a Smartphone , you are never certain whether you made the right choice	Strongly Disagree	9	3.3	3.3
	Disagree	6	2.2	5.6
	Neutral	88	32.6	38.1
	Agree	135	50.0	88.1
	Strongly Agree	32	11.9	100
	Total	270	100	
Choosing a Smartphone is complicated activity	Strongly Disagree	15	5.6	5.6
	Disagree	13	4.8	10.4
	neutral	1	0.4	10.7

	Agree	117	43.3	54.1
	Strongly Agree	124	45.9	100
	Total	270	100	
Risk Importance				
I would be really upset if I purchase a worthless Smartphone	Strongly Disagree	4	1.5	1.5
	Disagree	0	0	0
	Neutral	3	1.1	2.6
	Agree	128	47.4	50.0
	Strongly Agree	135	50.0	100
	Total	270	100	
I Will be disappointed if I purchase the worthless Smartphone	Strongly Disagree	2	0.7	0.7
	Disagree	0	0	0
	Neutral	33	12.2	13.0
	Agree	109	40.4	53.3
	Strongly Agree	126	46.7	100
	Total	270	100	

Table E8: Correlation Matrix of the Five Predictor Variables

	Constant	Sincerity	Excitement	Competence	Sophistication	Ruggedness
Constant	1.000	-.649	-.445	-.183	-.257	-.005
Sincerity	-.649	1.000	-.032	-.081	-.085	-.100
Excitement	-.445	-.032	1.000	-.206	.113	-.071
Competence	-.183	-.081	-.206	1.000	-.316	-.161
Sophistication	-.257	-.085	.113	-.316	1.000	-.211
Ruggedness	-.005	-.100	-.071	-.161	-.211	1.000

Source: Survey data (2016)

Table E9 Dependent Variable Encoding

Original Value	Internal Value
No intention to purchase similar Smartphone	0
Intention to purchase similar Smartphone	1

Source: Survey data (2016)

Table E10 Variables in the Equation for the Direct Effects Model

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	.595	.127	21.881	1	.000	1.812

Source: Survey data (2016)

Table E.11: Case processing summary for Direct Effects Logistic Regression

Unweighted Cases ^a	N	Percent
Included in Analysis	270	100.0
Selected Cases Missing Cases	0	.0
Total	270	100.0
Unselected Cases	0	.0
Total	270	100.0

Source: Survey data (2016)

Table E.12: Classification Table for the Direct Effects Model

Observed		Predicted		
		Customer Purchase Decision		Percentage Correct
		No intention to purchase similar Smartphone	Intention to purchase similar Smartphone	
Customer Purchase Decision	No intention to purchase similar Smartphone	48	48	50.0
	Intention to purchase similar Smartphone	23	151	86.8
Overall Percentage				73.7

Source: Survey data (2016)

Table E13: Omnibus Tests of Model Coefficients for the Direct Effects Model

	Chi-square	df	Sig.
Step	61.673	5	.000
Step 1 Block	61.673	5	.000
Model	61.673	5	.000

Source: Survey data (2016)

Table E14 Model Summary for the Model 1

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	289.768 ^a	.204	.281

Source: Survey data (2016)

Table E15: Hosmer and Lemeshow Test for the Direct Effects Model

Step	Chi-square	df	Sig.
1	4.347	8	.825

Source: Survey data (2016)

Table E.16: Logistic Regression Results for the Direct Effects Model

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Sincerity	1.669	.639	6.832	1	.009	5.308	1.518	18.560
Excitement	1.123	.410	7.489	1	.006	3.073	1.375	6.866
Competence	1.118	.416	7.233	1	.007	3.057	1.354	6.903
Sophistication	.892	.363	6.026	1	.014	2.440	1.197	4.974
Ruggedness	-.117	.283	.169	1	.681	.890	.511	1.550
Constant	-18.221	2.992	37.080	1	.000	.000		

Source: Survey data (2016)

Table E.17: Logistic Regression Results for Composite variable of Brand Personality

	Constant	Brand_Personality_Centred	Product_Involvement_Centred	BP*PI_Centred
Constant	1.000	.136	.012	-.143
Brand_Personality_Centred	.136	1.000	-.146	.086
Product_Involvement_Centred	.012	-.146	1.000	.282
BP*PI_Centred	-.143	.086	.282	1.000

Source: Survey data (2016)

Table E18: Correlation Matrix of Three variables of Interaction effects Model

Source: Survey data (2016)

Table E.19: Case Processing Summary for Moderation Effects Regression Model

Unweighted Cases ^a	N	Percent
Included in Analysis	270	100.0
Selected Cases Missing Cases	0	.0
Total	270	100.0
Unselected Cases	0	.0
Total	270	100.0

Source: Survey data (2016)

Table E.20: Classification Table for Moderation Effects Regression Model

Observed		Predicted		
		Customer Purchase Decision		Percentage Correct
		No intention to purchase similar Smartphone	Intention to purchase similar Smartphone	
Customer Purchase Decision	No intention to purchase similar Smartphone	41	55	42.7
	Intention to purchase similar Smartphone	22	152	87.4
Overall Percentage				71.5

Source: Survey data (2016)

Table E21: Omnibus Tests of Model Coefficients for Moderation Effects Regression Model

Omnibus Tests of Model Coefficients			
	Chi-square	df	Sig.
Step	66.340	3	.000
Step 1 Block	66.340	3	.000
Model	66.340	3	.000

Source: Survey data (2016)

Table E22 Model Summary for Moderation Effects Regression Model

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	285.101 ^a	.218	.299

Source: Survey data (2016)

Table E23: Hosmer and Lemeshow Test for the Moderation Effects Model

Step	Chi-square	df	Sig.
1	9.361	8	.313

Source: Survey data (2016)

Table E.24: Logistic Regression Results for Moderation Effects Model

	B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
							Lower	Upper
Brand_Personality_Centred	3.015	.643	21.949	1	.000	20.381	5.774	71.934
Product_Involvement_Centred	1.655	.474	12.203	1	.000	5.233	2.068	13.246
BP*PI Centred	-.810	1.892	.183	1	.669	.445	.011	18.158
Constant	.732	.149	24.209	1	.000	2.079		

Source: survey data (2016)

**APPENDIX F: STUDENTS DISTRIBUTION STATISTICS OF UNIVERSITIES
2013/14**

KENYATTA UNIVERSITY
Student Distribution by Faculty, 2008/09-2013/14

Table 159 (b) Courses	2008/09	2009/10	2010/11	2011/12	2012/13	Number 2013/14*
BEducation	9,362	9,748	15,728	17,993	17,181	18,995
BEEd(Home Economics)	359	374	603	690	162	168
BA(Fine Arts)	89	93	150	172	634	980
BA(Music)	101	104	168	192	66	129
BA(Arts)	2,061	2,146	3,463	3,962	3,868	3,208
Law	-	-	-	-	1,298	1,057
Tourism	-	-	-	-	742	1,059
BScience	1,754	1,827	2,948	3,372	8,344	11,216
Agriculture	-	-	-	-	1,962	1,339
Civil Engineering	-	-	-	-	325	262
Electrical and Electronics Engineering	-	-	-	-	468	177
Mechanical Engineering	-	-	-	-	683	292
Commerce	1,539	1,603	2,586	2,958	6,494	7,312
Economics	0	0	0	0	4,987	4,925
Post Graduate Courses	2,557	2,662	4,295	4,914	7,156	15,375
B Environmental Studies	569	593	957	1,095	3,195	3,169
Other Courses	974	1,015	1,637	1,873	1,195	3,808
Total	19,365	20,165	32,534	37,220	58,760	73,471

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Student Distribution by Faculty, 2008/09-2013/14

Table 159 (d) Courses	2008/09	2009/10	2010/11	2011/12	2012/13	Number 2013/14*
Bachelor of Science	1,462	1,607	1,784	2,518	5,672	6,533
BSc Horticulture	537	897	996	1,406	376	375
BSc Agriculture Engineering	797	912	1,012	1,429	405	344
BSc Food Science & Post Harvest Technology	387	440	489	690	948	1,181
BSc Architecture	409	470	522	736	898	1,003
BSc Civil Engineering	524	552	613	866	756	822
BSc Elect/Electronic Engineering	372	356	395	558	583	831
BSc Mechanical Engineering	291	317	352	497	1,693	1,746
BSc Computer studies	1,112	1,310	1,454	2,053	2,105	2,187
Others	354	1,598	1,774	2,504	7,535	9,443
Total Undergraduate	6,245	8,460	9,390	13,258	20,971	24,465
Diploma Students	2,154	1,995	1,700	2,048	2,888	2,830
Post graduate	507	564	481	679	5,131	6,111
Total	8,905	11,019	11,571	15,984	28,990	33,406

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Student Distribution by Faculty, 2008/09-2013/14

Table 159 (a) Courses	2008/09	2009/10	2010/11	2011/12	2012/13	Number 2013/14*
Forestry	205	209	281	340	0	0
Fisheries	250	255	343	415	197	214
Wildlife Management	142	145	195	236	-	-
Horticulture	120	123	165	200	-	-
Tourism	141	144	194	234	2,839	640
Wood Science Technology	171	175	235	285	-	-
Production Technology	262	268	361	436	245	187
Electrical and Communication Technology	240	245	330	399	666	481
Information Sciences	353	361	486	587	1,048	639
BEEd Home Science Technology	384	392	527	638	-	-
Science	1,715	1,753	2,357	2,851	1,093	1,993
Bachelor of Arts	-	-	-	-	-	-
Education	4,307	4,401	5,917	7,158	7,919	5,486
Education Technology	522	533	717	867	83	200
Geography	171	175	235	285	287	322
Economics	432	441	593	718	941	879
Business Management	637	651	876	1,059	6,491	3,715
Law	353	361	486	587	2,054	333
Social,Cultural and Development Studies ¹	2,021	2,065	2,776	3,359	5,578	5,452
Nursing	375	383	515	623	207	149
Medicine (Health Science)	671	685	921	1,115	855	645
Environmental Studies	425	434	584	706	310	155
Civil & Structural Engineering	375	383	515	623	340	203
Textile Technology	148	151	203	246	221	189
Chemical Engineering Technology	157	160	215	260	270	174
Post Graduate Courses	785	802	1,079	1,305	1,529	1,791
Total	15,362	15,698	21,106	25,533	33,173	23,847

Source: KNBS (2014)