

THESIS

THE INFLUENCE OF BRAND PERSONALITY ON CONSUMER PURCHASE DECISION

(CASE STUDY OF IPHONE CONSUMERS IN MAKASSAR CITY)

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**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
HASANUDDIN UNIVERSITY
MAKASSAR
2024**

THESIS

THE INFLUENCE OF BRAND PERSONALITY ON CONSUMER PURCHASE DECISION

(CASE STUDY OF IPHONE CONSUMERS IN MAKASSAR CITY)

as one of the requirements to obtain
Bachelor of Economics degree

compiled and submitted by

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submitted to

**DEPARTMENT OF MANAGEMENT
FACULTY OF ECONOMICS AND BUSINESS
HASANUDDIN UNIVERSITY
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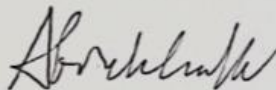
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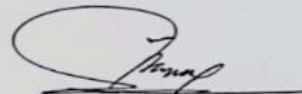
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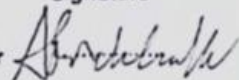
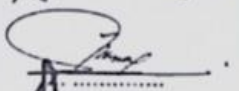
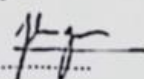
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Makassar, July 2024


Agus Salim

PREFACE

Bismillahirrahmanirrahim.

All praise is grateful for the presence of Allah SWT who has bestowed blessings, grace and guidance and His guidance so that the author can complete this thesis. Shalawat and Salam are always poured out to His Majesty the Apostle Muhammad SAW by saying Allahmma Shalli'ala Muhammad Wa'alaaihi Syaidina Muhammad who has brought humans from the realm of jahiliyah to a brightly lit realm full of knowledge as it is today.

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15. All parties who are willing to be respondent in this research and all of friends who have helped researcher to distributed the research questionnaires.

The researcher has tried to compile this thesis as well as possible, but the researcher realizes that this thesis has limitations. Therefore, the researcher is willing to accept all constructive criticism and suggestions for the perfection of this thesis. Finally, the researcher hopes that this thesis can be useful and can add insight to anyone who reads it.

Makassar, July 8, 2024

Agus Salim

ABSTRACT

"The Influence of Brand Personality on Consumer Purchase Decision (Case Study of iPhone Consumers in Makassar City)"

Agus Salim

Abdul Rakhman Laba

Muhammad Toaha

This research aims to determine the impact of various brand personality dimensions, specifically sincerity, excitement, competence, sophistication, and ruggedness, on the purchase decisions of iPhone consumers in Makassar. Utilizing a quantitative approach with 120 iPhone users as respondents, data were collected through a structured questionnaire and analyzed using IBM SPSS 25 software. The analysis used in this study is multiple regression analysis, with a significance level of 0.5. The t-test results indicate that excitement has a significant positive impact on purchase decisions, with a calculated t-statistic of 3.792 and a significance value of 0.004, which is below the threshold of 0.1. Similarly, sincerity, competence, sophistication, and ruggedness also show significant positive effects on purchase decisions. These findings underscore the importance of these brand personality traits in influencing consumer behavior, suggesting that companies should strategically enhance these attributes to drive consumer purchasing decisions. The study contributes to the existing literature by providing empirical evidence from the context of iPhone consumers in Makassar, reinforcing the relevance of brand personality in marketing strategies.

Keywords: Brand Personality, Purchase Decision

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CHAPTER I

INTRODUCTION

1.1 Background

Technological developments today create various products that aim to make it easier for humans to move in order to achieve maximum productivity, inseparable from the very important product in the 21st century today, namely smartphones. Smartphones today are cellular phones with many functions other than communicating, ranging from resolution, features, to computing including the existence of a mobile operating system in it.

Smartphones are also used as a lifestyle, according to Kotler (2000) a lifestyle is a person in the world who is expressed in his activities, interests, and opinions, so smartphones can also be a medium of entertainment while channeling one's hobbies such as; playing games, and listening to music. More smartphone users will certainly stimulate the growth of the global smartphone industry and until now many smartphone brand products have launched their product lines with the latest innovations to compete for the smartphone market. In addition, smartphones are also used as a lifestyle, according to Kotler (2000) a lifestyle is a person in the world who is expressed in his activities, interests, and opinions.

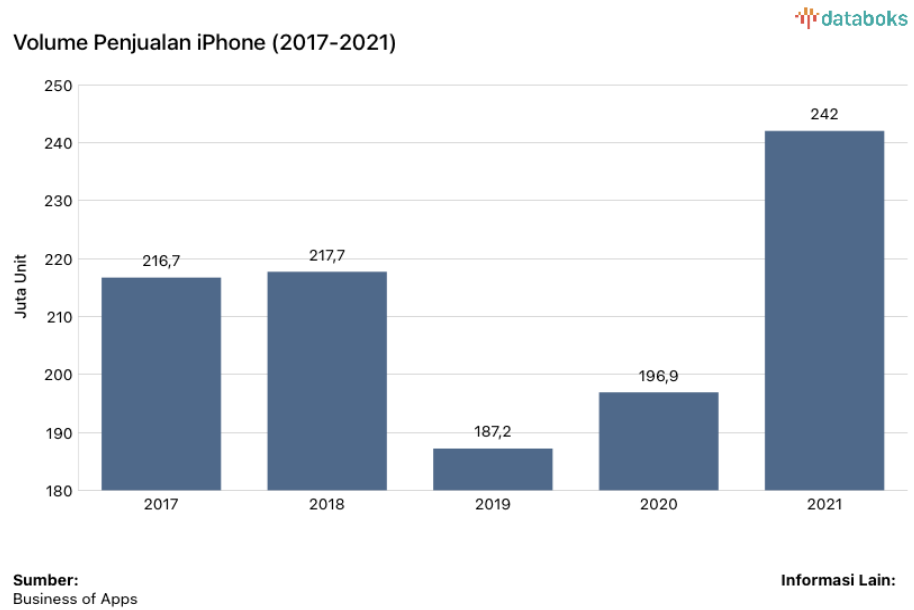
More smartphone users will certainly stimulate the growth of the global smartphone industry. And until now many smartphone brand products have launched their product lines with the latest innovations to compete for the smartphone market. Companies are now required to continue to improve their

competitiveness consistently. In order to remain competitive, companies must be able to understand and meet market needs. Every competing company actually has the same goal on how to make products that are popular with consumers (Maulana, 2016). This is because today's consumer patterns always require convenient and fast communication, and can support daily consumer activities.

Smartphone iPhone is one of the products created by Apple which shocked the world when it first appeared in 2007. iPhone is also very popular and in demand in sales around the world, especially now that Apple has released their latest series, the iPhone 15 series. In its history, the iPhone experienced several design and technology developments. However, the iPhone brand is able to create a public image that the products produced by Apple are luxury products so that it can have an impact on iPhone users who are one of Apple's products. iPhone has an operating system that is different from other smartphones and is only used by Apple products that use their own operating system (Norbaiti & Rahmi, 2020). This fact makes iPhone brand users have pride and increase self-confidence by using these products.

Entering this era of globalization, brands will become very important because other attributes of the competition, such as product attributes, are usually relatively easy to imitate. For this reason, in order for a company to compete, the brand needs to be managed continuously. Sales of iPhone smartphones fluctuate every year can be seen from the following data:

Figure 1.1 iPhone sales volume in 2017-2021



Source : Databoks

From the data in figure 1.1 the results of a survey conducted by databoks in the years 2017-2021, iPhone sales volume is reported to fluctuate. Launching from Business of Apps, iPhone sales volume reached 242 million units in 2021. This achievement increased 22.9% compared to the previous year's sales of 196.9 million units.

The global market also responded positively to the existence of the iPhone, where Apple ranked first with shipments of 234.6 million smartphones last year, giving a market share of 20.1 percent.

Figure 1.2 Top Five Smartphone Sales in 2023

Top 5 Companies, Worldwide Smartphone Shipments, Market Share, and Year-Over-Year Growth, Calendar Year 2023
(Preliminary results, shipments in millions of units)

Company	2023 Shipments	2023 Market Share	2022 Shipments	2022 Market Share	2023/2022 Growth
1. Apple	234.6	20.1%	226.3	18.8%	3.7%
2. Samsung	226.6	19.4%	262.2	21.7%	-13.6%
3. Xiaomi	145.9	12.5%	153.2	12.7%	4.7%
4. OPPO	103.1	8.8%	114.4	9.5%	-9.9%
5. Transsion	94.9	8.1%	72.6	6.0%	30.8%
Others	361.8	31.0%	377.2	31.3%	-4.1%
TOTAL	1,166.9	100.0%	1,205.9	100.0%	-3.2%

Source: IDC Worldwide Quarterly Mobile Phone Tracker, January 15, 2024

Source : IDC, 2023

According to Aaker in Pebriyanti (2022), brand personality is defined as a set of identity characteristics associated with a particular brand. Identity with the brand as a person's point of view is more flexible and attractive than brand identity based on product attributes. For example, a brand may be perceived as fun, young, active, relaxed, trustworthy, classy, competent or other abilities similar to others.

According to Schiffman & Kanuk (2012: 133) brand personality is a trait or personality that reflects a person for a brand. Which allows the brand to be closely related to the use of the product in accordance with the personality and identical character of the product. From the theory that has been explained, it can be concluded that brand personality is a product that meets buyer expectations, by having a suitable product, consumers will be easier to buy products.

According to Keshari & Kumar (2011) in Wikan et al. Purchase decision is an individual activity that is directly involved in making decisions to make

purchases of products offered by sellers. Consumers need information related to the purchase decision to be made. According to Kotler and Armstrong (2012) explained that, consumer decisions in buying, influenced by several stimuli, namely marketing stimuli in the form of products, prices, distribution and promotion. While other stimuli include, economic, political and cultural conditions. From these two variables and several theories, researchers concluded that purchasing decisions can be influenced by various variables in brand personality.

Makassar is the fourth largest city in Indonesia and is one of the industrial centers in the eastern region so it is undeniable that it certainly has a large enough number of iPhone consumers so that the author will conduct his research in the city of Makassar.

The reason for choosing the title "**The Influence of Brand Personality on Consumer Purchase Decision (Case Study of iPhone Consumers in Makassar City)**" as the title of the study is because the author is interested in how Makassar smartphone consumers view the iPhone brand personality and also emphasizes that a brand personality can be used as one important element for a product brand. With this research, the author hopes that various brands in Indonesia can pay attention to their brand personality in order to increase the level of public awareness of the product.

1.2 Problem Statement

Based on the described background above, the formulation of research problem are as follows:

- a) Does Sincerity affect the purchasing decisions of iPhone consumers in Makassar?
- b) Does Excitement affect the purchasing decisions of iPhone consumers in the city of Makassar?
- c) Does Competence affect the purchasing decisions of iPhone consumers in the city of Makassar?
- d) Does Sophistication affect the purchasing decisions of iPhone consumers in the city of Makassar?
- e) Does Ruggedness affect the purchasing decisions of iPhone consumers in Makassar?

1.3 Research Objectives

Based on the formulation of the problem that has been identified, the objectives of this study are:

- a) To determine the influence of Sincerity on the purchasing decisions of iPhone consumers in the city of Makassar.
- b) To determine the influence of Excitement on the purchasing decisions of iPhone consumers in the city of Makassar.
- c) To determine the influence of Competence on the purchasing decisions of iPhone consumers in the city of Makassar.
- d) To determine the influence of Sophistication on the purchasing decisions of iPhone consumers in the city of Makassar.
- e) To determine the influence of Ruggedness on the purchasing decisions of iPhone consumers in the city of Makassar.

1.4 Usefulness of Research

With this research, the author hopes to provide the following uses:

1.4.1 Theoretical Usefulness

This research is expected to contribute knowledge and information about the influence of brand personality on iPhone purchase decisions. This research is also expected to be used as input on how important a brand personality is for a product in Indonesia and also a comparison material to help other researchers who want to conduct similar research.

1.4.2 Practical Benefits

- a) For researchers , this research can contribute to adding and enriching the knowledge and insight possessed by researchers within the scope of the field studied. The findings of this study can be used by other researchers in related studies.
- b) For academics/readers, this research can contribute to the academic literature by increasing understanding of brand personality and consumer purchasing decisions.
- c) For universities, this research can help improve the quality of education at universities by providing insight into brand personality, as well as identifying whether brand personality influences purchasing decisions. With a deeper understanding of this, the university can make it a reference material in future learning.

1.5 Research Systematics

The results of this study will be reported with the following writing systematics:

CHAPTER I INTRODUCTION

This chapter contains the background of the problem, problem formulation, research objectives, research benefits, and writing systematics.

CHAPTER II LITERATURE REVIEW

This chapter contains theories that are used as a basis for conducting this research and analyzing the main problems that have been raised.

CHAPTER III CONCEPTUAL FRAMEWORK/IDEA AND HYPOTHESES DEVELOPMENT

This chapter presents two main things, namely the conceptual framework / idea thought and also the development of hypotheses.

CHAPTER IV RESEARCH METHOD

This chapter consists of research design, place and time, population and sample, data types and sources, data collection techniques, research variables, operational definitions, research instruments, and data analysis.

CHAPTER V RESEARCH RESULTS AND DISCUSSION

This chapter writing about the results obtained should be divided into two major sections. The first part contains the characteristics of each variable. The second part contains a description of the results of hypothesis testing.

CHAPTER VI CLOSING

This last chapter contains two main things, namely conclusions / suggestions which include the results of the discussion of the problems studied and suggestions in the form of solutions that can be considered for further research.

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical and Concept Review

2.1.1 Brand Personality

A set of human characteristics that are associated with a brand. Brands with personality tend to be more impressive and effective than those without, just as individuals can have various personalities, such as being professional or competent (Aaker, 2008). According to Kotler and Keller (2009), a brand is a term, sign, symbol, design, or combination of these elements intended to identify the product or service of a person or group of sellers, distinguishing it from other products, especially rivals. A brand can provide added value to products, whether they are goods or services. The brand is often synonymous with the name and may also be interpreted as a slogan or symbol, distinguishing one product from another.

Based on these understandings, it can be concluded that brand personality comprises the characteristics associated with a person's relationship with a brand. Brand personality is significant because it can enhance the perceived value of a brand in consumers' eyes. Brand personality consists of dimensions that influence its formation. According to Aaker (1997), brand personality has five main dimensions, namely: Sincerity (humble, honest, wholesome, and cheerful), Excitement (bold, passionate, and imaginative), Competence (reliable, intelligent, and successful), Sophistication (upscale and charming), and Ruggedness (bold and rugged).

2.1.1.1 Sincerity

According to Mayer et al (1995) Sincerity is a fundamental aspect of human behavior that encompasses honesty, genuineness, and consistency between one's words, actions, and intentions. It reflects an authentic expression of oneself, devoid of hidden agendas or deceitful motives. When individuals exhibit sincerity, they demonstrate a high level of integrity, forming the bedrock of trustworthy and meaningful relationships. In essence, sincerity entails speaking and acting in alignment with one's values and principles, regardless of personal gain or appearance. It fosters genuine connections and fosters mutual respect and understanding in interpersonal interactions.

According to Stewart and Tierney (2017) Sincerity is a cornerstone of human conduct, embodying authenticity, transparency, and congruence between one's words, deeds, and intentions. It epitomizes a genuine disposition void of ulterior motives or pretense, fostering trust and credibility in interpersonal relationships. Individuals who exemplify sincerity engender respect and admiration, as they communicate and act in accordance with their core values and beliefs, transcending personal interests or social façades. This authenticity nurtures meaningful connections, anchoring bonds built on mutual understanding and empathy.

One significant aspect of sincerity is its role in building trust, both in personal relationships and professional settings. When individuals consistently demonstrate sincerity in their interactions, they cultivate a sense of reliability and dependability, which is crucial for establishing and maintaining trust. This trust forms the basis of strong interpersonal bonds and enables effective collaboration

and cooperation among individuals. Moreover, sincerity contributes to a positive organizational culture by promoting transparency, open communication, and ethical behavior. Sincerity consists of several sub-dimensions, namely honest, namely honesty when giving sincerity to others, down-to-earth is sincerity that describes the simplicity of the brand, wholesome is sincerity that the brand has that can provide benefits to customers, and cheerful is sincerity that can provide benefits to customers. a feeling of joy to customers when consuming products from that brand.

2.1.1.2 Excitement

According to Lerner and Keltner (2001), excitement is an emotional state characterized by heightened arousal, anticipation, and enthusiasm. It often arises in response to novel or stimulating experiences, events, or opportunities. When individuals feel excited, they may experience increased heart rate, adrenaline rushes, and a sense of exhilaration. This emotional state can be contagious, spreading to others in social settings and enhancing the overall mood and atmosphere. Excitement motivates individuals to explore new possibilities, take risks, and pursue goals with passion and vigor. It fuels creativity, innovation, and drive, propelling people to step outside of their comfort zones and embrace challenges with optimism and energy.

According to Fredrickson and Branigan (2005) Excitement is a dynamic emotional state characterized by heightened arousal, anticipation, and enthusiasm. It typically emerges in response to novel or stimulating experiences, events, or opportunities that evoke a sense of thrill or anticipation of positive outcomes. When individuals experience excitement, they often exhibit physical manifestations such as increased heart rate, adrenaline rushes, and a

heightened sense of alertness. This state of emotional arousal can be contagious, spreading rapidly among individuals and influencing their thoughts, actions, and behaviors. Excitement serves as a powerful motivator, driving individuals to explore new possibilities, take risks, and pursue goals with fervor and determination.

In contemporary society, excitement plays a significant role in marketing, advertising, and consumer behavior. Companies often capitalize on excitement as a central element of their branding and promotional strategies to capture consumers' attention and generate interest in their products or services. By creating anticipation and excitement surrounding new product launches, events, or promotions, businesses can foster engagement, drive sales, and cultivate brand loyalty among consumers. In the digital age, social media platforms and online communities have emerged as powerful tools for amplifying excitement and generating buzz around brands and their offerings, facilitating viral marketing and word-of-mouth promotion.

2.1.1.3 Competence

According to Sitzmann and Ely (2011) Competence refers to the ability, skill, knowledge, and aptitude of an individual to perform tasks effectively and efficiently within a specific domain or context. It encompasses a combination of expertise, experience, and proficiency that enables individuals to accomplish objectives and achieve desired outcomes. Competence is not limited to technical skills but also includes cognitive abilities, problem-solving capabilities, interpersonal skills, and adaptability. Individuals who demonstrate competence

are often perceived as reliable, capable, and trustworthy in their respective fields or roles.

According to Eva and Regehr (2013) Competence embodies the proficiency, knowledge, skills, and capabilities an individual possesses to effectively perform tasks and excel within a given domain or context. It encompasses both technical expertise and broader aptitudes such as problem-solving abilities, adaptability, and interpersonal skills. Competence is not static; it evolves through learning, experience, and continuous development. Individuals who demonstrate high levels of competence are often perceived as reliable, capable, and trustworthy in their roles, inspiring confidence and respect from peers, colleagues, and superiors alike.

One significant aspect of competence is its role in fostering positive social interactions and relationships. The ability possessed by a brand consists of several sub-dimensions, namely reliability is the ability that customers can rely on when using a brand, intelligent is the ability that is considered intelligent by customers so that it is considered superior to other brands, success is the ability that a brand has that can make the brand This was successful in attracting customer attention.

2.1.1.4 Sophistication

According to Davies and Philpott (2017). Sophistication is a characteristic related to exclusivity which is formed by superior prestige, brand image and a dazzling level of attractiveness. This dimension refers more to how a brand provides value to its users who are identified by traits such as upper class, glamorous, attractive, charming, feminine and smooth. It extends beyond mere

material possessions or outward appearances to encompass a cultivated sense of taste, discernment, and cultural awareness. Sophisticated individuals possess a depth of understanding and appreciation for art, literature, cuisine, fashion, and other aspects of high culture. They exhibit a gracefulness and poise in their demeanor, coupled with an ability to engage in insightful conversations and navigate social situations with ease and tact.

According to Linnenluecke and Griffiths (2021) Sophistication refers to the adoption of refined and strategic approaches to leadership, decision-making, and organizational development. It entails a deep understanding of complex business dynamics, coupled with the ability to navigate uncertainties and challenges with finesse and agility. Sophisticated managers possess a broad range of skills and competencies, including strategic thinking, emotional intelligence, and effective communication, which enable them to lead their teams and organizations toward success in a rapidly evolving global landscape.

Sophistication is often associated with advanced management practices and frameworks that emphasize innovation, collaboration, and adaptability. Sophisticated managers leverage cutting-edge tools and technologies to optimize organizational processes, enhance productivity, and drive sustainable growth. They recognize the importance of staying ahead of the curve in terms of market trends, customer preferences, and industry disruptions, and proactively seek out opportunities to innovate and differentiate their organizations.

2.1.1.5 Ruggedness

According to Kotler and Keller (2016) Ruggedness in branding embodies an image of durability, toughness, and resilience associated with products,

services, or experiences. Brands that convey ruggedness often evoke images of adventure, exploration, and outdoor activities. This attribute appeals to consumers who value authenticity, reliability, and the ability to withstand challenging conditions. Whether it's outdoor gear, rugged vehicles, or clothing designed for rugged environments, these brands typically emphasize robust construction, functional design, and a connection to rugged landscapes or lifestyles.

According to Belk and Costa (2021) Ruggedness in branding refers to a brand's association with qualities such as durability, resilience, and toughness. Brands that embody ruggedness evoke images of strength, reliability, and adventure, appealing to consumers who value outdoor activities, exploration, and a rugged lifestyle. Rugged brands often cater to individuals who seek products or experiences that can withstand challenging environments and demanding conditions. Whether it's outdoor gear, automotive vehicles, or apparel, rugged brands are characterized by their robust construction, rugged aesthetics, and association with rugged landscapes or activities.

In marketing and brand management, ruggedness serves as a strategic positioning tool to differentiate brands and resonate with specific target audiences. By projecting an image of ruggedness, brands can tap into consumers' desires for adventure, self-reliance, and authenticity. They often use storytelling, imagery, and branding elements such as logos and slogans to communicate narratives of resilience, overcoming obstacles, and embracing the ruggedness of nature or exploration.

Moreover, ruggedness can also carry aspirational appeal, particularly for urban consumers seeking a connection to nature or a sense of adventure.

Brands that successfully embody ruggedness evoke emotions of excitement, freedom, and empowerment, fostering strong emotional connections with their audience. These emotional connections not only drive brand loyalty and engagement but also create a sense of belonging among consumers who identify with the rugged brand image.

2.1.1.6 Brand Personality Indicators

a) Sincerity

Indicators of sincerity in the context of brand personality can encompass several specific traits or characteristics. Below are some indicators that can describe sincerity in the context of a brand, as summarized by the author. Firstly, transparency indicates the extent to which a brand provides clear and open information to consumers about its products, business practices, and corporate values, encompassing not only honesty but also integrity, honesty, and openness. Secondly, communication sincerity, which indicates that sincere brand communication, without manipulation or deception, can enhance perceptions of honesty. Third, product reliability, where if a brand's products or services are considered reliable and consistent with the promises made, this can create an image of honesty.

b) Excitement

In the context of brand personality, the dimension of excitement refers to brand characteristics associated with enthusiasm, excitement, and emotional appeal. Here are some indicators or

characteristics that can reflect the dimension of excitement. Firstly, innovation where a brand perceived as innovative and always creating new products or services can be seen as a brand that brings excitement. Secondly, joy which provides opportunities to provide fun and enjoyable experiences to customers through products, advertising, or promotions. Thirdly, growth and development where a brand associated with positive development, growth, and achievement can create excitement among its consumers.

c) Competence

Competence indicators in the context of brand personality refer to traits or characteristics that indicate that the brand is considered competent, professional, and reliable. Here are some competence indicators often associated with brand personality. Firstly, product or service quality where a brand considered competent usually offers high-quality products or services that meet or exceed consumer expectations. Secondly, credibility and trust, where a brand that builds and maintains consumer trust through good business behavior and ethics can be considered competent. Third, effective solutions for consumers, when a brand is perceived to provide effective and relevant solutions to consumer needs, it will be considered competent.

d) Sophistication

Sophistication indicators in the context of brand personality refer to traits and characteristics that reflect an exclusive, elegant, and classy

image. Some indicators often associated with the sophistication dimension in brand personality are firstly elegant design and aesthetics where products or services with elegant design and high aesthetics can create a sense of sophistication. Secondly, premium quality by offering premium or exclusive quality products or services will shape the image of sophistication.

e) Ruggedness

Ruggedness indicators in the context of brand personality include traits and characteristics that reflect toughness, strength, and courage. There are some indicators often associated with the ruggedness dimension in brand personality. Firstly product durability where offering durable, strong, and reliable products or services gives the image of ruggedness. Second, focus on Practical Use: emphasizing the functionality and practical use of the product or service can create a rugged image.

2.1.2 Purchase Decision

Human needs can motivate actions in a purchase decision according to Maslow. The hierarchy of needs consists of five levels: Physiological Needs, which are basic needs for survival, such as food, water, air, sleep, and clothing. These needs have the highest priority because they are the basis for survival. Safety Needs where after physiological needs are met, individuals seek security and protection. This includes physical safety, health, financial stability, and

protection from harm. Next is Social Needs: After fulfilling safety needs, individuals seek social needs, such as love, friendship, and social relationships. This includes the desire to be accepted, loved, and involved in interpersonal relationships. Esteem needs involve the desire for rewards, prestige, recognition, and success. Individuals want to feel valued and recognized by others, and to achieve success in their lives. Self-actualization Needs are the highest level in the hierarchy and involve fulfilling personal potential and achieving the highest possible level of achievement. Individuals at this level seek personal growth, creativity, and achieving their life goals. Although Maslow's theory does not directly refer to purchase decisions, its principles provide an understanding that consumer motivation can be triggered by certain needs. Kotler and Armstrong (2008) state that consumer purchase decisions involve buying the most preferred and needed products by consumers. Based on these explanations, it can be concluded that purchase decisions are the process of determining consumer choices among various alternatives for the most preferred products.

2.1.2.1 Purchase Decision Indicators

Purchase decisions are influenced by various complex factors. Purchase decision indicators include various aspects that play a significant role in the consumer decision-making process. Here are some common indicators that influence purchase decisions:

- a) Price: The price of a product or service is often a key factor in purchase decisions. Consumers tend to consider the value provided by the product in relation to its price.

b) Personal Needs and Lifestyle: Personal needs, preferences, and consumer lifestyles play a role in determining which products or services will be purchased.

c) Innovation and Unique Features: Consumers are often interested in products or services that offer innovation or unique features that distinguish them from similar products in the market.

2.2 Variable Relationships

Purchase decision is the process where consumers identify a problem, search for information about the product or brand, and assess how well each alternative can address their needs, ultimately leading to a purchase decision (Tjijptono, 2010). In this study, the author will explain the relationship of each variable.

a) Sincerity: This variable indicates the extent to which a brand or product can be trusted by consumers in terms of honesty and transparency. When consumers believe that the brand is honest in its offerings, they are more likely to feel confident and motivated to make a purchase.

b) Excitement: The more a brand can create innovative and attractive products, the more likely consumers are to feel interested and motivated to make a purchase. The excitement generated by innovation can increase consumers' desire to try the product.

c) Competence: When a brand is known to have a good reputation and reliability in producing quality products, consumers tend to feel more

confident and assured in purchasing the product. Perception of the brand's competence can be a key factor in making purchase decisions.

- d) Sophistication: The presence of exclusivity in a brand can give it a unique appeal to consumers. When consumers feel that a brand or product has a high level of exclusivity, they are more likely to feel interested and motivated to purchase the product as a symbol of status or elegance.
- e) Ruggedness: Products perceived to have good durability and ability to withstand various conditions tend to be more attractive to consumers seeking durable and resilient products. Perception of the product's durability can influence purchase decisions, especially for consumers who value product quality and durability.

Thus, it can be concluded that each variable has a different influence on consumer purchase decisions, and understanding the relationship between these variables can help brands or companies design effective marketing strategies to increase sales and consumer loyalty.

2.3 Previous Empirical Study

Table 2.1 Empirical Study

No	Researcher	Title of Research	Variables of Research	Research Findings
1	Lidia Adetiya, Rodhiah (2019).	The Influence of Brand Personality on Purchase Intention of The Body Shop	Brand Personality, Purchase Intention	The research results indicate that the independent variable Brand Personality, including sincerity, competence, excitement, sophistication, and ruggedness, has a significant positive influence on the dependent variable, Purchase Intention of The Body Shop consumers. Therefore, it can be concluded that sincerity, competence, excitement, and sophistication have a positive and significant impact on purchase intention for The Body Shop consumers, while ruggedness does not have a positive and significant influence on purchase intention for The Body

				Shop consumers.
2	Merry Pelupessy, Erlinda Tehuayo (2021)	Influence of Brand Personality on Purchase Decisions: A Case Study of Nike Shoes in Ambon City	Brand Personality, Purchase Decision	Based on the results of multiple linear regression test that the brand personality variable has a positive and significant effect on the decision of 0,396 which means that the brand personality variable is considered important when consumers will make a decision to buy nike shoes.
3	Sangeeta Trot (2011).	The Influence of Brand Personality - Evidence from India	Brand Personality, Perceived Quality	A survey including 214 respondents was conducted to examine Nokia to identify how personality affects perceived quality of Nokia. The results show some dimensions of brand personality have a tremendous impact on perceived quality. Four dimensions of brand personality are positively related to perceived quality. The competence dimension of brand personality

				<p>affects the perceived quality of Nokia mobile users to the greatest degree followed by sophistication.</p> <p>Ruggedness, on the other hand, has a negative correlation to perceived quality.</p>
4	<p>Sherliana Halim, Nugraha Maulana, Ayuk Hidayanti, Reminta Lumban Batu (2022)</p>	<p>Pengaruh Brand Personality Terhadap Purchase Decision Smartphone Dimediasi Brand Trust</p>	<p>Brand Personality, Brand Trust, Purchase Decision</p>	<p>Based on the research that has been done, it is concluded that the verification results show that all tested variables have a positive and significant effect. However, the fact of the problem is tested from descriptive elaboration, it is known that the lowest dimension is sophisticating in the brand personality variable. However, in this study, descriptive analysis is only an explanation of the highest and lowest dimensions, it has not been studied to what extent the role of sophisticating</p>

				indicators, brand intention, and product choice can increase according to the target.
5	Hari Mulyadi, Devi Saktiawati (2008)	Pengaruh Brand Personality Terhadap Loyalitas Pelanggan Sampo Sunsilk	Brand Personality, Loyalitas Pelanggan	Overall test results shows that brand personality has a positive influence on customer loyalty. Based on the results calculation that brand personality has the greatest influence on customer loyalty customers is the competence dimension. While it is known that the dimension of ruggedness dimension has the lowest influence on loyalty.