

# Increasing Purchase Intention Through Brand Personality

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## ABSTRACT

This study aims to determine the influence of brand personality on purchase intention. Data were gained by using explanatory survey involving 200 respondents as the samples and analyzed by using the Structure Equation Model (SEM). The findings of the study revealed that brand personality has a positive and significant effect on purchase intention. Companies are required to develop emotionality aspects to get a good response from consumers by creating romantic feelings and touching consumers' feelings through their products such as color, physical form, or promotion

**Keywords:** brand personality, cosmetics, purchase intention.

## 1. INTRODUCTION

A deep understanding of the effective factors on consumer purchase intention may strengthen longterm relationships with consumers to be more effectively [1]. Purchase intention represents consumers' thinking about the products they want to purchase. Those with purchase intention will show a higher level of actual purchase [2].

Research related to purchase intention has been conducted for a long time. Axelrod (1968) conducted a research on purchase intention along with other attitude measurements to predict consumer actual buying behavior [3].

It is further supported by the studies emphasizing on the purchase intention in various industries such as retails [1], e-commerces [6-9], foods [3-5], cosmetics [10,11], telecommunications [12], entertainments [13], transportations [14], bankings [15] and constructions [16].

On the other hand, the development of the beauty world increases the selling of cosmetic products in the market. Based on a recent report from retail analysis firm Edited, the cosmetics industry in 2019 is worth around \$ 532 billion and is expected to continue to grow in value [17]. The Trend Spotter compiles world

renowned cosmetic brand names that can be used as brand choices for consumers including MAC, Bobbi Brown, L'Oreal, Chanel, NYX, NARS, Maybelline, Estee Lauder, Revlon, and Lancomm [18].

In the Great Depression, Revlon was a game changer in the make-up industry, but at this point, it has become very caught up in mediocrity [19]. Table 1 below shows the decreasing sales number of Revlon on the international market.

**Table 1.** Net Sales Revlon in The World Market 2016-2018

Year		2017	2018	2019
Net (USD)	Sales	786.6 milion	606.8 milion	570.2 milion

[20]

The table above showed that Revlon continues trying to survive when beauty shops and e-commerce start to shake up the cosmetics industry. These challenges have brought Revlon a difficult year. Net sales reported by Bloomberg recorded Revlon's decline over the past three years. This decrease was 6% in the second quarter of 2019 compared to the 2018 period. Likewise, in 2018, it decreased by 4% from 2017 [20]. One of the indicators to measure the companies that get the highest position in the market is the market share of

various companies [21]. The decline in market share/sales of Revlon over the last three years indicates low purchase intention of its products [22].

As stated by Astrid Indrajati Ekandini, in terms of brand, Revlon has long been superior in Indonesia because of its strength that made Revlon's credibility very good [23]. It was different from the fact showed by Indonesia's Top Brand Index (TBI) which noted that Revlon has experienced a decrease in index numbers for the last three years, especially in the lipstick category [24], as shown in table 2.

**Table 2.** Top Brand Index Lipstic Brands 2017-2019

Brand	Year			Rank		
	2017	2018	2019	2017	2018	2019
Wardah	25.0%	36.2%	33.4%	1	1	1
Revlon	12.7%	10.7%	9.2%	2	2	2
Maybelline	-	-	7.7%	-	-	3
Pixy	9.6%	-	6.0%	3	-	4
Viva	8.8%	7.6%	4.5%	4	3	5
Mirabella	-	7.5%	-	-	4	-

[25]

TBI was formulated based on three variables: Mind Share, Market Share and Commitment. Mind Share presents the power of brands in the minds of consumers from each product category. Market share shows the strength of a brand in a particular market in terms of actual consumer buying behavior. Commitment illustrates the strength of a brand in encouraging consumers to buy that brand in the future [25]. Table 2 shows that Revlon has always been stagnant in the second place for the last three years, it seemed that Revlon index decreased from 2017 to 2019 with an average decline of 2.4% [25]. Such a situation implies that the Revlon brand is not well remembered by consumers, has the least market share and low consumer commitment indicating that the level of purchase intention is still not optimal [22].

Therefore, purchase intention is critical in measuring the possibility of consumers buying a product. The higher the purchase intention, the higher the consumer's desire to buy the product [26]. The impact given by the low purchase intention includes a reduction in the purchase process in the future and a decrease in company sales [27], which may affect consumer attitudes towards a brand [22]. Purchase intention is also an important indicator to predict consumer behavior. When consumers have a purchase intention, they will show a good and positive commitment to the brand. Consequently, it encourages consumers to buy certain products or brands [28].

According to some previous related studies, purchase intention can be increased and / can be influenced by several factors as follows: brand awareness [28], product knowledge [29], consumer perception, actual purchase behavior [2], word of

mouth, brand personality [30], brand loyalty [31], brand equity [15] corporate social responsibility, corporate image [32], Store Name, Brand Name, Price Discounts on Consumers Evaluations [26], Social Media Marketing [33], brand personality [14, 34] and social media marketing [11].

The findings relate to the concept of brand personality as a mixture of human traits embedded in a particular brand [27]. Bouhleb stated that brand personality attracts consumers' interest in a brand. It also affects their trust, attachment, and commitment [12]. Consumers tend to look for products with personalities relating to their similarity or conformity [35].

Revlon, in this case, plays a critical role in brand identity and position. The company creates a brand identity based on the concept of "modern glamor" [36]. It also describes the sophistication character of its brand [31] that consequently engaged celebrities to promote brands, mostly selected from Hollywood artists to represent their brands by considering both of their beauty and personalities they project on the global stage, such as Emma Stone and Hallie Barry [37].

Moreover, Revlon has also created a platform accessible to all different types of women [38]. It follows a claim that a beauty brand icon inspires women to express themselves with passion, optimism, strength, and style. It makes the products produce a personality that suits every woman.

In recent years, some cosmetic companies and beauty brands avoid traditional advertising, including Revlon. It claims itself as a company that taps into the more influential marketing power and brand ambassador.

The emergence of social media changed the way consumers discover new products and engage with brands so that many companies have switched to using social media as their marketing media [39].

From the phenomenon explained above, this study aims to determine the influence of brand personality on purchasing intention, particularly Revlon as found on Female Daily members

## 2. METHODS

This study employed a marketing management approach focusing on the influence of brand personality on purchase intention. It also put brand personality on purchase intention as an independent variable (exogenous variable) with different dimensions covering responsibility, aggressiveness, simplicity, and emotionality. Meanwhile, purchase intention acted as a dependent variable (endogenous variable) with some categories such as transactional intention (TI),

referential intentional (RI), preferential intention (PRI), and explorative intention (EI).

As a method, this study applied an explanatory survey done by collecting information through questionnaires. It aimed to collect the opinions of research participants. The conclusion of the survey acts as an acceptable result for all target areas. Some experts suggested that the method could collect information from a part of the population directly at the scene to gain their opinions [40].

This study was done in less than one year, so it took a cross sectional technique to study objects at a specific time. A one shot or cross sectional study needs one time to collect information [42]. So, the data of the study were gathered over a period of six months from August to December 2019.

Meanwhile, Structure Equation Model (SEM) played as the basic assumptions that need to be fulfilled, one of which is the sample size. The sample size for the SEM model involved up to 5 latent variables (construct). Each construct provided several indicators where 100-150 participants were adequate [41]. It contradicts Ghozali (2014) that suggested that the SEM sample size should be between 100 and 200 respondents [43]. A large number of samples is critical for obtaining precise parameter estimates. So, the selected samples of this study involved 200 people from the member of Female Daily.

Hypothesis testing was carried out using a T-value with a significance level of 0.005 and n degrees of freedom (sample). The t-value in the IBM SPSS AMOS program is the critical ratio (C.R)  $\geq$  t-table (1.96) or the probability value (P)  $\leq$  0.05, so H0 is rejected (the research hypothesis is accepted).

H0: c.r  $\leq$  t-table (1.96), meaning that there is no influence between brand personality on purchase intention

H1: c.r  $\geq$  t-table (1.96), which means that there is a significant influence between brand personality on purchase intention. In detail, the following diagram in fig.1.

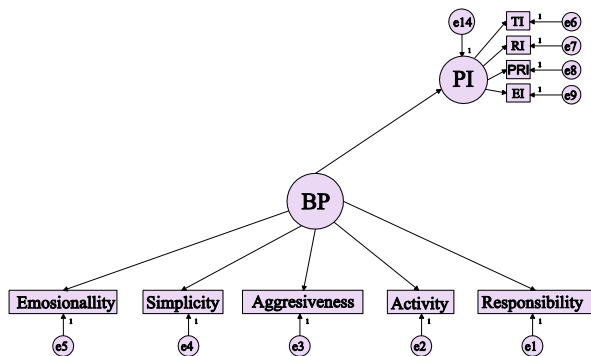


Figure 1. Research hypothesis path diagram.

### 3. RESULT AND DISCUSSION

The fittest generally evaluated the degree and goodness of fit. The goodness of fit measured the suitability of observational or actual inputs (covariance or correlation matrices) by predicting the proposed model [43]. To conduct the test, some assessment criteria were selected by following the experts' opinions. The goodness of fit test indicators and the cut-off value used in the suitability of this research model [44]. Table 3 presents the Goodness of Fit Test Results. In this study, several criteria values have met the requirements in a good fit. The data implied that the model was marginally feasible as a means of confirming a theory that has been built based on existing observational data, as shown in table 3.

Table 3. Goodness of Fit Testing Results

No	Goodness of Fit Measures	Cut off Value	Result	Model Evaluation
<i>Absolute Fit Measures</i>				
1	Statistic Chi-square (X <sup>2</sup> ) (df=62)	χ <sup>2</sup> hit < χ <sup>2</sup> Tabel (102.16625)	299,789	Good Fit
2	Goodness of Fit Index (GFI)	GFI ≥ 0.90 good fit, 0.80 ≤ GFI < 0.90 marginal fit	0,818	
3	Root Mean Square Error of Approximation (RMSEA)	≤0.08	0,139	
<i>Incremental Fit Measures</i>				
1	Trucker Lewis Index (TLI)	TLI ≥ 0.90 good fit, 0.80 ≤ TLI < 0.90 marginal fit	0,994	Good Fit
2	Adjusted Goodness of Fit Index (AGFI)	≥ 0.90	0,939	Good Fit
3	Comparative Fit Index (CFI)	CFI ≥ 0.90 good fit, 0.80 ≤ CFI < 0.90 marginal fit	0,916	Good Fit
<i>Parsimonious Fit Measures</i>				
1	Parsimonious Goodness of Fit Index (PGFI)	PGFI < GFI	0,557	Good Fit
2	Parsimonious Normed Fit Index (PNFI)	Higher is better compared to the other alternative models.	0,897	Good Fit

(Data processing results, 2019)

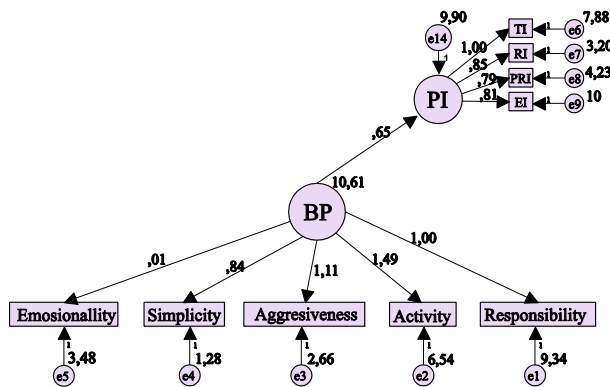
Table 3 above indicates that the criteria for the estimated goodness of fit structural model have been met. So, the analysis of the structural model relationship (hypothesis testing), proceeded as shown in table 4.

**Table 4.** Hypothesis Test Analysis

Hypothesis			Estimate	S.E.	C.R.	P
PI	<---	BP	,511	,213	3,058	,002

(Data processing results, 2019)

The data processing results in Table 4 show that the C.R value of the brand personality is 3.058. Since this value is  $\geq$  t-table (1.96) rejects the H0, there is an effect of brand personality on purchase intention. Meanwhile, the magnitude of the brand personality influence on purchase intention is positive with the number of 0.511 (51.10%) as seen from the total effect output. It indicates the significant positive influence between brand personality on purchase intention of 0.511 (51.10%). In detail, the following diagram in fig. 2.



**Figure 2.** The effect of brand personality on purchase intention

The findings also found that the transactional intention dimension has a key role in creating a purchase intention. They are in line with previous research that consumers' interest or desire to buy is due to each consumer and the prospective buyer has an intention to choose the product based on experiences and stimuli that appear in the minds of consumers [45]. Meanwhile, from the overall purchase intention indicator, the one that gets the highest score is the desire to buy Revlon lipstick because they believe it. In contrast, the indicator with the lowest score interested in the physical form of Revlon lipstick. It supports previous research explaining that consumer satisfaction refers to customers assessing a product after using the product, as well as how consumers estimate it by comparing it with products from other companies in the same industry [46].

Meanwhile, the dimensions of brand personality for emotionality and simplicity obtained from Revlon lipsticks focused on consumers. It is in line with the previous study highlighting the easiness of consumer use directly affects their purchase attitudes and intentions. The direct effect of ease of use on attitudes is that the more consumers feel comfortable to use, easy purchasing procedures, clear procedures, the more positive people will be towards the product [47].

In terms of interpretation, the influence of brand personality on purchase intention is quite strong. The results of this study reinforce the findings of the research done [15], claiming that the customer thoughts develop a brand personality. It could also increase their intention to use the brand until finally achieving a strong predictor of future behavior. The results of research conducted by Bouhlel also show that brand personality can make certain brands or products more attractive to consumers. It is due to the effects of the brand personality toward customer trust and commitment [12].

Brand personality tends to serve a symbolic or self-expressive function. When consumers think of a brand in buying a product, it leads to the purchase actions [48]. The development of a brand personality relates to customer thoughts and increases their intentions to use and achieve a strong predictor of future behaviors [15].

**4. CONCLUSION**

The results showed that Brand personality has a positive and significant influence on purchase intention. The data processing results imply that a brand personality variable with the largest SRW values acts as the simple dimension. So, the simple dimensions largely contribute to shaping the purchase intention.

The emotionality dimension seemed to develop to get a good response from consumers by creating a romantic feeling and touching their feelings through colors, physical form, and promotion

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