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# Mediating Effect of Consumer Trust on the Relationship between Brand Personality and Consumers Purchase Intention

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**Abstract: The direct effect of brand personality on consumer behaviour has been well documented, whereas the mediating pathway via consumer trust, particularly in the Chinese context, has yet to be systematically investigated. Therefore, consumer trust has been included as mediating variable to test the relationship between brand personality Consumer Purchase Intention (CPI). Survey data were collected from the Chinese market using a structured questionnaire that primarily measures consumer trust, brand personality, and CPI. Validity tests are performed based on the data collected from the questionnaire. Pearson correlation coefficient, unitary regression and multiple regression models will be used for data analysis. The results confirm that brand personality significantly enhances consumer trust, which in turn drives purchase intention, thereby establishing the mediating role of trust. So we could find that the company should be focused on the improving the own personality to gain the consumer trust, which the CPI would be enhanced together.**

**Keywords: Brand Personality; Consumer Trust; Purchase Intention; Mediating Effect.**

## 1. Introduction

Substantial research has demonstrated the influence of brand personality**(BP)**on consumer behaviour **(CB)**, showing that distinct personality dimensions—such as sincerity, excitement, and competence—significantly affect brand love, brand loyalty, and overall consumer engagement [1,2]. However, the role of consumer trust on the relationship between BP and consumer purchase intention (**CPI**) has not been explored in the literature. Therefore, this paper introduces consumer trust **(CT)** as the mediating variable, including brand trust, belonging, popularity, and impression. Otherwise, BP is mainly considered from innovation, emotional uniqueness and other factors, while consumer trust includes repeated purchase and brand premium. Finally, linear regression and correlation matrix are used to analyze the mediating effect of CT between BP and CPI.

## 2. Literature Review

### 2.1 CB and CPI

Mainly studying CPI of organic products, measure the following points, including consumers' involvement, price sensitivity, and regional identity of products. The results show that consumer involvement can be affected, and product regional identity, as a mediating variable, affects CPI and customer involvement. Price-sensitive consumers have low purchase intention, but their purchase intention will increase under the influence of product regional identity [3].

By studying the influence of the atmosphere of international retail stores on CPI, it is believed that the atmosphere can influence consumers' emotion, intention and decision, thus enhancing the possibility of purchase. Atmosphere (cleanliness, smell, lighting, display/layout, etc.) was studied as a variable and the effect was significant. The influence of atmosphere (music, color) is not significant [4].

Husnain & Toor [5] believe that consumer engagement plays an intermediary role between the two and that websites should pay attention to online social marketing strategies so as to better understand consumers and improve CPI. E-commerce is a great way to interact with individuals and spread experience, knowledge and word of mouth **(WOM)** among them. So e-WOM is affected by the interaction between individuals. Empirical studies show that consumer behavior (information characteristics, technology) has a positive impact on CPI. Information credibility, website quality,

innovativeness, and attitude toward information are positively affected by eWOM engagement and other contributing elements. Furthermore, eWOM engagement mediates the influence of these elements on CPI [6].

This paper mainly explores the relationship between the mediating variables and brand awareness and CPI. Moreover, quality and loyalty have positive effects on CPI, while perceived quality and brand loyalty have obvious mediating effects. The improvement of brand awareness is conducive to the improvement of loyalty. Purchasing will improve the perceived quality, and the CPI will also be synchronized with the improvement of brand preference. Behavior and emotional loyalty were positively correlated with CPI, while brand awareness was significantly positively correlated with perceived quality [7].

### 2.2 Consumer Behavior and Brand Personality

He et al. [8] show that the five core BP traits significantly predict brand trust and CPI. Data come from the questionnaire survey in the China market, and the analysis was based on SEM and shows that sensory stimulation had a positive effect on the store environment, and also helped the brand experience and brand identity. Rational use of senses can strengthen consumers' emotional attachment to brands.

BP is a kind of personification, which gives it certain emotional characteristics, so that BP strengthens the emotional connection between consumers and brands, and brand loyalty can identify potential users. It mainly studied the luxury market in India, emphasizing the dimension of BP, and emotional connection would affect loyalty. Brand is a dynamic process, which is influenced by culture, stakeholders and other factors. The establishment or initiation of some actions will affect the BP, consumer and brand community identity as the connector of activities, and in turn shape the brand value. The active cooperation and behavior of these followers contributes to brand management and brand recognition.

The study confirms that BP not only positively affects brand love but also correlates with key consumer behaviour variables, including brand loyalty. Brand love, in turn, positively drives brand loyalty, with its influence materialising through WOM, premium payment willingness, and self-disclosure [1].

How brand building affects consumer perception and behavior on social media. It relies on the extended model to study in what ways customers will influence their cognition and behavior, and what kind of connections they will make. One important point is that the customer recognition of the brand will affect the brand community (**BC**) element. Structural equation model was used to analyze CB and the influence of social media-based BC on quality and brand loyalty. BC identification can have a positive impact on consumer relationship. While the strength of the consumer relationship could affect the intensity of brand quality [2]. Based on the data collection and model research of several top luxury industry companies, the results of SMME (social media marketing efforts) and brand factors are proved. And SMME factors, which construction of a whole system. The other finding is that SMMEs has a positive influence on brand awareness and impression. In turn, consumers have better feedback on factors [9]. Additionally, empirical findings in the fresh food e-commerce sector indicate that brand knowledge shapes CPI via the chain mediation of perceived value and brand trust, among which trust demonstrates the most pronounced effect. Consequently, this underscores the necessity of strengthening brand trust to bridge the gap between consumer knowledge and real buying decisions. [10]

### 2.3 Consumer Behavior and Consumer Trust

There is an intrinsic emotional connection between consumer personality and BP, and that this increase in satisfaction or value is based on product purchase. The culture of the brand (experience) affects CPI so as to strengthen the link, and BP (sincerity, competence, excitement, and sophistication) with consumer commitment, trust and satisfaction. Companies should pay attention to personalized strategies and win customers' trust.

Bahmani and Bhatnagar [11] found that among the various factors influencing mobile shopping, only consumers' perceived trust in the vendor or mobile channel significantly affects actual purchase behavior, with trust acting as a critical barrier that inhibits consumers' propensity to spend more online. Similarly, Salah et al. [12] concluded that trust and attitude significantly impact CPI, demonstrating that consumer trust exerts a stronger and more direct influence on CB compared to other attitudinal factors.

### 2.4 Hypothesis

H1: A positive association is proposed between BP and CPI.

H2: Consumer trust is hypothesised to positively influence CPI.

H3: The mediating pathway of consumer trust is expected to link BP to CPI.

## 3. Methodology

Drawing upon a quantitative, cross-sectional approach, this investigation centres on China's consumer market. A deductive approach is adopted to empirically test the hypotheses derived from the literature review using primary data.

Data were collected through a structured online questionnaire, distributed via random sampling across various regions in China. Respondents were instructed to select a brand they personally liked or approved of and to answer all subsequent items based on that specific brand, thereby capturing authentic consumer perceptions across diverse industries. A total of 122 valid questionnaires were obtained for the final analysis. Demographically, the majority of respondents were over 30 years old (72%), with monthly incomes mainly concentrated in the range of 3,500–8,000 RMB (54%). The most frequently selected brand categories were electronic communications/mobile phones and digital home appliances (both accounting for 70%), followed by apparel (45%) and food and beverages (42%).

The questionnaire was designed based on validated scales from the existing literature and comprises three sections corresponding to the three core constructs of the study. All items were measured using a 5-point Likert scale (1 = Totally Disagree, 5 = Completely Agree). Brand personality (the independent variable) was operationalized across four dimensions: brand responsibility, emotionality, identity recognition, and uniqueness. Consumer trust (the mediating variable) consisted of four indicators: recommendation willingness, perceived value and trustworthiness, purchase desire, and brand impression. Purchase intention (the dependent variable) was primarily measured by repeat purchase intention. Validity tests were conducted on the data prior to hypothesis testing. Data were analyzed using E-views software. Pearson correlation analysis was first employed to examine the direction and strength of the relationships among the variables. Subsequently, univariate and multiple regression analyses (using the Ordinary Least Squares method) were conducted to test the direct effects of the dimensions, as well as the changes in these relationships after incorporating the mediating variable. The establishment of the mediating effect requires that brand personality significantly and positively influences consumer trust, and that consumer trust significantly and positively influences purchase intention. The significance of all models was assessed using t-statistics, F-statistics, and their corresponding p-values ($< 0.05$), supplemented by the R-squared coefficient to evaluate the goodness-of-fit.

## 4. Data Analysis

According to the questionnaire we collected, it contains the following basic information: The basic personal information of the interviewees includes age and salary. The respondents come from different regions of China. The age of the respondents is mainly over 30 years old, up to 72%. From the perspective of age, the interviewees are mainly independent consumers.

In terms of salary, the monthly salary below 3500 accounted for 20%, 3.5k-5.5k accounted for 32%, 5.5k-8k accounted for 22%, 8k-10k accounted for 16%, and over 10K accounted for 10%.In the choice of consumer goods, the respondents were more concerned about the brands of mobile phone electronic products and household appliances, accounting for 70% respectively. The rest were cosmetics 45%, food and beverage 42%, automobiles and daily products about 40%.

## 5. Results

### 5.1 Brand Personality and Consumer Trust

**H1:** A positive association is proposed between BP and CPI.

Table 1 presents the four independent variables used to measure the relationship with the dependent variable (Y). Table 2 displays the Pearson correlation coefficients among these variables, we can find that X1 (brand responsibility) has the highest degree of correlation with Y (Consumer trust), followed by X4 (brand uniqueness), X3 (brand recognition) and X4 (brand emotion). Brand emotional includes a lot of subdivisions, such as romantic, simple. In the questionnaire design, we conducted a random survey. There was no

regulation on industry or specific brand.

Instead, we filled in a brand to answer all the questions. Therefore, one of the reasons why X2 (0.397) is relatively low is that everyone has different positioning and personality towards the brand. For example, if part of the answer is based on Huawei (a mobile phone brand), then it is not a romantic (emotional) characteristic.

**Table 1. Measures of BP and CT**

| BP and CT | |
|---|---|
| Y | I will recommend the brand products that I approve to others |
| X1 | This brand is responsible |
| X2 | The brand is emotional, romantic or sentimental |
| X3 | You recognize the personal characteristics of the brand |
| X4 | You think the brand is unique |
| Notices: Variables and independent variables were derived from questionnaire data | |

**Table 2. Correlations: BP and CT**

| | Y | X1 | X2 | X3 | X4 |
|---|---|---|---|---|---|
| Y | 1 | | | | |
| X1 | 0.704 | 1 | | | |
| X2 | 0.397 | 0.467 | 1 | | |
| X3 | 0.678 | 0.766 | 0.597 | 1 | |
| X4 | 0.679 | 0.773 | 0.511 | 0.873 | 1 |

As reported in Table 3, the regression results indicate that Y is significantly associated with brand personality, and the Prob and Prob (F-Statistic) of x1, x2, x3, x4 and was both less than 0.01.F - statistic and the T-statistic both meets the requirements. Because it is cross-section data, there is not so high demand for R-squared. The higher the number of R-squared, the better the fit. As analysis before, the X2 link is weak less than other factors. So combining correlation analysis and regression analysis, accept the hypothesis one.

**Table 3. Unary Regression Results for BP and CT**

| Dependent variable Y (Least squares) sample 122 | | | | | |
|---|---|---|---|---|---|
| Variable | R-squared | T-statistic | prob | F-Statistic | Prob(F-Statistic) |
| X1 | 0.49 | 10.84 | 0.0000 | 117.65 | 0.0000 |
| X2 | 0.15 | 4.73 | 0.0000 | 22.46 | 0.0000 |
| X3 | O.45 | 10.09 | 0.0000 | 101.96 | 0.0000 |
| X4 | 0.46 | 10.13 | 0.0000 | 102.63 | 0.0000 |
| Notice: X1(brand responsibility),X2(brand emotional), followed, X4(brand uniqueness), X3(brand recognition), and Y(Consumer trust) | | | | | |

### 5.2 Consumer Trust and Consumers Purchase Intention

**H2:** Consumer trust is hypothesised to positively influence CPI.

As can be seen from Table 4, four independent variables are employed to examine the relationship with CPI. Table 5 provides the Pearson correlation coefficients, revealing that all trust dimensions are highly correlated with CPI, we can find that X1 (consumer recommendation degree), X2 (consumer trust degree), X3 (consumer intention strength), X4 (consumer impression) and Consumers Purchase intention are all highly correlated with each other, with coefficients exceeding 0.74.The X3 coefficient as high as 0.83 indicates that the higher the consumers' trust, the stronger their purchase intention, and the higher the number of repeated purchases.

**Table 4. Measures of CT and CPI**

| Consumer trust and CPI | |
|---|---|
| Y | For brands I recognize, I will buy them repeatedly. |
| X1 | I will recommend the brand products that I approve to others |
| X2 | I think brand products are more valuable and trustworthy. |
| X3 | For the brands I trust, I have a strong desire to buy |
| X4 | I have a good impression of the brand |
| Notices: Variables and independent variables were derived from questionnaire data | |

**Table 5. Correlations: CT and CPI**

| | Y | X1 | X2 | X3 | X4 |
|---|---|---|---|---|---|
| Y | 1 | | | | |
| X1 | 0.752 | 1 | | | |
| X2 | 0.784 | 0.775 | 1 | | |
| X3 | 0.834 | 0.819 | 0.839 | 1 | |
| X4 | 0.741 | 0.758 | 0.853 | 0.835 | 1 |

The regression equation results from Table 6 showed that Y (consumers purchase intention) was significantly associated with Consumer trust (x1,x2,x3,x4), and the Prob and Prob (F-Statistic) of x1,x2,x3,x4 and was both less than 0.01.F -- statistic and the T-statistic both meets the requirements. Because it is cross-section data, there is not so high demand for R-squared. The higher the number of R-squared, the better the fit. X3 is the best data. Combined with correlation data 0.83, it further proves that the higher consumers' trust, the stronger their purchase intention, and the higher the number of repeated purchases.

As shown in Table 7, X3's significance $p < 0.01$, X2< 0.05, X3 < 0.10. The overall formula =0.726 shows that the adhesivity is better.

TOTAL F-statistic =104.27, and TOTAL Prob (f-statistic) of model is less than P < 0.01, indicating that the whole formula is significant. So combining correlation analysis and two regression analysis, accept the hypothesis two.

**Table 6. Unary Regression Results for CT and CPI**

| Y (Least squares) sample 122 | | | | | |
|---|---|---|---|---|---|
| Variable | R-squared | T-statistic | prob | F-Statistic | Prob(F-Statistic) |
| X1 | 0.56 | 12.53 | 0.0000 | 157.05 | 0.0000 |
| X2 | 0.62 | 13.8 | 0.0000 | 191.77 | 0.0000 |
| X3 | 0.69 | 16.5 | 0.0000 | 274.25 | 0.0000 |
| X4 | 0.55 | 12.1 | 0.0000 | 146.85 | 0.0000 |
| Notes: X1(consumer recommendation), X2(consumer trust), X3(consumer willingness), X4(consumer impression), consumers purchase intention(Y). | | | | | |

**Table 7. Multiple Regression Results for CT and CPI**

| Dependent variable Y (Least squares) sample 122 | | | | |
|---|---|---|---|---|
| variable | coefficient | Std.error | T-statistic | Prob |
| C | 0.289 | 0.233 | 1.241 | 0.2171 |
| X1 | 0.155 | 0.092 | 1.675 | 0.0966 |
| X2 | 0.245 | 0.093 | 2.614 | 0.0101 |
| X3 | 0.535 | 0.106 | 5.017 | 0.0000 |
| Total R-squared | 0.726 | TOTAL F-STATISTIC | | 104.27 |
| TOTAL Prob | | | (F-statistic) | 0.00000 |
| Notes: X1(consumer recommendation), X2(consumer trust), X3(consumer willingness), consumers purchase intention(Y) | | | | |

### 5.3 Brand personality and consumers purchase intention

H3: The mediating pathway of consumer trust is expected to link BP to CPI.

Table 8 presents the variables used to examine the relationship between brand personality and purchase intention. Table 9 displays the Pearson correlation coefficients between these dimensions, we can find that that X1 (brand responsibility), followed, X3 (brand recognition) X4 (brand uniqueness) and consumers purchase intention are all highly correlated, with a coefficient of over 0.7. However, X2 (brand emotional) has a low correlation. As mentioned earlier, people have different perceptions of the emotional traits of each approved brand.

**Table 8. Measures of BP and CPI**

| Brand personality and CPI | |
|---|---|
| Y | For brands I recognize, I will buy them repeatedly |
| X1 | This brand is responsible |
| X2 | The brand is emotional, romantic or sentimental |
| X3 | You recognize the personal characteristics of the brand |
| X4 | You think the brand is unique |
| Notices: Variables and independent variables were derived from questionnaire data | |

**Table 9. Correlations: BP and CPI**

| | Y | X1 | X2 | X3 | X4 |
|---|---|---|---|---|---|
| Y | 1 | | | | |
| X1 | 0.720 | 1 | | | |
| X2 | 0.376 | 0.467 | 1 | | |
| X3 | 0.702 | 0.766 | 0.597 | 1 | |
| X4 | 0.714 | 0.773 | 0.511 | 0.873 | 1 |

Table 10 demonstrates that Y (consumers purchase intention) was significantly associated with brand personality t (x1, x2, x3, x4), And the Prob and Prob (f-statistic) of X1, x2, x3, X4 and was both less than 0.01.F -- Statistic and the t-statistic both meets the requirements. Because it is cross-section data, There is not so high demand for R-squared. The higher The number of R-squared, The better The fit. X2 is The weak data compared with others. Consumers purchase intention has improved.X2 shows that if the brand's mood (romantic, sad) is in line with consumers' senses, the CPI will be better increased.

**Table 10. Unary Regression Results for BP and CPI**

| Dependent variable Y (Least squares) sample 122 | | | | | |
|---|---|---|---|---|---|
| Variable | R-squared | T-statistic | prob | F-Statistic | Prob(F-Statistic) |
| X1 | 0.518 | 11.3 | 0.0000 | 128.29 | 0.0000 |
| X2 | 0.142 | 4.45 | 0.0000 | 19.8 | 0.0000 |
| X3 | 0.49 | 10.81 | 0.0000 | 116.91 | 0.0000 |
| X4 | 0.50 | 11.17 | 0.0000 | 124.86 | 0.0000 |
| Notes:X1(brand responsibility), X2(brand emotional)followed, X3(brand recognition) X4(brand uniqueness | | | | | |

Table 11 presents the multiple regression results, indicating that X3's significance p < 0.1, X2>0.1, x1 < 0.01. The overall formula =0.59, indicating that adhesivity is general, TOTAL f-statistic =42.2, TOTAL Prob (f-statistic) of model is less than p < 0.01, indicating that the whole formula is significant. In the multiple regression equation, there is no correlation, and the correlation of X2 is weak in the Unary regression equation. So combining correlation analysis and two regression analysis, accept the hypothesis three. Brand personality has a positive influence on consumers' purchase intention.

**Table 11. Multiple Regression Results for BP and CPI**

| Dependent variable Y (Least squares) sample 122 | | | | |
|---|---|---|---|---|
| variable | coefficient | Std.error | T-statistic | Prob |
| C | 0.774 | 0.281 | 2.753 | 0.0068 |
| X1 | 0.391 | 0.101 | 3.870 | 0.0002 |
| X2 | -0.049 | 0.053 | -0.923 | 0.3576 |
| X3 | 0.224 | 0.131 | 1.711 | 0.0896 |
| X4 | 0.249 | 0.1263 | 1.972 | 0.0509 |
| Total R-squared | 0.59 | TOTAL F-STATISTIC | | 42.2 |
| TOTAL Prob(F-statistic) | | | | 0.00000 |
| Notes:X1(brand responsibility), X2(brand emotional) followed, X3(brand recognition) X4(brand uniqueness) | | | | |

## 6. Discussion

According to the conceptual framework of the literature review, this paper mainly studies the mediating effect of CT on the relationship between BP and CPI.

After data analysis, Hypothesis 1 holds, namely, BP has a positive impact on CT, and BP has four dimensions (the brand is responsible, and the recognition of brand personality is unique and emotional). But brands' emotional data and the correlation results are relatively low. An interesting finding is that of all responses, the first brand thought of and filled in was HUAWEI (27%), because no brand was specified for the consumer to choose. The problem with X2 is that brands are emotional (sad, romantic), and everyone has a different brand orientation and personality. It is obvious that some participants answered according to Huawei (a mobile phone brand), so it is not a romantic (emotional) characteristic. In my opinion, consumers' emotional recognition of their favorite brands is different, which is worth further research. On the other hand, if brands improve their sense of responsibility, uniqueness, and consumers' recognition of individuality through some ways and means, consumers' trust will be improved simultaneously. There is an intrinsic emotional connection between consumer personality and brand personality, and such increase in satisfaction or value is based on product purchase, so companies should pay attention to personalized strategies and win customers' trust

Hypothesis 2 is acceptable. Based on all data results of the three hypotheses, CT has a significant positive influence on CPI, in terms of Pearson coefficients, unary and multiple regression equations. There are four dimensions of trust (consumer recommendation, consumer trust, consumer anxiety, and consumer impression), all of which have strong links. It should be the strength of it further that the higher consumers' trust, the stronger their purchase intention, and the higher the number of repeated purchases. By studying the influence of the atmosphere of international retail stores on CPI, it is believed that the atmosphere can influence consumers' emotion, intention and decision-making, thus improving the possibility of purchase. Quality and loyalty have positive effects on CPI, while perceived quality and brand loyalty have significant mediating effects on CPI. The improvement of brand awareness is conducive to the improvement of loyalty. Buying will improve perceived quality, and CPI will be synchronized with the improvement of brand preferences. Behavioral loyalty and emotional loyalty are positively correlated with CPI, while brand awareness is significantly positively correlated with perceived quality.

Final Hypothesis 3 holds, namely, brand personality has a positive impact on CPI. Rational use of senses can enhance consumers' emotional attachment to brands. BP is a kind of personification, which endows the brand with certain emotional characteristics. BP strengthens the emotional connection between consumers and brands. BP dimension (fashion, sincerity, family-oriented, exciting) and emotional connection will affect loyalty. Brand is a dynamic process which is influenced by factors such as culture and stakeholders. The establishment or initiation of certain actions can affect brand identity. And it turns out that this relationship is not as strong as. Hypothesis 1 and Hypothesis 2. Combined with the data results, it is shown that Hypothesis 3: the mediating effect of CT is established, which is BP has a positive impact on CT, and CT has a positive impact on CPI.

## 7. Conclusion

This paper mainly studies the mediating effect of CT, mainly including data acquisition through random sampling survey in the Chinese market, correlation analysis of data, unary regression and multiple regression equation. After data analysis and discussion, the conclusions are as follows: we can find that CT has a positive mediating effect between BP and CPI. First, BP has a positive impact on CT, and BP has four dimensions (consumers believe that brand is responsible, and their cognition of brand

personality is unique and emotional). Brands increase their sense of responsibility, uniqueness, and consumers' perception of individuality in certain ways and means, which means that CT will also increase. Secondly, CT has a significant positive impact on CPI. Data based on Pearson coefficients, unary regression equations and multiple regression equations are obtained. Trust has four dimensions (consumer recommendation, consumer trust, consumer anxiety and consumer impression), both of which are strongly correlated. Thirdly, BP (consumers believe that a brand is responsible and their perception of brand personality is unique and emotional) has a positive impact on CPI. Combined with the data results, the mediating effect of CT is established, that is, BP has a positive impact on CT, and consumer trust has a positive impact on CPI.

The data acquisition of this paper is only a basic study of consumer behavior in China, and the sample size is relatively small. In the design of the questionnaire, there are some defects and the design level needs to be improved. Combined with the data analysis, we found that because we conducted a random sampling survey and did not assign respondents to choose a specific brand, the respondents were asked to choose their favorite brand by themselves. Therefore, there is no good uniformity in the emotional data of the brand, because everyone has different emotions and senses for the brand he/she has chosen. The second question is about (romantic or sentimental, emotional), and the understanding of the interviewees is also wrong. In view of this, we expect that scholars in the future will be able to conduct subdivision and more accurate research on this part of the content.

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