THE INFLUENCE OF BRAND PERSONALITY AND SELF-CONCEPT ON BRAND ATTACHMENT OF APPLE PRODUCTS

PENGARUH KEPRIBADIAN MEREK DAN KONSEP DIRI PADA KETERIKATAN MEREK TERHADAP PRODUK APPLE

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Abstract: The aim of this study is to understand the impact of brand personality and self-concept on people's brand attachment of Apple products, as for now Apple products are known to have many great qualities of products on their field. The population of this research is the people in Manado and the quantitative method is used in this research. In order to collect the data, questionnaires were distributed to 100 people in Manado. The result of this research shows that brand personality has positive relationship toward brand attachment with significant influence, and self-concept also has positive relationship toward brand attachment with significant influence

Keyword: brand personality, self-concept, brand attachment.

Abstrak: Tujuan dari penelitian ini adalah untuk memahami dampak brand personality dan self-concept terhadap brand attachment masyarakat terhadap produk Apple, karena saat ini produk Apple dikenal memiliki banyak kualitas produk yang bagus di bidangnya. Populasi penelitian ini adalah masyarakat di Manado dan metode kuantitatif digunakan dalam penelitian ini. Untuk mengumpulkan data, kuesioner dibagikan kepada 100 orang di Manado. Hasil penelitian menunjukkan bahwa kepribadian merek memiliki hubungan positif terhadap keterikatan merek dengan pengaruh signifikan, dan konsep diri juga memiliki hubungan positif terhadap keterikatan merek dengan pengaruh signifikan.

Kata Kunci: *kepribadian merek, konsep diri, keterikatan merek.*

INTRODUCTION

Research Background

Along with the era of business competition and technological development that increase rapidly, branding, nowadays, plays an important role since it not only creates a distinctive impression on consumers, but also informs the consumers and clients on what to expect from the business. Branding, by definition, is the act of giving a company a particular design or symbol in order to advertise its products and services. A brand is the image that a company has created for itself. Branding is a way of distinguishing itself from other and explaining what your offer that makes your brand a better option. Businesses require branding in order to be recognized more frequently. People will notice your business considerably more if it has a great brand than if it does not. If the company doesn't have a consistent brand identity, it won't last long in the minds of customers. Understanding and implementing branding simply entails taking command of the reputation and attempting to shape it. Therefore, it is critical to think about branding from the start of the company. Branding is not an "expensive marketing approach used only by major firms," contrary to popular opinion.

Brand personality is essential, because it provides a method for creating symbolic benefits in a precise way (Heine, 2009). It is easier to communicate with customers when a brand has a personality. A customer's personality attributes can be compared to the personality traits of a brand. As a result, a strong emotional bond is established between the brand and the customer. Many businesses strive to discover a deliberate strategy to build strong relational bonds with their customers since such attachment has a significant impact on brand behaviours. For marketers, a brand's personality is an important part of its image and equity, and it is relevant to the brand's perceived value among consumers (Keller, 1993). Marketers thus see a brand personality as an effective approach to differentiate a brand from its competitors, hence increasing marketing effectiveness.

From the consumer's perspective, brand personality gives self-expressive or symbolic benefits (Aaker, 1999). Consumers frequently use brands to express and establish their personality. Accordingly, brand personality will assist consumers in determining if their self-concept aligns with the brand. Belk (1988) uses the terms "self," "sense of self," and "identity" as synonyms for how a person subjectively perceives who he or she is. He views consumers as possessing a core self that is expanded to include items that then become part of the extended self. Through a connection between a consumer's unique self and what the brand means for the consumer, self-concept focuses on personal identification rather than group identity through the interaction between a consumer and a brand.

Because consumers have more choices about who they want to be and what sort of life they want to live, they have a harder time building and keeping a clear sense of self. Apple Inc. is currently one of the most valuable companies in the world, with a presence in every part of the world. Apple has diversified over the years and is currently active in a number of tech-related areas, including computers (Mac), smartphones (iPhone), and watches (Apple Watch), tablets (iPad), Apple TV and so on. However, Apple does not hold the largest market share. Apple faces competition from other smaller companies that have improved their products to tap into the market. Apple's competitors produce products similar to those of Apple, but they market their products with lower prices in order to gain customers who want to experience using good quality gadgets, but at a cheap price.

Apple's price tag considered higher than other companies. Apple creates features of their products with high quality and based on their standard. Therefore, Apple set their price in high prices, but consumers still buy Apple products because of the quality that makes the product worth to buy. Apple Inc' co-founder, Steve Jobs, proclaimed Apple's first marketing brochure back in 1977, "Simplicity is the ultimate sophistication." Apple's brand is currently regarded as one of the best in the world, and its personality may be defined as high end and sophisticated. High-end because, in the current state of things, Apple's products are typically sold at higher prices than other smartphones or electronic devices; sophisticated can be seen from its logo, product design that futuristic and elegant. The brand personality of these items is already well-known around the world; this makes sense because Apple is attempting to reach out to people who have a strong self-concept.

Current situation proves there are many people have that strong selfconcept. Several people consider prestige as one of their needs rather than wants. This may affect in buying Apple products that can enhance their public image or strengthen their status in the society. It can be seen that the personality of the brand matches the self-concept. However, the measure to which people express their needs and wants is unknown. Also, there are still some unanswered questions concerning how individuals might be attached and willing to genuinely try to purchase products because they have an emotional attachment and a desire to possess products that are in line with their value. It is possible that these two variables have a close relationship in terms of brand attachment; however, it is also possible that they do not. Based on the problem background above, therefore, this study will be conducted with the title of: "The Influence of Brand Personality and Self-Concept on People's Brand Attachment of Apple Products".

Research Objectives
1. To find out the influence of brand personality on brand attachment of Apple products.
2. To find out the influence of self-concept on brand attachment of Apple products.
3. To find out the influence of brand personality and self-concept on brand attachment of Apple products simultaneously.

THEORITICAL FRAMEWORK

Marketing
Kotler and Armstrong (2006) broadly defined marketing as "a social and managerial process by which individuals and group obtain what they need and want through creating and exchanging value with other.

Marketing is the process by which companies create value for customers and build strong and profitable relationships in order to capture value from customer in return. Marketing involves satisfying consumer need. If the marketer understands consumer needs, develop products that provide superior value and prices, distributes, and promotes then effectively, the product will sell very easily." Marketing is not trying to sell customer something; rather, it is providing customer with something they value. The objective of marketing is to create and manage customer relationships for the benefit of the organization and stakeholders.

Brand Personality

The most commonly used definition of brand personality is "the set of human characteristics associated with a brand" (Aaker, 1997). Brand personality has a symbolic or self-expressive role, and the symbolic meaning and emotional connections help in the creation and maintenance of significant consumer–brand relationships (Aaker, 1997). Brand personality is being used by various brands throughout the world right now; according to the definitions above, brand personality may be considered the persona of a particular brand.

Self-Concept

According to Rosenberg in Sirgy (1982), self-concept is the totality of the individual's thoughts and feelings having reference to himself as an object. The self-concept is the totality of all the beliefs an individual hold about himself. It is the way they define themselves. Brands act as symbols, means through which consumers can express their identity and interact easier with others of similar interests (Sirgy, 1982).

Brand Attachment

Extended research in marketing (Kleine III, Kleine, dan Kernan 1993) suggests that attachments can extend beyond the person–person relationship context. Attachment for common is known for the concept of relationship within human beings; in this scenario human beings develop sense of feelings with other and thus create many types of attachment in the end. An attachment object becomes connected to the self when it is included as part of the consumer's self-concept. This relationship perspective differs sharply from a trait perspective on attachment where attachment reflected an individual difference variable characterizing one's systematic style of connection across relationships over time.

Previous Research

Huang, Zhang, and Hu (2017) investigated whether DBP tends to match tourists' ideal self or conforms more to the actual self during the DBA development process. The conceptual model is empirically tested with a sample of Chinese independent tourist's inYangshuo, China, a popular destination for this market segment. In addition to identifying the four DBP dimensions relevant to Yangshuo, the most important findings of this study rest on the mediating role of self-congruence between DBP and DBA

Chinomona, Okoumba, dan Pooe (2013 examined the influences of the quality of electronic gadgets on students' perceived value, trust and their intention to purchase. In view of this research gap, five posited hypotheses are empirically tested using a sample of 151 in South Africa. The results supports all the posited hypotheses except hypothesis four which although positive as postulated, is insignificant.

Mahuda (2017) aimed to figure out the influence of brand personality and brand trust on purchasing decisions of Meccanism Boutique. The indicators that used to measure the brand personality are sincerity,excitement,competence,and sophistication. The data processing is done through Structural Equation Modeling (SEM) approach with a sample of one hundred respondents. The results showed that there is a positive influence of brand personality on the brand trust, and there is an influence of brand trust on purchasing decisions, and indirect influence of brand personality on purchasing decisions through the brand trust. While directly, the brand personality is not proven to have an effect on purchasing decisions.

Conceptual Framework
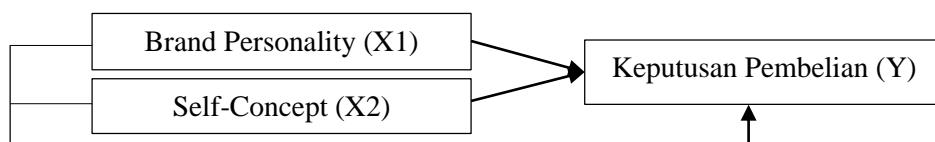
Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis
The hypothesis of this research are:

H_1: There is a partial influence of Brand Personality on Brand Attachment of Apple products.

H_2: There is a partial influence of Self-Concept on Brand Attachment of Apple products.

H3: There is a simultaneous influence of Brand Personality and Self-Concept on Brand Attachment of Apple products.

RESEARCH METHOD

Research Approach
This research is using a quantitative approach. As stated by Aliaga and Gunderson (2002), quantitative research is explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistic).

Population and Sample
Sekaran (2003) stated that population refers to all groups of people, events, or things that make the researchers interested in being analyzed in a study. Any sample is relevant if it permits operationalization within domain of the theory. Therefore, the population of this research is Apple users in Manado. Sekaran and Bougie (2010) mentioned that sample is the subset or subgroup of population. If it is not possible to learn all of the population due to distance, and lack of time and manpower, then a small part of the population is chosen to represent the whole population. The sample will be 100 people in Manado that use Apple products.

Data Collection Method
To collect the research data, primary data and secondary data will be used in this research. The primary data is collected by researchers to answer the research questions. The primary data of this study were taken from questionnaires. Secondary data according to Sugiyono (2010:137) is data source that provides data to the indirect collecting the data, for example through another person or through documents

Operational Definition of Research Variables
1. Brand Personality is defined as the stage of brand development, which means that brand reflect the personality of the company. In this case Apple has a unique brand personality which are high-end and sophisticated. (Indicators: Sincerity, excitement, competence, sophistication, ruggedness)
2. Self-Concept is the totality of the individual's thoughts and feelings having reference to himself as an object. (Indicators: Actual self, ideal self, social self, ideal social self, perceived reference)
3. Brand attachment is an emotionally charged bonding between consumers and brand and essential foundation to successful brand management. It also refers to the strength of the cognitive and affective bond connecting the brand with the self in a symbolic manner. (Indicators: Self-congruity, experience, reputation, trust, perceived quality).

Data Analysis Method
Validity and Reliability Test
Validity means the extent of accuracy and accuracy measuring instrument in carrying out its measuring function. Reliability is a set of the same object is measured many times with the same measuring instrument will get the same result.

Multiple Linear Regression Analysis
Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y   : Purchase Intention

α : Constant

X_1 : Attractiveness

X_2　　　　　: Trustworthiness
X_3　　　　　: Expertise
$\beta_1, \beta_2, \beta_3$　: Regression coefficient
e　　　　　　: Error term

RESULT AND DISCUSSION

Result
Validity Test and Reliability Test
　　　　Validity testing was carried out with the help of a computer using the IBM SPSS Version 26 program. Validity testing was performed on 100 respondents in this study. The questionnaire is valid if r $_{count} \geq$ r $_{table}$, and if r $_{count} \leq$ r $_{table}$, the questionnaire is not valid. All questions for the variable the training method have a valid status, because the value of r_{count} (Corrected Item-Total Correlation) > r_{table} of 0.196. Cronbach's alpha is a reliability coefficient that indicates how well the items measuring a concept are positively correlated to one another; the questionnaire is reliable if the value of Cronbach's Alpha is greater than 0.6. All the items have the value greater than 0.6 it means that the questionnaire is reliable and can be distributed to respondents for use as a research instrument.

Classical Assumption Test
Normality Test
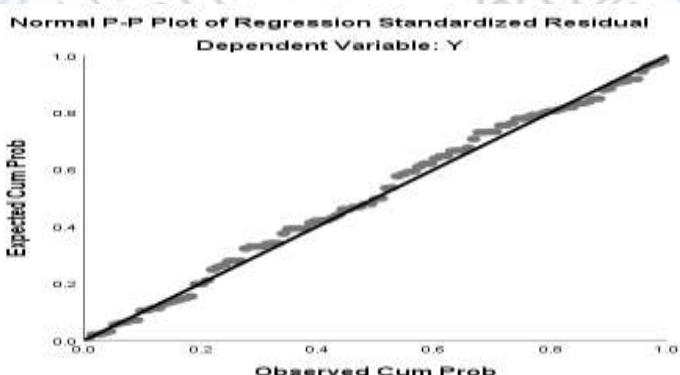
Figure 2. Normality Test
Source: SPSS Output (2022)

　　　　Figure 2 shows that the dots spread near the line and follow the diagonal line of Normal P-Plot. Therefore, it means the data in this research is normally distributed.

Heteroscedasticity Test
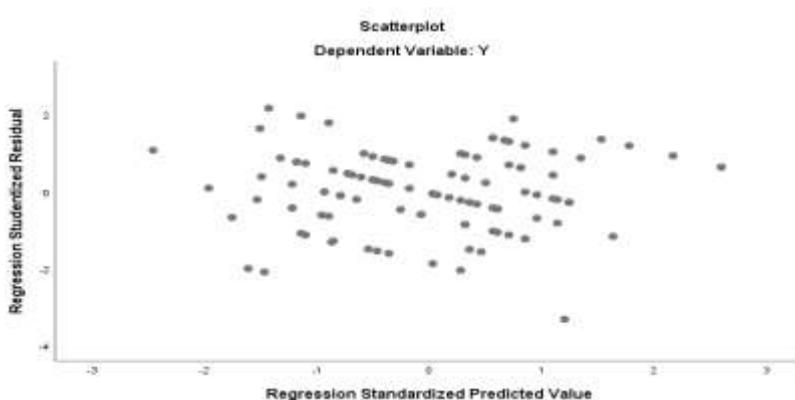
Figure 3. Heteroscedasticity Test
Source: Data Processed (2022)

Figure 3 shows the result of heteroscedasticity test using scatterplot the dots in the scatterplot spread above and below 0 in Y axis and not form in a clear pattern. It means that there is no heteroscedasticity in this regression model and can be used to predict the influence between dependent variable and independent variable.

Multicollinearity Test
Table 1. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistic	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	8.950	1.782			
	X1	.440	.083	.439	.967	1.034
	X2	.161	.047	.283	.967	1.034

Source: SPSS Output (2022)

Multicollinearity test is used to test if there is correlation between independent variable in regression model or not. This research use Variance Inflation Factor (VIF) to see the symptoms of multicollinearity. Table 1 shows the result of multicollinearity test using Variance Inflation Factor (VIF). The tolerance of two independents variable that are brand personality (X1) and self-concept (X2) same that is 0.967 and also the value of Variance Inflation Factor (VIF) is 1.034. Both the variables have tolerance value >0.100 and VIF value <10 which means that there is no multicollinearity in this research.

Multiple Linear Regression Analysis
Table 2. Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.950	1.782		5.021	.000
	X1	.440	.083	.439	5.329	.000
	X2	.161	.047	.283	3.434	.001

a. Dependent Variable: Y
Source: SPSS Output (2022)

From the result in the table 2 can be shown through the regression equation as follows:
$$Y = 2.390 + 0.291X1 + 0.281X2 + 0.196X3 + e$$

Table 2 shows the result of Multiple Linear Regression Analysis, the influence of independent variables (X1 and X2) on dependent variable (Y). The unstandardized beta coefficient value will be explained below:
1. The constant value of 8.950 means that all the independent variables equal to zero
2. Regression coefficient of Brand Personality (X1), then the Brand Attachment (Y) is increasing by 0.440 assuming the other variables are constant.
3. Regression coefficient of Self-Concept (X2) is 0.161 means if there is one unit increase in Self-Concept (X2), then the Brand Attachment (Y) is increasing by 0.161 assuming the other variables are constant

Table 3. Correlation Coefficient and Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.564[a]	.318	.305	1.663

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y
Source: Data Processed (2022)

Table 3 shows the result of Correlation Coefficient and Coefficient of Determination to measure the correlation between variables in this research. The coefficient correlation (R) value is 0.564. It means that the correlation relationship between all independent variables, Brand Personality (X1) and Self-Concept (X2) with the dependent variable, Brand Attachment (Y) is 0.564. If the coefficient correlation value tends to be close to 1, it means there is tightly relationship between independent variables and dependent variables. The coefficient of determination (R^2) measures the ability of a model in explaining the variation of dependent variables. The value of R^2 is 0.318 means that the 31.8% variation of Brand Attachment (Y) is explained by the variation in Brand Personality (X1) and Self-Concept (X2). The rest 68.2% is influenced by other variable which is not explained in this research. Adjusted R square value is 0.305 means 30.5% variation of dependent variable can be explained by two independents variable which is used in this research. The rest 69.5% is explained by another factor which is not discussed in this research

Table 4. T-Test Result

T-Test Result

Model		t	t_{table}	Sig.	Status
1	(Constant)	5.021		.000	
	X1	5.329	1.98	.000	Accepted
	X2	3.434	1.98	.001	Accepted

a. Dependent Variable: Y
Source: Data Processed (2022)

Hypothesis Testing

T-table used for comparison is found at the level of significant of 0.05, which is at the confidence level of 95% ant the value if $t_{table} = 1.98$, which indicates that $t_{count} > t_{table}$.

1. The t_{count} of Brand Personality (X1) is 5.329 and t_{table} of Brand Personality (X1) is 1.98, which indicates that $t_{count} > t_{table}$. This confirms that Brand Personality (X1) has significance influence on Brand Attachment (Y) partially. Thus, the first hypothesis (H1) is accepted.
2. The t_{count} of Self-Concept(X2) is 3.434 and t_{table} of Self-Concept (X2) is 1.98, which indicates that $t_{count} > t_{table}$. This confirms that Self-Concept (X2) has significant influence on Brand Attachment (Y) partially. Thus, the second hypothesis (H2) is accepted.

F-Test
Table 5. F-Test Result

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	133.933	2	66.966	24.205	.000[b]
	Residual	287.731	104	2.767		
	Total	421.664	106			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1
Source: SPSS Output, 2020

Based on the table 5 it shows the result of F-test in ANOVA output using the level of significance of 5% ($\alpha=0.05$). On the table, the significant level is 0.000 means below 0.05. Based on the result, it means that Brand Personality (X1) and Self-Concept (X2) as independent variables have significant influence on the Brand Attachment as dependent variable simultaneously. The third hypothesis (H3) that states Brand Personality (X1) and Self-Concept (X2) have significant influence toward Brand Attachment (Y) simultaneously is accepted.

Discussion
Brand Personality and Brand Attachment

Brand personality is important, because it offers a systematic approach to create symbolic benefits (Heine, 2009). For marketers facing today's global consumer markets, brand personality is an efficient way of creating and building a connection with consumers worldwide. A well established brand personality is thought to impact consumer purchase decisions (Freling, Crosno, dan Henard, 2011) and increase emotions in consumers (Swaminathan, Stilley, dan Ahluwalia, 2009). In the end According to the result of research conducted using tests,

such as Ftest and t-test, it was discovered that Brand Personality indeed has significance influence toward Brand Attachment. This research is complementary with the research done by Tong, Su and Xu (2018) that concluded that Brand Personality strongly and positively impact Brand Attachment. This research also discovered that Brand Personality has significance influence toward Brand Attachment on Apple Products. People in Manado find that Brand Personality is important in order to gain emotional trust and sense of attachment in order to create a specific Brand Attachment. The respondent of this research are people with specific requirements in which emphasize more toward the Brand's personality rather than its function; meaning that they will eventually look forward toward how the brand will perceive themselves. Brand personality will eventually represent a value or movement in order to gain trust. Thus, making people feel the Brand have similarity with them. At the end of the day; it proves that Brand Personality play a big role for people in Manado to be attached to a certain brand in this case Apple Products. These explanations prove further more about how Brand Personality does have impact toward Brand Attachment.

Self-Concept and Brand Attachment

In this era consumers will not only choose products that match their expectation in term of usage; but also about how the products of brand match with their own self-concept. Through this research, it is discovered that Self-Concept has significant influence toward Brand Attachment. Self-Concept will push consumer to search for brand that fits the concept of their own self. Self-concept will eventually occur when the person finds the right brand; in this case toward Apple Product. This finding shows that people in Manado see Apple products having a sense of familiarity with themselves; thus in the end creating Brand Attachment toward Apple product. The current status quo of Apple product is the brand trying to emphasize more toward their brand rather than their product; therefore, as of now Apple only sell same products with only minor add-ons within their new release. It is important to be noted that Apple does not try to amplify the current products but to more into strengthen their current brand; in which currently in line with the Self-Concept of people in Manado. By having the Self-Concept matched with the current status quo of Apple brand; Brand Attachment can be achieved such as in the finding of this current research. This study is in accordance of Malär et al. (2011) that actual self-congruence has the greatest impact on emotional brand attachment.

CONCLUSION AND RECOMMENDATION

Conclusion

After processed the data obtained, based on the result of this study conducted to analyse the influence of Brand Personality and Self-Concept on People's Brand Attachment of Apple Product, the researcher found some conclusions as follows:

1. Brand personality has positive correlation and significantly influence brand attachment of Apple Products within people in Manado. Meaning that Brand Personality can be one of the deciding factors of brand attachment for the community.
2. Self- Concept has a positive correlation and significantly influences Brand Attachment of Apple Products within people in Manado. Meaning that Self-Concept of a person and a brand can be correlated in order to gain brand attachment of a certain brand, in this case Apple product.
3. Brand Personality and Self-Concept have significant influence on Brand Attachment of Apple Products within people in Manado. Meaning that both variables will give influence toward Brand Attachment of Apple products; both can have the same and exact effect.
4. By looking at the conclusion of the research; it can be stated that the two main variables which are Brand Personality and Self-Concept have influence toward Brand Attachment on Apple Products within people in Manado. It means that there is high tendency for the people to be attached toward a brand by looking at the personality of the brand and also the sense of relatable between the students and brand.

Recommendation

1. Based on the conclusions above, the marketer should take into consideration about what sort of personality do the consumers want and carefully set the branding strategies according to the expected personality. The marketer should have a better understanding about the consumer's preference; then discover ways to make the consumer feel that the brand can help them to bring out their self-concept. By having the sense of relatable;

consumers will have more tendencies to buy the products. It would be better if marketer find effective approach to convey their brand so it can be in-line with the consumers' self-concept.

2. The future researchers may have more samples and have specific requirement of samples, also can develop this research by using other independent variables or other factors that influence brand attachment for the better research.

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