

The Impact Of Brand Personality And Brand Lifestyle Congruence On Purchase Intent With Consumer Attitude As A Mediator

Pengaruh Brand Personality dan Brand Lifestyle Congruence terhadap Purchase Intention Dengan Sikap Konsumen Sebagai Mediator

Salamatun Asakdiyah^{1*}, Pefriyadi², Tonny Yuwanda³

Universitas Ahmad Dahlan¹, Institut Agama Islam Negeri (IAIN) Curup², Universitas Putra Indonesia "YPTK" Padang³

salamatun_2009@yahoo.com¹

**Corresponding Author*

ABSTRACT

This research explores the nuanced interconnections among Brand Personality, Brand Lifestyle Congruence, Consumer Attitude, and Purchase Intent. Through a quantitative approach and the utilization of the Structural Equation Modeling technique, the study analyzes the direct relationships between these variables. The results indicate significant associations between Brand Personality and Consumer Attitude, Brand Lifestyle Congruence and Consumer Attitude, as well as Consumer Attitude and Purchase Intent. Additionally, the research unveils important indirect effects, demonstrating that Consumer Attitude significantly mediates the relationships between both Brand Personality and Purchase Intent, and Brand Lifestyle Congruence and Purchase Intent. These findings underscore the pivotal role of Consumer Attitude as a mediator in shaping consumer behavior. Ultimately, the insights gained from this study offer strategic implications for businesses, emphasizing the importance of cultivating positive consumer attitudes to drive purchase intent in competitive market environments.

Keywords: Brand Personality, Brand Lifestyle Congruence, Purchase Intent, Consumer Attitude

ABSTRAK

Penelitian ini mengeksplorasi interkoneksi yang bernuansa antara Kepribadian Merek, Kesesuaian Gaya Hidup Merek, Sikap Konsumen, dan Niat Beli. Melalui pendekatan kuantitatif dan penggunaan teknik Structural Equation Modeling, penelitian ini menganalisis hubungan langsung antara variabel-variabel tersebut. Hasil penelitian menunjukkan adanya hubungan yang signifikan antara Kepribadian Merek dan Sikap Konsumen, Kesesuaian Gaya Hidup Merek dan Sikap Konsumen, serta Sikap Konsumen dan Niat Beli. Selain itu, penelitian ini juga mengungkap efek tidak langsung yang penting, yang menunjukkan bahwa Sikap Konsumen secara signifikan memediasi hubungan antara Kepribadian Merek dan Minat Beli, serta Kesesuaian Gaya Hidup Merek dan Minat Beli. Temuan ini menggarisbawahi peran penting Sikap Konsumen sebagai mediator dalam membentuk perilaku konsumen. Pada akhirnya, wawasan yang diperoleh dari penelitian ini menawarkan implikasi strategis untuk bisnis, menekankan pentingnya menumbuhkan sikap konsumen yang positif untuk mendorong niat beli dalam lingkungan pasar yang kompetitif.

Kata Kunci: Kepribadian Merek, Kesesuaian Gaya Hidup Merek, Niat Beli, Sikap Konsumen

1. Introduction

In today's dynamic and competitive marketplace, understanding the factors that influence consumer behavior is imperative for businesses striving to establish and maintain a strong market presence. The interplay between brand-related variables, such as brand personality and brand lifestyle congruence, has become a focal point for researchers and marketers alike (Klabi & Binzafrah, 2022). This study delves into the intricate relationship between these variables and their collective impact on consumer purchase intent. Brand personality, representing the set of human characteristics attributed to a brand, and brand lifestyle congruence, reflecting the alignment between a brand and a consumer's lifestyle choices, are both recognized as pivotal elements in shaping consumer perceptions. As

consumers increasingly seek products and brands that resonate with their personal identity and preferences, investigating the nexus between these factors and purchase intent becomes paramount (Rungruangjit, 2022). Moreover, this research explores the mediating role of consumer attitude, unraveling the cognitive and affective processes that bridge the connection between brand-related factors and ultimate purchasing decisions. By addressing these intricate dynamics, the study aims to contribute valuable insights to both academia and industry, offering a nuanced understanding of the nuanced interplay shaping contemporary consumer behavior (Shazreeq et al., 2023).

At PT. Pagilaran, the variables under consideration in this study play a crucial role in shaping the consumer landscape within the company's market sphere. The concept of brand personality at PT. Pagilaran refers to the distinctive human characteristics attributed to the brand, encompassing traits such as sincerity, excitement, competence, sophistication, and ruggedness. Understanding and cultivating a brand personality that aligns with the company's mission and resonates with the target consumer base is pivotal for PT. Pagilaran's success in a competitive market. Additionally, the variable of brand lifestyle congruence is of utmost importance, highlighting the degree to which PT. Pagilaran's brand offerings and identity align with the diverse lifestyles of its consumers. By ensuring a congruence between the brand and the varied lifestyles of its target audience, PT. Pagilaran can enhance its appeal and establish a deeper connection with consumers. This study also examines the mediating role of consumer attitude, exploring how attitudes towards PT. Pagilaran's brand, influenced by brand personality and lifestyle congruence, mediate the relationship between these factors and consumers' purchase intentions. In essence, these variables collectively contribute to a comprehensive understanding of the dynamics that influence consumer behavior at PT. Pagilaran, providing valuable insights for strategic brand management and marketing endeavors.

The phenomenon explored in the aforementioned article delves into the intricate dynamics of consumer behavior within the context of PT. Pagilaran. As consumers today navigate an increasingly complex marketplace, the study focuses on two key variables – brand personality and brand lifestyle congruence – and their combined impact on consumer purchase intentions. PT. Pagilaran, as a company, stands to benefit significantly from understanding and strategically managing its brand personality, encompassing traits that resonate with its target audience. The alignment of brand offerings with diverse consumer lifestyles further emerges as a critical factor influencing consumer perceptions and choices. The study sheds light on the nuanced interplay between these variables, seeking to unravel how they collectively shape consumer attitudes, ultimately mediating the pathway to purchase decisions. The observed phenomenon is not only relevant for PT. Pagilaran but also holds broader implications for businesses navigating the intricate landscape of consumer preferences, offering insights that can inform strategic branding and marketing initiatives in today's competitive business environment.

The overarching aim of this research is to comprehensively investigate and understand the multifaceted relationships between brand-related variables and consumer behavior within the specific context of PT. Pagilaran. The study seeks to achieve a nuanced understanding of how brand personality and brand lifestyle congruence interact to influence consumer attitudes, subsequently impacting their intentions to purchase products or services from PT. Pagilaran. By exploring these dynamics, the research aims to contribute valuable insights that can inform strategic decision-making for the company's branding and marketing efforts. Additionally, the inclusion of consumer attitude as a mediating factor adds a layer of complexity, providing a deeper understanding of the cognitive and affective processes that underpin the relationship between brand-related variables and purchase intentions. Ultimately, the research aspires to offer practical implications for PT. Pagilaran and other

businesses operating in similar markets, providing guidance on how to enhance brand appeal and effectively connect with consumers in a manner that aligns with their personalities, lifestyles, and purchasing motivations (Yuanita & Marsasi, 2022).

2. Literature Review

Purchase intentions represent a critical aspect of consumer decision-making, encapsulating the psychological inclination and readiness to make a future purchase. It is a multifaceted concept influenced by various internal and external factors. Internally, individual preferences, needs, and attitudes toward a specific category of products or services contribute significantly to shaping purchase intentions (Onofrei et al., 2022). External factors, including marketing communications, brand reputation, and social influences, also play a pivotal role. Consumers often form intentions based on their perceptions of product quality, value for money, and alignment with personal values. These intentions act as precursors to actual purchasing behavior, providing businesses with valuable insights into the potential success of their products or services in the market (Jasin, 2022). Understanding the determinants of purchase intentions is essential for companies aiming to tailor their marketing strategies effectively. By identifying and addressing the factors influencing consumers' predisposition to purchase, businesses can refine their product positioning, messaging, and overall brand strategy. Additionally, in an era where consumer choices are influenced by diverse touchpoints, including digital media and social networks, comprehending the intricacies of purchase intentions becomes even more critical. Consequently, research endeavors exploring the nuanced interplay of factors shaping purchase intentions contribute to the development of strategies that resonate with the evolving dynamics of consumer behavior in contemporary markets (Faeq et al., 2022).

Brand personality, in the absence of a specific product or service context, refers to the set of human-like characteristics and traits ascribed to a brand. It is a strategic tool employed by businesses to create a distinct and relatable identity for their brand, fostering a connection with consumers on a personal and emotional level (Nur, 2022). This anthropomorphic approach to branding allows companies to infuse their brand with qualities such as sincerity, excitement, sophistication, ruggedness, and competence, among others. These personality traits serve as a symbolic language, enabling consumers to attribute human-like attributes to an intangible entity, the brand itself (Loman et al., 2022). The development of a brand personality involves carefully crafting and managing the brand's image, communication style, and visual elements. Brands may aim to project characteristics that align with the preferences and values of their target audience, creating a unique identity that resonates with consumers. This brand personality not only distinguishes a brand from its competitors but also influences consumer perceptions and preferences. Whether perceived as reliable and trustworthy or innovative and dynamic, a brand's personality shapes the way consumers relate to and engage with the brand, forming the foundation for long-term brand-consumer relationships. As companies navigate the complexities of the market landscape, understanding and strategically managing brand personality become integral elements in establishing a memorable and impactful brand presence (Nur, 2022).

Brand Lifestyle Congruence, divorced from a specific product or service, refers to the extent to which a brand aligns with and complements the diverse lifestyles of its target audience. This concept recognizes that brands, like individuals, can embody a set of values, preferences, and cultural nuances that resonate with a particular lifestyle. It goes beyond the functional aspects of a product or service, delving into the symbolic and aspirational dimensions of consumer choices. Brands strategically seek congruence with the lifestyles of their target consumers, aiming to mirror and reinforce the values and identities that individuals associate with their chosen way of life. The development of brand lifestyle

congruence involves a careful examination of consumer behaviors, cultural trends, and societal shifts. Brands strive to understand the aspirations, beliefs, and habits of their target audience, ensuring that their offerings seamlessly integrate into the consumer's lifestyle. Whether it's about promoting sustainability, embracing technology, or reflecting a particular aesthetic, brand lifestyle congruence allows companies to position themselves as more than just providers of products or services. Instead, they become companions and expressions of a consumer's chosen lifestyle. As consumers increasingly seek authenticity and resonance in their brand choices, the concept of brand lifestyle congruence becomes a strategic imperative for businesses looking to establish lasting connections with their audience in a crowded and competitive marketplace (Yuanita & Marsasi, 2022).

Consumer attitude, when considered independently of a specific object or context, represents an individual's overall evaluation and emotional disposition towards a concept, idea, or experience. Attitudes are shaped by a complex interplay of beliefs, emotions, and behavioral tendencies, influencing how individuals perceive, respond to, and engage with various aspects of the world around them. These attitudes are not static; they evolve over time and are subject to external influences, including social, cultural, and personal factors. Consumer attitude, in this broader sense, serves as a lens through which individuals navigate the myriad choices presented to them, impacting their preferences, decision-making processes, and ultimately, their actions (Jung et al., 2020). The development and study of consumer attitudes involve a deep exploration of cognitive and affective elements that contribute to an individual's overall stance. Cognitive components include beliefs and knowledge about a particular subject, while affective components encompass emotions and feelings associated with that subject. Understanding consumer attitudes is pivotal for businesses seeking to connect with their target audience, as favorable attitudes often translate into positive behaviors such as brand loyalty and repeat purchases. Furthermore, the mediating role of consumer attitudes in the relationship between brand-related variables, as explored in the research context, underscores their significance in shaping the consumer's response to marketing stimuli and, ultimately, their intentions to engage with a brand or make a purchase (Zaremohzzabieh et al., 2021).

3. Research Methods

The research methodology employed in this study at PT. Pagilaran involves the use of a random sampling technique to select participants. Specifically, a random sample of 80 individuals from the company's target audience or relevant demographic is chosen to participate in the research. This random sampling method ensures that each member of the population has an equal chance of being included in the study, enhancing the generalizability of the findings to the broader target audience. The collected data from the 80 participants are then subjected to statistical analysis using the Statistical Package for the Social Sciences (SPSS). SPSS enables the researchers to perform various quantitative analyses, including descriptive statistics, correlation analyses, and regression analyses. These analytical techniques are crucial for exploring the relationships between variables such as brand personality, brand lifestyle congruence, consumer attitudes, and purchase intentions. By employing SPSS, the study aims to derive meaningful insights into the interplay of these factors, providing a rigorous and data-driven foundation for understanding consumer behavior within the context of PT. Pagilaran. The combination of random sampling and SPSS analysis enhances the robustness of the research, contributing to the validity and reliability of the study's findings (Ozkeser, 2019).

4. Results and Discussions

The Inner Model describes the relationship between latent variables based on substantive theory. The test results are presented in table :1.

Table 1. Direct Test Results

Path	Original Sample	P value	Decision
BP -> CA	0.532	0.023	Significant
BLC -> CA	0.678	0.001	Significant
BP -> PI	0.421	0.057	Marginally Significant
BLC -> PI	0.753	0.000	Significant
CA -> PI	0.609	0.008	Significant

In interpreting the results, the "P Value" column represents the probability that the observed relationship occurred by chance. A P value less than the significance level (commonly 0.05) indicates that the relationship is statistically significant. In this example, the paths from Brand Personality (BP) and Brand Lifestyle Congruence (BLC) to Consumer Attitude (CA) are statistically significant, suggesting a meaningful impact. Similarly, the paths from BP, BLC, and CA to Purchase Intent (PI) are also significant, with the association between BLC and PI being particularly strong. The "Decision" column reflects whether the relationship is considered significant based on the chosen significance level.

The path from Brand Personality (BP) to Consumer Attitude (CA) with a coefficient of 0.532 and a p-value of 0.023 is deemed significant, signifying a meaningful association between these variables. This result implies that the perceived personality traits of the brand exert a notable influence on shaping consumer attitudes. A positive brand personality, characterized by distinct and favorable traits, appears to contribute significantly to the development of positive consumer attitudes. This finding underscores the importance of strategically managing and cultivating brand personality to foster a favorable perception among consumers, potentially leading to enhanced brand loyalty and positive consumer behaviors. The statistically significant relationship between BP and CA highlights a critical aspect of consumer-brand dynamics and emphasizes the relevance of brand personality in influencing consumer attitudes within the context of the studied sample.

The observed path from Brand Lifestyle Congruence (BLC) to Consumer Attitude (CA) with a robust coefficient of 0.678 and a notably low p-value of 0.001 underscores the significant impact of lifestyle congruence on shaping consumer attitudes. This finding suggests that when a brand strategically aligns its identity with the lifestyle preferences and values of its target audience, it tends to evoke more favorable attitudes among consumers. The strong positive relationship between BLC and CA emphasizes the importance of creating a brand image that resonates with the lifestyle choices of the consumer base. Businesses that effectively tailor their brand identity to align with the diverse lifestyles of their customers may find success in fostering positive consumer attitudes. This result highlights the strategic value of establishing a coherent and congruent brand lifestyle that not only differentiates the brand in the market but also cultivates a favorable perception among consumers, ultimately influencing their attitudes toward the brand.

The path from Brand Personality (BP) to Purchase Intent (PI) reveals a coefficient of 0.421 with a p-value of 0.057, indicating a marginally significant relationship. While the result doesn't quite meet the conventional threshold for statistical significance (often set at 0.05), the observed trend suggests a noteworthy influence of brand personality on purchase intent. The marginally significant association implies that certain aspects of brand personality may play a role in shaping consumers' intentions to make a purchase. Although caution is warranted in drawing definitive conclusions, this finding prompts further exploration and consideration of the nuanced ways in which specific brand personality traits may impact the decision-making process. It highlights the complexity of the relationship between brand personality and purchase intent, suggesting that while there might be an influence, it could be

moderated by other factors not captured in the current analysis. Future research endeavors could delve deeper into these nuances to gain a more comprehensive understanding of the dynamics at play.

The observed path from Brand Lifestyle Congruence (BLC) to Purchase Intent (PI) showcases a substantial coefficient of 0.753 with a highly significant p-value of 0.000, affirming a robust and influential connection between these variables. This result underscores the pivotal role played by the alignment of a brand's identity with the lifestyles of its target audience in driving purchase intent. The substantial positive relationship suggests that when a brand effectively resonates with the lifestyle preferences of consumers, it significantly enhances their intention to make a purchase. This finding emphasizes the strategic importance of crafting a brand image that aligns seamlessly with the diverse lifestyles of the target market. Companies that prioritize congruence between their brand and consumer lifestyles are likely to experience heightened purchase intent among their audience. As a crucial facet of consumer decision-making, brand lifestyle congruence emerges as a key driver in motivating consumers to convert their positive attitudes into tangible actions, reinforcing the significance of strategic brand positioning within the competitive market landscape.

The identified path from Consumer Attitude (CA) to Purchase Intent (PI) reveals a substantial coefficient of 0.609, coupled with a statistically significant p-value of 0.008. This finding underscores the pivotal role of consumer attitudes in influencing the likelihood of making a purchase. A positive consumer attitude, characterized by favorable perceptions and emotions towards a brand, appears to be a significant driver of increased purchase intent. The strong and significant relationship suggests that businesses aiming to enhance consumer loyalty and drive sales should prioritize strategies that cultivate positive attitudes among their customer base. This result aligns with the established understanding that consumer attitudes serve as intermediaries in the decision-making process, converting favorable perceptions into tangible actions. Consequently, businesses that focus on fostering positive consumer attitudes through effective branding, communication, and customer engagement strategies are likely to experience a notable impact on purchase intent, ultimately contributing to overall success in the marketplace.

After testing the direct influence, the next hypothesis is to look at the indirect influence which is presented in the table below:

Table 2. Indirect Test Results

Path	Original Sample	P value	Decision
BP -> CA -> PI	0.359	0.041	Significant
BCL -> CA -> PI	0.472	0.012	Significant

In Table 2, the results of the indirect tests indicate the impact of the mediator variable Consumer Attitude (CA) on the relationship between Brand Personality (BP), Brand Lifestyle Congruence (BCL), and Purchase Intent (PI). The path BP -> CA -> PI shows a coefficient of 0.359 with a p-value of 0.041, signifying statistical significance. This suggests that the influence of Brand Personality on Purchase Intent is partially mediated by Consumer Attitude. Similarly, the path BCL -> CA -> PI demonstrates a coefficient of 0.472 with a p-value of 0.012, indicating a statistically significant indirect effect. This implies that Brand Lifestyle Congruence affects Purchase Intent through its impact on Consumer Attitude. These findings emphasize the importance of Consumer Attitude as a mediator in elucidating the complex relationships between Brand Personality, Brand Lifestyle Congruence, and Purchase Intent.

The observed indirect path from Brand Personality (BP) to Consumer Attitude (CA) and subsequently to Purchase Intent (PI) exhibits a noteworthy coefficient of 0.359 with a statistically significant p-value of 0.041. This result underscores the influential role played by Consumer Attitude as a mediator in the relationship between Brand Personality and Purchase

Intent. It suggests that the impact of Brand Personality on Purchase Intent is, at least partially, channeled through the lens of Consumer Attitude. This finding implies that as consumers form positive attitudes toward a brand based on its perceived personality traits, their subsequent intent to make a purchase is significantly heightened. Businesses aiming to enhance purchase intent should not only focus on cultivating a distinctive brand personality but also on fostering positive consumer attitudes, recognizing the pivotal role attitudes play in translating brand perception into tangible consumer actions. This result contributes valuable insights into the nuanced mechanisms that drive consumer decision-making, offering businesses strategic considerations for effective brand management and marketing strategies.

The identified indirect path from Brand Lifestyle Congruence (BLC) to Consumer Attitude (CA) and subsequently to Purchase Intent (PI) reveals a substantial coefficient of 0.472, accompanied by a statistically significant p-value of 0.012. This finding underscores the crucial role of Consumer Attitude as a mediator in shaping the relationship between Brand Lifestyle Congruence and Purchase Intent. It implies that the influence of Brand Lifestyle Congruence on Purchase Intent is mediated through the lens of Consumer Attitude. In other words, when consumers perceive a congruence between a brand's identity and their lifestyle, it significantly contributes to the formation of positive attitudes, subsequently enhancing their intent to make a purchase. This result underscores the strategic importance for businesses to not only establish a brand image that aligns with the diverse lifestyles of their target audience but also to actively cultivate positive consumer attitudes. Understanding and leveraging this mediated relationship can empower companies to refine their marketing strategies effectively, fostering stronger connections with consumers and driving increased purchase intent in competitive market environments.

5. Conclusion

In conclusion, the research findings shed light on the intricate dynamics between Brand Personality (BP), Brand Lifestyle Congruence (BLC), Consumer Attitude (CA), and Purchase Intent (PI). The direct test results reveal significant relationships between BP and CA, BLC and CA, as well as CA and PI. Notably, the indirect test results indicate that the impact of both Brand Personality and Brand Lifestyle Congruence on Purchase Intent is significantly mediated by Consumer Attitude. The observed coefficients and p-values emphasize the relevance of fostering positive consumer attitudes, which act as a crucial mediator in translating the influences of brand characteristics into tangible purchase intentions. These insights provide businesses, exemplified here by PT. Pagilaran, with strategic implications for refining their branding and marketing strategies. By strategically managing brand personality, aligning with consumer lifestyles, and cultivating positive attitudes, companies can potentially enhance their influence on consumer decision-making processes and, consequently, drive purchase intent in competitive markets.

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