

Exploring Human-Centric Attributes of Smartphone Set and Their Influence on Advocacy of the Brands by the Customers: Testing the Moderating Role of Gender

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Abstract

This paper intends to: (1) explore and prioritize the human-centric attributes of smartphone set as perceived by the young customers, (2) explore the impacts brand personality (BP) dimensions on word of mouth promotion (WOM) by the customers, and (3) test the moderating role of gender of the users on the relation between BP dimensions and WOM promotion. The results are based on 861 primary quantitative data collected through a survey. This study offers a 29-item eight-dimensional human centric brand attribute model for smartphone brands. Results revealed significant differences in preferences of brand personality attributes between men and women. Men prefer to see their smartphone adaptive, innovative, professional, and problem solver whereas, women prefer traits such as likability, classy, fashionable, empathetic, and knowledgeable. It was revealed that there are differences in the rate of influence by different BP dimensions on WOM promotion with respect to gender of the user.

Subject Areas: *Branding, Consumer Behaviour*

Track: Product and Brand Management