

Link between brand personality and brand loyalty in sportswear brand among malaysian consumer

Abstract

Brand personality plays a critical role in customer loyalty, and also has profound effects on a company's brand performance. This study seeks to investigate the influence of brand personality dimensions (sincerity, excitement, competence, sophistication, and ruggedness) on brand loyalty in the Malaysian sportswear industry. A total of 958 respondents from six different parts of Malaysia participated in this study. A survey using nonprobability sampling was used in this study. Findings of this study provide empirical verification of the link among brand personality dimensions and brand loyalty. In addition, "ruggedness" is found to be the most contributing factors for brand loyalty. The present findings also suggest that marketing efforts for sportswear companies need to distinguish between the dimensions of brand personalities that are more significant to brand loyalty in sportswear industry.