# Brand Personality to Predict Brand Trust, Brand Attachment and Purchase Intention: Study on Cosmetic Products in Jakarta

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*Abstract*— **This research aims to examine factors which are able to predict purchase intention by observing brand personality as an independent variable, brand trust and brand attachment as the mediation variables and purchase intention as a dependent variable. Descriptive cross-sectional is chosen as the research model of this research using data which was collected with the questionnaire survey method and analyzed with SEM-PLS in order to know the predictive and mediation ability of each observed variables. The results of this research show that brand personality can predict brand trust and brand attachment. Brand trust and brand attachment also fully mediate relationship between brand personality and purchase intention of cosmetic products.**

*Keywords: brand personality, brand trust, brand attachment, purchase intention*

## I. INTRODUCTION

The cosmetic industry is one of the most important and valuable industries nowadays. It is profitable, innovative and rapidly developing with innovativeness as the main key success factors. This value has made beauty and cosmetic industry as a global sector which still exists in the world economic crisis [1]. Indonesian is attracted to the cosmetic brand and product image, as a result, they tend to pay more money for buying popular brand. In this case, brand building is important to evoke profitable purchase intention. Academic literature empirically shows a strong relationship between intention and individual's behavior [2]. Purchase intention is the base for an actual purchase which can calculate the probability of customer purchase, in other words, higher purchase intention indicates a higher probability of the actual purchase [2]. Purchase Intention is affected by a lot of factors, always changing customer motives and having different traits in different circumstances

which make purchase intention is an important research variable [3].

Previous researches show the correlation between brand and purchase intention. The consumer tends to decide a purchase based on image, attributes and brand's trait which exists in their mind [4]. The brand has become an important intangible asset for company development and profit. Yet, a large number of brands exist in the industry make it difficult for positioning the brand traditionally. Marketers need to build a good marketing strategy to reinforce their brand identity and differentiate their brand among competitors [5].

Wang, Yang, and Liu [6] express that brand personality is one of brand differentiation forms which affects consumer decision making. It is related to trait perception of brand which is able to build a relationship between a customer and a brand, especially if the personality of the brand is different, likable and constant [7], [8]. Brand personality can predict purchase intention through brand trust. Brand trust has a few dimensions, two of them are sincerity and competence related to brand trust which means the willingness of customers to rely on brand function capability

Besides brand trust, brand personality is also able to predict purchase intention through brand attachment. Brand attachment is a mental statement which connects personal emotion and perception of a brand which evokes a viewpoint that a brand is an extension of the customer as an individual [9]. Marketing activity facilitates consumer to perceive a brand as a human who has a particular personality which can establish a relationship between a brand and a human [10].

The aims of this research is to explore relationship between brand personality, brand loyalty, brand attachment and purchase intention. The benefit of this research is to find out consumer

behavior toward the brand in the cosmetic industry in depth and increase the number of references for future research in the marketing field, especially in the cosmetic industry. On the other hand, this research can be used as a guideline for decision making in cosmetic marketing by considering which factor should be enhanced to increase purchase intention.

## II.     LITERATURE AND HYPOTHESIS

Aaker [11] defines brand personality as a set of human traits related to a brand. In interpersonal relationship perspective, brand personality is a group of human personality matching the interpersonal domain of human traits and pertinent to explain the brand as a relationship partner

Brand trust is an assured expectation of a brand's reliability and motives in risky condition to the consumer It evokes the willingness of consumers, in general, to believe in the actual capability of a brand function.

Kleine and Baker [12] define attachment as a various asset of a relationship between two materials. As a result, it strengthens the cognitive and affective ties between two specific things such as a brand and oneself [9]. Purchase intention is one type of decisions which study the reason why a customer buy a particular brand [13]. In other words, purchase intention is a consideration to purchase something [14]. Purchase intention has involved an awareness to attempt purchasing a particular product or service [15].

Sincerity and competence are brand personality's dimension related to brand trust which means willingness consumers, in general, to rely on the brand's stated function. Customer belief toward brand reliability, safety and sincerity are the important factors to enhance brand trust [7] Ramaseshan and Stein [16] in their research shows the positive effect of brand personality toward brand trust. The first hypothesis (H1) is defined as brand personality is a positive predictor for brand trust.

Brand personality enables customers to identify themselves with a brand and express their personality through the brand. Brand personality has a symbolic function or self-expression which can establish an emotional bond, as a result, it builds relationships between a brand and customer [7]. and Ramaseshan and Stein [16] shows that Brand personality predicts brand attachment. The second hypothesis (H2) formulated as brand personality is a positive predictor for brand attachment. Company's brand personality reflecting credibility, program, value, attributes and product benefit offered by a company which affects pleasure, hedonism perception and sophistication of a brand [17]. The customer tends to refer to brand personality to evaluate product quality as purchase intention reference if they have limited knowledge of the product offered [18]. Chen and Chang [19] in their research

found that brand personality can predict purchase intention. The third hypothesis (H3) is formulated as a brand personality is a positive predictor for purchase intention.

Brand trust influences customer attitude and behavior related to a brand, such as brand purchase, loyalty, perception, commitment and referral [20]. In high-risk decision making, people tend to rely on cognitive and emotional trust when they evaluate something [21]. Higher trust toward a brand leads to higher purchase intention. Beccera and Badrinarayanan found the positive effect of brand trust toward purchase intention so that the fourth hypothesis (H4) is defined as brand trust is a positive predictor for purchase intention.[20]

According to Esch, Langner, Schmitt, and Geus [22], brand attachment refers to a bond, relation, and identification with a brand which can be a strong predictive factor for a brand purchase in the past and in the future. Stronger attachment of an object makes better and closer proximity toward the object. In relation with emotion and feeling, proximity influences intention and decision significantly which leads to customer actual purchase, [23]. The prediction capability of brand attachment toward purchase intention is shown by Oh *et al* [5] in their research so that the fifth hypothesis (H5) formulated as the brand attachment is a positive predictor for purchase intention.

Bouhlel *et al* [24] state that a brand personality is a form of product differentiation which influences customer preference and enhances trust. Brand personality is formed and maintained as a reflection of a brand in customer mind so that it affects trust, attitude and customer behavior toward brand significantly [25] Ramaseshan and Stein
[16] show the influences of brand personality toward brand trust, while Beccera and Badrinarayanan and Oh *et al* [5] found a positive effect of brand trust toward purchase intention. The sixth hypothesis (H6) is defined as brand trust can mediate brand personality and purchase intention.

Brand personality establishes a consistent brand image by the time which provokes customers to express themselves through a brand [11]. Previous research shows that a good brand personality can strengthen an emotional bond, enhance consumer preference and evoke customer emotion [25]. Brand attachment becomes customer motive to behave in a particular way which makes brand attachment as a positive predictor for behavior, including consumer behavior, sharing behavior, and performance of difficult behavior [23]. and Ramasheshan and Stein [ shows that Brand personality predicts brand attachment. Oh, *et al* [5], Shah *et al* [13] and Asadollahi *et al* [26] show that brand personality predicts purchase intention, in other words, brand personality can predict purchase intention indirectly through brand attachment. The seventh hypothesis (H7) is formulated as a brand attachment can mediate brand personality and purchase intention.

## III. METHODS

Descriptive cross-sectional is chosen as the research design of this research which data collected once in December 2018. The described subject is customers of product cosmetics in Jakarta, specifically aged between 16- 55 years old, while described objects are brand personality, brand trust, brand attachment, and purchase intention. Sampling method in this research is non-probability convenience sampling of 139 respondent, considering an unlimited number of population and none existed sampling framework. Besides, this sampling method has quick responses which are suitable for research conducted in limited time [27]. The data is collected using a questionnaire survey with an interval scale which is divided from 1-5 Likert's scale (1 for very disagree, 5 for very agree).

Brand personality is measured with 18 statements, which is this brand is competitive, this brand is leader, this brand is successful, this brand is honest, this brand is sincere, this brand is real, this brand is unique, this brand is innovative, this brand is modern, this brand is up to date, this brand is popular, this brand is trendy, this brand is upper-class, this brand is good looking, this brand is charming, this brand is enthusiastic, this brand is cheerful, this brand is exciting [5]. Brand Trust is measured with 5 statements, which is I believe in this brand, I think that this brand is safe, I rely on this brand, this brand is never disappointing me, this brand meets my expectation [28]. Brand attachment is measured with 5 statements, which is I feel disappointed if I cannot find this brand when needed, I feel sad if this brand vanished from the market, it is difficult for me to not buy this brand anymore, I feel happy when I'm using this product, purchasing this brand is exciting. Purchase intention is measured with 3 statements, which is I will buy a product of this brand, I will consider this brand, and I want to buy a product from this brand.

## IV. DATA ANALYSIS

The data of this research is analyzed with Structural Equation Modelling approach with the consideration of a small number of the sample, model complexity which contains two mediation, abnormal data distribution and a large number of brand personality indicator. Structural Equation Modelling in this research is analyzed with PLS outer model to measure validity and reliability and inner model to examine the hypothesis [7]. Reliability of this research is examined using Cronbach's alpha ($\geq$0,6), composite reliability ($\geq$0,7), dan *loading factor* ($\geq$0,7) [29]; Hair in [30]. While the validity of this research is examined using average variance extracted ($\geq$0,5), cross loading (loading value higher than cross loading) and Heterotrait- Menotrait ($\leq$0,9) **[31]**; Garson in [32].

Subsequent to reliability and validity in outer model fulfilled, there is a few step to examine the hypothesis in inner model which are model predictability with Q square ($\geq$0,05) and model validity with model fit Standardised Root Mean Square Residual ($\leq$0,08), R square ($\geq$0,1), path coefficient and mediation examination (t statistic $\geq$1,645 or p value $\leq$0,05) [32]; [33];[34].

## V. RESULT

### A. Validity and Reliability (Outer model)

According to loading factor pretest, one of the indicators (this brand is popular) is not reliable and erased, so that the number of indicators of brand personality used is only seventeen, while the number of indicators of brand trust, brand attachment, and purchase intention has remained the same which are five for brand trust, five for brand attachment and three for purchase intention. All of the indicators has a loading factor higher than 0,5 which are reliable [30]. Heterotrait Monotrait ratio examination shows that the value of brand personality, brand trust, brand attachment and purchase intention is lower than 0,9 which are 0,634, 0,681, 0,764, 0,771, 0,776 and 0,706.

All of the variable composite reliability of this research is higher than 0,7, specifically 0,965 for brand personality, 0,929 for brand trust, 0,903 for brand attachment and 0,842 for purchase intention. All of the variable average variance extracted is also higher than 0,5, specifically 0,619 for brand personality, 0,725 for brand trust, 0,652 for brand attachment and 0,654 for purchase intention. This indicated that all the variables and indicators in this research are valid and reliable.

### B. Data Analysis

According to R square analysis to predict the strength of a model, the correlation between brand personality toward brand trust, brand personality toward brand attachment, and brand personality, brand trust, and brand attachment toward purchase intention are enough with the value of 0,520, 0,380 and 0,489 [35]. While Q square of brand trust is 0,242, brand attachment is 0,309 and purchase intention is 0,281 higher than 0,05, hence that the model is feasible [32]. Model fit SRMR analysis shows that the value is 0,073 lower than 0,08 [33].

Based on path coefficient analysis showed on table 1 brand personality can predict brand trust positively and significantly with t statistic value of 7,349 which is higher than 1,645 and coefficient value of 0,600 so that the first hypothesis (H1) is accepted. In the same time, brand personality can predict brand attachment positively and significantly with t statistic value of 16,606 which is higher than 1,645 and coefficient value of, 0,721 so that the second hypothesis (H2) is accepted. While, brand personality cannot predict purchase intention significantly, but still has a positive relationship. This is shown by the t statistic value lower than 1,645, which is 1,462 and coefficient value of 0,201. In other words, the third hipotesis

(H3) is not accepted. T statistic of the fourth hypothesis is also higher than 1,645 which is 2,661, while the coefficient value is 0,393 which mean the fourth hypothesis (H4) is accepted. The fifth hipotesis (H5) is also accepted with t statistic value of 1,987 which is higher than 1,645 with a coefficient value of 0,192.

Table 1 *Path Coefficient Test*

| | Coefficient | T Statistics | Significancy |
|---|---|---|---|
| **BP -> BT** | 0,600 | 7,349 | Significant |
| **BP -> BA** | 0,721 | 16,606 | Significant |
| **BP -> PI** | 0,201 | 1,463 | Not Significant |
| **BT -> PI** | 0,393 | 2,661 | Significant |
| **BA -> PI** | 0,192 | 1,987 | Significant |

The data of specific indirect effect analysis showed on table 1 reveals that brand trust and brand attachment can mediate brand personality and purchase intention. Brand trust has t statistic value higher than 1,645 which is 2,174 with the coefficient of 0,236, so that the sixth hypothesis (H6) is accepted. The brand attachment has t statistic value higher than 1,645 which is 1967 and the coefficient value of 0,139 so that the seventh hypothesis (H7) is accepted.

Table 2 *Specific Indirect Effect Test*

| | Coefficient | T Statistics | Significancy |
|---|---|---|---|
| **BP -> BA -> PI** | 0,139 | 1,967 | Significant |
| **BP -> BT -> PI** | 0,236 | 2,174 | Significant |

## VI. DISCUSSION

Brand personality can predict brand trust significantly and positively for cosmetic products in Jakarta, so that the first hypothesis (H1) is accepted. Supporting previous researches conducted by Fallahi and Nameghi [36], Ramaseshan and Stein [16] who reveal that brand personality can predict brand trust.

Brand personality also can predict brand attachment significantly and positively for product cosmetic in Jakarta. In other word, the second hypothesis (H2) is accepted, in line with the research conducted by Ramaseshan and Stein [16] who demonstrates that brand personality can predict brand attachment.

Hypothesis testing reveals that the third hypothesis (H3) is not accepted, brand personality is not a significant and positive predictor for purchase intention, contradictive with previous research conducted by Chen and Chang [19], Punyatoya [37], and Vahdati and Nejad [38] who find out that brand personality can predict purchase intention. Brand personality becomes one of the consumer considerations besides the product itself. A

successful brand needs a different brand personality [39]. According to Kelly [40], a marketer needs to establish and develop a consistent brand personality which is suitable with their target customer and differentiate their brand personality among competitors. Brand personality is not enough to predict purchase intention, or in the other words this is not only one variable to predict purchase intention.

The fourth hypothesis analysis shows that brand trust is a positive and significant predictor for purchase intention cosmetic product in Jakarta, so that the fourth hypothesis (H4) is accepted, in accordance with previous research conducted, Oh *et al*.[5], and Fu, Fan and Feng [41] who discover that brand trust can predict purchase intention.

The fifth hypothesis (H5) is also accepted, so that brand attachment is a positive and significant predictor for purchase intention, as shown in previous research conducted by Oh *et al* [5], Shah *et al* [13] and Asadollahi *et al* [26] that brand attachment can predict purchase intention significantly, so that better brand attachment leads to a stronger emotional bond between a brand and a customer [23].

The sixth hypothesis (H6) analysis result is positive and significant which indicates that brand trust can mediate brand personality and purchase intention for cosmetic product. Hence the sixth hypothesis is accepted. This is supporting previous research by Fallahi and Nameghi [36], Ramaseshan and Stein [16] who find out that brand personality can predict brand trust and researches conducted by Oh *et al* [5], and Fu, Fan and Feng [41] which discover that brand trust is a positive and significant predictor for purchase intention, so that brand personality can predict purchase intention indirectly through brand trust.

The last hypothesis (H7) is also accepted, brand personality can mediate brand personality and purchase intention for cosmetic product in Jakarta, in accordance with Sung and Kim [7] statement that brand personality is able to create an emotional bond between a brand and customer which leads to customer willingness to purchase more. It is also supporting previous researches conducted by Ramaseshan and Stein [16] who demonstrate that brand personality can predict brand attachment and research conducted by Oh *et al* [5], Shah *et al* [13] and Asadollahi *et al* [26] who reveal that brand attachment can predict purchase intention, so that brand personality can predict purchase intention indirectly through brand attachment.

## VII. CONCLUSIONS

Result of this research demonstrates that brand personality can predict brand trust and brand attachment. All of the variables in this research is also able to predict purchase intention. Although brand personality cannot predict purchase intention directly, but is mediated by brand trust and brand attachment. Marketers need to enhance brand personality, brand

trust and brand attachment especially to rise indicator which is assumed still lacking by the respondent, such as, uniqueness, reliability, and difficulty to not repurchase.

There are a few limitations in this research, such as the scope (only in Jakarta) and variables observed.

As a result, future research is suggested to utilize wider scope or use comparison between consumer behavior in different regions such as city, suburbs, countryside or another country and explore other brand-related variable, like brand experience, brand love, and brand commitment.

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