The effect of brand personality and brand experience on brand prestige: a survey of the opinions of a sample of smartphone brand customers (iPhone)

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Abstract : The current study aims to investigate the effect of brand personality and brand experience on the prestige of brands in the smart phone industry from the point of view of the Iraqi consumer, as a sample of customers chose the smartphone brand (IPhone). Based on the theoretical review of the study, the effect of brand personality and brand experience as major factors affecting brand prestige in the smart phone industry. The study's main problem was represented by a main question: "Can the brand's personality and the brand's experience relate to the perceived prestige of the brand from the customer's point of view? Based on the theoretical relationships between the conceptual structure, a model was proposed and then tested based on the data collected from (716) customers of the Smart phones. Through the applied aspect, it became clear that one of the most important conclusions reached by the current study is that the prestigious personality of the brand, its credibility, and its ability to communicate with customers on an ongoing basis positively affects the image of this brand and increases its psychological and mental health. social situation**.**

Keywords: Brand prestige, Brand personality, Brand experience.

Introduction: The Iraq market is a very attractive market for international brands in the field of smart phones. It is noted that consumer behavior is always changing and highly complex in the smartphone market. One of the main competitors is Apple's -iPhone It is a very famous and demanded brand in Iraq. In general, since the emergence and launch of the mobile phone industry, there has been a remarkable development in its products and quality in an accelerating manner that cannot be predicted globally.

constantly face a complex dilemma in choosing a brand. Which means that the customer's decision has become more difficult, since the opportunities and offers offered by the producers are endless(Halim,2016:55).

That was confirmed by everyone(Hanzaee & Andervazh, 2022:1405)(Baek & Yu, 2020) that smartphone consumers are highly brand sensitive when it comes to choosing a smartphone, which means that a strong and clear brand image can increase customer confidence and persuade the customer to buy.

(Ha & Perks, 2015:121) confirm brand helps customers identify the company's products or services and makes itself distinct from other competitors. It enables customers to identify the company's products or services and makes itself distinct from other competitors.

Recent studies are gathering evidence on the effects of brand identity, identification, and customer brand well-being on loyalty.They have been identified as important factors associated with desirable outcomes in brand loyalty and relationship marketing(Keller, 1998).Recent studies are gathering evidence on the effects of brand identity, identification, and customer brand well-being on loyalty(309Lee & Kim, 2019:).

To understand more about the roles of brand experience and brand personality in developing brand prestige using data collected from smartphone customers in Iraq, this study aims to investigate impact brand experience and brand personality in prestige brand. In addition, there is little current research looking at how brand experience and personality influence brand prestige.

The current study included the methodology of the study, then the theoretical framework for the review of previous studies, after which the study scale was employed to verify the hypotheses of the study and reach the results and recommendations of the current study.

Study methodology

1- The problem of the study

It is considered market Iraq market attractive extremely for brands globalism .He is behavior consumer always variable and complicated extremely. Apple-IPhone Which sign commercial famous very and wanted in Iraq .So , The study of factors affecting customer attitudes towards smart phone brands will be provided marketers and practitioners understand better for roles an experience brand commercial and personality Brand   in Create brand prestige .

Therefore , it will be this is amazing understandings decisive and useful in acquisition and keep on center competitive Superior.

On the other hand ,The brand is one of the most important marketing tools, as the expertise of brands helps create brand loyalty and thus increase the company's sales and revenues.(Ismail & Woodside, 2016: 219)from my point of view, the sensory brand attracted the attention of researchers in the scope of customer responses as an emerging and important field in marketing management, and due to the breadth and complexity of the factors influencing those responses, it was a source for more research and marketing studies to identify the nature of changing individual behavior in light of the multiplicity of options and the expansion of competition, and the brand experience leads to behavioral results such as satisfaction, repeat purchase, loyalty, and positive word of mouth about the product or brand. The researchers agree that the customer is the basis of marketing work and the cornerstone in building intangible market assets that give the organization a sustainable competitive advantage based on long-term profitability. For this reason, the researchers were interested study the effect of a personality brand and an experience brand on prestige brand .Therefore, the current study attempts to answer a set of questions as follows:

- What is the opinion of the study sample for the personality brand?
- What is the nature of the study sample's perception of the brand experience in question?
- Is there impact   to brand personality on brand prestige?
- Is there the influence of brand experience on brand prestige?

2- The importance of the study

1.   Smartphone trade is one of the vital and important sectors that witness strong competition in societies, especially in Iraqi society, so conducting studies and research that will increase the chances of success and development of this sector.

2.   The importance of the researched variables at the intellectual and applied level in the field of marketing studies, as the study contributes to enriching the knowledge side of topics lacking in the local and Arabic libraries, including the subject of brand prestige , the experience of the brand.

3.   Determining the factors influencing or determining the brand's prestige and the consequences of the perceived prestige, which enables future studies to measure the nature and type of this relationship on other samples through which a set of strategic solutions can be identified, which in turn represent a solution to the problems of each sample.

3- Objectives of the study

The current study mainly aims to verifying brand prestige in the smart phone industry and the consequent sustainable vision of it from the point of view of the Iraqi consumer, and identifying some factors that affect brand prestige . A set of sub-objectives   from the main objective:

- Recognition view the study sample of the researched brand personality;
- Determining the nature of the study sample's perception of the brand experience in question;
- Recognize the positive impact of brand personality on brand prestige;
- Analysis the impact of positive brand experience on brand prestige.

4- The hypotheses of the study

The purpose of this paragraph is to develop a detailed plan for the study to follow in order to achieve the goals that you aspire to, as in Figure (1) and who demonstrates variables the study
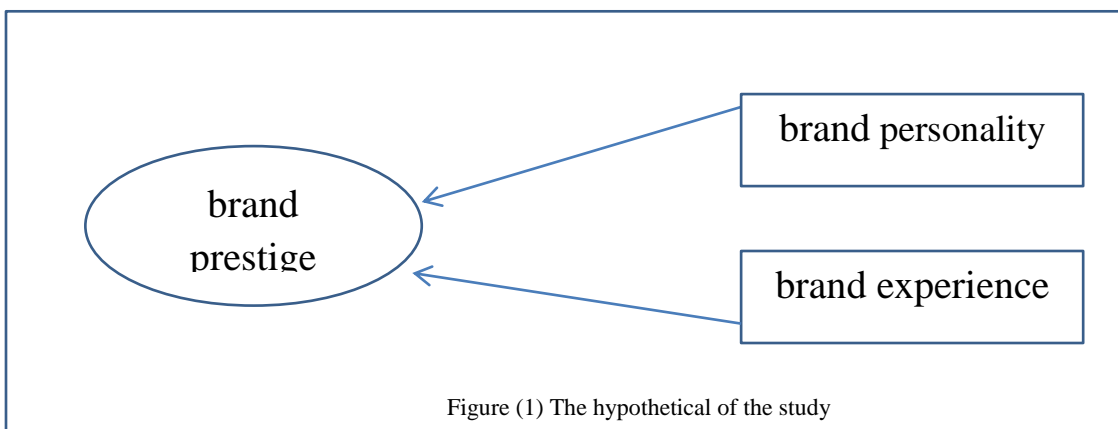

Figure (1) The hypothetical of the study

In light of the hypothetical scheme, it can be said that the study is based on a set of sub-hypotheses shown in Figure (1) and as follows:
- There is a difference in personality Brand according to the perceptions of the study sample,
- There is a difference in the survey sample customers' impressions of the experience brand,
- Their impact to brand personality on brand prestige;
- There is impact to brand experience on brand prestige.

5- The study population and sample

Brand customers (IPhone In Iraq, they represent the current study population), the questionnaire was distributed through social networking sites according to the program (Google form). It was obtained (716) questionnaire through social media (Facebook Within pages and websites specialized in this brand), which include buyers, consumers and customers of this brand. Table (1) includes a brief description of the study sample.

Table (1) The demographic characteristics of the study sample

			%
sex	Male	475	0.66
	feminine	241	0.34
age	less than 20	107	0.14
	20-30	310	0.43
	31- 40	246	0.34
	41- and above	53	0.07
Academic achievement	Less preparatory	123	0.17
	Technical Diploma	165	0.23
	Bachelor's	329	0.45
	Post-graduate	99	0.14
The duration of the brand	less than one year	133	0.18
	1-5 years	445	0.62
	more than 5 years	138	0.19

Theoretical review of the study

1- Brand prestige

Identified by many researchers prestige brand as a subjective evaluative judgment about a product's relatively high standing that is associated with the brand (Baek & Yu, 2010:670).That is, it is a subjective judgment about the high social status of brands, and this judgment is often followed by an emotional response.(25:Schmitt, 1999).Brand prestige is the basic criterion for the brand that make it prestigious(Steenkamp et al., 2013: 60).It express evaluation judgment which It includes high or low status for the mark, which is based on life experiences, knowledge and awareness of competing brands (Halim,2016:58).

Considered perception brand prestige Psychological phenomenon varies from person to person, and From one country to another, and between social classes, different cultural values .and confirms (Argenti & Druckenmiller, 2014: 370) that brand prestige she the second driving force behind consumer purchase probability (Jones & Kim, 2011:335), it may mean understoodprestigeA brand is different things to different consumers or consumers will have different prestige perceptions of the same brands. However, the general assumption is that prestige BrandsEmotional or logical perceptions of consumers regarding a particular brand especially when it is difficult to distinguish between products based on tangible qualitative characteristics, which play an important role in the customer's shopping behaviour.

It represents Positive appraisal judgment about brand standing combined with feelings of appreciation and admiration as a result of understanding the objective and symbolic realities of the brand, film Prepare customers they take decisions the purchase building on the value functional for a product or service Just (Halim,2016:58)(Marin et al., 2019: 70) , But they are Taking in consideration Value other different , like Value Social And have fun , that they see it in tags Business and what it achieves is self-evaluation and objective goals within them(Baek & Yu, 2010: 669).

on this syntax , I assume(Kim et al., 2012: 120) that consumers they choose brand prestigious as a sign to the situation social , wealth or leverage because brand prestigious complete purchased in a form not regular are connected link close understandably the individual self and his photo Social.

It can also be said that to my consumers brand   prestigious get on Advantages concrete Just from brand   prestigious , But also the benefits not concrete like Signal prestige Social Slender the level , which no to speak usually when buying brand   not prestigious (Argenti & Druckenmiller, 2014: 369).

Based on Customer's overall assessment of the competitive market and social attitudes of the organization's brand as superior to other brands(Argenti & Druckenmiller, 2014: 371), the prestige represents individual assessment of the organization's brand position that reflects the extent to which market and social attitudes regard the organization's brand as respectable and superior to others.

2- Brand experience

He buys customers in a form growing brand   from   utility Experimental instead of from the benefits functional(Ismail et al., 2011: 220).According for (Zarantonello & Schmitt, 2010: 335)maybe identification an experience Brand on that it "replies an act consumer internal subjectivity(sensations and feelings and perception)and responses behaviorism that excite her stimuli related by brand which Prepare part from design brand and her identity , packing and encapsulation and communications and environments".

This is amazing stimuli Same relevance by brand an experience brand in memory consumer , Than Creates Imagine for the brand to the consumer(Brakus et al., 2009: 60).According For this Logic , assume This is amazing the study that an experience Brand   effect on perceptions consumers for standing Brand.

3- Brand personality

Known (Aaker, 1997: 350) Dignitaries Brand   that it is"group properties humanity associated with a brand specific". Therefore He is includes features like sex and age and class Social Economic , In addition to features personal humanity classic like warmth anxiety and passion(Hwang & Hyun, 2022:671).Show up (Zarantonello & Schmitt, 2010: 332)that the structure component from five factors It seems that it explains in a form better method that look with it consumers to brand   via categories products brand and expediency .This is amazing Dimensions the five she devotion , and excitement , and efficiency , and evolution , and hardness(Brakus et al., 2009: 61).using Dimensions a personality Brand commercial the five represented in devotion and excitement and efficiency and evolution and hardness , is found   (Argenti & Druckenmiller, 2014: 370)Importance in the influence on Brand commercial and confidence Brand commercial Than led to achieve loyalty for the mark commercial.

Due because repetition buying two phones smart appointed in local marketing environment higher relatively from repetition transactions in brand   other , There is Prospect good that enjoy customers level higher from an experience Brand commercial the Actual(any sensual and emotional and behaviorism and intellectual)(Rajagopal, 2019:190).In addition to that , Due because customers they notice Properties positivity for the mark commercial(any devotion and excitement and efficiency and evolution and hardness), it is likely that they realize level higher from prestige Brand commercial(671:Hwang & Hyun, 2022).So , will affect Experience the college with Brand (an experience Brand commercial)and engagement by Brand (a personality Brand commercial)in formation prestige Brand.

Which means that the personality of the brand and the successful experience with the brand can form brand prestige in the minds of customers*.*

Test measurement and scale

The questionnaire was relied upon to measure the variables and dimensions of the current study by relying on the previous study, and Table (2) shows the components of that scale. using items measurement mentioned in the questionnaire , It was completed design poll first on Basis Scale from 5 points from Likert (1 =no I agree severely ; 5 =I agree severely).to evaluate Power Content , Done review questionnaire initial carefully from before T from Experts who specialize in the field of marketing and consumer behavior from college professors, Done review questionnaire According to expert notes , and done Procedure a test experimental with80consumer (graduate students) virtually for phones smart to evaluate what if He was maybe to understand the tool clearly from them.

It was completed use (Cronbach's alpha) to evaluate reliability items measurement. It was (Cronbach's alpha) to all dimensions Larger from0.7 , and it command acceptable(Hair et al. 1998).It was completed finished from poll questionnaire and distribute it on group from consumers phones Smart (716).

Scale Table (2)

	variable	Source
1	experience Brand	Brakus et al. 2009
2	a personality Brand	Aaker, 1997
3	prestige Brand	Baek et al., 2010

To test the developed model, been used Partial least squares PLS . It is a second-generation multivariate technology (Fornell and Cha, 1994) can simultaneously evaluate the measurement model (relationships between constructs and their corresponding indices), and the structural model with the aim of reducing the error variance, depending on the program ((Smart PLS   for version 2.0 It was completed data analysis extracted from the questionnaire.

Convergence validity test it class that agree on her elements multi to measure same concept. It explains schedule 3 variants and factors from class the first for distancing used in this is amazing the study been used factor download and reliability complex and average variance abstract to evaluate sincerity convergence. it was done hiring value recommended with it for operations download when(>0.5) , and must that it is average variance extracted(AVE > 0.5) and must that be complex reliability (CR > 0.7).after making sure from sincerity convergence , It was completed evaluation sincerity differentiation using road(Fornell and Larcker, 1981).sincerity differentiation is Class that divide with it Elements between fixtures or you measure concepts distinguished, standard the user to evaluate that he from during root squared for AVE with Links.

Table (3) The validity of scale

	variable	AVE	C.R	Cranach's Alpha
1	an experience Brand commercial	0.79	0.92	0.87
2	A sensory experience	0.806	0.89	0.76
3	perceptual experience	0.728	0.91	0.85
4	emotional experience	0.779	0.91	0.85
5	a personality Brand commercial	0.75	0.90	0.83
6	prestige Brand commercial	0.74	0.93	0.91

As he shown in schedule (3) , used method the second Which comparison root squared for AVE By links. Standards it that it if was root squared for AVE, shown in diagonals larger from value existing in the line and columns in this building appointed than maybe that conclusion that scales differentiated.from schedule (3) can note that value existing in diagonals larger from value existing in the line and column private with it , Than Indicates to that scales used in This is amazing the study differentiated.And so on the Results displayed in the two tables 3 And 4 Appear Power discriminatory and convergent suitable.

Table (4) convergence (reliability and intercorrelations) and the statistical description of the study scale

| variants			3			
	1	2		4	5	6
an experience Brand commercial	0.45*					
A sensory experience	0.41*	0.39				
perceptual experience	0.32	0.51	0.49			
emotional experience	0.40*	0.42*	0.52*	0.39*		
a personality Brand commercial	0.31*	0.35**	0.55**	0.41*	0.49*	
prestige Brand commercial	0.22	0.44	0.49**	0.39	0.43*	0.41*
Descriptive statistics						
mean	3.32	3.59	3.44	3.78	3.81	4
standard deviation	0.77	0.81	0.89	0.56	0.68	0.71
*p<0.05; **p<0.01						
The diagonals are the square root ofAVE while the outer diagonals represent the correlations between the dimensions and variables of the study						

and regarding the correlation matrix given in the table (4) has been employed in two areas, the first is related to verifying the strength of the study model by inferring the existence of a linear correlation between the variables in preparation for the use of the structural equation model, as the results showed that the highest correlation coefficients did not exceed(0.60) among the independent variables, which means that there is no multiple linear correlation problem. The second purpose is to provide initial support for research hypotheses to verify the existence of an effect relationship later.

Test the study hypotheses

as shown in the figure (2) to evaluate the predictive power of structural models and in which it refers R^2 refers to the amount of variance explained by the exogenous variables. Using (bootstrapping) technique, path estimates and t-statistics were calculated for the hypothesized relationships.

Hypothesis 1, which proposed a positive relationship between brand personality and perceived prestige by customers, was supported by a positive standardized coefficient of 0.364 and a value ofT = 8.903 and p < 0.001.

Hypothesis 2, which proposed that the mark's experience has a positive effect on the mark's prestige, was also supported by a positive standardized coefficient of 0.316 and a value ofT = 7.6913. Research results indicate that brand experience is a function of increasing brand prestige.

Figure (2)
The structural model of the study
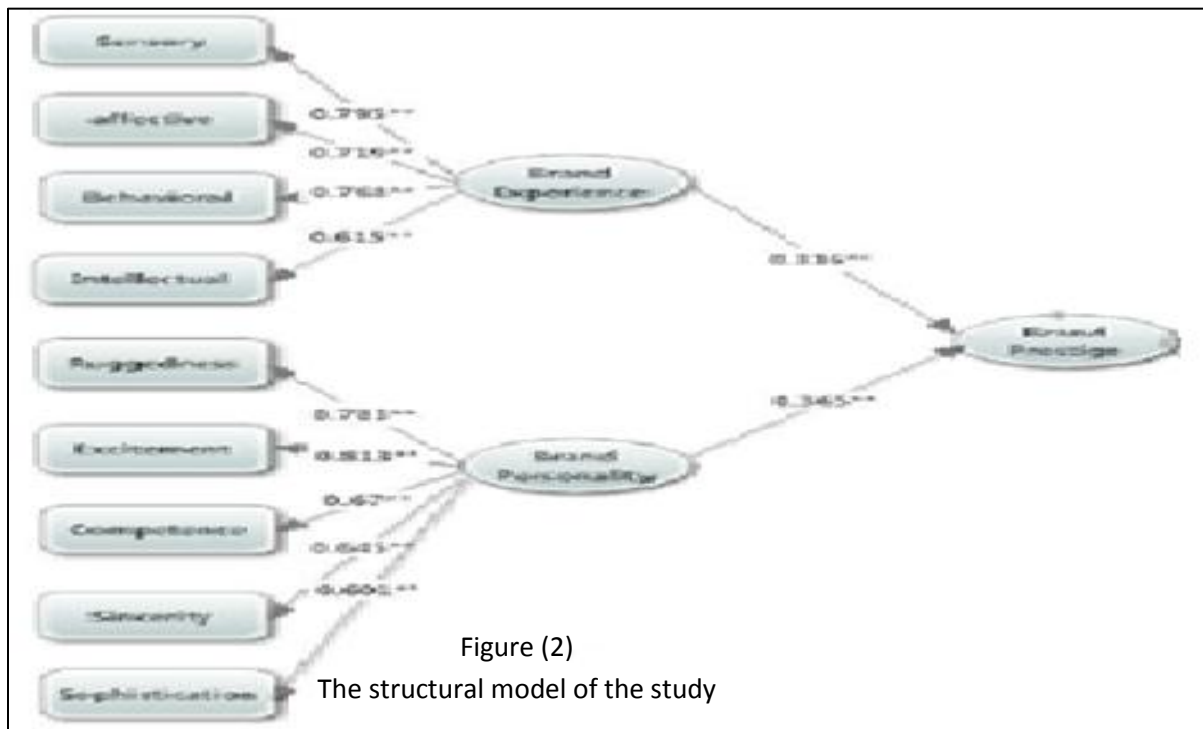
Conclusions and recommendations

First: conclusions

1- The results of the study showed a clear agreement by the sample about the prestige and position occupied by the brand of phones (iPhone) which reflected positively on their vision of the image of that brand.

2- As it became clear through the results that the sample agrees on the presence of a distinctive personality for the brand (iPhone) with its distinctive features and characteristics and high quality.

3- The sample expressed their positive and distinctive experience with the brand (iPhone) in all its behavioral, cognitive and emotional dimensions.

4- It was found through the results that the prestigious personality of the brand, its credibility, and its ability to communicate with customers on an ongoing basis positively affects the image of that brand and increases its psychological and social status with them.

5- The continuous success in their personal experiences at the cognitive, emotional and behavioral levels can lead to raising their status and social image in their minds compared to competing scores.

Recommendations:

1- The study recommends that smart phone marketers need to reflect their positive personality in the market so that they search for distinctive means in satisfying the renewed needs and desires of customers.

2- The need to follow environmental developments and continuous vigilance of the data of that environment at the competitive level in order to take proactive measures in keeping up with these developments.

3- Smartphone marketers should take into account social values, customs and traditions, and continuously analyze consumer behavior to design marketing strategies capable of satisfying the needs and desires of customers.

4- The need to follow up the change in the needs and desires of customers in light of the development in the competitive environment and everything related to the interests of customers and the aspects affecting their future behavior.

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