The impact of brand identity on new products adoption: a field study of a sample of consumers of electronic product brands

تأثير هوية العلامة التجارية على تبني المنتجات الجديدة: دراسة ميدانية لعينة من مستهلكي العلامات التجاريةللمنتجات الإلكترونية

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Abstract :

This study aims to examine the impact of brand identity onnew productsadoption in the electronic products market. To achieve the research objectives, the researcher used the descriptive analytical method appropriate for this type of researches. The data collection also relied on a questionnaire prepared for this purpose and distributed to a sample of 313 customers of electronic product brands in Algeria. The study reached a set of results, most notably that there is a statistically significant effect of brand identity on the adoption of new products. The study also found a statistically significant effect for all elements of brand identity (brand reputation, brand personality, brand performance, brand relationship) on new product adoption.

Key words: brand identity; brand reputation; brand performance; brand relationship new product adoption;
JEL classificationcodes: L11, M11.

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1. Introduction.

A brand represents a significantly valuable resource for businesses, and proficiently overseeing it can result in heightened market presence and financial gains across diverse sectors.(Abedi & Azma, 2019, p. 1)

In the realm of marketing, two crucial concepts that have received extensive attention over the years are brand identity and new product adoption. Brand I dentity encompasses the distinct set of associations that a company aims to establish or uphold, including elements like symbols, names, logos, and slogans(Aaker, 2010, p. 68).

Consumers tend to rely on well-established brands when making purchasing decisions, as they provide a sense of familiarity, trust, and reliability. The adoption of new products, however, presents a unique challenge for marketers in terms of building brand identity and influencing consumer behavior.

The connection between brand identity and new proct adoption is a subject of great interest among both researchers and industry professionals. Consequently, grasping the dynamic interaction between these two concepts provides valuable perspectives for businesses seeking to improve their brand strategies and attain a competitive advantage in the market. The aim of this study is to examine the correlation between brand identity and new product adoption, utilizing the latest research in the field. It will delve into the diverse facets of brand identity and their influence on new product adoption.

1.1. Main Problem

The primary issue being examined in this research revolves around the impact of brand identity, specifically focusing on its dimensions: brand reputation, brand personality, brand performance, and brand relationship, on new product adoption.

From the preceding discussion, we can formulate the central question that guides our investigation in this research: **"What is the impact of brand identity on new product adoption?"**

1.2. Sub-Questions:

To delve into the intricacies of the overarching question, we will break it down into the following sub-questions:

1. Is there a statistically significant positive relationship between brand reputation and new product adoption?
2. Is there a statistically significant positive relationship between brand personality and new product adoption?
3. Is there a statistically significant positive relationship between brand performance and new product adoption?
4. Is there a statistically significant positive relationship between brand relationship and new product adoption?

1.3. Hypotheses:

a. Main hypothesis

Based on the main question, we formulate the following main hypothesis:"There is a statistically significant positive relationshipbetween brand identity and new product adoption".

b. Sub-hypotheses

Based on the sub-questions, we formulate the following sub-hypotheses:

Hypothesis 1 (H_{01}): There is a statistically significant positive relationshipbetween brand reputation and new product adoption.

Hypothesis 2 (H_{02}): There is astatistically significant positive relationshipbetween brand personality and new product adoption.

Hypothesis 2 (H_{03}): There is a statistically significant positive relationshipbetween brand performance and new product adoption.

Hypothesis 4 (H_{04}): There is astatistically significant positive relationshipbetween brand relationship and new product adoption.

1.4. Research Objectives:

The main objective of this research is to investigate the relationship between different aspects of brand identity, such as brand reputation, brand personality, brand performance, and brand relationship, and new product adoption.

Through this examination, our objectives are as follows:

1. To ascertain the impact of brand reputation on new product adoption.

2. To assess the influence of brand personality on new product adoption.

3. To gauge the effect of brand performance on new product adoption.

4. To investigate the relationship between brand relationship and new product adoption.

1.5. Importance of the Research:

This research carries substantial significance for both the academic community and professionals engaged in the fields of marketing and brand management. Gaining insights into the influence of brand identity on new product adoption can empower businesses to customize their branding strategies with greater precision, optimize resource allocation, and ultimately strengthen their competitive positioning in the market.

1.6. Research Methodology:

To attain our research objectives and test the hypotheses, we will employ the descriptive analytical approach, which is well-suited for this type of study. This approach will enable us to gain a holistic understanding of the connections between the various facets of brand identity and new product adoption.

1.7 Previous studies

The influence of brand identity on new product adoption has been a subject of extensive research and widespread interest within the realm of marketing. Researchers have investigated the connection between brand identity and new product adoption from various angles, encompassing psychological, sociological, and consumer behavior perspectives. The sheer volume of scholarly publications dedicated to this topic underscores its importance and relevance within the academic community, indicating a rising curiosity in comprehending the mechanisms and consequences of brand identity on new product adoption.

1. (Roslizawati, Okechukwu, & Shaar, 2022): This study delves into the impact of a name change, a key element of rebranding, on consumer perceptions and brand loyalty. Additionally, it investigates the mediating role of brand reputation in shaping brand loyalty post-rebranding. With 372 aircraft passengers participating, Likert scales were used to assess their views on rebranding, brand loyalty, and reputation. SPSS 20 handled demographic profiling and item

reliability, while Smart PLS facilitated relationship analysis. Validation and reliability checks were ensured through SPSS. This thorough methodological approach unveils the complexities of rebranding, spotlighting how a name change influences perceptions and loyalty. The study's incorporation of brand reputation as a mediator enriches the exploration of interconnected dynamics. Advanced statistical tools enhance precision, offering valuable insights for academia and practical applications in branding and consumer behavior. Consequently, the research advances the understanding of post-rebranding intricacies, especially within the aviation industry. The findings indicated that rebranding did not significantly affect brand loyalty but positively influenced brand reputation. Additionally, brand reputation was found to be a mediator in the brand loyalty and rebranding connection.

2. (Suminto, Martati, Kusrihandayani, & Estiyani, 2021):The Silverqueen chocolate products in Samarinda City, Indonesia, were the subject of this research project, which attempted to understand the influence that brand identity and image have on the satisfaction and loyalty people have towards a brand. An evaluation was carried out with the help of a Likert scale, and the research was conducted with 132 participants who had ingested Silverqueen chocolate. Confirmatory Factor Analysis, Structural Equation Modelling (SEM) in AMOS software, and Regression Weight on SEM were the models that were utilized for the analysis. According to the findings, brand identity and brand image substantially impacted the level of satisfaction consumers had with the brand. However, they did not significantly impact the level of loyalty consumers felt towards the brand. Furthermore, the level of satisfaction with the brand did not significantly influence brand loyalty. According to the survey findings, businesses should consider additional variables in addition to brand identity and brand image when it comes to fostering brand loyalty.

3.(Chao, Reid, Lai, & Reimers, 2019): This study explored the factors influencing the adoption of innovative products by Chinese consumers, focusing on domain-specific innovativeness (DSI), demand for unique consumer products (DUCPs), and perceived new product characteristics (PNPCs). The research, centered on China as a growing market, aimed to provide insights into the psychological aspects guiding consumer preferences. Using the established DUCPs

scale by Lynn and Harris (1997), the study measured demand, ensuring cultural relevance through translations into simplified Chinese. Mall intercepts provided a diverse sample for the cross-sectional approach, combining Recall Time New Product Adoption (RTNPA).

Results revealed PNPCs and DSI as key factors influencing new product acceptance. The study highlighted a nuanced connection between Chinese consumers' vicarious learning and new product acceptance, with PNPCs mediating this relationship. Overall, the research contributes to understanding innovative product adoption in China, emphasizing the significance of cultural and psychological considerations for businesses navigating this evolving market

4- (White, Harrison, & Turner, 2010): Emphasizing the vital role of the Internet in molding consumer behavior, the study dives into the essential yet understudied subject of how the Internet influences individuals' decisions about adopting new products and services. This project intends to dissect a large dataset of Internet use in order to find the links between Internet use and the diffusion process of new products.

The results of the 12-month longitudinal study, which looked at the online habits of 34,731 consumers, are exciting. The results indicate that consumers' adoption rates rise with the launch of new Internet-based services. Engaged customers were more than twice as likely to adopt a company's innovative product offerings in the first year after they were introduced, especially when those innovations were tied to the company's Internet services.

These findings highlight the significant role that online services play in molding customer habits and determining the rate of product adoption. Businesses should take note of these findings because they stress the need to use cutting-edge Internet-based services to boost product adoption. In order to keep up with the constant changes in customer preferences and behavior, the study also highlights the need to conduct additional research in this ever-changing market.

2. The theoretical framework:

2.1.Brand identity:

According to Amini and Ahmadinejad (2012), brand identity is defined as the collection of distinctive characteristics and values that

set a brand apart from its competitors. It is considered a vital component in the formulation of a brand strategy.(Placeholder1p. 10467).

In the research conducted by Naeini, Mosayebi, and Hamidi (2017), brand identity is characterized as an internal factor within an organization that holds substantial importance in the realm of marketing and branding. It is regarded as one of an organization's most valuable assets, and effective management of brand identity can result in the growth of market share and enhanced profitability.(Naeini, Mosayebi, & Hamidi, 2017, p. 91)

According to Ting, Lau, Dragomir, and Surugiu (2018), brand identity is a comprehensive concept that influences customer loyalty to a brand. They argue that a brand's identity, which includes elements like perceived value, trust in the brand, and customer satisfaction, significantly affects how customers engage with a brand.(Ting, Lau, Dragomir, & Surugiu, 2018, p. 2), This influence on brand loyalty will also have an influence on the adoption of new products.

2.1.1 Brand reputation:

Brand reputation encompasses the long-term, cumulative perceptions and impressions linked to a brand, whereas brand image pertains to the present and immediate associations, views, and imagery associated with a brand as seen by external stakeholders.(Pich, Armannsdottir, & Louise, 2018, p. 200)

To discern a brand's reputation, it is essential to comprehend both its current and past brand images. This examination helps unveil any harmonies or disparities between the brand's historical and present associations, thereby shedding light on potential areas for strategic management adjustments. A consistent alignment between these representations typically signifies a positive and prosperous reputation for the brand. Conversely, when there are disparities or inconsistencies between current and past associations, it suggests that the current brand image may not align with the brand's long-term reputation.(Pich, Armannsdottir, & Louise, 2018, p. 203).

2.1.2 Brand Personality:

The definition provided by Raharjo et al. (2022) describes brand personality as a unique combination of human traits that can be

linked to a specific brand, drawing from the characteristics of its current consumers. It's a concept used to differentiate a product or brand from others by creating logos, names, branding, and packaging that are designed and aligned with human personality traits. This emotional connection between consumers and a brand is established by evoking feelings and emotions in response to the brand, fostering a sense of relatability and attachment(Raharjo, Warmana, & Damar, 2022, p. 269)

The definition provided by Antra & Yulia (2021) offers an alternative perspective on brand personality, describing it as a collection of characteristics and attributes that are connected with a brand and evoke particular emotions and perceptions in consumers. It represents a component of brand associations that are intertwined with how customers perceive a brand. In essence, brand personality shapes the way consumers feel about and perceive a brand based on the traits and attributes associated with it.(Antra & Yulia, 2021, p. 177)

2.1.3 Brand performance:

Brand performance is a metric used to gauge a brand's accomplishments and effectiveness in the market. It serves as an assessment of how well a brand's strategies have been executed and whether it has achieved its objectives. Evaluating brand performance is crucial for organizations as it provides valuable insights into their market standing and the effectiveness of their strategic efforts. (Chirani, Taleghani, & Moghadam, 2012, p. 1033)

Brand performance evaluation is a pivotal aspect of assessing a brand's effectiveness and success in the market. It encompasses two primary dimensions: (Chirani, Taleghani, & Moghadam, 2012, p. 1034)

Brand Market Performance: This dimension focuses on assessing how well a brand is performing within the market. It involves evaluating market dynamics, such as sales levels and market share. Understanding market performance provides insights into the brand's competitive standing and its ability to capture a share of the market.

Brand Profitability Performance: This dimension delves into the financial impact of the brand on retail profits. It emphasizes factors like profit generation and profit margins, which are crucial for

determining the brand's contribution to the overall profitability of the business.

Aaker (1996) introduced various metrics to measure brand performance, including market share, price, and distribution coverage. Market share, in particular, is often considered a reliable indicator of a brand's health, reflecting its relative strength in the perceptions of consumers. Distribution coverage also plays a pivotal role in influencing market share, especially during market expansions or contractions. Evaluating these aspects helps organizations make informed decisions about their branding strategies and market positioning.(Chirani, Taleghani, & Moghadam, 2012, p. 1034)

2.1.4 Brand relationship:

Brand relationships encompass the interactions that occur between consumers and brands, extending beyond mere practical benefits. These interactions involve ongoing exchanges between parties who have established a level of familiarity with each other, and these relationships evolve in response to these exchanges and changing contexts. In essence, brand relationships are characterized by mutually beneficial interactions among corporate brands and other well-regarded brands. These interactions are designed to attract customers and cultivate their commitment over time. They are defined by a mutual orientation toward each other's interests and a sustained commitment that is often observed in brand interactions. In summary, brand relationships involve more than just transactional interactions; they are about building enduring connections between consumers and brands based on mutual interests and sustained commitment.(Barros, et al., 2020, p. 3)

Brand relationships arecharacterized by their enduring nature, representing ongoing interactions between customers and the brand. brand relationships involve multifaceted dimensions and represent enduring interactions that are influenced by factors such as consumer identification with the brand, brand actions, perceived relationship quality, and responses to changes in personal or contextual factors. Nurturing and maintaining these relationships are essential for brands seeking to build strong and lasting connections with their customer base.(Ghani & Tuhin, 2016, p. 953)

2.2New product adoption:

Rogers (1972) categorizes adopters of new products into five classes: Innovators, Early Adopters, Early Majority, Late Majority, and Laggards. The adoption of new products follows an "S"-shaped curve in the innovation diffusion model, with these adopter types contributing at different stages. Innovators, making up 2.5%, are adventurous and the first to adopt. Early Adopters (13.5%) are open-minded, well-informed individuals who observe and follow

innovators. Early Majority (34%) adopts innovations thoughtfully, while Late Majority (34%) does so with skepticism after innovations mature. Laggards (16%) are conservative, adapting slowly. Innovators and Early Adopters influence early adoption, while Early Majority, Late Majority, and Laggards adopt during and after maturity. The adoption threshold occurs at 10% to 25% of the population, triggering rapid diffusion. Innovators and Early Adopters are crucial for adoption, distinguishing them from Late Adopters. Further exploration delves into the differences between Early and Late Adopters and their impact on new product adoption decisions.(Zeng, Chen, & He, 2022, p. 1351)

The early adoption of new products is not solely attributed to consumers with high innovativeness; those with a deep understanding of new product concepts and benefits may also adopt early. Scholars have explored consumer adoption from the perspective of understanding, categorizing research into three types: innovation characteristics, the degree of innovation, and cognitive strategies for understanding new product concepts. Key factors influencing market penetration include Relative Advantage, Complexity, Compatibility, Observability, and Trialability. Early adopters focus on Relative Advantage and Compatibility, positively impacting adoption. Risk, stemming from complexity, is a significant factor influencing adoption, with uncertainty arising from considerations of product attributes. Consumer knowledge is crucial, affecting understanding and willingness to adopt. Perception of uncertainty results from a lack of knowledge, hindering evaluation and adoption. New products are categorized into Radical and Incremental based on perceived innovation, with Radical ones requiring consumers to establish new behavior patterns to reap benefits.(Zeng, Chen, & He, 2022, p. 1355)

3. Case Study

3.1 Study Population and Sample:

The study population encompasses all customers within the electronic products industry, focusing on well-known brands like LG, Condor, Iris, Geant, Brandt, and others. Given the practical challenges of surveying the entire study population, the research relied on a sample size estimated to be 313 customers from these companies.

3.2. Study Instrument:

The primary data collection tool utilized in this study was a questionnaire, which served as the foundational instrument for gathering pertinent information. The questionnaire was structured into three distinct sections, each of which is explained below:

1. The first section comprises general information about the survey respondent, encompassing details such as gender, age, and educational qualifications.

2. The second section contains statements that pertain to the independent variable of brand identity, which is further broken down into its four dimensions: brand reputation, brand personality, brand performance, and brand relationship.

3. Section 3 focuses on statements related to the dependent variable, which in this case is the adoption of new products.

The research used a five-point Likert scale to determine whether participants agreed or disagreed with the statements. A strong disagree, a neutral, an agree, and a strong agree were the five possible scores on the scale. The degree to which respondents agreed or disagreed with the assertions made in the survey was assessed using this scale.

3.3. Reliability Test of the Study Tool:

The stability and consistency of a measurement tool are crucial to ensure that it yields dependable results when administered repeatedly to the same individuals. In this study, the researcher assessed the reliability of the measurement tool through the use of the Cronbach alpha coefficient. The Cronbach alpha coefficient is a statistical measure commonly employed to evaluate the internal consistency or reliability of a scale or questionnaire.

The following table presents the reliability assessment results for the measurement tool:

Table 1: Reliability test of the study tool

Variable	Number of Items	Cronbach's Alpha
Brand Reputation	5	0.731
Brand Personality	6	0.840
Brand Performance	6	0.874
Brand Relation	5	0.746
New product adoption	7	0.886
Study instrument	29	0.943

Source: Prepared by author based on SPSS 20

The study instrument as a whole demonstrates remarkably high internal consistency, as evidenced by an overall Cronbach's alpha of 0.943. This high alpha coefficient indicates a robust correlation among the items in the instrument, affirming its effectiveness in measuring the underlying construct. In essence, the study instrument as a unified tool is dependable and capable of consistently measuring the targeted variables.

However, when we delve into the examination of individual axes, we observe some variability in internal consistency:

Brand Reputation: This dimension exhibits a lower Cronbach's alpha of 0.731. While still considered acceptable, it suggests that there may be room for improvement in terms of item correlation within the brand reputation section.

Brand Personality: Brand personality demonstrates very good internal consistency with an alpha of 0.840, indicating strong item correlation and reliability.

Brand Performance: Similar to brand personality, brand performance also shows very good internal consistency with an alpha of 0.874.

Brand Relationship: Although somewhat lower compared to the other dimensions, brand relationship still maintains an acceptable level of internal consistency at 0.746.

New product adoption: New product adoption maintains strong internal consistency, as indicated by an alpha of 0.886.

3.4. Sample characteristics:

To offer a holistic depiction of the study sample, the researcher has presented demographic data regarding the surveyed individuals. This demographic information encompasses details related to gender, age, and qualifications. By analyzing these characteristics, the researcher seeks to provide a clear and informative overview of the composition of the sample, helping understand the study's participant base.

Table 2: Sample characteristics

Gender	Gender	Freq.	%	Age	Age (years)	Freq.	%
	Male	194	61.98		[18-30[	154	49.20
	Female	119	38.02		[30-40[	103	32.90
					[50-40[	40	12.78
					50 years and over	16	5.12

Qualification	Qualification	Freq.	%
	License	113	36.10
	Master	115	36.74
	Other Qualification	85	27.16

Source: Prepared by author based on SPSS 20

- Based on the previous table, the study sample predominantly consists of males, with 194 men representing 61.98% of the sample. In contrast, there are 119 women, accounting for 38.02% of the sample.

- According to the provided data, the study sample is divided into different age categories. The first category, consisting of respondents

aged 18 to less than 30 years, represents the largest proportion at 49.20%.The second category, representing respondents aged From 30 to less than 40 years, accounts for approximately 32.90% of the population. The third category, aged 40 to 50, accounts for approximately 12.78% of the population.The fourth category, representing respondents aged 50 years and over, comprises the smallest proportion at 5.12%.

- The percentages of educational qualifications are similar among the study participants, as 36.10% of them hold a license's degree and 36.74% hold a master's degree, while the remainder of the sample size, which represents 27.16%, is for other qualifications.

3.5 Hypothesis testing

Finding the statistical significance of the effect of variable 'X' on variable 'Y' is done using linear regression analysis. The 'X' variable is a predictor in this study, whereas the 'Y' variable represents the outcome. At its core, hypothesis testing is based on two competing theories: the null hypothesis (H0) and the alternative hypothesis (H1). The first, known as the null hypothesis, holds that 'X' does not affect 'Y' statistically significantly; the second, the alternative hypothesis, posits the opposite. Commonly, 0.05 is used as the significant level (α). For an analysis to be considered statistically significant, the p-value must be less than 0.05. In this case, we can reject the null hypothesis and accept the alternative hypothesis to explain the observed relationship between X and Y.

3.5.1 Testing the main hypothesis:

The following table shows the results of simple linear regression for testing the main hypothesis:

Table 3: Results of testing the main hypothesis

Hypothesis H1						
Variance Source	**Total Square**	**Mean Square**	**R**	**R²**	**F**	**Sig. F**
Regression	64.831	64.831	0.608	0.370	188. 55	.000
Residual	110.446	0.355				
Total	175.277					
	Unstandardized Coefficients		**standardized Coefficients**		**t**	**Sig.**
	B	Std. Error	Beta			
Constant	0.626	0.202			3.092	0.002
B. Identity	0.783	0.058	0.608		13.511	0.000

Source: Prepared by author based on SPSS 20

The p-value associated with 'Brand Identity' is 0.000, which is below the common significance level of 0.05. This indicates that the impact of 'Brand Identity' on 'New product adoption' is statistically significant, and we can reject the null hypothesis.

The coefficient for 'Brand Identity' stands at 0.7826. This implies that, on average and while keeping all other factors constant, each one-unit increase in 'Brand Identity' corresponds to a roughly 0.78-unit increase in 'New product adoption.'

The R-squared value of 0.370 indicates that 'Brand Identity' explains approximately 37% of the variability in 'New product adoption.' This suggests a meaningful relationship between the two variables. However, the remaining 63% of variability remains unexplained, implying that there are other factors not considered in the analysis that also influence 'New product adoption.'

3.5.2 Testing theSub-hypotheses:
a. Testing the first sub-hypothesis:

The following table shows the results of simple linear regression for testing the first hypothesis:

Table 4: Results of testing the first sub-hypothesis

Hypothesis H1						
Variance Source	**Total Square**	**Mean Square**	**R**	**R^2**	**F**	**Sig. F**
Regression	53.442	53.442	0.552^a	0.303	136.418	.000^b
Residual	121.835	0.392				
Total	175.277					
	Unstandardized Coefficients		**standardized Coefficients**		**t**	**Sig.**
	B	Std. Error	Beta			
Constant	1.176	0.187			6.285	.000
B. Reput.	0.628	0.054	0.552		11.680	.000

Source: Prepared by author based on SPSS 20

The correlation coefficient (R) between 'Brand Reputation' and 'New product adoption' is approximately 0.552, indicating a positive connection between the two variables. The coefficient for 'Brand Reputation' is 0.628, suggesting that, on average and while keeping all other factors constant, each one-unit increase in 'Brand Reputation' is associated with an approximately 0.628-unit increase in 'New product adoption' .

The R-squared value of 0.303 indicates that roughly 30.3% of the variability in 'New product adoption' can be attributed to 'Brand Reputation'.

The p-value associated with 'Brand Reputation' is less than 0.05, indicating a statistically significant relationship between the two variables.

In conclusion, the findings support the hypothesis that there is a positive and statistically significant relationship between 'Brand Reputation' and 'New product adoption'

b. Testing the second sub-hypothesis:
The table 5 shows the results of testing the second sub-hypothesis using simple linear regression.

Table 5: Results of testing the second sub-hypothesis

Hypothesis H1						
Variance Source	**Total Square**	**Mean Square**	**R**	**R^2**	**F**	**Sig. F**
Regression	37.724	37.724	0.446	0.215	85.293	.000^b
Residual	137.553	0.442				
Total	175.277					
	Unstandardized Coefficients		**standardized Coefficients**		**t**	**Sig.**
	B	Std. Error	Beta			
Constant	1.741	0.175			9.935	.000
B. Perso.	0.460	0.050	0.446		9.235	.000

Source: Prepared by author based on SPSS 20

From the above table it can be observe that:
- Correlation Coefficient (R): The R value is approximately 0.446, indicating a positive association between 'Brand Personality' and 'New product adoption.'
- R-squared Value: The R-squared value is 0.215, suggesting that roughly 21.5% of the variability in 'New product adoption' can be accounted for by 'Brand Personality.' In simpler terms, 'Brand Personality' does have an impact on 'New product adoption.'
- Coefficient for 'Brand Personality': The coefficient for 'Brand Personality' is 0.460. This means that, on average, for each one-unit increase in 'Brand Personality,' we can expect 'New product adoption' to increase by approximately 0.460 units, assuming that all other factors remain constant.
- P-value for 'Brand Personality': The p-value associated with 'Brand Personality' is less than 0.05, indicating that the relationship between 'Brand Personality' and 'New product adoption' is statistically significant. Consequently, we can reject the null hypothesis, which suggests no relationship between these two variables.
In conclusion, the findings support the alternative hypothesis that there is indeed a positive and statistically significant relationship between 'Brand Personality' and 'New product adoption.'

c. Testing the third sub-hypothesis

The following table shows the results of simple linear regression for testing the third sub-hypothesis:

Table 6: Results of testing the third sub-hypothesis

Variance Source	Total Square	Mean Square	R	R^2	F	Sig. F
Hypothesis H1						
Regression	43.799	43.799	0.500	0.250	103.603	.000[b]
Residual	131.478	0.423				
Total	175.277					
	Unstandardized Coefficients		standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
Constant	1.644	0.169			9.741	.000
B. Perfor.	0.497	0.049	0.500		10.179	.000

Source: Prepared by author based on SPSS 20

From the above table it can be observed that:

- Correlation Coefficient (R): The correlation coefficient (R) has a value of 0.500, indicating a positive relationship between 'Brand Performance' and 'New product adoption.'
- R-squared Value: The R-squared value is 0.250, which means that approximately 25% of the variability in 'New product adoption' can be accounted for by 'Brand Performance.' In simpler terms, 'Brand Performance' has a moderate impact on 'New product adoption.'
- Coefficient for 'Brand Performance': The coefficient for 'Brand Performance' is 0.497. This implies that, on average, for every one-unit increase in 'Brand Performance,' we can expect 'New product adoption' to increase by approximately 0.497 units, assuming that all other factors remain constant.
- P-value for 'Brand Performance': The p-value associated with 'Brand Performance' is less than 0.05, indicating that the relationship between 'Brand Performance' and 'New product adoption' is statistically significant. Consequently, we can reject the null hypothesis, which suggests no relationship between these two variables.

In conclusion, the results support the alternative hypothesis, confirming a positive and statistically significant relationship between 'Brand Performance' and 'New product adoption,' with a moderate level of impact.

d. Testing the fourth sub-hypothesis:

The table 7 shows the results of testing the fourth sub-hypothesis using simple linear regression.

Table 7: Results of testing the fourth sub-hypothesis

Hypothesis H1						
Variance Source	**Total Square**	**Mean Square**	**R**	**R ^{2}**	**F**	**Sig. F**
Regression	46.316	46.316	0.514	0.264	111.696	.000^b
Residual	128.961	0.415				
Total	175.277					
	Unstandardized Coefficients		**standardized Coefficients**		**t**	**Sig.**
	B	Std. Error	Beta			
Constant	1.125	0.211			5.334	0.000
B. Relaion	0.616	0.058	0.514		10.569	0.000

Source: Prepared by author based on SPSS 20

From the above table it can be observed that:

Correlation Coefficient (R): The correlation coefficient (R) is approximately 0.514, indicating a moderate positive association between 'Brand Relation' and 'New product adoption.'

R-squared Value: The R-squared value is 0.264, meaning that 'Brand Relation' can explain around 26.4% of the variability in 'New product adoption.' In simpler terms, 'Brand Relation' has a moderate influence on 'New product adoption.'

Coefficient for 'Brand Relation': The coefficient for 'Brand Relation' is 0.616. This suggests that, on average, for each one-unit increase in 'Brand Relation,' 'New product adoption' is expected to increase by approximately 0.616 units, assuming that all other factors remain constant.

P-value for 'Brand Relation': The p-value associated with 'Brand Relation' is less than 0.05, indicating that the relationship between 'Brand Relation' and 'New product adoption' is statistically significant. As a result, we can reject the null hypothesis, which proposes no relationship between these two variables.

In summary, the findings support the alternative hypothesis, confirming a positive and statistically significant relationship between 'Brand Relation' and 'New product adoption.

4. Conclusion:

Brand identity is a linchpin in nurturing new product adoption. It forges a distinct and recognizable brand image, setting it apart in a

crowded market. A well-crafted identity evokes emotions, fostering a deep connection that keeps customers coming back, and adopting new products.Consistency in branding builds trust and reliability, vital for new product adoption when it is introduced to the market. Recognizable brand elements enhance customer recall and influence purchasing choices.

Through this study, we have reached a set of results, including:
- Brand Identity is significantly and positively linked to New product adoption, with an average increase of about 0.78 units in New product adoption for each one-unit increase in Brand Identity. Brand Identity accounts for approximately 37% of the observed variations in New product adoption.
- Brand Reputation also exhibits a significant and positive association with New product adoption. A one-unit increase in Brand Reputation corresponds to roughly a 0.628-unit increase in New product adoption, explaining about 30.3% of the variations in New product adoption.
- Similarly, Brand Personality is statistically significant and positively connected to New product adoption. An increase of one unit in Brand Personality results in approximately a 0.46-unit increase in New product adoption, explaining around 21.5% of the variations in New product adoption.
- Brand Performance shows a significant relationship with New product adoption, with a one-unit increase in Brand Performance associated with an approximately 0.497-unit increase in New product adoption, explaining roughly 25% of the variations in New product adoption.
- Additionally, Brand Relation exhibits a significant and positive relationship with New product adoption, with a one-unit increase in Brand Relation leading to an approximately 0.6162-unit rise in New product adoption and explaining approximately 26.4% of the variations in New product adoption.
Based on the above results, the following recommendations can be made:
- Electronic product manufacturing companies should prioritize brand identity by investing in and enhancing their brand identity as it greatly affects new product adoption that will be introduced to the market in the future. Companies must ensure that the unique characteristics and values of the brand are clearly communicated.

These companies should enhance brand reputation by focusing on developing a positive brand reputation by promptly addressing customer feedback and supporting ethical practices, as a strong reputation builds trust and encourages customers to adopt the new product.

- These companies must embrace authentic brand personality by developing an authentic brand personality that aligns with their brand values and connects emotionally with consumers. This authenticity can lead to stronger new product adoption.

- These companies must enhance brand performance by continually improving the performance of their brands by delivering consistent quality, exceptional customer experiences, and value. This will enhance new product adoption.

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