

**THE INFLUENCE OF BRAND PERSONALITY ON CONSUMER PURCHASE INTENTION OF NIKE SPORTSWEAR PRODUCTS IN MANADO****PENGARUH KEPERIBADIAN MEREK TERHADAP MINAT PEMBELIAN PRODUK-PRODUK OLAHRAGA NIKE DI MANADO**

By

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**Abstract:** Nike is the world's largest supplier and manufacturer of athletic shoes, apparel and other sports equipment. The company employed about 74,400 people worldwide in 2017, and their global revenue generated more than 34 billion U.S. dollars. In the current era business has been growing very rapidly. This study was examining the influence of brand personality on consumer purchase intention of Nike Sportswear Products. There are five core dimensions of brand personalities: sincerity, excitement, competence, sophistication and ruggedness. The research conducted by using multiple regression analysis and collecting the data from questionnaire. The sample in this study is taken by 100 respondents of people living in Manado. The result shows that brand personality of sincerity, competence, and ruggedness has significantly influence on consumer purchase intention of Nike Sportswear Products. It was found that competence is the variable that most has significantly influence on consumer purchase intention of Nike Sportswear Products than any other brand personalities. This means that the consumers trust in the brand, consider it as a successful brand. Therefore, Nike just need to keep maintain their competence because this is one of the influencing factors of their brand personality that will keep the consumer want to buy their products.

**Keywords:** brand personality, sincerity, excitement, competence, sophistication, ruggedness, and purchase intention

**Abstrak:** Nike adalah pemasok dan produsen sepatu atletik, pakaian, dan peralatan olah raga terbesar di dunia. Perusahaan ini mempekerjakan sekitar 74.400 orang di seluruh dunia pada tahun 2017, dan pendapatan global mereka menghasilkan lebih dari 34 miliar dolar AS. Konsumen cenderung membeli produk dengan citra merek positif atau merek produk terkenal. Penelitian ini bertujuan untuk menguji pengaruh kepribadian merek pada niat pembelian konsumen terhadap produk-produk olahraga Nike. Ada lima dimensi inti dari kepribadian merek: ketulusan, kegembiraan, kompetensi, kecanggihan dan ketangguhan. Pelanggan cenderung membeli merek jika kepribadiannya mirip dengan kepribadian mereka sendiri. Penelitian dilakukan dengan menggunakan analisis regresi berganda dan mengumpulkan data dari kuesioner. Sampel dalam penelitian ini diambil oleh 100 responden orang yang tinggal di Manado. Hasil penelitian menunjukkan bahwa kepribadian merek yang memiliki ketulusan, kompetensi, dan ketangguhan sangat berpengaruh terhadap minat beli konsumen dari produk Nike Sportswear. Ditemukan bahwa kompetensi adalah variabel yang paling berpengaruh secara signifikan pada niat pembelian konsumen dari Produk Olahraga Nike daripada kepribadian merek lainnya. Ini berarti bahwa konsumen percaya pada merek Nike, menganggapnya sebagai merek yang sukses. Oleh karena itu, Nike hanya perlu menjaga kompetensi mereka karena ini adalah salah satu faktor yang mempengaruhi kepribadian merek mereka yang akan membuat konsumen ingin membeli produk mereka.

**Kata kunci:** kepribadian merek, ketulusan, kegembiraan, kompetensi, kecanggihan, ketangguhan, dan niat pembelian

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## INTRODUCTION

### Research Background

Business in the current era has been growing very rapidly. One example of that change is in terms of technology and people's lifestyle which cannot be separated from the influence of globalization. In this globalization era, the number of brands and products that are competing in the market has increase significantly so consumer have many choices and alternatives of product and services free to choose that can fulfill their wants and needs. Nowadays customers can easily have more information about the number of brands in market through internet and many customers preferred a brand which they can relate to their personality. The more famous a brand then the product will also be increasingly favored by the customers.

According to Kotler (2005) in order for the company to win the competition they should have the products that can fulfill the always changing and evolving consumer wants and needs. It is very important also for the company to know the ever-changing consumer behaviors as this will determine their purchase decision. The importance of understanding consumer behavior has ultimately become the attention of various industries and one of them is sports industry. This matter due to increased awareness of exercise on each individual within the rapidly growing society that is characterized by the development of sport centers like gym, futsal field, soccer field, jogging track on housing, and many others. Exercise has become an important requirement for today's modern individuals because exercising will make the body healthier and can reduce the risk of exposure to various diseases.

Sports as a necessity, this is what makes the sport industry growing very rapidly, it is shown by a wide selection of sportswear products available in the market. Some big companies like Adidas, Nike, Puma, and Reebok is experiencing tough competition in this industry. These companies are required to have a vision, mission, and goals to really fulfill the wants of the consumers. Consumers themselves are the key for the companies in gaining profits and a high market share, so it's not surprising that these companies are competing to provide satisfaction as well as making sure the quality of the products that their marketed. The market share itself is created because of the satisfaction and trust created by the effects of the use of the sportswear products.

Nike, Inc. is the world's largest supplier and manufacturer of athletic shoes, apparel and other sports equipment. The company employed about 74,400 people worldwide in 2017, and their global revenue generated more than 34 billion U.S. dollars. The North American region of Nike generated the largest portion of the company's revenue that year; over 15 billion U.S. dollars, with the Oregon based company's athletic footwear segment generated approximately 9.7 billion U.S. dollars of that. Nike attributes a lot of its success to the brands worldwide marketing campaign which uses sponsorship agreements with celebrity athletes, professional sports teams and college athletic teams to use their products and in return promote their technology and design. In 2016, Nike spent about 1.47 billion U.S. dollars on advertising in the United States alone. As a result, Nike will continue to be one of the most popular brands amongst men and women when it comes to athletic apparel worldwide (Nike - Statistics and Facts, 2017).

Manado city has a modern and up to date lifestyles, do not be surprised if the people living in Manado look smart in terms of their styles. Therefore, based on the backgrounds and the overall descriptions above, the author interested in conducting a research and has come out with one solid title "The Influence of Brand Personality on Consumer Purchase Intention of Nike Sportswear Products in Manado".

### Research Objective

From the research background above, research objectives are conducts as follows to identify the influence:

1. Sincerity, excitement, competence, sophistication, ruggedness on consumer purchase intention simultaneously.
2. Sincerity on consumer purchase intention partially.
3. Excitement on consumer purchase intention partially.
4. Competence on consumer purchase intention partially.
5. Sophistication on consumer purchase intention partially.
6. Ruggedness on consumer purchase intention partially.

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**LITERATURE REVIEW****Marketing**

Marketing is managing profitable customer relationships. The twofold goals of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction. Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. In narrower business context marketing involves building profitable, value-laden exchange relationship with customers. Hence, we define marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Kotler and Armstrong (2010:229). McDaniel (2011:555), argue that marketing is activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

**Brand**

Brand is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names. According to The American Marketing Association in (Kotler and Keller 2009) defines brand as "a name, term, sign, symbol, or design or combination of them, intended to identify the goods or service of one seller or group of seller and to differentiate them from those of competitor "which means that the brand is a name, term, sign, symbol or design or a combination of the whole, which is intended to identify the goods or services of one seller or group of sellers and to differentiate from their competitors.

**Brand Personality**

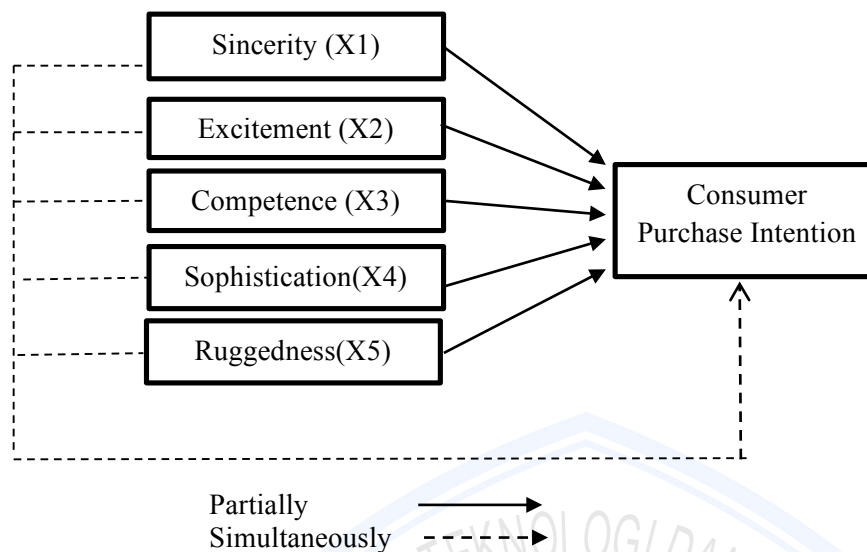
Brand personality is a set of human characteristics that are attributed to a brand name. Brand personality is defined as "the set of human characteristics associated with a brand" (Aaker, 1997). Aaker (1996) defines the associated personality of a brand as a set of human demographic characteristics like age, gender and race; human lifestyle characteristics like activities, interest and opinion; and human personality traits such as extroversion, dependability and sentimentality. The brand becomes a living person and is often attached to a metaphor. In this way, the abstract intangible assets and characteristics can be visualized in a tangible way, and customers interact with brands as if they were human beings. Similar to human personality, brand personality is distinctive and enduring (Aaker, 1996). As such, marketing practitioners have become increasingly aware of the importance of building a clear and distinctive brand personality (Das, Datta, and Guin, 2012) as a central driver of consumer preference, usage and purchase intention (Keller, 2003).

**Consumer Purchase Intention**

Consumer purchase intention is how a consumer select to buy after elevates from several options. According to Ajzen (1991) 'Intentions are assumed to capture the motivational factors that influence a behavior, they are indications of how hard people are willing to try of how much an effort they are planning to exert, in order to perform the behavior'. There are five stage model of consumer purchase intention such as problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior.

**Previous Research**

Based on the result and findings (Bouhleb, et al, 2011) concludes that the growth of mobile advertising as a powerful communication tool with considerable audience reach has opened a new area for research. The objective of this study was to estimate the interest of the brand personality on the Tunisian's customer purchase decision through relational variables, after receiving an ad SMS within the framework of a campaign of mobile marketing. Result and findings by Vahdati and Nejad (2016) finds that brand personality, e-WOM and brand equity have positive and significant effects on customer's purchase intentions. The results also reveal that these factors have positive internal effects on each other. In addition, e-WOM and brand equity show positive mediator roles. Also, focusing on customer-based brand equity can increase the brand personality and e-WOM effects on the customer purchase intention which this effect is greater than the direct effect. In fact, focusing on the five dimensions of brand personality and e-WOM will improve the brand equity, which it in turn leads to further increased customer purchase intention.

**Conceptual Framework****Figure 1 Conceptual Framework**

Source: Data Processed, 2018

**Research Hypothesis**

There are five hypothesis regarding this study.

- H1 : There is an influence between sincerity, excitement, competence, sophistication, and consumer purchase intention.
- H2 : There is an influence between sincerity and consumer purchase intention.
- H3 : There is an influence between excitement and consumer purchase intention.
- H4 : There is an influence between competence and consumer purchase intention.
- H5 : There is an influence between sophistication and consumer purchase intention.
- H6 : There is an influence between ruggedness and consumer purchase intention.

**RESEARCH METHODOLOGY****Type of Research**

This research is a causal type of research. A cause study is focused on finding causal relationships between variables. It finds the cause and effect relationship between variables. It seeks to determine how the dependent variable changes with variations in the independent variable.

**Place and Time of Research**

This research is conducted in Manado for two months, January to February 2018.

**Population and Sample**

Population in this research is the people that have heard of the brand Nike in Manado. The sampling technique of this research is Convenience Sampling that is considered as the best way to getting some information quickly and efficient. The sample size of this research is 100 respondents.

**Source of Data**

Primary data in this study is the result of a questionnaire on brand personality that impact consumer purchase intention. Secondary data in this study is about the various theories and related data. The data is taken from books, journals, and relevant literature from library and internet.

## Data Analysis Method

### Validity and Reliability Test

Validity test relates to the accuracy of the use the indicators of variables to examine the questions that being studied to get the data is valid. The instrument considered as a valid if the correlation coefficient between the score of each questions and the total score of all questions is positive that more than 0.3 ( $r \geq 0.3$ ).

The reliability of the data is checked through Cronbach's Alpha which is overall 0.6. Cronbach's Alpha is a reliable coefficient that can indicate how good items in asset have positive correlation one another. If Alpha less than 0.6 means the data is unreliable.

### Multiple Regression Analysis

Multiple regression analysis is the process of calculating a coefficient of multiple determinant and regression equation using two or more independent variables and one dependent variable. For data collected from a sample, there is also a need to calculate the probability of the regression coefficient having occurred by changes alone (Sekaran and Bougie, 2009).

The equation model of multiple regression analysis use in this research can be formulated as shown below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where:

$Y$	=	Consumer Purchase Intention (Dependent Variable)
$\alpha$	=	The constant, when all independent variable equal to 0
$X_1$	=	Sincerity (Independent Variable)
$X_2$	=	Excitement (Independent Variable)
$X_3$	=	Competence (Independent Variable)
$X_4$	=	Sophistications (Independent Variable)
$X_5$	=	Ruggedness (Independent Variable)
$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$	=	The slope for each independent variable
$e$	=	Error

## RESULT AND DISCUSSION

### Validity Test

**Table 1** Validity Test

	X1	X2	X3	X4	X5	X6	Total
Credibility	1	.612**	.597**	.544**	.501**	.591**	.747**
Interactivity	.612**	1	.746**	.699**	.577**	.615**	.847**
Entertainment	.597**	.746**	1	.760**	.672**	.708**	.901**
Informativeness	.544**	.699**	.760**	1	.697**	.586**	.864**
Ruggedness	.501**	.577**	.672**	.697**	1	.594**	.820**
Consumer Purchase Intention	.591**	.615**	.708**	.586**	.594**	1	.818**

Source: Data Processed, 2018

From the Table 1, it can be seen that the value of correlation index for relationship among variable independents (Sincerity, Excitement, Competence, Sophistication, Ruggedness) with variable dependent (Purchase Intention) are greater than 0.3 and below the significant level of 5% (0.05). the Correlation between Sincerity (0.747), Excitement (0.847), Competence (0.901), Sophistication (0.864), Ruggedness (0.820), with Purchase Intention (0.818). All of the variables show a positive relationship. Therefore, the data is considered as valid.

**Reliability Test****Table 2. Reliability Test**

Cronbach's Alpha	N of Items
.911	6

Source: Data Processed, 2018

Based on the data in Table 2 shows that the value of Cronbach's Alpha of 6 items used in this research is 0.911. The data is considered as reliable since the value of Cronbach's Alpha is 0.9, which is acceptable. >0.9 indicates that the data is acceptable.

**Multiple Regression Analysis****Table 3. Multiple Linear Regression Result**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.941	1.454		.647	.519
	Sincerity	.274	.115	.216	2.392	.019
	Excitement	.099	.115	.097	.865	.389
	Competence	.399	.118	.418	3.371	.001
	Sophistication	-.038	.114	-.039	-.330	.742
	Ruggedness	.161	.092	.177	1.763	.081

a. Dependent Variable: Purchase Intention

Source: Data Processed, 2018

The equation is as follow:

$$Y = 0.941 + 0.274\chi_1 + 0.099\chi_2 + 0.399\chi_3 + (-0.038)\chi_4 + 0.161 + e$$

The interpretation of the question is:

1. Constant value 0.941 shows the influence of Sincerity (X1), Excitement (X2), Competence (X3), Sophistication (X4), and Ruggedness (X5) to Consumer Purchase Intention (Y). It means that in a condition where all independent variables are constant (zero), Consumer purchase intention (Y) as dependent variable is predict to be 0.941.
2. 0.274 is the slope of Sincerity (X1) means if there is one unit increasing in X1, while other variables are constant then Y is predicted to increase 0.274.
3. 0.099 is the slope of Excitement (X2) means if there is one unit increasing in X2, while other variables are constant then Y is predicted to increase 0.099.
4. 0.399 is the slope of Competence (X3) means if there is one unit increasing in X3, while other variables are constant then Y is predicted to increase -0.399.
5. -0.038 is the slope of Sophistication (X4) means if there is one unit increasing in X4, while other variables are constant then Y is predicted to increase -0.038.
6. 0.161 is the slope of Ruggedness (X5) means if there is one unit increasing in X3, while other variables are constant then Y is predicted to increase -0.161.

**Coefficient of Correlation R and Coefficient of Determination R<sup>2</sup>****Table 4. Table R and R<sup>2</sup>**

Model Summary <sup>b</sup>			
Model	R	R Square	Adjusted R Square
1	.751 <sup>a</sup>	.565	.541

a. Predictors: (Constant), Ruggedness, Sincerity, Excitement, Sophistication, Competence

b. Dependent Variable: Purchase Intention

Source: Data Processed (2018)

Based on the analysis of correlation R is equal to 0.751 indicating that the Correlation of the influence of X1, X2, X3, X4 and X5 on Y has a substantial positive association relationship.

To determine the distribution of the influence of X1, X2, X3, X4 and X5 on Y can be seen that the Determinant of the Coefficient  $R^2$  in the table above.  $R^2$  value of 0.565 in this study may imply that the contribution of the independent variables on dependent variable of 56.5% while the remaining 43.5% is affected by other variables not examined in this study.

### Hypothesis Testing

The result is intended to determine the influence of Sincerity (X1), Excitement (X2), Competence (X3), Sophistication (X4), and Ruggedness (X5) as independent variable to Consumer Purchase Intention (Y) as dependent variable simultaneously and partially. The F-Test used to determine the partial effect of each independent variable to dependent variable.

**Tabel 5. Simultaneous Test (F-Test Output)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	373.852	5	74.770	24.378	.000 <sup>b</sup>
	Residual	283.308	94	3.067		
	Total	662.160	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Ruggedness, Sincerity, Excitement, Sophistication, Competence

Source: Data Processed (2018)

In the table 5 the degree of freedom 1 (numerator) is 5 and degree of freedom 2 (denominator) is 100 with the level of significance is 0.05 ( $\alpha = 0.05$ ) and the level of confidence is 95% then  $F_{table}$  is 2.31. The result is  $F_{count}$  (24.378) >  $F_{table}$  (2.31). Since  $F_{count}$  is greater than  $F_{table}$  so  $H_0$  is rejected and  $H_1$  is accepted. It means independent variables simultaneously influence the dependent variable. Therefore, hypothesis 1 is accepted.

**Table 6. Partial Test (T-Test Output)**

Variables	$T_{count}$	$T_{table}$	Description
Sincerity (X1)	2.392	1.660	Accepted
Excitement (X2)	.865	1.660	Rejected
Competence (X3)	3.371	1.660	Accepted
Sophistication (X4)	-.330	1.660	Rejected
Ruggedness (X5)	1.763	1.660	Accepted

Source: Data Processed (2018)

The partial influence for each independent variable will be explained as follows:

1. From the table above,  $T_{count}$  for each independent variable, which for Sincerity (X1)  $T_{count} = 2.392$  and  $T_{table} = 1.660$  which  $T_{count} > T_{table}$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted. That means Sincerity (X1) significantly influences Consumer purchase intention (Y).
2. From the table above,  $T_{count}$  for each independent variable, which for Excitement (X2)  $T_{count} = 0.865$  and  $T_{table} = 1.660$  which  $T_{count} < T_{table}$ . Therefore,  $H_1$  is rejected and  $H_0$  is accepted. That means Excitement (X2) does not significantly influences Consumer Purchase Intention (Y).
3. From the table above,  $T_{count}$  for each independent variable, which for Competence (X3)  $T_{count} = 3.371$  and  $T_{table} = 1.660$  which  $T_{count} < T_{table}$ . Therefore,  $H_1$  is rejected and  $H_0$  is accepted. That means Competence (X3) significantly influences Consumer Purchase Intention (Y).
4. From the table above,  $T_{count}$  for each independent variable, which for Sophistication (X4)  $T_{count} = -0.330$  and  $T_{table} = 1.660$  which  $T_{count} > T_{table}$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted. That means Sophistication (X4) does not significantly influences Consumer Purchase Intention (Y).
5. From the table above,  $T_{count}$  for each independent variable, which for Ruggedness (X1)  $T_{count} = 1.763$  and  $T_{table} = 1.660$  which  $T_{count} > T_{table}$ . Therefore,  $H_0$  is rejected and  $H_1$  is accepted. That means Ruggedness (X1) significantly influences Consumer purchase intention (Y).

## **Discussion**

This research aimed to Analyze the Influence of Brand Personality towards Consumer Purchase Intention of Nike Sportswear Products in Manado. The researcher has identified five variables of brand personality which are Sincerity, Excitement, Competence, Sophistication and Ruggedness.

The Multiple Regression method divide the variables into two variables which are dependent variable and independent variable. In order to get an accurate result from Multiple Regression method as the purpose of this research, the researcher has chosen Consumer Purchase Intention (Y) as dependent variable to be measured by independent variables which are Sincerity (X1), Excitement (X2), Competence (X3), Sophistication (X4) and Ruggedness (X5).

The objective of this research is to determine the influence of brand personality of Nike on consumer purchase intention. In this regard, according to the results of the hypothesis testing, Nike brand personality has a positive influence on the customers' purchase intentions; it means that positive brand personality of product leads to the increase of consumers purchase intention. The result also shows that competence and sincerity is the most influencing variables to consumer purchase intention on Nike sportswear products.

According to the results of the dimensions of brand personality on Nike consumers' purchase intention, competence and sincerity have the highest factor loading. This means that the consumers trust in the brand, consider it as a successful brand and emotionally has a close link to the brand.

## **CONCLUSION AND RECOMMENDATION**

### **CONCLUSION**

After examining the findings and discussing the result, the conclusions based on this research can be concluded as follows:

1. The result of F-Test shows that the independent variable which are Sincerity, Excitement, Competence, Sophistication, and Ruggedness does influence Consumer Purchase Intention simultaneously as a dependent variable.
2. Sincerity as one of independent variable shows that it does have a significant influence on Consumer Purchase Intention of Nike products partially.
3. Excitement as one of the independent variable shows that it does not have significant influence on Consumer Purchase Intention of Nike products partially.
4. Competence as one of the independent variable shows that it does have a significant influence on Consumer Purchase Intention of Nike products partially.
5. Sophistication as one of the independent variable shows that it does not have significant influence on Consumer Purchase Intention of Nike products partially.
6. Ruggedness as one of the independent variable shows that it does have a significant influence on Consumer Purchase Intention of Nike products partially.

### **RECOMMENDATION**

Based on the result and the conclusion, there are several recommendations that can be concluded:

1. Research results shows that brand personality really does influence the consumer purchase intention, especially sincerity because according to the result findings sincerity is the most influencing variables to consumer purchase intention on Nike sportswear products. Therefore, Nike should maintain their sincerity brand personality in order to keep attracting consumer to buy their products. For example, always give an honest products quality like pricing the products according to the quality of the product itself. Be genuine, show that Nike truly care about the person buying the shoes
2. Excitement surprisingly does not significantly influence consumer purchase intention of Nike sportswear products meaning the consumer did not really see Nike as a fun and exciting brand. Based on the results Nike should improve upon their products like make something different to show that Nike is different from the other competitor.
3. The result shows that competence is one of the most influencing variables to consumer purchase intention on Nike sportswear products. This means that the consumers trust in the brand, consider it as a successful brand. Therefore, Nike just need to keep maintain their competence because this is one of the influencing factors of their brand personality that will keep the consumer want to buy their products.
4. One brand personality factors that Nike should be really improve upon is Sophistication, many consumers did not really consider this as a significant factor that influence their purchase intention of Nike sportswear



products. Meaning compare to the other competitor consumers sees Nike as a regular brand it does not make them look upper class or glamorous therefore, they should make something that differentiate them from others for example like the packaging, and to the style of their advertising they can add some glamorous or high-class impression to the consumers.

5. Although Ruggedness can be categorized successful in influencing the consumer intention to purchase Nike sportswear products, the company should keep improving it for example like making an outdoor event so that the consumer can really see that Nike is a tough and strong brand.

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