

Islamic Brand Personality and Customer Satisfaction: A Conceptual Study

Muhammad Tahir Jan^a, Firdaus Fanny Putera Perdana^b

^a Assistant Professor, International Islamic University Malaysia, Gombak, Selangor, Malaysia

^b Ph.D. Candidate, International Islamic University Malaysia, Gombak, Selangor, Malaysia

*Corresponding author Email: *tahirjan@iium.edu.my

Abstract

Brand personality plays an important role in affecting customer satisfaction. Muslim population is estimated to reach 30 percent of world's population and it is considered as the fastest religion spreading in the world. To tap into this market, it is important to explore various aspects of business, in general, and marketing, in particular, from the perspective of Muslim consumers. The present research also attempts to do the same by proposing a conceptual model related to brand personality, named, Islamic Brand Personality (IBP) and its impact on customer satisfaction. Personality dimensions developed by Aaker was extended by undertaking an extensive and exhaustive review of the literature. The same model is revised according to Quran and Hadith. Sophistication and Ruggedness were eliminated during the model development, while other three dimensions, namely, Trustworthiness, Justice and Shariah Compliance emerged during the review. The resulted conceptual model is expected to effectively help the marketers differentiate Islamic brands that eventually can entice more Muslim consumers in using their products compared to the conventional counterparts.

Keywords: Brand Personality; Islamic Brand Personality; Customer Satisfaction; Aaker's Brand Personality

1 Introduction

In the recent years, brand personality has showcased its strength in affecting both consumer satisfaction and loyalty as it is deemed as one of the strongest determinants that leads to measure self-image for the mentioned aspects (Achouri & Bouslama, 2010). Recent studies indicate the interest of the researchers regarding brands. The studies about branding have been mainly related to identity, reputation, brand value, reputation, and image of the business sector and they ensure that communication process is achieved (Ismael & Blaim, 2012; Van Riel & Fombrun, 2007; Wilson & Liu, 2011). Brand personality is considered as a tool that allows customers to express their actual self (what they actually are), ideal self (what they want to be), or social self (Belk, 1988; Malhotra, 1988), owing to its use and ownership towards a certain brand (Johar, Sengupta, & Aaker, 2005; Ouwersloot & Tudorica, 2001).

Characteristics of human have been identified as platforms to differentiate the individuals and the same thing can also be applied to brands (Caprara, Barbaranelli, & Guido, 2001). This process is called differentiation strategy and brand personality allows marketers to build some distinctive image on their products (Thomas & Sekar, 2008). Apart from that, brand personality is also known to be able to improve and retain the competitive edge of the products. The strong presence of brand personality eventually affects the strength of the brand trust (Aggarwal, 2004; Freling & Forbes, 2005) and it is the reason of a strong customer-brand relationship (Sung & Kim, 2010). Making a brand distinctive is crucial for the marketers as the business is getting more and more competitive each day and the consumers have so many choices and different alternative to choose from. Brands that stand out will eventually be an aspect that catapults the companies' performances (Colucci, Montaguti, & Lago, 2008; Madden, Fehle, & Fournier, 2006; Warlop, Ratneshwar, & van Osselaer, 2005)

Aaker is a researcher that shows a huge interest in brand personality as she came up with the definition and a tool that can measure brand personality. Brand personality itself is defined as "the set of human characteristics associated with the brand" (Aaker, 1997). There are five different dimensions in Aaker's brand personality and they include sincerity, excitement, competence, sophistication and ruggedness (Aaker, 1997). There are three different approaches that have been that major interests for the researchers when it comes to Aaker's model development. Some researchers are interested in discussing the consequences, others focus their studies on the dimensions of brand personality across countries while the rest are known to develop the antecedents of brand personality. The latter is the focus of this present study.

Even though many scholars have been known to benefit from the development of Aaker's brand personality model, many also discussed the downfalls and the weaknesses of the model itself. Most of them criticized the limitations that the model has exposed so far. A study conducted by Eisend and Stokburger-Sauer (2013) indicated that both ruggedness and excitement were not strongly related with brand commitment and brand attitude. Not only those, sophistication and ruggedness were also found to not have great relationship with Big Five human personality (Azoulay & Kapferer, 2003; Geuens, Weijters, & De Wulf, 2009). Aaker herself also indicated that the developed model was destined to represent US population only and different results are expected when the model is applied in another type of population.

Wilson and Grant (2011) indicated that brands are known to have a strong relationship with cultures. Cultural aspect is one of the most important elements of a country and therefore, it is important to understand the generalizability level of Aaker's brand personality model when it is applied in different countries as the citizens may have different perception regarding brand personality in their cultures (Lee & Kang, 2013). Brand personality has been studied in different cultures and countries and interestingly each culture has come up with a new perspective regarding its very own brand personality. Aaker and her colleagues also performed a study towards Japan and Spain, and they discovered that these two have some similarities compared to brand personality of USA. However, new dimensions emerged from each country as study towards Japanese culture showcased peacefulness as one of the aspects in brand personality and Spanish culture indicated passion in its very own brand personality. A research in Korea also came up with a new concept for its brand personality as cute was found to be a determinant that replaced the existence of one of brand personality dimensions.

Many brand personality related studies were performed in non-Muslim countries and therefore, the researchers also captured an opportunity to conduct the similar study towards a Muslims or Muslim majority countries with a collectivist culture. Malaysia is one

of the examples for the country with such personality. The cultural differences can be elaborated more on the religiosity as it is important to understand whether it is an imperative element of the culture. In terms of religiosity, a Halal study conducted by Borzooei and Asgari (2013) also utilized Aaker's brand personality model to answer their research questions. The research indicated a strong relationship between brand personality and religiosity. Furthermore, most brand personality model related studies are concerned of products-brands (Wang, Yang, & Liu, 2009). Brand personality studies focusing on the service industry like insurance companies and bank have been known to be very limited to non-existent.

The researchers believe that it is important to perform a research in Muslim countries as the it is predicted that by 2025, the Muslim population is estimated to reach 30 percent of worldwide population (Roberts, 2010) and it is considered as the fastest religion spreading in the world (Saeed, Ahmed, & Mukhtar, 2001). Organization of the Islamic Conference consists of 57 countries and their joint gross domestic product was estimated to be around US\$8 trillion before 2008 (Alserhan, 2010). Therefore, it is believed that this culture will provide the research with profitable market and it can only be possible to identify once their religiosity and point of view are carefully studied. This research proposes a conceptual study regarding the ability of Islamic brand personality (an extended version of Aaker's brand personality) to affect the customer satisfaction. The research model is proposed and the literature review towards the development of the model is also presented.

2 Literature Review

2.1 Personality and Brand Personality

Personification means a condition where lifeless objects are molded and characterized as if they have human personalities and therefore the object represents a living person. Human attributes that are attached to inanimate beings can be of intelligent aspect or element such as goals, beliefs, desires, plans, will, psychological states, intentions, goals, and powers (Turner, 1987). Human psychology and consumer behavior theories play an important role in the development of brand personality (Heding, Knudtzen, & Bjerre, 2009). Brand personality is a compilation of human attributes that is related with a brand. In conclusion, it can be defined as a set of characteristics that expresses the value of a brand. It is the task of the brand managers to ensure that their brands are perfectly personified and have such strong personalities as strong brand personalities may improve the attention of the consumers towards the brands and eventually this occurrence will lead to brand preference.

A well personified brand loyalty is the reason why the customer has stronger consumption and willingness, better emotional attachment, loyalty and trust. A synergy between a customer and a product is very important and it is a sign of successful brand personality. This stage is more on point and effective than a typical recommendation. Brand personality is a platform that allows reaching the target audience's attention. The preference can be described as a likelihood to one thing against another thing. If audiences of a brand are considered youthful, it is not necessarily for the institution or organization to approach young customers only (Ekhlassi, Nezhad, Far, & Rahmani, 2012). The customers can be individuals ranging from 6 to 60 years as long as they have youthful mindset. The same thing applies when a brand is considered loving and kind. This kind of brand can attract people of the similar personality. Regarding the consumers' perspective, a brand may potentially add so many valuable aspects that eventually expose an ability to be an endorser of the products.

Viot (2006) indicated that the brand personality has reached a situation where it is jumbly conceptualized. Azoulay and Kapferer (2003) stated that Aaker-defined brand personality as a global aspect rather than a facet of identity. Both authors defined the brand personality as "the set of traits of human personality which are pertinent and applicable to brands". As some brand personality characteristics have no similarities to human attributes, (Ambroise, Ferrandi, Valette-Florence, & Merunka, 2003) also found the definition of brand personality too general. Apart from that, it is possible that some personality attributes are more related to social judgments (trendy, provincial, or aristocratic). Therefore, the author came up with a definition of brand personality as "the set of traits of human personality associated with a brand".

2.2 Aaker's Brand Personality

In the early attempts, there were two different scales for the development of brand personality determinant. The initial scales were considered naturally atheoretical and therefore they encountered so many downfalls. The case indicated that they were only developed for a certain objective and the important characteristics were found to be missing. The research also was deemed to have suffered both reliability and validity issues. The second types of scales were developed according to the measurement towards human personality and hence they were considered theoretical. However, the authentication in the brand's setting was not yet performed and the results failed to reflect the particular factors in the context of brands and validity was a major issue (Aaker, 1997). During that stage, consumer behavior researchers were challenged to come up with a new definition regarding the brand personality. Aaker (1997) was the once initializing the idea by defining the brand personality and developing its measuring instrument at the same time. The Big Five model highly influenced the development of the brand personality model. Additionally, Aaker (1997) also attached the original qualitative studies on brands' attributes and the personality scales used by marketers.

The Aaker's brand personality dimensions consist of some important characteristics. Competence is strongly related to success, intelligence and reliability and the presence of competence value allows reflection towards capability, job completion, brand knowledge, and the ability to satisfy the consumers' needs. A brand that targets family-oriented customers may find sincerity to be the most crucial attribute as the consumers expect the brand to be just, fair, and able to deliver its promises. Excitement is a dimension that plays an important role in configuring the emotional responses of the consumers (Thomas & Sekar, 2008) as excitement is associated with brands that are imaginative, exciting, independent, trendy, up-to-date, and spirited (Thomas & Sekar, 2008). Ruggedness is highly associated with the terms of being active, masculine, athletic, and western. Therefore, this attribute is mainly important for the brands that are considered tough and outdoorsy (Aaker, 1996). Sophistication is a characteristic that plays a huge role mainly in the successes of upper-class brands as it exhibits glamor, good looks, charm, femininity, smoothness, and gentlemanly behavior.

A scale of 42 characteristics was developed by Aaker (1997) and each of the item corresponds to one of the five important dimensions. The study conducted was about brand personality and American brands were measured according to the perceptions of the

consumers. The Aaker's brand personality has showcased some versatility and there are so many opportunities to extend the model that is more suitable for certain cultures. This is very crucial as consumer behavior has been widely known to have a strong relationship with the brand personality. However, the model is not entirely perfect and adjustment for each study is crucial as it is associated with the following issues:

1. Personality definition is garnered from some characteristics such as nationality, gender, age, and many other attributes that are not related to personality
2. The generalizability issue that does not allow the model to examine the associated level attached to a certain brand or a category of specified products
3. The five different factors are not necessarily suitable for so many nations or cultures

2.3 Studies Regarding Aaker's Brand Personality

Brand personality studies have been known to attract so many researchers these past two decades. Wang and Yang (2008) stated there are three different approaches that have been that major interests for the researchers when it comes to Aaker's model development. Some researchers are interested in discussing the consequences (Freling & Forbes, 2005), others focus their studies on the dimensions of brand personality across countries while the rest are known to develop the antecedents of brand personality (Lau & Phau, 2007). Eisend and Stokburger-Sauer (2013) conducted a meta-analysis study that discussed both the antecedents and the consequences of brand personality.

Consequences related studies mainly elaborate the importance of brand image (Chernev, Hamilton, & Gal, 2011), brand attitude example (Ajzen & Fishbein, 1980), behavioural/ purchase intentions (Chaudhuri & Holbrook, 2001) as well as brand commitment (Fournier, 1998). Antecedents have been widely known to contribute to country of origin studies that discusses product attributes (Peterson & Jolibert, 1995) and advertising related studies such as hedonic benefit claim (Lim & Ang, 2008). It is also highly associated with consumer demographics (nationality, gender, and age) as well as consumer psychographics such as self-confidence (Bearden, Hardesty, & Rose, 2001). Life cycle (Sethuraman, Tellis, & Briesch, 2011) and product type (Troy, Hirunyawipada, & Paswan, 2008) are also known to have moderating effects on the brand personality.

To achieve a success in developing a brand, it is crucial that the marketers understand the important to create some distinct values that allow the brand to shine greatly when compared to others. The fact that other competitors, that develop similar brands, are also eagerly channeling the customers' needs is the reason why it is important to have a remarkable differentiation. Due to the high competition between brands, the customers are exposed to indecisive behavior when selecting products based on their physical attributes. This is where brand personality plays an important role to entice the customers (Sung & Kim, 2010). Several studies also discussed the importance of brand personality in affecting brand relationship consumers decision, and intention to purchase (Bouhleb, Mzoughi, Hadji, & Slimane, 2009; Louis & Lombart, 2010). Brand personality is considered as a tool that allows customers to express their actual self (what they actually are), ideal self (what they want to be), or social self (Belk, 1988; Malhotra, 1988)

2.4 Brand Personality from the Islamic Perspective

Many marketing researchers have taken interest in country related and cultural studies on brand personality. Religion is an aspect that is strongly related to the culture, but this particular aspect has been minimally studied. Mukhtar and Butt (2012) indicated a strong impact of religiosity on the Muslim consumers' consumption behavior. The notion of Halal brand personality was investigated by Borzooei and Asgari (2013) and the proposed a conceptual model that studied the relation between Halal brand personality with brand trust and purchase intention. Therefore, the present study sees an opportunity to fill the gap and proposes a model that investigates the impact of Islamic Brand Personality on Customer Satisfaction. The country chosen for this study is Malaysia due to its collectivist nature. Many verses from Quran and Hadith were studied to ensure that the new model represents the Islamic values. Aaker's brand personality model was deemed to be a perfect platform to do so as it contains some Islamic related values like sincerity and competence.

Due to its irrelevancy with the Islamic values, both Sophistication and Ruggedness were eliminated from the proposed model. Sophistication is deemed to be highly associated with high class and glamorous demeanor (Aaker, 1997). It is not a characteristic that is highly supported in Islam as it is stated in the Qur'an, "And do not turn your cheek away from people, and do not walk on the earth haughtily. Arrogance and pride are two features that Allah does not like (Qur'an, Luqman, 31:18). Hazrat Abu Hurairah (RA) also reported a statement from Prophet (SAW), "While a man was walking, dragging his dress with pride, he was caused to be swallowed by the earth and will go on sinking in it till the day of resurrection." (Bukhari, Book 4, Vol 56, Hadith No 692). Aaker (1997) defined Ruggedness as a characteristic that is related to toughness, athleticism, and masculinity. This aspect is deemed more suitable for sports-related products such as FILA, Adidas, Under Armour, and Nike rather than services such as banking or insurance. As previously mentioned, many brand personality studies have focused more on product-brands rather than the service industry. This research attempts to provide an insight for the services industry and due to this reason, ruggedness was also eliminated.

2.4.1 Sincerity

According to Maehle, Otnes, and Supphellen (2011), brands with sincere attribute were deemed to be highly associated with high moral while brands with exciting attribute show an opportunity to explore feelings of excitement. Based on that, it is believed that a brand that showcases sincere attribute will have a higher chance to have a more positive relationship than a brand with exciting feature. Sincere brands naturally attract people of who are into a down-to-earth feature on the products they are purchasing. Sincerity is also strongly associated with acceptance and warmth. Four different characteristics that are strongly related to sincerity include honest, cheerful, wholesome, and down-to-earth (Aaker, 1997). Apart from that, Aaker (1997) also mentioned that sincerity is attributed to nurturance, warmth, family orientation and traditionalism. Aaker, Benet-Martinez, and Garolera (2001) also added sincere and real as characteristics associated with sincerity. It was argued a strong relationship of sincerity with agreeableness and it is also strongly associated with harmony, cooperation and strong social orientations.

Sincere brand was described by Aaker (1997) as a brand that shows fairness, helps like a friend, and fulfils its promises. Islam highly promotes both promises fulfilment and sincerity. It was mentioned in Islam that ability to deliver promises is one of the attributes

of the prophets. A Quranic verse states, "And mention in the Book, Ishmael. Indeed, he was true to his promise, and he was a messenger and a prophet" (Quran, Maryam, 19:54). Regarding the importance of sincerity, prophet Muhammad (SAW) was reported to say, "The man who has left his world in the condition that he had performed acts sincerely for the one and only Allah, had established prayer and had paid zakat, then Allah is pleased with him" (Ibn Maja). Al-Ghazali (2006) also emphasized the necessity of sincerity by saying, "The heart which is bereft of sincerity cannot be acceptable, as the rock with some dust on it cannot grow any grain when rain falls on it".

2.4.2 Competence

Responsibility, patience and purpose are some of the brand's personality traits that Aaker (1997) claimed to be highly associated with competence. Therefore, it conveys the features of dependability, intelligence, and achiever. It is known that many companies are putting their best efforts to ensure victory over their competitors for their excitement brand personality. Information technology companies and automotive industries are the sectors that show strong interest in both excitement and com competency based on purchase at the same time. Competence is a dimension that is related to characteristics as dependability, security, duty, security, and achievement and it is also deemed to expose some similarities to conscientiousness (Aaker et al., 2001). Competence value promises to deliver three different qualities that include successful, intelligent and reliable. This particular term is associated with conditions that are more on, task-oriented, structured and logical and this enables an individual to focus on particular facets of acting, learning and changing behavior as well as personality related capacities.

Competence, according to Aaker (1997), is emphasized as an aspect that is associated with intelligence, success, and reliability of a brand. Coulter and Coulter (2002) argued the term intelligence associated with brand's knowledge, as capabilities and fulfilment of promises perceived in the minds of consumers. Islamic rulings deem a man as the best creation among all the living beings which distinguishes him among others. A Quranic verse states, "Surely We created man of the best stature" (Qur'an, At-Tin, 95:4). Apart from that, the necessity of obtaining knowledge and skills is also well discussed in the Qur'an. A Quranic verse says, "Read, and your Lord is the most gracious, Who imparted knowledge by means of the pen. He taught man what he did not know" (Qur'an, Al-Alaq, 96:3-5). Prophet Muhammad (SAW) also elaborated the importance of acquiring the knowledge. He reportedly said, "Seeking knowledge is a duty upon every Muslim" (Majah, Book of Sunnah, Hadith no 224).

2.4.3 Excitement

Lin (2010) defined excitement as "the degree of talkativeness, freedom, happiness and energy shown in a brands' personality trait". Therefore, excitement plays an important role in enticing customers that have a high interest in adventurous life (Jennifer, 2011). The personality traits that are related to excitement include imaginative, spirited, daring, and up-to-date. The mentioned traits are usually found in a young and adventurous individual. Gil and Hellgren (2011) argued that excitement is strongly related to the terms such as sociability, energy and activity. This particular dimension consists of four facts namely daring, spirited, imaginative and up-to-date. It is capturing the energy and activity aspects of extraversion as well as exciting and contemporary (Aaker et al., 2001) that represent the "tendency towards change, visionary orientations, strong intuition, creative imagination and inherent enthusiasm". Moreover, exciting aspect of brand personalities exudes uncommon, independence and vitality (Lin, 2010).

Aaker (1997) describes excitement in terms of being excited which may reflect going to extremes, whereas Islam teaches moderation. In Islam, moderation or Wasatiah is mentioned in the qur'anic verse that says, "Thus We have made you [Muslims] a Wasat nation, that you be witnesses over mankind and the Messenger Muhammad be a witness over you." (Quran, Surat Al-Baqara, 2:143). Despite excitement is associated with extremity, the underlying items such as daring, independent, spirited etc. are not against the Islamic teaching. Therefore, considering the exploratory nature of this research, the dimension of excitement along with its items are proposed as a part of Islamic Brand Personality.

2.4.4 Excitement

High level of trustworthiness is a good platform that ensure the most effective and useful way to improve the customer level of confidence towards the products (Hakimi, Abedniya, & Zaeim, 2011; Ohanian, 1990). Trustworthiness was also found to have a positive relationship with affinity and product-related argument strength. For instance, when product-related arguments mark the advertising copy and it is considered weak, the influence of trustworthiness is stronger than it is for strong product-related arguments (Chan, Ng, & Luk, 2013). The decision of adding trustworthiness was because it is an important aspect required to be considered as a true Muslim. As far as the service industry is concerned such as banks for example, trust (al-Amanah) plays a crucial role between Islamic banks and customers. About trust in relation to deposits, it is stated in the Qur'an, "Surely Allah commands you to render back trusts to their owners" (Qur'an, Al-Nisah, 4:58).

2.4.5 Justice

Justice is another important attribute that true Muslim needs to possess. Islamic teachings emphasize the importance of being just in every aspect of one's life. It is stated in the Quran that, "If you judge, judge in equity between them" (Qur'an, 5:42). Fall (2009) argued that justice is an imperative characteristic needed to be a true Muslim. Apart from that, cooperation is also deemed a crucial attribute of a Muslim personality and it is in a sense of, "helping each other in doing good, not evil" (Al-Ammar, Ahmed, & Nordin, 2012). Islam encourages people to be cooperative as it is advantageous not only for individuals but for the entire society. However, it is also important that cooperation is only performed for the sake of betterment and good intention. A Quranic verse says, "Help you one another in al-Birr and at-Taqwa (virtue, righteousness and piety); but do not help one another in sin and transgression. And fear Allah. Verily, Allah is severe in punishment" (Qur'an, 5:2). Another characteristic of a Muslim personality is humbleness. It is one of the traits that Allah likes the most in people and rewards them not only in this world but also in the hereafter. It is stated in Quran that, "Successful indeed are the believers, those who humble themselves in their prayers" (Qur'an, 23:1-2).

2.4.6 Sharia Law

Islamic values a platform that ensures protection in the interest of all parties in a transaction (sellers, buyers, society, business partners, and many more). Sharia Law expects a balance in earning profits, providing quality products, ensuring the welfare of society, and preventing the human to have a greedy act (Saeed et al., 2001). The marketers are responsible to maintain the trust of Allah (SWT) by providing proper management that ensures the betterment of society and the surrounding environment (Abdullah & Ahmad, 2010). Islamic religion promotes high level of necessity in the field of global business ethics. The literature elaborated the importance of the following six categories of ethical principles namely truthfulness, trust, sincerity, brotherhood, justice, and science and technology as they are applied in the marketing activities (Hanafy & Sallam, 1988). Indeed, truthfulness in advertisement and selling, sincerity in fulfilling the needs of customers, guaranteeing social well-being, brotherhood and justice in handling business partners, exposing fairness to all parties, and the utilization of science and technology for just practices would ensure the sustainability of the confidence and loyalty of customers. The important form of the Islamic vision prevents any marketing activity that is unethical and negates the concepts of brotherhood and equality of humanity is not allowed (Saeed et al., 2001).

2.5 Customer Satisfaction

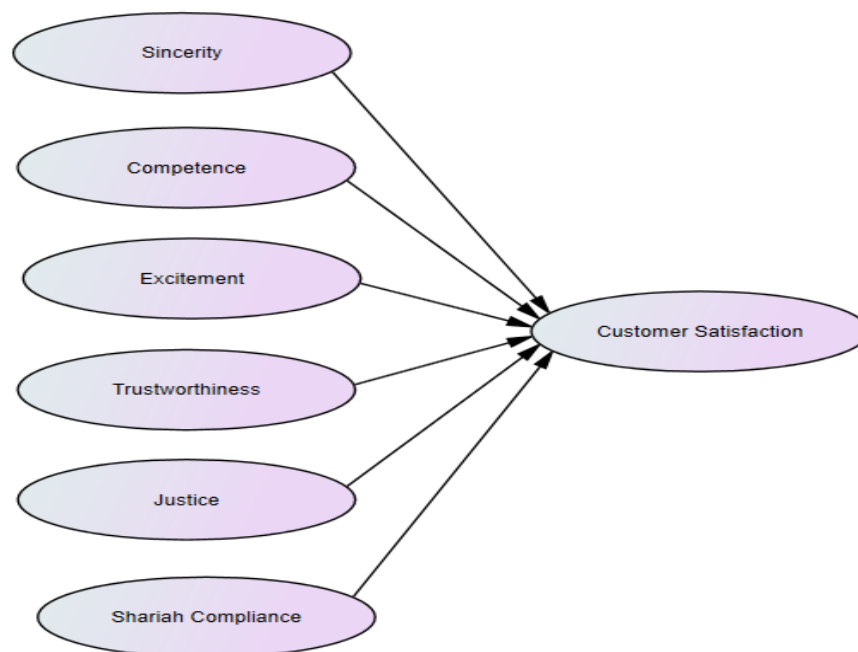
It was recommended by del Bosque & San Martin (2008) that consumer satisfaction is not only associate with cognitive behaviors but also emotional aspect. Many studies have argued crucial differences in the definition of satisfaction. However, satisfaction can at least be divided into these two concepts: satisfaction and transaction-specific satisfaction. Transaction-specific satisfaction is defined as an immediate post-purchase review-based judgement and, it is also considered as an affective reaction to the most recent experience with a firm (Oliver, 1993). The transactional-specific approach implies that satisfaction happens at the post-consumption period following a single encounter with the service provider (e.g., satisfaction level towards a specific employee) (Jones & Suh, 2000). Overall satisfaction is a review-based judgement of the final purchase moment and according to all encounters with service provider (Bitner & Hubbert, 1994). Thus, it can be concluded that overall satisfaction is a form of an aggregation of all transaction-specific satisfaction with service encounters (Veloutsou, Gilbert, Moutinho, & Goode, 2005). Transaction-specific satisfaction tends to have variations from experience to experience while overall satisfaction is deemed as a moving average that is considerably stagnant and it has strong similarity to an overall attitude towards a brand purchase (Auh, Salisbury, & Johnson, 2003).

It is crucial to note that This conceptualization is remarkable as overall satisfaction is considered as a platform that indicates business performance and future loyalty (Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001). Therefore, it can be seen that consumer satisfaction is a consumer's overall emotional response to the overall brand experience following the last purchase. A strong consensus that is applicable in the management and marketing literature is summarized on the three statements below:

1. Customers retainment indicates good business;
2. Positive word-of-mouth is considered as the most effective ways of promoting
3. Customer satisfaction is a prime driver for future consumer behavior

3 Proposed Model

This research proposes a conceptual study regarding the ability of Islamic brand personality (an extended version of Aaker's brand personality) to affect the customer satisfaction. Customer satisfaction acts as a dependent variable and sincerity, competence, excitement, trustworthiness, justice, and Shariah compliance serve as independent variable. Literature review regarding Islamic studies, Quranic verses and Hadith verses were presented to support the model development. Personality dimensions developed by Aaker was extended and revised according to the values that represent Islamic Brand Personality. Sophistication and Ruggedness were eliminated during the model development while other three determinants namely Trustworthiness, Justice and Shariah Compliance emerged during the review. The resulted model is expected to effectively help the marketers differentiate Islamic brands that eventually is able to entice more Muslim consumers in using their products. To understand better about the model, please see Figure 1.



4 Recommendations and Conclusions

To differentiate the brand from others, it is important for the marketers to ensure that their brand stands out. Brand personality is one of the aspects that needs consideration to achieve such success. The strong presence of brand personality allows string strong consumer–brand relationship, improved brand commitment, better trust and higher level of loyalty. Aaker's brand personality has been widely developed and extended by many marketing researchers and many have also criticized its flexibility. The criticisms mainly discuss the generalizability of the model when it is applied to other countries or cultures. It is expected that application of the model towards collectivist cultures and individual cultures will end up with different results. The model is not entirely suitable for each culture and adjustment for each study is crucial.

Religion as an imperative aspect of a culture has not been researched much in relation to brand personality. It is important to perform a research in Muslim countries as the it is predicted that by 2025, the Muslim population is estimated to reach 30 percent of worldwide population (Roberts, 2010) and it is considered as the fastest religion spreading in the world (Saeed et al., 2001). It is also believed that this culture will provide the research with profitable market and it can only be possible to identify once their religiosity and point of view are carefully studied. The suggested Islamic brand personality model is expected to help the marketers attract lucrative Muslim market. Personality dimensions developed by Aaker was extended and revised according to the values that represent Islamic Brand Personality. Furthermore, instillation of Muslim characteristic into the employees through proper training can help in attraction and retention of potential and existing customers, respectively. Future studies may include the empirical development towards the proposed model

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