

**ENTREPRENEURIAL BRAND PERSONALITY AND MARKETING WELLBEING OF LUXURY HOTELS IN PORT HARCOURT****Barr. Ben Nwekeala, Ph.D<sup>1</sup> & Blessing Awaji-Ima Renner, Ph.D<sup>2</sup>****<sup>1</sup>Department of Marketing, Faculty of Administration and Management, Ignatius Ajuru University of Education, Rumuolumeni, Port Harcourt.****<sup>2</sup>Department of Business Studies, Faculty of Management Sciences Edwin Clark University, Delta State, Nigeria***<sup>1</sup>Email: benonyedi@yahoo.com, Phone No: 0803 666 3899**<sup>2</sup>Email: rennerblessing@edwinclakuniversity.edu.ng, Phone No: 07063298065***Abstract**

this study investigated the relationship between Entrepreneurial Brand Personality and Marketing Wellbeing of Luxury Hotels in Port Harcourt, Nigeria. Specifically, it examined how brand trust and brand excitement relate with customer loyalty and repeat purchase behavior. The study adopted a descriptive survey design. The population comprised 30 registered luxury hotels in Port Harcourt, from which a census sampling technique was employed. Data were collected using a structured questionnaire administered to 90 staff members, out of which 80 valid responses were retrieved. The data were analyzed using descriptive statistics and Spearman's Rank Order Correlation, with hypotheses tested at a 0.05 significance level. The results revealed strong and statistically significant positive correlations between entrepreneurial brand personality and marketing wellbeing. Brand trust was strongly related to customer loyalty and repeat purchase. Similarly, brand excitement demonstrated a strong relationship with customer loyalty and repeat purchase. The study concluded that entrepreneurial brand personality, particularly trust and excitement, serves as a vital intangible resource that enhances marketing wellbeing in the hospitality industry. By strengthening trust and creating emotionally engaging experiences, luxury hotels can foster long-term customer relationships and competitive advantage. This study recommended that luxury hotels should reinforce brand trust by consistently delivering reliable services, honoring commitments, and maintaining transparency with guests. Second, management should cultivate brand excitement through innovative experiences, personalized services, and dynamic marketing strategies that differentiate their offerings in a competitive marketplace.

**Keywords:** *Entrepreneurial Brand Personality, Marketing Wellbeing, Brand Trust, Brand Excitement, Customer Loyalty.*

**Introduction**

In an increasingly dynamic and competitive global marketplace, the ability of brands to differentiate themselves through personality-driven marketing strategies has become more critical than ever. The hospitality sector especially the luxury hotel segment relies heavily on intangible elements such as service experience, brand perception, and customer relationships to drive success (Kandampully et al., 2018). Globally, brand personality plays a central role in shaping customer expectations and behavior, and entrepreneurial brand personality (EBP) has emerged as a strategic asset to foster emotional engagement with customers (Cheng & Liu, 2022).

Entrepreneurial brand personality is characterized by distinctive traits that mirror the dynamic and opportunity-driven behavior often seen in entrepreneurial ventures such as brand excitement, excitement, reliability, and customer-centric innovation. Two major dimensions of EBP, brand trust and brand excitement, are particularly vital in the luxury hospitality industry. Brand trust refers to the confidence customers place in a brand's reliability and integrity (Morgan & Hunt, 1994), while brand excitement reflects the emotional stimulation customers experience due to a brand's energetic and spirited personality (Aaker, 1997; Matzler et al., 2016). Empirical studies have

shown that both trust and excitement significantly influence customer satisfaction and loyalty across service industries (Iglesias et al., 2020; Kim & Choi, 2021).

On the demand side, customer behavior has evolved globally with growing emphasis on marketing wellbeing a term that captures customer-centric outcomes such as customer loyalty and repeat purchase behavior (Gallarza et al., 2017). In the luxury hotel sector, these outcomes are critical to sustaining profitability and maintaining competitive advantage. Customer loyalty defined as the customer's commitment to repurchase or recommend a service is deeply influenced by emotional branding and perceived trust (Kandampully et al., 2018). Similarly, repeat purchase behavior is often tied to emotional connections and satisfaction, driven in part by how exciting and trustworthy the brand appears to consumers (Chen & Myagmarsuren, 2011).

The relationship between entrepreneurial brand personality and marketing wellbeing is multi-layered. Entrepreneurial brand traits manifest as brand excitement, fostering emotional arousal that can increase customer engagement and delight (Iglesias et al., 2020). Likewise, consistent delivery on promises and value propositions builds brand trust, which reinforces psychological security and encourages loyalty. Brand trust serves as a foundational element for customer loyalty, especially in service settings where the risk of inconsistency is high (Morgan & Hunt, 1994; Sichtmann et al., 2021). A brand perceived as trustworthy encourages repeat transactions, leading to repeat purchase behavior. Meanwhile, brand excitement acts as a catalyst for customer delight and memory-based association, which can generate advocacy and higher switching costs. Therefore, the link between EBP and marketing wellbeing is not only positive but also interdependent: emotional brand traits stimulate cognitive and affective responses in consumers, resulting in stronger brand relationships and sustained patronage.

The application of entrepreneurial branding strategies is still emerging in Nigeria. Port Harcourt hosts several luxury hotels targeting high-net-worth individuals, expatriates, and business travelers. However, many of these hotels struggle with maintaining brand consistency, guest retention, and differentiation in an overcrowded market (Okonkwo, 2022). Despite anecdotal evidence of brand efforts, there is limited empirical research examining how EBP particularly its components of brand trust and excitement affects marketing wellbeing indicators like customer loyalty and repeat patronage. This study therefore seeks to empirically examine the nexus between entrepreneurial brand personality (brand trust, brand excitement) and marketing wellbeing (customer loyalty, repeat purchase) within the luxury hotel segment in Port Harcourt.

### **Statement of the Problem**

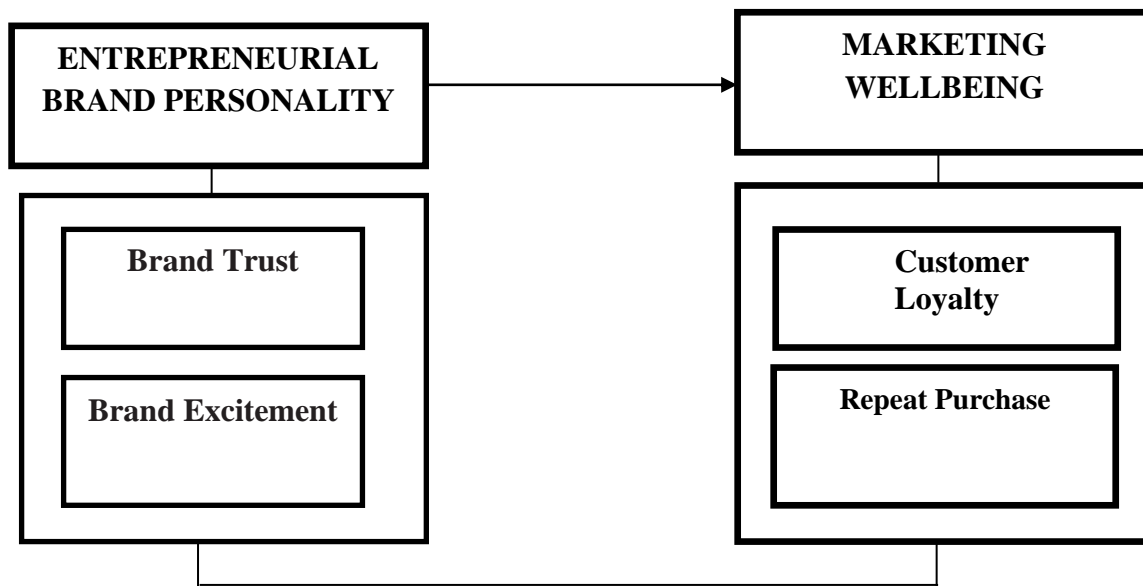
Luxury hotels in Port Harcourt compete in a highly fragmented market, where international hotel chains and local brands strive to capture the attention of a diverse clientele. However, these hotels often struggle to establish consistent and emotional brand connections with customers, which are crucial for ensuring customer loyalty and repeat visits. Many luxury hotel brands in Port Harcourt have not fully leveraged entrepreneurial brand personality to build strong, differentiated identities that foster long-term customer relationships. This gap in understanding limits their ability to cultivate brand trust and brand excitement, two emotional dimensions that are known to significantly impact customer loyalty and repeat purchase behavior.

The lack of empirical evidence in the region makes it difficult for hotel managers to develop effective marketing strategies that align with customer expectations and preferences. While global research has demonstrated the positive effects of brand trust and excitement on customer behavior, these insights have not been fully explored within the unique cultural and economic context of Port Harcourt's luxury hotel market. This study aims to bridge this gap by examining the relationship between entrepreneurial brand personality (specifically brand trust and brand

excitement) and marketing wellbeing (customer loyalty and repeat purchase behavior) in luxury hotels within Port Harcourt, Nigeria.

### Conceptual Framework

The conceptual framework of this study as shown in Fig.1.1 below: shows the linkage between the predictor variable (Entrepreneurial brand personality Strategies) and criterion variable (marketing wellbeing).



**Figure 1.1:** Conceptual framework of Entrepreneurial brand personality and Marketing wellbeing.  
**Source:**Aaker (1997); Ibojo (2015); Nwokah (2008).

### Aim and Objectives of the Study

The aim of this study was to examine the relationship between Entrepreneurial brand personality Strategies and Marketing wellbeing of Luxury Hotels in Port Harcourt. In order to achieve this broad aim, the following specific objectives are to:

- i. determine the extent of relationship between brand trust and customer loyalty of luxury hotels in Port Harcourt.
- ii. evaluate the extent of relationship between brand trust and repeat purchase of luxury hotels in Port Harcourt.
- iii. examine the extent of relationship between brand excitement and customer loyalty of luxury hotels in Port Harcourt.
- iv. ascertain the extent of relationship between brand excitement and repeat purchase of luxury hotels in Port Harcourt.

### Research Questions

In order to adequately address the objectives of the study, the following research questions guided the study:

- i. How does brand trust relate with marketing wellbeing of luxury hotels in Port Harcourt?
- ii. How does brand excitement relate with marketing wellbeing of luxury hotels in Port Harcourt?
- iii. What is the relationship between brand excitement and marketing wellbeing of luxury hotels in Port Harcourt?
- iv. What is the relationship between brand excitement and marketing wellbeing of luxury hotels in Port Harcourt?

### Research of Hypotheses

In line with the objectives and research questions, the following research hypotheses were formulated:

Ho<sub>1</sub> There is no significant relationship between brand trust and customer loyalty of luxury hotels in Port Harcourt.

Ho<sub>2</sub> There is no significant relationship between brand trust and repeat purchase of luxury hotels in Port Harcourt.

Ho<sub>3</sub> There is no significant relationship between brand excitement and customer loyalty of luxury hotels in Port Harcourt.

Ho<sub>4</sub> There is no significant relationship between brand excitement and repeat purchase of luxury hotels in Port Harcourt.

## REVIEW OF RELATED LITERATURE

### Conceptual Review

#### Concept of Entrepreneurial brand personality

Brands are omnipresent in today's society. They surround us in our everyday life (Kapferer 2007; Klein, 2000). But what exactly is a brand? According to the American Marketing Association, a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition" (AMA 2010). From a different angle, brands are defined as intangible assets that are able to produce benefit for both the internal and external stakeholders of the company such as employees, customers, suppliers or civil society organizations (Srivastava, et. al., 2001; Crane, et. al., 2008). Again another definition argues that brands are a set of perceptions (Kapferer, 2007). These definitions are only a few examples for the manifold angles from which researchers and practitioners approach the brand phenomenon. The diversity of brand definitions also suggests that different perspectives can be taken when exploring the world of brand, such as the legal, the management or the customer perspective.

Entrepreneurial brand personality is a fundamental intangible asset that plays a crucial role of differentiating company's products and services. Aaker (1997) submitted that entrepreneurial brand personality is a marketing strategy that describes brands in terms of human characteristics. It is a broad concept that includes all the tangible and intangible traits of brands. Aaker, et., al., (2004) also said that entrepreneurial brand personality is a marketing strategy of making brand unique by associating it with human characteristics. Entrepreneurial brand personality is an important component in promoting customers product loyalty towards the company products (Maheshwari, 2009). Entrepreneurial brand personality is a tool that helps customers expresses themselves in terms of their brand preferences and perceptions. Both human personality and entrepreneurial brand personality are distinctive and enduring, that is, they are built over a period of time (Aaker, 1999).

Entrepreneurial brand personality can be used by company to enhance customers brand loyalty and also helps in promoting its competitive advantage. A proper developed entrepreneurial brand personality influences customer behavior in terms of brand preferences (Fournier, 1998). Freling and Forbes (2005) argued that entrepreneurial brand personality is a new marketing strategy which can be used by marketers to differentiate products. Reputable entrepreneurial brand personality is an important asset in any business organization since it promotes customer's loyalty towards company's brand. According to Freling and Forbes (2005) entrepreneurial brand personality approach is interrelated with other variables related to brand, such as brand reputation and brand uniqueness. The study on entrepreneurial brand personality shows that customers prefer products that match with their self-image. Brands which have unique personalities tend to increase customer's preference and loyalty towards the product.

### **Dimensions of Entrepreneurial brand personality**

To measure entrepreneurial brand personality, Aaker (1997) developed a entrepreneurial brand personality model that consists of five core dimensions. The five dimensions are; brand trust, excitement, competence, sophistication, and ruggedness. The five dimensions are broadly based on the 'Big Five' of human personality characteristics; Openness, Conscientiousness, Extroversion, Agreeableness, and Neuroticism (Norman, 1963; Tupes&Christal, 1958). The concepts of Entrepreneurial brand personality originated from human personality which is the act of describing a brand in terms of human characteristics (Heding, et., al., 2009). Based on the review of different dimensions from previous scholars; this study adopted two of the dimensions given by Aaker in 1997.

#### **Brand Trust**

Trust is defined as a willingness to rely on an exchange partner in whom one has confidence. The literature on trust suggests that confidence on the part of the trusting party results from the firm belief that the trustworthy party is reliable and has high integrity, which is associated with such qualities as consistent, competent, honest, fair, responsible, helpful, and benevolent (Hiscock, 2001). It has been proven that economic benefits can be achieved once relationships are built on trust, as all involved parties head toward a problem-solving approach rather than bargaining for their own interests. Therefore, trust is the central value of a consumer-brand relationship as it enhances confidence and decreases perceived risks that innate in people (Fournier et., al., 1998). In other words, brand trust is considered one of the main ingredients to create the bondage between a brand and its consumers. From economics points of view, trust is considered calculable, in which they believe that people make personal assessments of all probabilities and chooses the scenario that entails the lowest potential risks (Williamson, 1993). Meanwhile, for sociologists, trust is viewed as a collective attribute of a society, meaning it is affected by people's relations with others rather than their individual states.

In marketing, trust is more associated with the competency aspect of the consumer-brand relationship (Morgan & Hunt 1994). For marketers, "brand trust" can be generally interpreted as consumers' willingness to entrust a brand with achieving a certain goal using its marketed functions (Chaudhuri& Holbrook 2001). Delgado-Ballester (2004) added that brand trust demonstrates consumers' confidence in the brand's reliability as well as its intentions when there arise possible risks for consumers.

#### **Brand excitement**

Brand excitement is brands that provide their customers with an experience they'll never forget. They want to encourage their customers to come on a journey with them that will lead them to discover something new and are often good at creating a lot of hype around a product or service. Brand excitement is marketing product differentiating techniques which associates products with human personality characteristics of extraversion or social aspects of human beings. Aaker (1997) measured brand excitement using variables of uniqueness, coolness, spirited, independent, young or fashionable. Customers especially youth feel good and excited especially if the products they purchase are associated with features coolness, young or fashionable. Brand excitement creates a unique image over organization's products which stimulate customer's buying interest and enhance their trust and loyalty (Aaker&Joachimsthaler, 2000). Multinational companies use brand excitement to differentiate their products hence increasing their market share.

Gil and Hellgren (2011) argued that, if the brand is associated with characteristics of exceptional, it means customers will be attracted to buying the product because it is perceived to be unique. Anja and Daniel (2011) conducted study on the Impact on entrepreneurial brand personality on brand trust and Consumer Preferences of four products (Apple, Nike, Ikea and Mercedes Benz). They submitted that entrepreneurial brand personality dimensions correlates with identification,

preference and trust. Liang and Lee (2010) also conducted study on Brand-personality of three categories of drinks; Fizzy drink, Mineral water and Energy drink. Overall, the three drink categories were differentiated to the greatest extent on the brand trust dimension. Mineral water drinks are perceived as being the most sincere, followed by Fizzy drinks and Energy drinks. While brand trust is the only distinctive characteristic that the respondents identified for mineral water drinks, mineral water was perceived to be more sophisticated but less exciting and less rugged than the other two drink categories. Moreover, energy drinks was viewed as being less competent than the other two drink categories. Additionally, fizzy drinks were perceived to be the most competent than the other two drink categories.

### **Concept of marketing wellbeing**

The concept of marketing wellbeing lacks a universally agreed-upon definition, reflecting its interdisciplinary and evolving nature. Broadly, it is understood as the degree to which marketing activities contribute to the emotional, psychological, and relational satisfaction of customers while sustaining organizational performance (Gallarza et al., 2017). This definition aligns with the service-dominant logic, which views value as co-created through interactions between the firm and its customers (Vargo&Lusch, 2008). However, such a perspective has been critiqued for being overly customer-centric, potentially neglecting the firm-side dynamics of marketing performance. Another definition by Pansari and Kumar (2017) conceptualizes marketing wellbeing in terms of customer engagement outcomes, including loyalty, satisfaction, and advocacy, which are seen as key indicators of sustained value exchange. Expanding on this, Kim and Choi (2021) define marketing wellbeing as a state of emotional and relational satisfaction that arises from consistent, meaningful interactions between consumers and brands. This definition introduces an affective dimension, positioning wellbeing not just as a consequence of marketing efforts but as a central objective. However, it is limited by its dependence on emotional variables, potentially excluding the impact of cognitive and social elements such as perceived fairness, trust, or brand ethics, which are critical to long-term wellbeing.

### **Measures of marketing wellbeing**

#### **Customer Loyalty**

Customer loyalty is widely recognized as a cornerstone of long-term business success, but its conceptualization varies across disciplines. At its core, customer loyalty refers to a customer's consistent preference and commitment to a specific brand, service, or business over time, often reflected in repeat transactions and advocacy. Oliver (1999) provides one of the most influential models, defining customer loyalty as "a deeply held commitment to rebuy or repatronize a preferred product or service consistently in the future." He divides loyalty into four stages: cognitive, affective, conative, and action loyalty. This framework emphasizes the psychological evolution of loyalty, suggesting that emotional connection and behavioural intention must accompany repeated actions for loyalty to be considered genuine. Oliver's model has been particularly useful in service-based and retail contexts where emotional resonance and trust are key to long-term retention.

Jacoby and Chestnut (2020) argued that loyalty goes beyond simple repeat purchasing and must involve a psychological predisposition toward a brand. Reichheld (2003) links loyalty to profitability, asserting that loyal customers are not only more likely to make repeat purchases, but also to refer others, reduce acquisition costs, and be more forgiving of service failures. He developed the Net Promoter Score (NPS) as a practical metric to assess customer loyalty through the likelihood of recommendation, highlighting the connection between loyalty and word-of-mouth marketing.

### **Repeat Purchase**

Repeat purchase, while closely linked to loyalty, is a distinct behavioural phenomenon. It refers to the act of buying a product or service from the same business more than once. While repeat purchase can indicate satisfaction, it does not always imply loyalty, as it may be driven by factors such as convenience, lack of alternatives, or promotional offers. East, et al (2006) suggested that repeat purchase is more reflective of habitual behaviour than attitudinal commitment. They argue that in competitive retail markets, especially luxury hotels, repeat buying may result from proximity, routine, or limited options rather than strong brand attachment. Therefore, repeat purchase must be critically examined to determine whether it is indicative of genuine loyalty or merely transactional convenience.

Uncles, et al (2003) proposed that most consumers are "polygamous" in their brand choices, meaning they buy from a repertoire of brands depending on situation, mood, or incentives. In this view, repeat purchase is part of a portfolio behaviour, not necessarily an indicator of customer allegiance. This model is useful in urban settings like Port Harcourt, where consumers may switch between luxury hotels based on promotions, accessibility, or even ambiance. Baker et al. (2002) link repeat purchase to environmental cues, arguing that pleasant store ambiance (lighting, colour, scent) positively influences a customer's likelihood to return. In this sense, repeat purchase behaviour may be nudged through strategic manipulation of sensory elements, aligning it with the objectives of the current study.

### **Theoretical Review**

This study is anchored on Personality Trait Theory

#### **Personality Trait Theory**

Personality trait theory was developed by Allport (1937) and later advanced by McCrae, Costa, and Busch (1986). This theory emphasizes the uniqueness of the individual and the internal cognitive and motivational processes that influence behavior. The theory proposes that personality is biologically determined at birth and shaped by a person's environmental experience. Person's behavior in terms of thoughts and feelings are determined by his or her personality (Allport, 1961). Different researchers have different views about personality traits, some believe that personality traits are generated naturally and are stable while other researchers believe that personality traits will continue to evolve (Sternberg, 2000).

Trait Personality Theory proved to be most fundamental approach of describing personality psychology, various researches conducted in this attributed that traits theory is more conclusive in terms of explaining human psychology (Chen & Chang, 1989). Human psychologists argued that trait theory can be categorized into two schools or thoughts, the first school believes that people have the same characteristics, however those characteristics are expressed differently and that is why people are different from each other, the second school postulate that people differences is attributed by combined traits which is different between different people (Sternberg, 2000). Allport (1961) divided personality traits into three classes; cardinal trait, central trait and secondary trait.

Eysenck (1975) also categorized personality traits into three traits: extroversion, neuroticism and the psychotic, however the most comprehensive classification was the one by McCrae, Costa, and Busch (1986) whereby personality traits was classified into five dimensions; extraversion, agreeableness, conscientiousness, neuroticism; and openness. The five dimensions are sometimes referred to as OCEAN or the Big Five Model. Galton (1884) was the first psychologist to conduct study using this model. The theory is relevant to the study; the influence of entrepreneurial brand personality on consumer's purchase decision of Smartphone; because it explains the traits of human being which are related with the entrepreneurial brand personality traits. Aaker's entrepreneurial brand personality dimensions are greatly related to the Big 5 of human personality

dimensions, for example, entrepreneurial brand personality brand trust and human personality agreeableness shares the characteristics of acceptance and friendliness, while brand excitement and human personality extraversion shares characteristics of sociability and coolness. Entrepreneurial brand personality Competence and human personality Conscientiousness also shares characteristics of dependability and durability.

### **Empirical Review**

Anja and Daniel (2011) conducted study on the Impact on Entrepreneurial brand personality on brand trust and Consumer Preferences of four products (Apple, Nike, Ikea and Mercedes Benz). The study used convenient sampling method to select 317 respondents from the two countries, the outcome of the study showed that entrepreneurial brand personality dimensions of Brand trust and Competence could explain better brand trust, and the dimension excitement to explain brand preference. The overall results showed that entrepreneurial brand personality dimensions correlates with identification, preference and trust.

Liang and Lee (2010) also conducted study on Brand-personality of three categories of drinks; Fizzy drink, Mineral water and Energy drink. The study involved 393 university students from Australia, the results showed that entrepreneurial brand personality had an effect in influencing buying behavior of the three brands; however excitement had a great impact for fizzy drink and energy drink while brand trust had great impact on mineral water. Overall, the three drink categories were differentiated to the greatest extent on the brand trust dimension. Mineral water drinks are perceived as being the most sincere, followed by Fizzy drinks and Energy drinks. While brand trust is the only distinctive characteristic that the respondents identified for mineral water drinks, mineral water was perceived to be more sophisticated but less exciting and less rugged than the other two drink categories. Moreover, energy drinks was viewed as being less competent than the other two drink categories. Additionally, fizzy drinks were perceived to be the most competent than the other two drink categories.

Plavini (2011) conducted study on how Entrepreneurial brand personality affects Products with different involvement levels. The results of the study showed that Entrepreneurial brand personality positively affects not only consumer brand preference but also purchase decision. The effect remains true for both high and low involvement products, but the effect of entrepreneurial brand personality is higher for high involvement products than low involvement products. Entrepreneurial brand personality can be improved by famous endorsers for low involvement products and by strong positive argument about the brand in case of high involvement products.

Mulyanegara and Tsarenko (2009) carried a research on the relationship between entrepreneurial brand personality and customer personality in fashion products context, the researchers used five dimensions of entrepreneurial brand personality. The results of this research reveal that some of the five dimensions have significant relationship with preference on specific entrepreneurial brand personality dimensions. Results relevant to gender demonstrate that female and male customers are different in way of expressing their own personality in case of entrepreneurial brand personality.

Linn and Peter (2014) also conducted study on employer brand trust and affect: linking entrepreneurial brand personality to students interested in working in the consultancy industry. Established scales for entrepreneurial brand personality, trust, and affect, and employer brand attractiveness were used to test the conceptual model. The study involved 927 students selected from all Germany universities using online survey method, the study revealed that employer brand is positively associated with brand trust, excitement and sophistication, while ruggedness has a negative effect. Employer brand trust seems to be mainly associated with the entrepreneurial brand personality trait of brand trust. This study only focused on consultancy industry and used online survey design which is not adequate especially when the questions are complicated or contextual, therefore, further study is required.

### Methodology

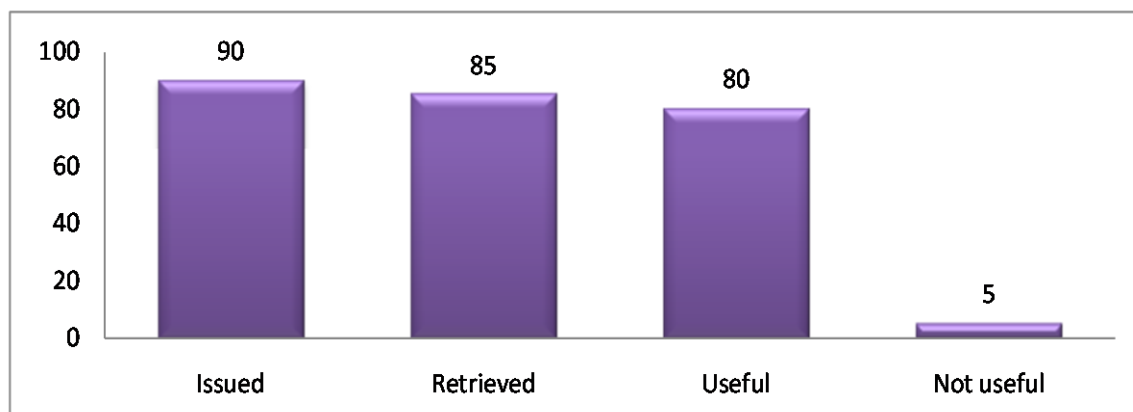
This study adopted the descriptive survey design within a quantitative method. The population of this study comprised of 30 luxury hotels in Port Harcourt, the population was retrieved from <https://www.tripadvisor.com/> In line with the population of the study which is 30 luxury hotels, the study adopted a census approach and studied the entire 30 luxury hotels with a focus on the staff. The judgmental sampling technique was adopted to reach out to the study elements. The data for this study were collected from primary data source. The primary data was collected through the administration of questionnaire to the respondents of luxury hotels. The instrument was administered to the respondents (operations manager, sales & marketing executives and customer relations executive) of luxury hotels in Rivers State. The researcher will personally administer the instrument (questionnaire) to the respondents. The instrument will be administered in a frame of three (3) copies per hotel. A total number of 90 copies of the questionnaire will be administered to the respondents. This study adopted a combination of descriptive and inferential statistical tools with the aid of statistical package for social sciences (SPSS) version 27.0 in order to facilitate the analysis. Charts, frequency tables, means, as well as percentages constituted the descriptive statistical while the Spearman's (rho) correlation was used to analyze the relationship between independent and dependent variables at  $P > 0.01$  (two - tailed test).

### Data Presentation and Analysis

The data collected in the questionnaire were presented in this section. A total of 90 copies of the questionnaire were administered to the respondents.

**Table 1: Questionnaire Administration and Collection**

Questionnaire Distribution	Questionnaire Retrieval	Useful Questionnaire	Not Useful
90	85	80	5



**Source: Survey Data, 2026.**

The table and figure above shows the questionnaire distribution and retrieval. The researcher issued 90 copies of questionnaire and from consistent visit, retrieved 85 copies, 80 copies were useful and 5 copies were not useful. This represent 94% response rate and it was considered significant for the study.

### Data Analysis and Results

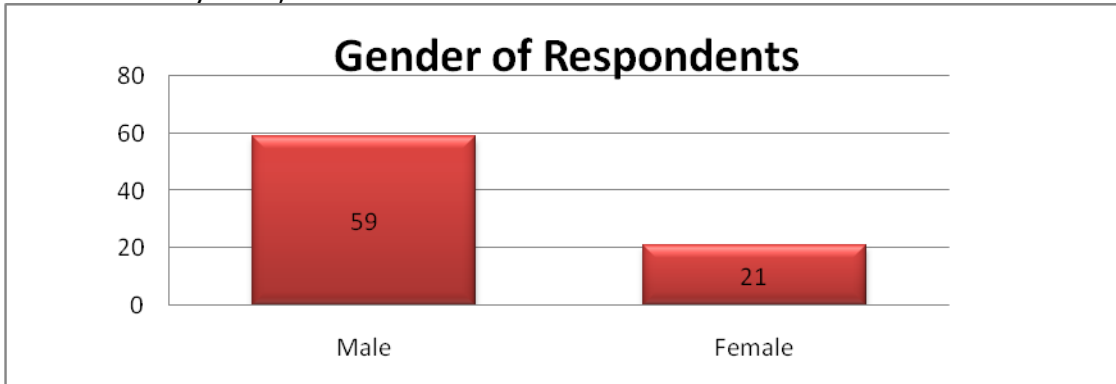
#### Demographic Characteristics of Respondents

This section presents the demographic analyses of the respondents.

**Table 2: Gender of Respondents**

Sex	Frequency	Percentage
Male	59	73%
Female	21	27%
Total	80	100%

Source: Survey Data, 2026.



**Source:** Survey Data, 2026.

The above chart shows the gender of respondents as a means of ensuring that both male & female are represented in the study 59 (73%) of the respondents are male and 21 (27%) are female. This shows that majority of the respondents are male.

### Bivariate Analysis

In this section, the proposed hypotheses for the study were subjected to statistical test using the Spearman Rank Correlation Coefficient as the statistical tool.

### Hypothesis One

Ho<sub>1</sub> There is no significant relationship between brand trust and customer loyalty of Luxury hotels In Port Harcourt, Rivers State.

#### Correlations

		brand trust		customer loyalty
Spearman's rho	brand trust	Correlation Coefficient	1.000	.962**
		Sig. (2-tailed)	.	.000
		N	80	80
	customer loyalty	Correlation Coefficient	.962**	1.000
		Sig. (2-tailed)	.000	.
		N	80	80

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2026

The test of hypothesis one, as shown in Table above, the SPSS output revealed that Significant level (Sig) = 0.000 which implies that (Sig<0.01) while Spearman Correlation coefficient (rho) = (0.962) also indicates that brand trust has strong and positive correlation with customer loyalty. We therefore reject the Null hypotheses and accept the alternative hypotheses which state that there is a significant relationship between brand trust and customer loyalty of Luxury hotels In Port Harcourt, Rivers State.

**Hypothesis Two**

Ho<sub>2</sub> There is no significant relationship between brand trust and repeat purchase of Luxury hotels In Port Harcourt, Rivers State.

**Correlations**

			brand trust	repeat purchase
Spearman's rho	brand trust	Correlation Coefficient	1.000	.956**
		Sig. (2-tailed)	.	.000
		N	80	80
	repeat purchase	Correlation Coefficient	.956**	1.000
Sig. (2-tailed)		.000	.	
N		80	80	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2026.

The test of hypothesis two, as shown in Table above, the SPSS output reveals that Significant level (Sig) = 0.000 which implies that (Sig<0.01) while Spearman Correlation coefficient (rho) = (0.956) also indicates that brand trust has strong and positive correlation with repeat purchase. We therefore reject the Null hypotheses and accept the alternative hypotheses which state that there is a significant relationship between brand trust and repeat purchase of Luxury hotels In Port Harcourt, Rivers State.

**Hypothesis three**

Ho<sub>3</sub> There is no significant relationship between Brand excitement and customer loyalty of Luxury hotels In Port Harcourt, Rivers State.

**Correlations**

			Brand excitement	customer loyalty
Spearman's rho	Brand excitement	Correlation Coefficient	1.000	.981**
		Sig. (2-tailed)	.	.000
		N	80	80
	customer loyalty	Correlation Coefficient	.981**	1.000
Sig. (2-tailed)		.000	.	
N		80	80	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2026.

The test of hypothesis four, as shown in Table above, the SPSS output reveals that Significant level (Sig) = 0.000 which implies that (Sig<0.01) while Spearman Correlation coefficient (rho) = (0.981) also indicates that Brand excitement has strong and positive correlation with customer loyalty. We therefore reject the Null hypotheses and accept the alternative hypotheses which state that there is a significant relationship between Brand excitement and customer loyalty of Luxury hotels In Port Harcourt, Rivers State.

**Hypothesis four**

Ho<sub>4</sub> There is no significant relationship between Brand excitement and repeat purchase of Luxury hotels In Port Harcourt, Rivers State.

**Correlations**

		Brand excitement repeat purchase		
Spearman's rho	Brand excitement	Correlation Coefficient	1.000	.990**
		Sig. (2-tailed)	.	.000
		N	80	80
	repeat purchase	Correlation Coefficient	.990**	1.000
		Sig. (2-tailed)	.000	.
		N	80	80

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Output, 2026.

The test of hypothesis five, as shown in Table above, the SPSS output reveals that Significant level (Sig) = 0.000 which implies that (Sig<0.01) while Spearman Correlation coefficient (rho) = (0.990) also indicates that Brand excitement has strong and positive correlation with repeat purchase. We therefore reject the Null hypotheses and accept the alternative hypotheses which state that there is a significant relationship between Brand excitement and repeat purchase of Luxury hotels In Port Harcourt, Rivers State.

**Summary of Findings**

- i. There is a significant relationship between brand trust and customer loyalty of luxury hotels in Port Harcourt.
- ii. There is a significant relationship between brand trust and repeat purchase of luxury hotels in Port Harcourt.
- iii. There is a significant relationship between brand excitement and customer loyalty of luxury hotels in Port Harcourt.
- iv. There is a significant relationship between brand excitement and repeat purchase of luxury hotels in Port Harcourt.

**Discussion of Findings**

From the analysis carried out, it was discovered that brand trust showed a positive and significant relationship with marketing wellbeing of luxury hotels in Port Harcourt. This finding is supported by the study of Linn and Peter (2014) who conducted a study on employer brand trust and affect: linking entrepreneurial brand personality to students interested in working in the consultancy industry. Established scales for entrepreneurial brand personality, trust, and affect, and employer brand attractiveness were used to test the conceptual model. The study involved 927 students selected from all Germany universities using online survey method, the study revealed that employer brand is positively associated with brand trust, excitement and sophistication, while ruggedness has a negative effect. Employer brand trust seems to be mainly associated with the entrepreneurial brand personality trait of brand trust. This study only focused on consultancy industry and used online survey design which is not adequate especially when the questions are complicated or contextual, therefore, further study is required.

Again, it was discovered that brand excitement showed a positive and significant relationship with marketing wellbeing of luxury hotels in Port Harcourt. This finding is supported by the study of Anja and Daniel (2011) conducted study on the Impact on entrepreneurial brand personality on brand trust and Consumer Preferences of four products (Apple, Nike, Ikea and Mercedes Benz). They submitted that entrepreneurial brand personality dimensions correlates with identification, preference and trust. Liang and Lee (2010) also conducted study on Brand-personality of three categories of drinks; Fizzy drink, Mineral water and Energy drink. Overall, the three drink categories were differentiated to the greatest extent on the brand trust dimension. Mineral water drinks are perceived as being the most sincere, followed by Fizzy drinks and Energy drinks. While brand trust is the only distinctive characteristic that the respondents identified for mineral water drinks, mineral water was perceived to be more sophisticated but less exciting and less rugged than the other two drink categories.

### Conclusion

The findings of this study demonstrate that brand trust plays a critical role in enhancing customer loyalty and repeat purchase behavior in luxury hotels. Customers are more inclined to remain loyal and make repeat visits when they believe the brand is reliable, consistent, and committed to delivering on its promises. The results also confirmed that brand excitement has a strong and positive effect on customer loyalty and repeat purchase. Hotels that position themselves as innovative, engaging, and emotionally stimulating are more likely to attract repeat guests and sustain long-term loyalty. Excitement creates memorable experiences that differentiate one hotel from another in a competitive marketplace.

In conclusion, the study establishes that entrepreneurial brand personality anchored on trust and excitement is essential to improving marketing wellbeing in luxury hotels. This reinforces the argument that strong brand personality traits not only attract customers but also sustain profitable long-term relationships. For luxury hotels in Port Harcourt, cultivating trust and excitement is vital for maintaining customer loyalty and driving repeat patronage.

### Recommendations

Based on the findings, the following recommendations are proposed:

1. Luxury hotels should strengthen brand trust by consistently delivering on service promises and ensuring reliability in guest experiences.
2. Management should cultivate brand excitement through innovative offerings, themed events, and personalized guest engagement strategies.
3. Customer loyalty programs should be designed to reward repeat guests, thereby reinforcing trust and emotional attachment.
4. Hotels should invest in staff training to ensure service delivery aligns with the trust and excitement dimensions of brand personality.

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