
The Study of the Influence on Auto Industry Brand Experience towards Consumer Purchase Intention: Brand Personality as the Mediator

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Abstract

In the background of the experience economy, consumers' demands level for products gradually shifts to the high-end. They pay more attention to the esteem and self-realization consciousness. At the same time, with the rapid development of technology, the homogeneity of products has become increasingly prominent. Based on the brand building of enterprises, the objective is to study the relationship among brand experience, brand personality, and consumers' purchase intention. Collection and analysis of data from a sample of 476 research subjects through questionnaires, and finally verifying the hypothetical model. Brand personality plays an intermediary role between brand experience and consumers' purchase intention. At the same time, the results found that the related experience of brand experience and sensory experience have the most significant impact on purchase intention; "Courage", "Benevolence" and "Happy" in brand personality have the most significant impact on purchase intention; communication experience has a significant impact on all dimensions of brand personality, which is higher than other dimensions of brand experience. In terms of the individual "Courage" dimension that affects brand personality, the effects of communication experience, related experience, and moral experience are the most significant. According to the study of intermediary effects, brand experience has the most significant impact on purchase intention through the three dimensions of "Courage", "Benevolence" and "Happy".

Keywords: Automobile Industry, Brand Experience, Brand Personality, Customer Purchase Intention

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1. Introduction

In 1998, Joseph Pine and James Gilmore published an article called "The Experience Economy" on Harvard Business Review and opened the door of experience economy of the market economy. In the context of the experience economy era, the consumers are gradually shifting to the high-end level of product demand and focusing more on respect and self-fulfillment. With the rapid development of technology, the homogenization of product has become increasingly prominent, making the innovation of consumer-oriented brand strategy inevitable to constant improvement to adapt to the demands of consumers. In recent years, more and more world-famous automobile brands establish experience stores to attract more consumers and take more market share. The experience economy era has endowed the brand with more experience contents and value.

The positive experience activities between customer and brands or between products will create a certain degree of preference among consumers' purchase intentions (Gentile, Spiller and Noci, 2007). The brand experience will impact the customer's satisfaction and loyalty, which will promote their purchasing behavior as a result (Brakus, Schmitt and Zarantonello, 2009).

The brand personality has its characteristics that will be conducive to recognizing the feature of the brand. The brand personality is closely related to consumers' symbolic and emotional interests (Sirgy, 1983), which can improve consumers' preference and use of brands, increasing their feelings and their trust and loyalty. In the furious market competition, the brand personality can create a competitive edge for those brands that fail to be distinguished in the minds of consumers. From the perspective of the perception of consumers, Zhao (2006) explained the positive influence relationship between the brand personality perception and the purchase intention of consumers through the Theory of reasoned action. Taking three types of vehicles as the research object, Zhu, Liu and Zhang (2008) verified that the higher the consistency between the brand personality and the self-image of consumers, the higher the purchase intention would be. In addition to that, the consistency between brand personality and consumers' true self-image has more explanatory power on consumers' purchase intention than that between consumers' ideal self-image.

The brand experience proposed by Pham (2004) has become the path for customers to understand the brand. Brand experience can offer the brand information to customers so that they can make the judgement of the brand personality accordingly. The perception of brand personality for consumers is a dynamic process of the update of deduction (Johar, Sengupta and Aaker, 2005). The consumers are able to understand more about the product attribute, category of some brand as well as the brand name through multiple contacts and they can develop a sense of brand identity in the process of contact (Aaker, 1997).

Taking family cars as an example, Wu, Hu, Yao and Jiao (2014) verified the impact on functional attribute and brand personality on the purchasing decision and the results indicated that brand personality cannot directly influence the purchasing intention of consumers. In the demonstration, the author only took two vehicle

types, namely, Passat and Mazda 6, as researching objects. The brand personality was measured by a single dimension hence, the author thinks the conclusion is not representative.

This research will take the automobile industry as the background, and the purpose of the research is the relationship between brand experience, brand personality, and consumer purchase intention.

For the measurement dimension of research variables, the brand experience draws on the research of Brakus (2009) and Song (2014), and consulting marketing experts in the automobile industry. Finally, five dimensions are determined to measure: sensory experience, products experience, communication experience, related experience and moral experience. Brand personality is measured based on the five dimensions of "benevolence, elegance, wisdom, happy, and courage" by Huang and Lu (2003), and consumers' purchase intention is measured in a single dimension. Based on the above literature analysis, the theoretical framework of this research is shown in Figure 1:

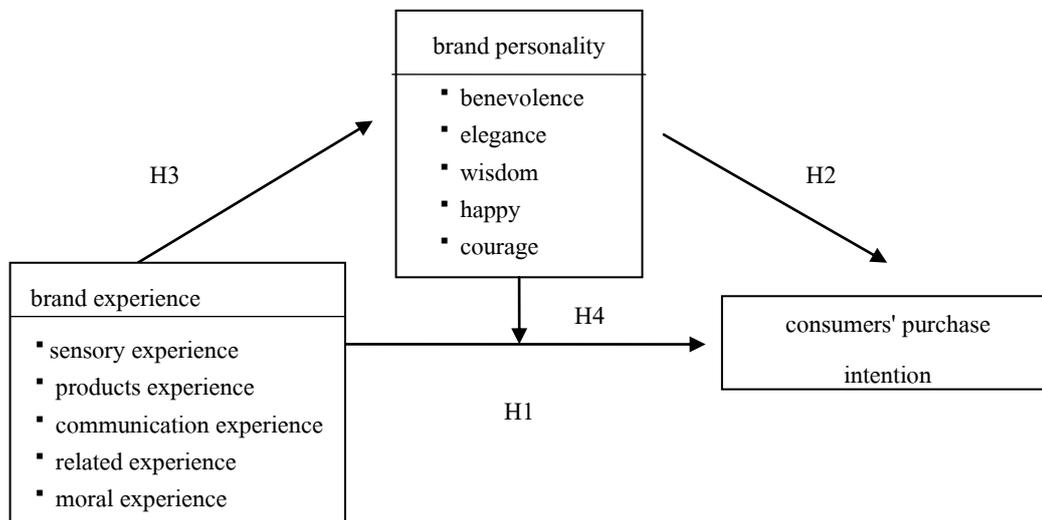


Figure 1 Theoretical framework

2. Objectives

The objective of this study is to explore the relationship between the brand experience has a positive impact on consumers' purchase intentions; Whether brand personality has a positive impact on consumers' purchase intention; whether brand experience has a positive impact on brand personality; and whether brand personality plays an intermediary role in the impact of brand experience on consumers' purchase intention.

According to the theoretical framework, this study puts forward the following hypotheses:

H1: Brand experience has a significant positive impact on consumers' purchase intentions.

H2: Brand personality has a significant positive impact on consumers' purchase intentions.

H3: Brand experience has a significant positive impact on Brand personality.

H4: Brand personality plays a part of intermediary role between brand experience and consumer purchase intention.

3. Materials and Methods

This study uses questionnaires to collect data. Because of the COVID-19, this study used Sojump (a platform providing functions equivalent to Amazon Mechanical Turk) for online data collection. The questionnaires were distributed mainly through 4S sales staff, car insurance sales staff, university teachers, and through their social software WeChat to the population of customers who have already purchased a car and university graduates. The subjects of the study include people who have already purchased cars and potential users, which has a certain generality. The questionnaires were put on the Internet from June 25 to July 5, 2020. A total of 476 valid questionnaires were collected. The software SPSS23.0 is used for statistical analysis of the data.

Table 1 Symbolic Summary of Independent Variables, Mediator Variables and Dependent Variables

| Variable Name | Configuration | Symbols |
|-------------------------------|--------------------------|---------|
| brand experience (BE) | sensory experience | BES |
| | products experience | BEP |
| | communication experience | BEC |
| | related experience | BER |
| | moral experience | BEM |
| brand personality (BP) | benevolence | BPB |
| | elegance | BPE |
| | wisdom | BPW |
| | happy | BPH |
| consumers' purchase intention | courage | BPC |
| | | CPI |

4. Results and Discussion

4.1 Descriptive statistical results

There are more men than women in the questionnaire sample, 58.20% and 41.80% respectively. This study is a study of the automobile industry. The number of men who buy cars is higher than that of women. The slight difference in the proportion of men and women in the study sample is normal and reasonable. There is also a relatively balanced distribution of age groups, with ratios of 57.14% and 42.86% respectively defined as 35 years old, reaching equilibrium levels respectively. The proportion of car buyers accounted for 59.66% among survey groups, slightly more than those who did not purchase cars. Car purchase price mainly accounted for 10 million, accounting for 50.84%. Participation questionnaire population education degree was mainly undergraduate, the proportion was 54.62%. Monthly disposable income is less than 5000 yuan accounts for 43.28%, if compared with RMB million yuan group merger, 10 million yuan income proportion is 76.99%.

4.2 Reliability and validity analysis

Brand experience Cronbach's $\text{Alph}\alpha$ coefficient is 0.943, KMO value is 0.922, approximate chi-square is 10539.105, df is 190, and significance is 0.000. Perform confirmatory factor analysis on brand experience, extract five common factors with initial feature values greater than 1, and the variance interpretation rates of the five

factors after rotation are 18.952%, 17.929%, 16.477%, 16.360%, 15.339%, and the total variance explained. The rate reached 85.057%, and the questionnaire validity was good. The 5 factors of the rotated component matrix correspond to the initial design of the 20 items, representing sensory experience, product experience, communication experience, related experience, and moral experience, and the factor loads are all higher than 0.50, between 0.612 and 0.913, There is no cross-factor loading phenomenon.

Brand personality Cronbach's Alpha coefficient is 0.892, KMO value is 0.859, approximate chi-square is 7138.737, degree of freedom is 105, and significance is 0.000. A confirmatory factor analysis of brand personality was performed, and five common factors with initial feature values greater than 1 were extracted. The variance explanation rates of the five factors after rotation were 18.549%, 18.225%, 17.966%, 17.508%, 17.431%, and the total variance interpretation rate reached 89.679%. Through the rotated component matrix, it can be found that the 5 factors are "wisdom", "benevolence", "elegance", "happy" and "courage". At the same time, the 15 items are all in their own dimensions, which are consistent with this research. The dimensions of the design match. And the factor loading is higher than 0.50, between 0.866 and 0.933, there is no phenomenon of cross-factor loading.

The Cronbach's Alpha coefficient of consumer purchase intention is 0.928, the KMO value is 0.857, the approximate chi-square is 1969.363, the degree of freedom is 10, and the significance is 0.000. A common factor with an initial eigenvalue greater than 1 is extracted, and the total variance interpretation rate reaches 77.95%.

4.3 Correlation analysis of variable

Table 2 Correlation analysis of variable

| Variable | BES | BEP | BEC | BER | BEM | CPI | BPB | BPE | BPW | BPH | BPC |
|----------|--------|--------|--------|--------|--------|--------|--------|-------|--------|--------|-------|
| BES | 1.000 | | | | | | | | | | |
| BEP | .493** | 1.000 | | | | | | | | | |
| BEC | .547** | .536** | 1.000 | | | | | | | | |
| BER | .490** | .415** | .537** | 1.000 | | | | | | | |
| BEM | .266** | .249** | .301** | .409** | 1.000 | | | | | | |
| CPI | .573** | .470** | .544** | .638** | .352** | 1.000 | | | | | |
| BPB | .460** | .434** | .544** | .436** | .271** | .556** | 1.000 | | | | |
| BPE | .170* | .051 | .062 | .100* | .008 | .089 | .116* | 1.000 | | | |
| BPW | .336** | .315** | .402** | .361** | .284** | .428** | .394** | .097* | 1.000 | | |
| BPH | .386** | .262** | .406** | .399** | .241** | .544** | .464** | .070 | .387** | 1.000 | |
| BPC | .420** | .320** | .485** | .514** | .329** | .610** | .488** | .086 | .471** | .470** | 1.000 |

Correlation coefficients between variables are positive and indicate a positive correlation. The influence degree between "elegance" dimension and other variables is very small, with "benevolence", "wisdom", sensory experience and related experience are significantly correlated at 0.05 level (bilateral), while correlation coefficient between "elegance" and other variables is not significant between 0 and 3. There is significant positive correlation between all variables except "elegance". Among them, the correlation coefficient between consumer purchase

intention and relevance experience is 0.638, and the correlation coefficient between purchase intention and "courage" is 0.610, which indicates that there are two correlative coefficients.

4.4 regression analysis

Regression model formula: $Y = aX + b + e$

$$Y = a_1x_1 + a_2x_2 + a_3x_3 + a_4x_4 + a_5x_5 + b + e$$

4.4.1 Regression analysis of brand experience to consumer purchase intention

Table3 Regression analysis of brand experience to consumer purchase intention

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF |
|--|-----------------------------|-----------|---------------------------|-------|--------|-------|
| | B | Std.Error | Beta | | | |
| (Constant) | .449 | .146 | | 3.068 | .002** | |
| BES | .246 | .044 | .253 | 5.605 | .000** | 2.058 |
| BEP | .126 | .040 | .136 | 3.137 | .002** | 1.901 |
| BEC | .105 | .045 | .109 | 2.357 | .019* | 2.163 |
| BER | .340 | .041 | .344 | 8.329 | .000** | 1.716 |
| BEM | .070 | .033 | .074 | 2.137 | .033* | 1.209 |
| R ² = 0.533 D—W = 1.986 F = 107.185 Sig. = 0.000 | | | | | | |

R² is 0.533, indicating that the brand experience explains the consumer's purchase intention by 53.3%, which means that the five dimensions of the brand experience can explain 53.3% of the change in consumer's purchase intention. The D-W value is 1.986, which is close to 2, indicating that the regression equation has no serial autocorrelation problem; the F value of the model is 107.185, which is significant at the level of 0.001, indicating that the regression equation has a better fitting effect. Regression model formula $CPI = 0.449 + 0.246*BES + 0.126*BEP + 0.105*BEC + 0.340*BER + 0.070*BEM$. Through specific analysis, it can be known that sensory experience, products experience, communication experience, related experience and moral experience all have a significant positive influence on consumer's purchase intention.

4.4.2 Regression analysis of brand personality to consumer purchase intention

Table4 Regression analysis of brand personality to consumer purchase intention

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF |
|---|-----------------------------|------------|---------------------------|-------|--------|-------|
| | B | Std. Error | Beta | | | |
| (Constant) | .526 | .171 | | 3.077 | .002* | |
| BPB | .231 | .038 | .244 | 6.147 | .000** | 1.530 |
| BPE | .023 | .030 | .024 | .744 | .457 | 1.019 |
| BPW | .081 | .037 | .086 | 2.221 | .027* | 1.453 |
| BPH | .214 | .036 | .232 | 5.996 | .000** | 1.449 |
| BPC | .316 | .038 | .342 | 8.291 | .000** | 1.647 |
| R ² = 0.515 D—W = 2.080 F = 99.736 Sig. = 0.000 | | | | | | |

R^2 is 0.515, indicating that the brand personality explains the consumer's purchase intention by 51.5%, which means that the five dimensions of the brand personality can explain 51.5% of the change in consumer's purchase intention. The D-W value is 2.080, which is close to 2, indicating that the regression equation has no serial autocorrelation problem; the F value of the model is 99.736, which is significant at the level of 0.001, indicating that the regression equation has a better fitting effect. Regression model formula $CPI=0.526 + 0.231*BPB + 0.023*BPE + 0.081*BPW + 0.214*BPH + 0.316*BPC$. Through specific analysis, it can be known that "benevolence", "wisdom", "happy" and "courage" all have a significant positive influence on consumer's purchase intention, but "elegance" does not affect the consumer's purchase intention.

4.4.3 Regression analysis of brand experience to brand personality

First, the brand experience is taken as the independent variable and the brand personality is used as the dependent variable for linear regression analysis. In the model, R^2 is 0.438, indicating that the brand experience explains 43.8% of the brand personality and the brand experience can explain 43.8% of the changes in brand personality. The D-W value is 1.828, which is close to 2, indicating that the regression equation has no serial autocorrelation problem; the F value of the model is 369.701, which is significant at the level of 0.001, indicating that the regression equation has a better fitting effect.

Table5 Regression analysis of brand experience to brand personality

| Model | R | R ² | Adjusted R ² | Std. Error | D—W | F | Sig. |
|-------|-------|----------------|-------------------------|------------|-------|---------|--------|
| 3 | 0.717 | 0.438 | 0.437 | 0.646 | 1.828 | 369.701 | .000** |

Take sensory experience, products experience, communication experience, related experience, and moral experience as independent variables, and put "benevolence", "elegance", "wisdom", "happy", and "courage" as dependent variables respectively, and put them in 5 times model.

Table6 Regression analysis of brand experience to "benevolence"

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF |
|------------------------|-----------------------------|-------------|---------------------------|------------|--------------|-------|
| | B | Std. Error | Beta | | | |
| (Constant) | .913 | .180 | | 5.087 | .000** | |
| BES | .166 | .054 | .161 | 3.076 | .002* | 2.058 |
| BEP | .111 | .049 | .114 | 2.254 | .025* | 1.901 |
| BEC | .313 | .055 | .307 | 5.717 | .000** | 2.163 |
| BER | .117 | .050 | .111 | 2.328 | .020* | 1.716 |
| BEM | .060 | .040 | .060 | 1.487 | .138 | 1.209 |
| R ² = 0.366 | | D—W = 1.773 | | F = 55.803 | Sig. = 0.000 | |

It can be concluded from the table that sensory experience, products experience, communication experience, and related experience have a significant positive impact on the "benevolence" dimension of brand personality; moral experience has no significant impact on the "benevolence" dimension of brand personality.

Table7 Regression analysis of brand experience to “elegance”

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF | |
|--|-----------------------------|-----------|---------------------------|--------|--------|------|-------|
| | B | Std.Error | Beta | | | | |
| (Constant) | 3.209 | .227 | | 14.164 | .000** | | |
| 3-2 | BES | .133 | .068 | .128 | 1.956 | .051 | 2.058 |
| | BEP | -.035 | .062 | -.036 | -.566 | .572 | 1.901 |
| | BEC | -.032 | .069 | -.031 | -.465 | .642 | 2.163 |
| | BER | .093 | .063 | .088 | 1.469 | .142 | 1.716 |
| | BEM | -.054 | .051 | -.053 | -1.056 | .291 | 1.209 |
| R ² = 0.020 D—W = 1.826 F = 1.929 Sig. = 0.088 | | | | | | | |

It can be concluded from the table that sensory experience, products experience, communication experience, related experience, and moral experience have no significant impact on the "elegance" dimension of brand personality.

Table8 Regression analysis of brand experience to “wisdom”

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF | |
|---|-----------------------------|------------|---------------------------|-------|--------|--------|-------|
| | B | Std. Error | Beta | | | | |
| (Constant) | 1.229 | .196 | | 6.281 | .000** | | |
| 3-3 | BES | .118 | .059 | .115 | 2.009 | .045* | 2.058 |
| | BEP | .081 | .054 | .083 | 1.505 | .133 | 1.901 |
| | BEC | .217 | .060 | .213 | 3.633 | .000** | 2.163 |
| | BER | .138 | .055 | .132 | 2.531 | .012* | 1.716 |
| | BEM | .110 | .044 | .110 | 2.513 | .012* | 1.209 |
| R ² = 0.255 D—W = 2.096 F = 32.099 Sig. = 0.000** | | | | | | | |

It can be concluded from the table that sensory experience, communication experience, related experience, and moral experience have a significant positive impact on the "wisdom" dimension of brand personality; products experience has no significant impact on the "wisdom" dimension of brand personality.

Table9 Regression analysis of brand experience to “happy”

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF | |
|---|-----------------------------|-----------|---------------------------|-------|--------|--------|-------|
| | B | Std.Error | Beta | | | | |
| (Constant) | 1.239 | .204 | | 6.058 | .000** | | |
| 3-4 | BES | .172 | .061 | .163 | 2.808 | .005** | 2.058 |
| | BEP | -.018 | .056 | -.018 | -.329 | .743 | 1.901 |
| | BEC | .201 | .062 | .193 | 3.233 | .001** | 2.163 |
| | BER | .206 | .057 | .192 | 3.613 | .000** | 1.716 |
| | BEM | .054 | .046 | .053 | 1.181 | .238 | 1.209 |
| R ² = 0.226 D—W = 1.893 F = 27.484 Sig. = 0.000** | | | | | | | |

From the table, it can be concluded that sensory experience, communication experience, and related experience have a significant positive impact on the "happy" dimension of brand personality; products experience and moral experience have no significant impact on the "happy" dimension of brand personality.

Table10 Regression analysis of brand experience to “courage”

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | VIF |
|------------------------|-----------------------------|-------------|---------------------------|------------|----------------|-------|
| | B | Std. Error | Beta | | | |
| (Constant) | .791 | .186 | | 4.255 | .000** | |
| BES | .136 | .056 | .130 | 2.443 | .015* | 2.058 |
| BEP | -.023 | .051 | -.023 | -.455 | .649 | 1.901 |
| BEC | .266 | .057 | .256 | 4.698 | .000** | 2.163 |
| BER | .292 | .052 | .273 | 5.636 | .000** | 1.716 |
| BEM | .108 | .042 | .106 | 2.603 | .010** | 1.209 |
| R ² = 0.356 | | D—W = 1.980 | | F = 52.056 | Sig. = 0.000** | |

It can be concluded from the table that sensory experience, communication experience, related experience, and moral experience have a significant positive impact on the "courage" dimension of brand personality; products experience has no significant impact on the "courage" dimension of brand personality.

4.5 Mediation effect test of brand personality

As to whether brand personality plays an intermediary role in the influence relationship between brand experience and consumers' purchase intention, this study will analyze Model 4 in Process of SPSS V3.3 software, use product coefficient test method, and use Bootstrap sampling method to test. The specific models are as follows:

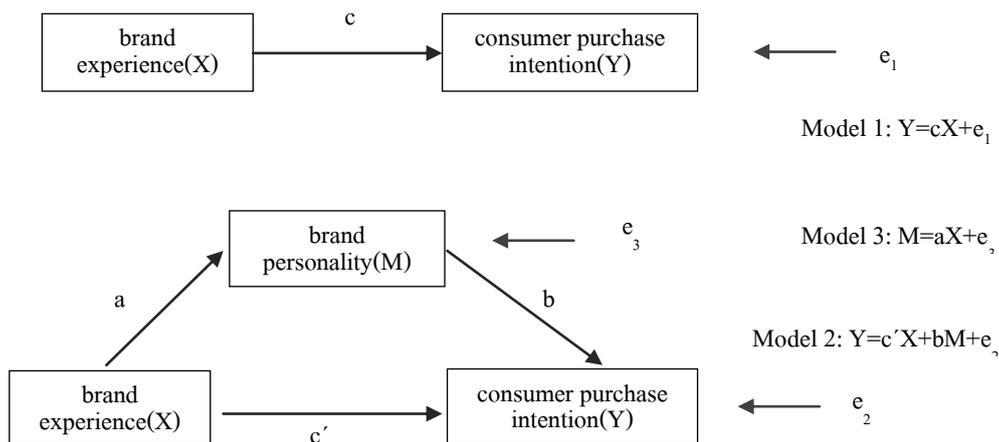


Figure 2: Explanation of the test model of brand personality mediation effect

Table11: Mediation model effect test (Total)

| Moddl4 | Path | Effect | Boot Std. Error | Boot LLCI | Boot ULCI | p | Relative effect size |
|-----------------|-----------|--------|-----------------|-----------|-----------|-------|----------------------|
| Direct effect | BE⇒CPI | 0.592 | 0.050 | 0.494 | 0.691 | 0.000 | 65.63% |
| Indirect effect | BE⇒BP⇒CPI | 0.310 | 0.044 | 0.225 | 0.396 | 0.000 | 34.37% |
| Total effect | EE⇒CPI | 0.902 | 0.041 | 0.822 | 0.983 | 0.000 | |

Using Bootstrap sampling inspection method to conduct the mediation research, the sampling frequency is 5000 times, the results show: when the brand experience affects the purchase intention, the mediation effect of the brand personality is tested, the 95% interval does not include the number 0 (95% CI: 0.225~0.396), which shows that brand personality has an intermediary effect when brand experience affects purchase intention. The brand experience will first affect the brand personality, and then through the brand personality to influence consumers' purchase intention. And the relative value of direct effect is 65.63%, and the relative value of indirect effect is 34.37%.

Similarly, the five dimensions of brand experience are taken as independent variables, which are put into the model for five times, brand personality as the intermediary variable and consumers' willingness to buy as the dependent variable.

Table12 The mediation effect test of brand personality (BES)

| Moddl4-1 | Path | Effect | Boot Std. Error | Boot LLCI | Boot ULCI | p | Relative effect size |
|-----------------|-------------|--------|-----------------|-----------|-----------|-------|----------------------|
| Direct effect | BES⇒CPI | 0.299 | 0.036 | 0.229 | 0.369 | 0.000 | 50.51% |
| | BES⇒BPB⇒CPI | 0.074 | 0.022 | 0.032 | 0.12 | 0.001 | 12.50% |
| | BES⇒BPE⇒CPI | 0.001 | 0.004 | -0.007 | 0.009 | 0.831 | 0.17% |
| Indirect effect | BES⇒BPW⇒CPI | 0.017 | 0.015 | -0.012 | 0.049 | 0.282 | 2.87% |
| | BES⇒BPH⇒CPI | 0.076 | 0.017 | 0.044 | 0.112 | 0.000 | 12.84% |
| | BES⇒BPC⇒CPI | 0.126 | 0.025 | 0.079 | 0.178 | 0.000 | 21.28% |
| Total effect | BES⇒CPI | 0.592 | 0.035 | 0.523 | 0.662 | 0.000 | |

As shown in Table 12, "benevolence", "happy" and "courage" play a part of the mediating role in the influence of sensory experience on purchase intention, while "wisdom" and "elegance" do not. Through the relative effect value, when the sensory experience affects consumers' purchase intention, the mediating effect of "courage" accounts for the largest 21.28%, and "benevolence", "elegance", "wisdom" and "happy" are 12.50%, 0.17%, 2.87%, 12.84%.

Table13 The mediation effect test of brand personality (BEP)

| Moddl4-2 | Path | Effect | Boot Std.Error | Boot LLCI | Boot ULCI | P | Relative effect size |
|-----------------|-------------|--------|-------------------|--------------|--------------|-------|-------------------------|
| Direct effect | BEP⇒CPI | 0.243 | 0.033 | 0.178 | 0.307 | 0.000 | 49.09% |
| | BEP⇒BPB⇒CPI | 0.068 | 0.021 | 0.027 | 0.112 | 0.002 | 13.74% |
| | BEP⇒BPE⇒CPI | 0.001 | 0.002 | -0.002 | 0.007 | 0.567 | 0.20% |
| Indirect effect | BEP⇒BPW⇒CPI | 0.013 | 0.014 | -0.012 | 0.043 | 0.336 | 2.63% |
| | BEP⇒BPH⇒CPI | 0.063 | 0.015 | 0.036 | 0.094 | 0.000 | 12.73% |
| | BEP⇒BPC⇒CPI | 0.108 | 0.022 | 0.068 | 0.152 | 0.000 | 21.82% |
| Total effect | BEP⇒CPI | 0.495 | 0.036 | 0.425 | 0.566 | 0.000 | |

As shown in Table 13, "benevolence", "happy" and "courage" play a part of the mediating role in the influence of products experience on purchase intention, while "wisdom" and "elegance" do not. Through the relative effect value, when the products experience affects consumers' purchase intention, the mediating effect of "courage" accounts for the largest 21.82%, and "benevolence", "elegance", "wisdom" and "happy" are 13.74%, 0.20%, 2.63%, 12.73%.

Table14 The mediation effect test of brand personality (BEC)

| Moddl4-3 | Path | Effect | Boot Std.Error | Boot LLCI | Boot ULCI | P | Relative effect size |
|-----------------|-------------|--------|-------------------|--------------|--------------|-------|-------------------------|
| Direct effect | BEC⇒CPI | 0.205 | 0.039 | 0.129 | 0.282 | 0.000 | 37.21% |
| | BEC⇒BPB⇒CPI | 0.092 | 0.026 | 0.041 | 0.145 | 0.001 | 16.70% |
| | BEC⇒BPE⇒CPI | 0.002 | 0.003 | -0.002 | 0.008 | 0.549 | 0.36% |
| Indirect effect | BEC⇒BPW⇒CPI | 0.022 | 0.017 | -0.01 | 0.059 | 0.207 | 3.99% |
| | BEC⇒BPH⇒CPI | 0.085 | 0.019 | 0.051 | 0.124 | 0.000 | 15.43% |
| | BEC⇒BPC⇒CPI | 0.145 | 0.028 | 0.092 | 0.201 | 0.000 | 26.32% |
| Total effect | BEC⇒CPI | 0.551 | 0.036 | 0.48 | 0.622 | 0.000 | |

As shown in Table 14, "benevolence", "happy" and "courage" play a part of the mediating role in the influence of communication experience on purchase intention, while "wisdom" and "elegance" do not. Through the relative effect value, when the communication experience affects consumers' purchase intention, the mediating effect of "courage" accounts for the largest 26.32%, and "benevolence", "elegance", "wisdom" and "happy" are 16.70%, 0.36%, 3.99%, 15.43%.

Table15 The mediation effect test of brand personality (BER)

| Moddl4-4 | Path | Effect | Boot Std.Error | Boot LLCI | Boot ULCI | P | Relative effect size |
|-----------------|-------------|--------|-------------------|--------------|--------------|-------|-------------------------|
| Direct effect | BER⇒CPI | 0.322 | 0.036 | 0.251 | 0.393 | 0.000 | 51.69% |
| | BER⇒BPB⇒CPI | 0.082 | 0.021 | 0.043 | 0.125 | 0.000 | 13.16% |
| | BER⇒BPE⇒CPI | 0.001 | 0.003 | -0.006 | 0.008 | 0.805 | 0.16% |
| Indirect effect | BER⇒BPW⇒CPI | 0.02 | 0.015 | -0.008 | 0.052 | 0.193 | 3.21% |
| | BER⇒BPH⇒CPI | 0.076 | 0.018 | 0.044 | 0.113 | 0.000 | 12.20% |
| | BER⇒BPC⇒CPI | 0.123 | 0.027 | 0.072 | 0.176 | 0.000 | 19.74% |
| Total effect | BER⇒CPI | 0.623 | 0.035 | 0.554 | 0.692 | 0.000 | |

As shown in Table 15, "benevolence", "happy" and "courage" play a part of the mediating role in the influence of related experience on purchase intention, while "wisdom" and "elegance" do not. Through the relative effect value, when the related experience affects consumers' purchase intention, the mediating effect of "courage" accounts for the largest 19.74%, and "benevolence", "elegance", "wisdom" and "happy" are 13.16%, 0.16%, 3.21%, 12.20%.

Table16 The mediation effect test of brand personality (BEM)

| Moddl4-5 | Path | Effect | Boot Std.Error | Boot LLCI | Boot ULCI | P | Relative effect size |
|--------------------|-------------|--------|-------------------|--------------|--------------|-------|-------------------------|
| Direct effect | BEM⇒CPI | 0.106 | 0.032 | 0.043 | 0.17 | 0.001 | 31.93% |
| | BEM⇒BPB⇒CPI | 0.059 | 0.017 | 0.03 | 0.094 | 0.000 | 17.77% |
| Indirect effect | BEM⇒BPE⇒CPI | 0 | 0.002 | -0.004 | 0.004 | 0.995 | 0.00% |
| | BEM⇒BPW⇒CPI | 0.019 | 0.011 | -0.001 | 0.045 | 0.097 | 5.72% |
| | BEM⇒BPH⇒CPI | 0.049 | 0.013 | 0.026 | 0.078 | 0.000 | 14.76% |
| | BEM⇒BPC⇒CPI | 0.098 | 0.021 | 0.062 | 0.144 | 0.000 | 29.52% |
| Total effect | BEM⇒CPI | 0.332 | 0.041 | 0.252 | 0.412 | 0.000 | |

As shown in Table 16, "benevolence", "happy" and "courage" play a part of the mediating role in the influence of moral experience on purchase intention, while "wisdom" and "elegance" do not. Through the relative effect value, when the moral experience affects consumers' purchase intention, the mediating effect of "courage" accounts for the largest 29.52%, and "benevolence", "wisdom" and "happy" are 17.77%, 5.72%, 14.76%.

5. Conclusion

A total of 74 hypotheses have been proposed in this study, of which four total hypotheses have been verified, namely H1: Brand experience has a significant positive impact on consumers' purchase intentions ($R^2 = 0.533$, $p < 0.001$). H2: Brand personality has a significant positive impact on consumers' purchase intentions ($R^2 = 0.515$, $p < 0.001$). H3: Brand experience has a significant positive impact on Brand personality ($R^2 = 0.438$, $p < 0.001$). H4: Brand personality plays a part of intermediary role between brand experience and consumer purchase intention (effect = 0.310, $p < 0.001$). Explain that the theoretical framework proposed in the research is established.

Consumers' purchase intention is influenced by many factors, for the automotive industry, consumers are very involved in automotive products, then, the experience is particularly important. Today, the homogenization of products is serious, which highlights the importance of the brand. For consumers, the car is not only a means of transportation but also a symbol of identity and image, which underscores the importance of brand personality. The influence of brand experience and brand personality on consumers' purchase intentions has been studied by researchers all over the world, and this study proves it again. However, this study also confirms that brand personality plays a partially mediating role in brand experience and consumer purchase intentions. In the automobile industry, consumers have different perceptions of products, brand image, social competence, and innovation through different dimensions of brand experience. When the brand personality resonates with consumers' personalities, this emotional connection enhances the impact of consumers' brand experience and thus their purchase intentions.

Among the 74 hypotheses proposed in this study, 4 of them were verified. Among 70 sub-hypotheses, 22 of them were not passed the verification, mainly focusing on individual paths, such as, "elegance", product experience and moral experience. "elegance", as the brand personality for automobile brand, it generally refers to the personality of successful, tasteful, splendid, elegant and upscale, which is always an identity symbol for the consumers. The automobile brand with such personality is normally the luxury vehicles. For the ordinary consumers, it makes sense that the automobile brand with "elegance" as its brand personality will not significantly affect the consumer's purchasing intention. In terms of the "elegance" and "wisdom", their intermediary role in the brand personality is not obvious, which means that in the brand experience process, "benevolence", "happy" and "courage" are easier to strike a chord with consumers and to generate consistent self-image, promoting the purchasing intention as a result.

The influence of product experience on the "elegance", "wisdom", "happy" and "courage" of brand personality was not verified, indicating that some psychological feelings were generated through the contact with the product, which barely impacted the brand personality. Meantime, the moral experience cannot have significant impact on the dimension of "benevolence", "elegance" and "happy". Among others, the "benevolence" refers to the loyal, secure and pragmatic brand personality. Moral experience is that the consumers can feel the social responsibility and moral awareness in the process of brand experience. As for "wisdom", it includes the words, such as reliable and leading. As for "courage", it not only refers to the moral courage, but also signifies that it has no fear of difficulty. Therefore, the moral experience in the brand experience has more significant impact on "wisdom" and "courage", but has no significant impact on "benevolence", "elegance" and "happy".

By studying the verification process of the hypothesis, the optimal path for the influence among variables is found, which is summarized as below:

Firstly, sensory experience and related experience have the strongest impact on consumer's purchase intention in the influence of brand experience. While, the moral experience has the weakest impact. Sensory

experience is the direct feeling of brand awareness, advertisement and brand image, which is also the degree of recognition for the society to the brand, so, it is easy to establish the trust between consumers and the brand. The trust can make it easier to influence the consumer's purchase intention. Related experience is the internal feeling of the brand experience, which is a unique feeling generated in the contacting process for consumers to the brand. It is the emotional relationship established between the consumers and the brand. The more the emotional resonance is in line with the values of oneself or one's own identity, the closer the emotional relationship will be, thus impacting the consumer's purchase intention.

Secondly, in the influencing process for the brand personality to the purchase intention, "courage" has the strongest impact, following by "benevolence" and "happy". It indicates that the brand with "courage" as personality is easier to urge consumer's purchase intention. Furthermore, the higher the degree of consistency between consumer's self-image and brand personality, the stronger the impact. Therefore, in the positioning and forming process of the brand personality, companies must identify their targeted consumer group.

Thirdly, in the influencing process for brand experience to brand personality, 1) Propagating experience and sensory experience have the optimal impact on "benevolence"; 2) As for "wisdom", propagating experience has the best influence path; 3) In terms of "happy", propagating experience and related experience have the optimal impact; 4) With regard to "courage", propagating experience and related experience also has the best influence path. In addition to that, the propagating experience of brand experience has significantly positive influence on all dimensions of brand personality and has higher impact than other dimensions. Therefore, propagating experience is the best path to influence brand personality. In the "courage" dimension that affects brand personality, the influence effect of communication experience, related experience and moral experience is the most significant.

At last, In the process of influencing the intermediary effect of brand personality, three optimal paths are summarized according to the above summary, from the largest to the smallest: brand experience \Rightarrow courage \Rightarrow consumer's purchase intention, brand experience \Rightarrow benevolence \Rightarrow consumer's purchase intention, Brand experience \Rightarrow happy \Rightarrow consumer's purchase intention. Among others, "benevolence" and "happy" have a similar intermediary effect. In the influencing paths for brand personality to consumer's purchase intention, "courage", "benevolence" and "happy" have the most significant impact. As for the contact process for consumers and brand, the brand personality, "courage" "benevolence" and "happy" are easier for consumers to recognize and identify, which will naturally promote the recognition and affection for the brand when the brand personality resonates to the consumer's self-perception. Meanwhile, it will deepen the emotional connection for the consumers and the brand, improving the consumer's purchase intention.

According to the above research results, it provides a theoretical basis of marketing and new ideas for marketing design for automobile companies in marketing practice.

Consumers have different experience effects through different touchpoints with car brands. Enterprises attract more consumers through the shaping of brand personality. The results of this study can enable auto

companies to understand the effects of different dimensions on consumer purchases. For example, a certain brand personality is easier for consumers to like. In addition to the above direct marketing purposes, auto companies can also establish marketing strategies that combine brand experience and brand personality to improve overall marketing effects. According to the best path obtained in this research, the marketing strategy design must have a good effect on the actual marketing application of automobile companies. For example, combining emotional factors in traditional advertising models, shaping different personalities of different models, combining brand activity types and brand personality, and so on. This research will provide a theoretical basis for the marketing practice of enterprises.

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