The effect of Brand Image and Personality on Developing Customer Loyalty and Commitment an Applied Study on Mountain View Company

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Abstract:

This paper seeks to investigate the impact of Brand image and brand personality on customer commitment and customer loyalty in Real Estate firms, illustrating how organizations can improve their Brand image and brand personality to enhance the customer commitment and customer loyalty. A strong brand image, coupled with a well-defined personality, can significantly influence consumers' perceptions and purchasing decisions. Brand Image is defined as the material property associated with the brand, such as the product name and the packing, which could make profits or sense for customers and help or increase describing the characteristics or the indispensable for marketing where customers infer the quality of products by the brand image and are further stirred up the

behavior of purchasing. (Lu, Y.,2021) On the other hand, Brand personality is defined as "the set of human characteristics associated with a brand". (Grimm 2021). Customer commitment is a powerful predictor of various metrics related to the customer. (Susanto,2021) Finally, Customer loyalty is defined as customers' affection and commitment towards a product, service, brand, or organization. (Twum,2021). **Aim and Objective** The importance of this research is driven from the effect of brand image and personality on consumer loyalty and Commitment which would help private sector organizations to know how to apply marketing practices on the real estate sector in Egypt effectively. **Hypotheses:** the impact of Brand image and brand personality on customer commitment and customer loyalty in Real Estate Firms. Where Brand image and brand personality are the independent variables while customer commitment and customer loyalty are the dependent variables accordingly the conceptual model and the Hypothesis were developed to test the questioned relations. **Design/methodology/approach:** The paper provides a research model based on extensive research and a detailed literature evaluation that simulates the paper variables and their interactions. Based on this model, research hypotheses will be developed that will be tested further via a survey incorporating primary data and analysis. Our target respondents were Egyptian Real Estate Firms' Customers. The sample size was determined

by 384. This means 384 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% margin of error from the measured/surveyed value. **Main result:** According to the results obtained from analyzing the data, it was found that all the direct relation were significant, Thus, our hypotheses were proven, and were highly significant

Key Words: Brand image, Brand Personality Customer, Commitment and, Customer loyalty Real Estate in Egypt

ملخص:

يسعى هذا البحث إلى التحقيق في تأثير صورة العلامة التجارية وشخصيتها على التزام العملاء وولائهم في شركات العقارات، مع توضيح كيفية قيام المنظمات بتحسين صورة العلامة التجارية وشخصيتها لتعزيز التزام العملاء وولائهم. يمكن أن تؤثر صورة العلامة التجارية القوية، المقترنة بشخصية محددة جيدًا، بشكل كبير على تصورات المستهلكين وقرارات الشراء الخاصة بهم. يتم تعريف صورة العلامة التجارية على أنها الممتلكات المادية المرتبطة بالعلامة التجارية، مثل اسم المنتج والتعبئة، والتي يمكن أن تحقق الأرباح أو المعنى للعملاء وتساعد أو تزيد من وصف الخصائص أو الضرورية للتسويق حيث يستنتج العملاء جودة المنتجات من خلال صورة العلامة التجارية ويتم تحفيز سلوك الشراء بشكل أكبر (Lu, Y.,2021) من ناحية أخرى، يتم تعريف شخصية العلامة التجارية على أنها "مجموعة من الخصائص البشرية المرتبطة بالعلامة التجارية . (Grimm 2021). التزام العملاء هو مؤشر قوي لمختلف المقاييس المتعلقة بالعملاء(Susanto,2021) . وأخيرًا، يتم تعريف ولاء العملاء على أنه حب العملاء والتزامهم تجاه منتج أو خدمة أو علامة تجارية أو منظمة (Twum,2021). الغرض والأهداف :إن أهمية هذا البحث تنبع من تأثير صورة العلامة التجارية وشخصيتها على ولاء المستهلك

والالتزام، مما يساعد المنظمات الخاصة على معرفة كيفية تطبيق الممارسات التسويقية على قطاع العقارات في مصر بفعالية .الفرضيات :تأثير صورة العلامة التجارية وشخصيتها على التزام العملاء وولائهم في شركات العقارات .حيث أن صورة العلامة التجارية وشخصيتها هي المتغيرات المستقلة بينما التزام العملاء وولائهم هما المتغيرات التابعة وفقًا لذلك تم تطوير النموذج المفاهيمي والفرضية لاختبار العلاقات المتسائلة .تصميم / منهجية / النهج :يقدم البحث نموذجًا بحثيًا قائمًا على بحث شامل وتقييم مفصل للأدبيات التي تحاكي متغيرات البحث وتفاعلاتها .بناءً على هذا النموذج، سيتم تطوير فرضيات البحث التي سيتم اختبارها لاحقًا من خلال استبيان يضم بيانات أولية وتحليلها .كان المستجيبون المستهدفون لدينا عملاء شركات العقارات المصرية .تم تحديد حجم العينة بـ ٣٨٤ .وهذا يعني أن ٣٨٤ قياسًا / استبيانًا أو أكثر ضروريًا للحصول على مستوى ثقة ٩٥٪ بأن القيمة الحقيقية تقع ضمن هامش خطأ ± ٥٪ من القيمة المقاسة / المستقصاة .النتيجة الرئيسية :وفقًا للنتائج التي تم الحصول عليها من تحليل البيانات، وجد أن جميع العلاقات المباشرة كانت ذات دلالة إحصائية، وبالتالي، تم إثبات فرضياتنا وكانت ذات دلالة إحصائية عالية

الكلمات الرئيسية :صورة العلامة التجارية، شخصية العلامة التجارية، العملاء، الالتزام والولاء، العقارات في مصر**.**

1. Introduction

1.1. Brand Image, Brand Personality, Customer Commitment & Customer Loyalty

Brand image and personality are critical factors in building and sustaining customer loyalty and commitment. A strong brand image, which reflects how customers perceive a brand, is essential in establishing trust and credibility. Trust forms the foundation of loyalty, as customers are more likely to remain

loyal to brands they view as reliable and consistent. As David Aaker (1991) notes, managing brand equity involves creating a strong, positive image that resonates with customers, thereby fostering long-term loyalty. Moreover, consistent messaging across all customer touchpoints reinforces the brand's reliability, ensuring that customers perceive the brand as dependable and aligned with their expectations (Keller, 1993).

Brand personality, on the other hand, refers to the human characteristics attributed to a brand, making it more relatable and emotionally engaging. Jennifer Aaker (1997) highlights that a brand's personality can be as influential as its functional attributes in shaping customer perceptions. A distinct brand personality allows customers to connect with the brand on an emotional level, which is vital for developing deep customer loyalty. For instance, a brand that is perceived as friendly and approachable is likely to attract customers who value warmth and personal connection. This emotional bond fosters a sense of belonging, leading to greater customer loyalty and a willingness to advocate for the brand (Chaudhuri & Holbrook, 2001).

The impact of a positive brand image and personality on customer loyalty and commitment is profound. A well-established brand image enhances customer experiences by reinforcing positive interactions, which in turn makes customers more likely to return to the brand (Oliver, 1999). This loyalty is particularly valuable in competitive markets, as it creates a buffer

against competitors. Customers who are loyal to a brand because of its positive image and relatable personality are less likely to be swayed by competing brands, even if those brands offer similar products or services (Yoo, Donthu, & Lee, 2000).

Customer commitment goes beyond loyalty; it signifies a deeper, long-term engagement with the brand. A compelling brand image and personality not only attract customers but also encourage them to invest emotionally and financially in the brand's success. Committed customers are more likely to continue purchasing from the brand, even in the face of challenges, and they often provide valuable feedback that can help the brand improve and innovate (Homburg, Giering, & Hentschel, 1999). This feedback loop is essential for maintaining customer satisfaction and ensuring the brand evolves in line with customer needs and expectations.

For real estate companies, such as Mountain View, focusing on building a strong brand image and distinct brand personality can significantly enhance customer loyalty and commitment. In the real estate sector, where purchasing decisions are often emotionally charged and involve significant investment, a trusted brand image can be a decisive factor. By developing a personality that resonates with target customers—whether through values like luxury, sustainability, or community focus—real estate firms can create strong, lasting connections with their clientele. This approach not only strengthens customer relationships but also

provides a competitive advantage in a crowded market, ensuring sustained success and growth (Kapferer, 2012)

1.2. Research Significance / Importance

The study is designed to check the Impact of a Brand image and personality on the customer loyalty and commitment of the customer. Hence the research has the following objectives:

1. Check different factors that affect the loyalty of the customer.
2. Examine the impact of brand image on the loyalty of customers.
3. Examine the impact of Brand personality and Brand image on customer commitment
4. Analyze the act of Brand personality in the customer loyalty.
5. Consider the effectiveness of Brand Image in the loyalty of the customer.

1.3. Research Gap

The proposed study aims to address the knowledge gap found in the literature review related to the relationship between Brand image and brand personality on customer commitment and customer loyalty. The relation between those factors were not tackled deeply in literature. Mostly they were addressed separately since there is a lack of quantitative research to measure the exact impact of brand image and personality on customer loyalty and commitment.

1.4. Research Questions

The study is guided by the following research questions;

1- *How Image of the Brand affects customer loyalty?*
2- *In what ways brand image and brand personality affects the impact of customer commitment and the customer loyalty?*
3- *What is the relation between the brand image and customer loyalty and commitment?*
4- *What extent does the effect of brand personality will help to comprehend how they change the customer Commitment?*

2. Literature Review

2.1. Brand Image

In the Brand Communications Brand image plays an important role in the development of a brand, because the brand image regarding reputation and credibility of the brand that later became the "guidelines" for the consumer audience to try or use a product or service (Kusumaradya,2021).

The trial and consumption result towards brand by consumers in the end lead to a certain experience (brand experience) that will determine whether the consumer will be loyal to the brand or just an opportunist (easy to switch to another brand).

Brand image is a representation of the overall perception formed from information and knowledge on the Brand image is closely

related to attitudes and beliefs that form choice (preference) to a brand.

In certain conditions, brand can be described by certain characters as human beings. The more positive the description is the stronger the brand image and the more opportunities also for brand development (Shin, 2021).

Brand image can be assumed as a set of brand associations that collected in the minds of consumers (Nusairat, 2021). Brand image refers to the framing of memory about a brand, which contains the results of interpretation (decoding) by consumer to the messages through the attributes, benefits and advantages of the product, the use, the atmosphere created or used in the communication, the users of the product, and through the attitude and character of marketers or salesperson and/ or brand owner.

In simple terms it can be said that brand image is what consumers think and feel when they heard or saw a brand identity.

Or in other words, brand image is a form or a particular description of a trace of meaning left in the minds of the consumer audience (Vannucci, 2021), which then guides the consumer audience how to behave towards the brand, whether to try and be faithful or just doing 'trial and error' then go, or, they simply do not want to try because of the bad image of the brand or because it is not relevant to their needs.

According to Lari, & Foroudi (2021), consumers often buy products that have famous brands because they feel more comfortable with things that are already known.

Functions and Roles of Brand Image**:** Rungtrakulchai (2021) explains that brand image has multiple functions, such as market entry, source for added value of products, value storage for the company, and can be a force in the distribution of products (channel power).

,2021). The main dimensions that influence and shape the image of a brand, are:

2.1.1 Brand Identity:

The first dimension is brand identity. Brand identity refers to physical or tangible differences between other brands or products, such as logo, colors, sounds, smells, packaging, location, corporate identities, slogan, and others (Rodrigues et al, 2021).

2.1.2 Brand Personality:

 The second dimension is brand personality. Brand personality is the distinctive character of a brand that makes up certain personalities as human being, so that consumer audiences can easily distinguish with other brands in the same category, such as assertive character, stiff, dignified, noble, friendly, warm, compassionate, sociable, dynamic, creative, independent, and so on.

As explained earlier, Dertwinkel (2021) mentioned several dimensions of brand personality as competence, sincerity, excitement, sophistication, and ruggedness, while Kato, T.(2021) illustrated the brand personality with tones of character such as 'youthful', 'colorful' and 'gentle'.

2.1.3 Brand Association:

The third dimension is brand associations Brand association is specific things that deserve or always associated with a brand, can arise from a unique offering of a product, recurring and consistent activities for example in terms of sponsorship or social responsibility activities, issues that are very strong related to a brand, or, person, owner, and the certain symbols and meanings that are very strong attached to a brand (DasGupta, 2021).

2.1.4 Brand Behavior and Attitude

The fourth dimension is brand behavior and attitude. Brand behavior and attitude are the behavior and attitude of a brand when communicating and interacting with consumers in order to offer benefits-benefits and values that it has.

 In other words, brand attitude and behavior are attitudes, manners and behaviors that brand and all its attributes indicates when communicating and interacting with consumers which in turn influences consumers' perceptions and judgments toward the brand (Garg,,2021).

Often a brand in ways that are not appropriate and rather violating ethics in communication or delivering the poor service so that affects public perceptions of the attitudes and behavior of the brand, or conversely, attitudes and behaviors sympathetic, honest, consistent between promise and reality, good service, and concern for the environment and the wider community will potentially be shaping good perceptions of the attitudes and behavior of the brand.

So brand attitude and behavior includes communication attitudes and behaviors, activities and attributes attached to the brand when dealing with consumer audiences as well as employee and/ or brand owners' behaviors (Feng,2021),.

2.1.5 Brand Competence and Benefit:

 The fifth dimension is brand competence and benefit. Brand competence and benefit are the values, advantages and distinctive competencies offered by a brand in solving consumer problems, which enable consumers to get benefit because their needs, desires, dreams and obsessions manifested by what it has to offer.

 Values and benefits here can be functional (Keller, 1993), emotional, symbolic or social (Valladares, 2021), such as product brand of a clothes detergent with benefits and competences are being able to clean clothes to be cleaner (functional benefit/ value), make the wearer is more confident and feel comfortable (emotional benefit/ value), be a symbol of a clean lifestyle of

modern society (symbolic benefit/ value), and inspire greater community to care about a healthy lifestyle and environmental preservation (social benefit/ value).

Benefits, advantages and distinctive competencies of a brand will affect the brand image of the product, individual or institution and company.

2.2 Brand Personality

Brand personality is an attractive and appealing concept in the marketing of today; Villagra (2021) described it as one of the core dimensions of the brand identity and perhaps as the closest variable to the consumers' decision-making process on buying.

The personality idea responds to the tendency in contemporary society to value personal relationships. It also refers to the idea that relationships are important in social life, In terms of Maslow's hierarchy of needs, it tries to lift products to higher levels of need satisfaction, like belongingness, love and esteem.

Brand personalities are created in different ways and with different tools. However, creation always involves active communications on the side of the firm: the personality has to be disseminated to be alive.

 Brand equity research is an attempt to put a value on the strength of a brand in the market, in the same way that the shares/stocks put a value on the strength of the corporation in the eyes of the investors.

Indeed, brand equity research has shown that the two are related – the growth in brand equity correlates with the growth in stock values, and sales, profits, price premiums and employee satisfaction (Safitri, Y, 2021). The following dimensions represent the Brand Personality.

2.2.1 Brand Sincerity

Brand sincerity, defined as the perception of a brand's honesty, genuineness, and authenticity, plays a crucial role in building customer loyalty and commitment. Sincerity is one of the dimensions of brand personality, as identified by Aaker (1997), and it encompasses traits such as being down-to-earth, honest, wholesome, and cheerful. When customers perceive a brand as sincere, they are more likely to trust the brand, leading to stronger emotional connections and long-term loyalty.

A sincere brand consistently aligns its actions with its stated values, creating a dependable and reliable image. This alignment between messaging and behavior is critical in fostering trust, as customers are more inclined to remain loyal to brands, they perceive as transparent and honest (Kapferer, 2012). For example, a brand that transparently communicates with its customers and consistently delivers on its promises is likely to be viewed as sincere. This perception of sincerity not only strengthens emotional bonds with customers but also enhances their loyalty over time (Chaudhuri & Holbrook, 2001). In industries such as real estate, where transactions involve

significant financial and emotional investments, brand sincerity can be a decisive factor in customer decision-making. A real estate company perceived as sincere can build enduring relationships with clients, ensuring both loyalty and commitment that extend beyond a single transaction (Yoo, Donthu, & Lee, 2000)

2.2.2 Brand Excitement

Brand excitement refers to the perception of a brand as daring, spirited, and imaginative, and it significantly influences customer loyalty and commitment. According to Aaker (1997), excitement is a key dimension of brand personality, attracting customers who seek novelty and adventure. Brands that embody excitement are perceived as dynamic and innovative, making them particularly appealing to customers who value unique and exhilarating experiences.

A brand that embodies excitement can create a strong emotional connection with its customers by offering experiences that are thrilling and memorable. This emotional engagement is crucial for building loyalty, as it differentiates the brand from its competitors and makes it stand out in a crowded market (Chaudhuri & Holbrook, 2001). Customers who are excited by a brand are more likely to develop a sense of attachment to it, which can translate into repeat purchases and long-term loyalty. For instance, brands like Red Bull or Tesla, known for their exciting and adventurous brand personalities, have successfully

cultivated a loyal customer base that is deeply engaged with the brand's values and offerings.

The impact of brand excitement on customer commitment is equally significant. Exciting brands are not just about offering thrilling experiences; they also foster a sense of anticipation and curiosity, which can lead to deeper customer engagement (Oliver, 1999). Customers committed to an exciting brand often feel a strong sense of alignment with the brand's vision and are eager to be a part of its journey (Kapferer, 2012).

Exciting brands are better positioned to attract new customers, as the buzz and energy surrounding the brand can create a strong pull effect, maintaining excitement is essential to keeping customers engaged and loyal. Brands that continually innovate and introduce new, exciting elements can keep their customers interested and reduce the likelihood of them switching to competitors. Customers are constantly seeking the next exciting thing. Brands that fail to excite their customers risk losing their attention and, ultimately, their loyalty (Homburg, Giering, & Hentschel, 1999)

2.2.3 Brand Competence

Brand competence refers to the perception of a brand as reliable, capable, and skilled in delivering its promises, significantly influencing customer loyalty and commitment. According to Aaker (1997), competence is a key dimension of brand personality that resonates with customers seeking trust and

dependability. Brands that embody competence are often viewed as authoritative and knowledgeable, making them particularly appealing to customers who value quality and expertise.

A brand that demonstrates competence creates a strong sense of trust and assurance among its customers. This trust is essential for building loyalty, as customers are more likely to remain loyal to brands, they perceive themselves as capable and consistent in delivering high-quality products or services (Chaudhuri & Holbrook, 2001). For instance, brands like IBM or Rolex, known for their expertise and high standards, cultivate a loyal customer base that relies on their reputation for quality and reliability.

The impact of brand competence on customer commitment is significant. When customers perceive a brand as competent, they are more likely to engage with it over the long term, leading to a deeper emotional connection (Oliver, 1999). This commitment can manifest in various ways, such as repeat purchases, brand advocacy, and active participation in brand-related communities. For example, customers of brands like Mercedes-Benz often develop strong loyalty due to the brand's reputation for engineering excellence and reliability (Kapferer, 2012).

Moreover, brand competence plays a vital role in customer retention. In competitive markets, where consumers have numerous options, a brand's ability to demonstrate competence can help prevent churn. Customers who feel assured about a brand's capabilities are less

likely to switch to competitors, even when faced with attractive alternatives (Homburg, Giering, & Hentschel, 1999).

2.2.4 Brand Sophistication

Brand sophistication can be defined as the perception of a brand as elegant, refined, and upscale, significantly influencing customer loyalty and commitment. As defined by Aaker (1997), sophistication is a key dimension of brand personality that appeals to customers seeking luxury and exclusivity. Brands that embody sophistication are often viewed as stylish and prestigious, making them particularly attractive to consumers who value high-quality experiences and products.

A brand that demonstrates sophistication can create an aura of prestige and allure among its customers. This perception is crucial for fostering loyalty, as customers are more likely to remain loyal to brands they associate with elegance and high standards (Chaudhuri & Holbrook, 2001). For example, brands like Chanel and Rolls-Royce are recognized for their sophisticated image, cultivating a loyal customer base that appreciates their craftsmanship and status.

The impact of brand sophistication on customer commitment is substantial. When customers perceive a brand as sophisticated, they are more likely to develop a deep emotional connection, leading to lasting loyalty (Oliver, 1999).

Furthermore, brand sophistication plays a critical role in retaining customers in competitive markets. In environments where consumers have a wide range of options, a brand's sophisticated image can help prevent churn. Customers who feel aligned with a brand's upscale positioning are less likely to switch to competitors, even when faced with lower-priced alternatives (Homburg, Giering, & Hentschel, 1999).

2.3 Customer commitment

Customer commitment is an important concept that marketing academics have researched for some time, but the way it is approached has changed through the years.

Early work on brand commitment focused on how the construct helps to explain the relationship between behavior and attitude and emphasized how commitment simplifies consumers decision-making process (Suttikun ,2021).

Later research explored the relationship between the level of consumer commitment and brand selection, considering its implications for market segmentation and advertising strategy (Djunaidi,2021).

These works considered brand commitment to be an attitudinal construct. In the early nineties, Fauzi, (2021) examined the variation of consumers 'perspectives of products according to their level of

commitment, conceptualizing commitment as a stronger construct that simply repeat ∗ Professor, Universidad EIA, Colombia.

Customer commitment is a multifaceted construct that reflects a customer's enduring relationship with a brand or company. It's characterized by a strong desire to maintain the relationship, even in the face of competitive pressures or minor inconveniences, it is a complex concept that goes beyond simple repeat purchases. Several key dimensions contribute to customer commitment, the most important are stated below.

2.3.1 Affective commitment:

Affective commitment relates to the psychological attachment where a self-brand connection is created (Zheng,2021). It is the emotional attachment of the customer to the brand, based on his or her identification with its Affective commitment reflects the consumers desire to maintain the relationship (Hung,2021).

This emotional link has positive consequences on consumer behavior, such as retention, brand repurchase, positive word of mouth and willingness to pay a price premium.

Affective commitment develops through the degree of personal involvement of the consumer with the brand and explains the desire of the customer to continue the relationship in the future (Dewi, et al.,2021).

Affectively committed consumers 'relationship with the brand is broader because psychological emotions control the functional and economic factors, and deeper because the consumers identify themselves with the brand and become less sensitive to price or convenience (Kimura, M.2021).

An important characteristic in continuance commitment is the probability of losing something that adds value to the consumer. for instance, in the event of brand switching, the consumer loses personality fit and cultural fit with the regular brand.

2.3.2 Normative Commitment

Normative commitment is considered the moral attachment (Tseng,2021). It is the level of psychological attachment of the consumer based on his or her sense of obligation to the brand. In other words, normative commitment is a feeling of obligation to a relationship (Kachwala ,2021).

As a base of normative commitment is the social norm of reciprocity (Nguyen et al., 2021) the affective dimension of brand commitment is fundamental when defining the nature of the construct.

2.3.3 Calculative Commitment:

Calculative commitment refers to a customer's intention to stay with a brand or company primarily due to a rational assessment of the costs associated with leaving. Unlike affective commitment, which is driven by emotional attachment, calculative commitment is based on

economic considerations, perceived lack of alternatives, and potential risks of switching to another provider. Customers with calculative commitment often evaluate the economic implications of remaining loyal to a brand. This includes the investments they have made, such as time, money, or resources, which they would lose if they decided to leave. For example, customers may continue using a service because of accumulated loyalty points or due to high switching costs associated with changing brands (Gilliland & Bello, 2002; Johnson et al., 2001).

Calculative commitment can also be influenced by the perceived scarcity of viable alternatives in the market. When customers believe that other options do not provide similar value or that switching would be too challenging, they may feel compelled to stay with their current provider (Bansal et al., 2004). On the other hand, customers are more likely to exhibit calculative commitment, as they prefer the certainty of staying with a known brand over the uncertainty of trying something new. This type of commitment is driven by the fear of potential losses, or the perceived risks associated with change (Jones et al., 2000).

In some cases, calculative commitment is reinforced by legal or contractual obligations, such as long-term service agreements, cancellation fees, or other binding conditions that make it difficult or costly for customers to leave (Geyskens et al., 1996).

Because calculative commitment is based on a cost-benefit analysis, it tends to be more short-term and transactional. If the perceived benefits of staying with a brand diminish, or if a competitor offers a better deal, customers with high calculative commitment are more likely to switch (Morgan & Hunt, 1994). Customers who exhibit calculative commitment typically have lower emotional attachment to the brand. Their relationship with the brand is more pragmatic and focused on practical benefits rather than personal satisfaction or loyalty (Gustafsson et al., 2005).

2.4 Customer Loyalty

Customer loyalty refers to the commitment of customers to consistently return to a brand for products or services, often at the exclusion of competing brands. It is characterized by a customer's repeat purchasing behavior and a positive attitude toward the brand, often resulting from previous satisfactory experiences, perceived value, and emotional connections with the brand. Customer loyalty is not merely about repetitive transactions; it also encompasses the psychological attachment and trust a customer develops toward a brand, leading to advocacy, where loyal customers recommend the brand to others. Customer loyalty is a critical driver of long-term business success as it ensures steady revenue streams, reduces customer acquisition costs, and strengthens brand equity. Loyal customers are less sensitive to price changes, more forgiving of occasional service failures, and are often willing to engage in word-of-

mouth marketing. As a result, cultivating customer loyalty is a strategic priority for businesses aiming for sustainable growth and competitive advantages (Dick & Basu 1994).

2.4.1 Brand Satisfaction

Brand satisfaction refers to the overall contentment of a customer after purchasing and using a brand's product or service. It is the result of a positive evaluation of the brand based on the customer's expectations and the actual performance of the product. This emotional state plays a pivotal role in the development of long-term relationships between customers and brands. Satisfied customers are more likely to form a psychological attachment to a brand, which not only encourages repeat purchases but also fosters a sense of trust and reliability. This emotional bond is crucial for retaining customers in competitive markets, as it reduces the likelihood of customers switching to alternative brands. Over time, high levels of satisfaction can lead to brand advocacy, where customers actively promote the brand to others, further enhancing its reputation and customer base. (Oliver 1999).

2.4.2 Repurchase the Brand within a Similar Buying Context

This dimension assesses a customer's likelihood of choosing the same brand under comparable circumstances in the future. It captures the behavioral aspect of loyalty, where customers consistently prefer the same brand when faced with similar

purchasing decisions. This dimension is crucial because it reflects the brand's ability to maintain customer loyalty despite the availability of alternative options.

The propensity to repurchase within a similar context indicates the strength of a customer's habitual loyalty, which is often built on previous positive experiences and satisfaction with the brand. Behavioral loyalty, as opposed to mere attitudinal loyalty, is a critical indicator of a brand's ability to generate consistent revenue streams. Brands that successfully cultivate this type of loyalty can expect stable customer retention rates, which are essential for long-term business sustainability. Moreover, consistency in purchasing behavior reinforces brand equity, as it solidifies the brand's position in the customer's mind as the preferred choice. (Dick & Basu 1994).

2.4.3 Repurchase the Brand in the Case of Price Increase

This dimension evaluates the extent to which customers are willing to continue purchasing a brand even when its price increases. It provides insight into the perceived value and necessity of the brand in the customer's life. Brands that can maintain customer loyalty in the face of price hikes often enjoy a strong emotional or perceived quality connection with their customers. Since Price is a significant factor in purchasing decisions, and customers' willingness to pay more for a brand indicates a high level of loyalty. This dimension of loyalty is

particularly relevant in markets where price competition is intense. When customers remain loyal despite price increases, it suggests that the brand has successfully differentiated itself from competitors and created a perceived value that outweighs the cost. Such loyalty is often rooted in the brand's ability to meet or exceed customer expectations consistently, thereby justifying the higher price. This aspect of loyalty is crucial for brands looking to maintain profitability while managing costs and pricing strategies effectively. (Chaudhuri & Holbrook, 2001).

2.4.4 Repurchase the Brand in the Case of Distribution Decrease

Repurchase the Brand in the Case of Distribution Decrease examines how customers respond to a decrease in the brand's availability, such as when it becomes harder to find in physical stores or online platforms. It assesses the strength of customer loyalty by measuring their willingness to seek out the brand despite reduced convenience. A decrease in distribution often tests the true loyalty of customers. Those who remain committed to purchasing the brand, even when it requires extra effort, demonstrate a deep-rooted loyalty that transcends convenience. This behavior indicates that the brand holds a significant place in the customer's life, often due to its perceived quality, emotional connection, or unique value proposition. Brands that can sustain loyalty during distribution challenges are likely to have a resilient customer base that can withstand market fluctuations. This type

of loyalty is particularly valuable during supply chain disruptions or market entry into new regions where distribution may initially be limited. (Reichheld, 2003).

2.4.5 Recommend the Brand

This dimension assesses the likelihood of customers recommending the brand to others, which is a key indicator of their overall satisfaction and loyalty. Recommendations, whether through word-of-mouth or online reviews, serve as powerful endorsements that can significantly influence the purchasing decisions of others. In other words, The willingness to recommend a brand is often considered one of the most telling signs of true loyalty. Customers who recommend a brand are not just satisfied; they are also confident in the brand's ability to deliver value to others. This behavior is typically measured through the Net Promoter Score (NPS), which correlates positively with business growth and customer retention. Brands that achieve high recommendation rates benefit from increased customer acquisition through trusted referrals, which are more cost-effective than traditional advertising. Furthermore, customers who recommend a brand are likely to remain loyal themselves, as their public endorsement creates a sense of commitment to continue supporting the brand. (Zeithaml, et al. 1996).

3. Main Hypothesis Based on Historical Studies.

H_1: *There is a positive relationship of Brand Image on developing customer loyalty.*

H2: *There is a positive relationship of Brand Image on developing customer commitment.*

H_3: *There is a positive relationship of the Brand personality on Customer loyalty.*

H4: *There is a positive relationship of the Brand personality on Customer commitment.*

4. Research Model

Figure (1.1) shows the variables of this study and the relationships between them. The independent variables are Brand Image and personality, and the dependent variables are Customer Commitment and loyalty. The dimensions of each variable are as follows:
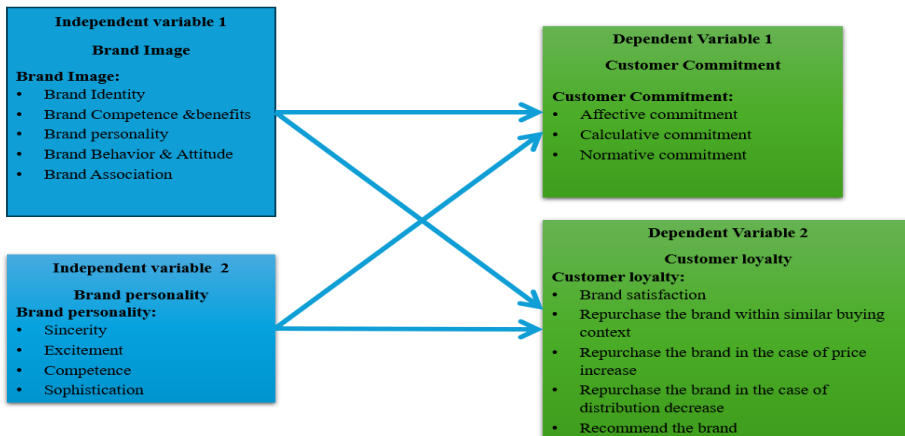
Figure 1 Research Model

5. Research Methodology.

The target respondents were Real Estate customers referred herein as the "respondents". The research applied a Convenience sampling technique as the convenience sampling would overcome the difficulties that will happen in gathering the surveys in other methods due to the difficulties of accessing the respondents, moreover, it is a the most used sampling technique as it's incredibly prompt, uncomplicated, and economical. A web-based survey was designed and developed for data collections using Google Forms since Google Survey forms will provide us with the advantages of having unlimited surveys, unlimited respondents, Survey answers and data are automatically collected in Google Spreadsheets, and 100% free

The questionnaire was designed based on the literature review, similarly the model and the hypotheses were developed. The collected data was analyzed using SPSS version (25). To obtain the required statistical results and confirm our proposed hypothesis. Accordingly, the sample size was determined by 384 This means 384 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% margin of error from the measured/surveyed value, while the Population Proportion was set at 50%. The sample size based on the sample required to estimate, was calculated using the following formula: $n=((1.96^2)\,pq)/(d^2)$

6. Statistical Analysis Results (Findings)

1. Spearman (Rank) Correlation test

To test all the suggested hypotheses, we used the correlation test. And Since some of the variables were not normally distributed the spearman (Rank) correlation was used here.

i. The correlation between the Independent Variables "Brand Image & Brand Personality", and the Dependent Variables "Customer Commitment and Customer loyalty",

Table 1 Shows the relationship between the Independent Variables "Brand Image & Brand Personality", and the Dependent Variables "Customer Commitment and Customer loyalty.

From the results, we can conclude that.

i. There is a significant direct relation between both the Customer commitment and the Customer loyalty and the Brand image and the relation between the customer commitment and the brand image (= 0.684) is stronger than the relation between the customer loyalty and the Brand image (= 0.630)

ii. On the other hand also there is a significant direct relation between both the customer commitment & customer loyalty and the brand personality and the relation between the customer loyalty and the brand personality (= 0.665) is stronger than of the significant direct relation between the customer commitment and the brand personality (= 0.645)

Accordingly, and based on the obtained results all our hypothesis were significant.

Table 1 shows the correlation between the Independent Variables "Brand Image & Brand Personality", and the Dependent Variables "Customer Commitment and Customer loyalty",

	Brand Image	Brand personality
Customer Commitment	0.684**	0.645**
Customer loyalty	0.630**	0.665**

ii. The correlation coefficients between all the variables and their sub variables

Table 2 shows the correlation matrix for the relation between all the variables and all their sub-variables the most the most important findings were as follows

- **Brand satisfaction** is highly correlated with **recommending the brand** (0.868) and **customer loyalty** (0.756).

- **Repurchasing the brand in case of a price increase** is positively correlated with **brand competence and benefits** (0.684) and **calculative commitment** (0.685).

- **Repurchasing the brand in case of a distribution decrease** is surprisingly high with **distribution decrease** (0.921).

- **Customer commitment** is moderately correlated with **brand identity** (0.491) and **brand competence and benefits** (0.120).

In conclusion correlation coefficient for the main variables came as follows. The Brand Image and customer commitment and customer loyalty came with coefficients of .684 and .630 respectively while the correlation coefficient for the Brand Personality and customer commitment and customer loyalty came with coefficients of .645 and .665 respectively which means that the brand image has a bigger influence over the customer commitment than the brand personality while brand

personality had a bigger influence on the customer loyalty and vice versa those results confirmed our **research Hypothesis H1, Hypothesis H2 Hypothesis H3 & Hypothesis H4.** Which will be investigated further in the following section when performing the structure equation modeling (SEM)

Moreover, the correlation test results among the sub variables indicated a meaningful relationship. Meaning that the observed relationships are unlikely to have occurred by chance. In other words, it suggests that there is a genuine connection or association between the variables which would help us to understand the relationships between our variables.

Table 2 shows the correlation coefficients between all variables and their sub variables

	Brand Identity	Brand Competence & benefits	Brand personality factor	Brand Behavior & Attitude	Brand Association	Brand Image	Sincerity	Excitement	Competence	Sophistication	Brand personality
Affective commitment	.574**	.589**	.494**	.542**	.594**	.635**	.543**	.584**	.533**	.495**	.570**
Calculative commitment	.661**	.627**	.631**	.718**	.552**	.630**	.670**	.720**	.554*	.522**	.577**
Normative commitment	.623**	.465**	.586**	.528**	.540**	.540**	.586**	.639**	.582**	.507**	.593**
Customer Commitmen t	0.644* *	0.635**	0.597**	0.644**	0.609**	0.684 *	.599**	.648**	.606**	.655**	0.645**
Brand satisfaction	.688**	.600**	.764**	.860**	.853**	.707**	.675**	.761**	.843**	.676**	.529**
Repurchase the brand within similar buying context	.645**	.608**	.629**	.711**	.689**	.693**	.726**	.690**	.678**	.744**	.789**
Repurchase the brand in the case of price increase	.669**	.684**	.685**	.838**	.718**	.740**	.665**	.625**	.648**	.638**	.649**
Repurchase the brand in the case of distribution decrease	.731**	.682**	.684**	.616**	.539**	.551**	0.445	.921**	.791**	.627**	.713**
Recommend the brand	.776**	.823**	.802**	.657**	.868**	.848**	.579*	.790**	.909**	.793**	.714**
Customer loyalty	0.574* *	0.558**	0.682**	0.533**	0.499**	0.630 *	.694**	.756**	.729**	.604**	0.665**

2. Structural Equation Modeling (SEM)

Structural Equation Modeling (SEM) is a statistical method used for establishing a causal relationship between variables. It is used when there are multiple variables in a study. It is an important (SEM) analysis type used commonly by researchers for testing the hypothesis. SEMs differ from other modeling approaches as they test the direct and indirect effects on pre-assumed causal relationships. For the sake of this research, we had conducted five SEM test where in the following sections we shall be presenting the diagrams and their relevant results for the estimates analysis, additionally we will present the analysis for each section and finally we will present our final conclusion below we present the SEM made for the main variables of our study where we found that the results supported the ones we obtained from the correlation where the below figure 2 and table 3 demonstrates the obtained results from Amos where;

➤ Both brand image and brand personality have significant positive correlations with customer commitment and loyalty.
➤ Brand personality shows a slightly stronger relationship with **customer loyalty** (0.665) than with **customer commitment** (0.645). Brand image has a stronger correlation with **customer commitment** (0.684) than with **customer loyalty** (0.630).

➢ Finally, we conclude that building a positive brand image and establishing a relatable brand personality are critical for enhancing both customer commitment and loyalty.
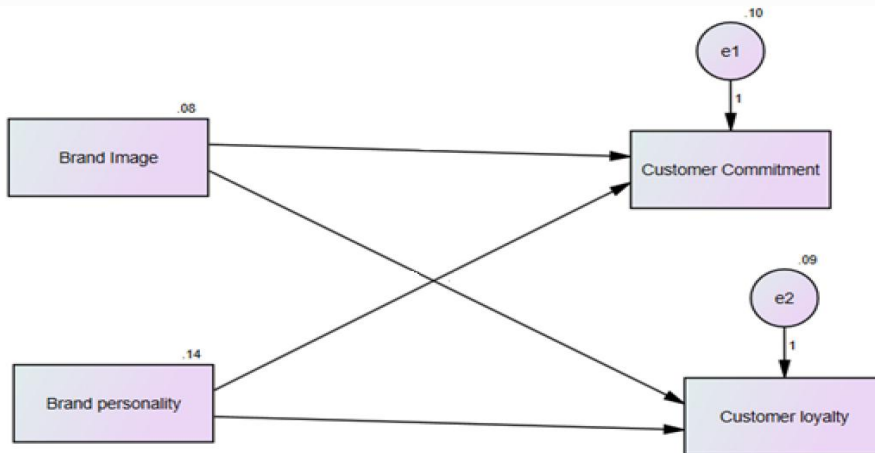

Figure 2 Path analysis Diagram created from AMOS for the relationship between the main variables

Table 2 Estimates summarizes the results for the relationship between the main variables

			Estimate	S.E.	C.R.	P	Label
CUSC	<---	BRANDI	0.684	.058	11.793	.000	
CUSL	<---	BRANDI	0.630	.055	11.455	.000	
CUSC	<---	BRANDP	0.645	.043	15.000	.000	
CUSL	<---	BRANDP	0.665	.041	15.976	.000	

Conclusions and Recommendations

The research showed that both brand image and brand personality are strongly correlated with customer commitment and loyalty. However, brand image has a slightly stronger influence on customer commitment (0.684), while brand personality shows a stronger link to customer loyalty (0.665). This means that a well-rounded branding strategy that emphasizes both image and personality is critical to achieving long-term business success.

Brand image and personality are essential assets for driving customer commitment and loyalty, and brands that excel in these areas will be better positioned to thrive in a competitive marketplace. Going forward, companies must balance both elements while staying agile and responsive to changing consumer preferences to ensure sustainable success.

Brand Image

Brand image plays a critical role in shaping customer perceptions and influencing purchasing decisions, particularly within the real estate sector. In the context of the Egyptian real estate market, a robust brand image often signifies high quality, reliability, and trustworthiness—attributes that are essential when customers are making significant financial investments in property. A positive brand image can thus provide reassurance to potential buyers, instilling confidence that their investment is sound (Kotler &

Keller, 2016). Moreover, a well-established brand image fosters an emotional connection with customers. For instance, luxury real estate brands in Egypt often emphasize exclusivity and prestige, appealing to customers' desires for status and recognition (Aaker, 1996). Finally, consistency in branding across all customer touchpoints—ranging from advertising to customer service—reinforces the brand image and helps in building trust. Any inconsistencies in this regard can lead to confusion and diminish customer commitment (Keller, 2008).

Brand Personality

Brand personality, which entails attributing human characteristics to a brand, is instrumental in making the brand more relatable to customers. In the Egyptian real estate market, a brand perceived as friendly, reliable, and professional is likely to cultivate stronger relationships with its clientele (Aaker, 1997). Furthermore, a distinctive brand personality aids in differentiating the firm within a competitive market. For example, a real estate company that adopts an innovative and forward-thinking personality may appeal more to younger, tech-savvy buyers who value modern amenities and smart home technologies (Fournier, 1998). Trust and loyalty are further strengthened when customers perceive a brand's personality as trustworthy and aligned with their own values. This alignment is particularly crucial in the real estate sector, where long-term

relationships can lead to repeat business and referrals (Malär et al., 2011).

Impact on Customer Loyalty and Commitment

The interplay between brand image and personality has a profound impact on customer loyalty and commitment. A strong brand image and personality contribute significantly to a positive customer experience, which is pivotal in fostering loyalty. Loyal customers are more inclined to select the same brand for future purchases and recommend it to others (Oliver, 1999). Additionally, customer commitment transcends loyalty, involving a deeper emotional and psychological attachment to the brand. Real estate firms with a well-crafted, relatable brand personality and a positive image are more likely to cultivate high levels of customer commitment. This commitment manifests in customers consistently choosing the brand and actively advocating for it (Morgan & Hunt, 1994).

Leading real estate developers in Egypt, such as Mountain View, exemplify the effective use of brand image and personality in building customer loyalty and commitment. Mountain View, for instance, has successfully leveraged its brand image and personality to establish a loyal customer base. The company's emphasis on innovation, community, and high-quality living spaces resonates with its target market, which consists primarily of middle and upper-middle-class Egyptians seeking premium

real estate options (Mountain View, 2022). Similarly, constructing a brand image centered around luxury, exclusivity, and sustainability, appealing to affluent buyers who prioritize eco-friendly living and high-status properties

Despite the opportunities presented by a strong brand image and personality, the Egyptian real estate market is becoming increasingly saturated. In such a competitive environment, firms with a distinctive and well-defined brand image and personality are better positioned to attract and retain customers Additionally, as consumer preferences evolve, real estate firms must adapt their brand image and personality to remain relevant. The growing demand for eco-friendly and smart homes, for instance, may necessitate a shift in brand positioning to align with these emerging trends (Peattie, 1995).

In summary, a well-defined brand image and personality are pivotal in cultivating customer loyalty and commitment within the Egyptian real estate market. Firms that effectively communicate their brand values and distinguish themselves through a unique personality are more likely to build enduring relationships with their customers, thereby securing long-term success (Keller & Lehmann, 2006).

Future Research

Given the limitations and challenges discussed, future research Egypt focus on the following areas:

➢ In-depth Studies: Conduct in-depth studies to explore the cultural nuances and consumer behavior of the target market in Mountain View.

➢ Ethnographic Research: Employ ethnographic research methods to gain insights into the lifestyles, values, and preferences of potential customers.

➢ Competitive Analysis: Examining how different real estate firms in Egypt utilize brand image and personality strategies could provide valuable insights for benchmarking and best practices.

Limitations

➢ Limited Research: There may be limited academic research or market data specifically focused on the real estate market in Mountain View, Egypt.

➢ Data Reliability: The quality and reliability of available data may vary, making it challenging to draw accurate conclusions and inform decision-making.

➢ Affordability Analysis**:** Understanding the affordability levels and purchasing power of potential customers in Mountain View is essential for effective pricing strategies and target market identification

➢ Due to the limitation of time and resources the convenient sampling technique was used to collect the data.

> ➢ Lack of previous studies in the research area in Egypt. Thus, the majority of our references was from foreign literature.
> ➢ Time constraints the research was conducted in 2024

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