

## The Influence of P Brand Image to The Buying Interest Moderated by Extrovert Personality Type

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**ABSTRACT.** The brand image is also regarded as the opinion and trust of consumers in the quality of the products produced by the organization and the honesty of the organization in the products offered to consumers. This study involves 100 students of University of Muhammadiyah Malang as research subjects (Male = 30 Female = 70). Subjects are given the scale of the brand image, extrovert personality, and their buying interest. From the result of moderated regression analysis in table 1 model 3 obtained that (X) variable which is brand image is negative but has no significant effect to (Y) variable which is buying interest which moderated by extrovert personality (Beta: -2,238, P> 0,005).

**Keywords:** Brand image, buying interest, extrovert personality.

### Introduction

In every business activity, the aim of getting maximum profit in order to maintain the existence of the company admits the competition is basically wanted. Companies must be able to satisfy the needs and desires of consumers to get profit. Business in distro has been increasing at this time, it results in very competitive business. Thus, to be able to maximize the performance of the company is in high demand. Companies must survey and understand the needs and wants of potential customers. Competition is increasingly tight, therefore, every company needs to make improvement and raise uniqueness to attract consumer buying interest.

According to Durianto and Liana (2004, understanding buyer's interest is something related to consumer's plans to buy certain products as well as how many units of products needed at a certain period. Companies are

always required to innovate so that consumer buying interest is maintained and increased. Attracting consumer buying interest can also be done by providing a pleasant store atmosphere for consumers, promotions, discounts or door prizes and easily accessible store locations.

Consumer use and purchase of any product depends largely on the perception of the product. Perception develops through how effectively the product is already marketed. These days the companies put their best efforts in marketing to gain customer's attention and a positive impression in the minds of customers (Dickenson 1994), consumer perceptions are also identified by the color, shape, and taste of the product.

The brand image is also perceived as consumer opinion and trust in the quality of products produced by the organization and also depends highly on the organization's honesty in products offered to consumers (Aaker, 1997; Cannon, Perreault, & McCarthy, 2009). The analogy states that if consumers think that the organization has a consumer-oriented perspective, so that consumers have confidence in the brand over the brand image (Delgado-Ballester & Munuera-Aleman, 2005). Most

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studies like Srivastava, Fahey, and Christensen (2001) consider brand trust as a market-based asset that is interconnected because it lies in brand relationships. At the same time, the emergence of external relations in marketing as a starting point in a study conducted by researchers or marketing practitioners suggests that trust is a key factor in the relationship between customers and brands (Morgan & Hunt, 1994).

The brands' strength lies in consumer perception (Keller, 2000, p.157). The inherent brand image meaning is mental configuration and analysis management; while image formation is influenced by internal and external factors. Internal factors are consumer characteristics (Koubaa, 2006). External factors are product features and perceptions of brand image (Meenghan, 1995).

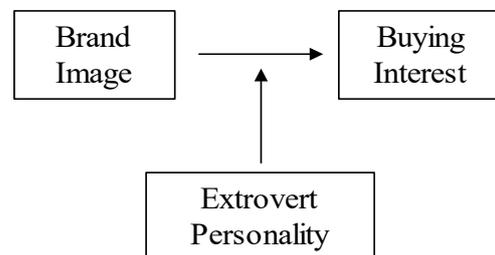
According to Delgado-Ballester and Munuera-Aleman (2005), interest in brand trust is conceptual and theoretical and very few empirical studies are conducted to assess brand trust. Chaudhuri and Holbrook (2001) masked the lack of brand trust studies by saying that brand role can increase trust toward brand.

The buying process is a combination of mental and physical activity that ends with actual purchases almost daily (Sheth & Mittal 2004). It is therefore interesting to learn the connections between "what we buy" and "why we buy it". In this case, brand image plays a major role in customers' decision making. There are many factors or attributes that influence consumer views and decisions. In improving today's competitive market, consumers differ in their perceptions; they will certainly continue to provide different perceptions for each particular brand and often have to make a choice among various products or brands. In such circumstances, their final decision depends on the perception they associate with the brand to be purchased.

Brown and Dacin (1997), Ellen et.al (2000) Sen and Bhattacharya (2001) have not produced consistent results on the positive factors that influence consumer perceptions about public relations (PR). Some studies suggest that inconsistent results may be due to moderators such as brand associations. However, the existing brand image especially that has a negative impact on the brand image, the effectiveness of the PR has received very little attention to find out, it is necessary to take into account the separate effects of positive

and negative brand image when analyzing the PR results. For example, the action done by tobacco giant Philip Morris. The company spent \$ 75 million on PR charity contributions in 1999, and then launched a \$ 100 million in advertising campaign to publish them. Not surprisingly, there are doubts as to whether the approach really works or only raises public cynicism about the company's motives (Porter and Kramer, 2002). In the case above, the unfavorable image of the company was caused by a negative effect on their attitude. It can be suggested, therefore, that brand image plays an important role in building a good perception, so that potential customers have a positive picture on the brands offered.

From the description above, problems are formulated in this research. Is there any effect of brand image on buying interest? Is there any effect of brand image on buying interest after being moderated by extrovert personality type? The purpose of this research is to determine the effect of brand image on buying interest and know the effect of brand image on buying interest after the moderation extrovert personality type.



Picture 1. Thinking Framework

## Research Methods

### Subject

Samples as many as 100 students of University of Muhammadiyah Malang are taken, they are 70 females and 30 males, with the subjects' age ranged 18 – 21 years old. The sampling technique used is non probability sampling, particularly cluster sampling—which is sampling technique that specify a certain amount evenly from each specified strata, taking 100 subjects with error rate of 5% of total number of populations (Sugiyono, 2005). The entire sample consists of 100 students from different faculties.

**Instrument**

Multidimensional consumer-based brand equity scale is adapted from Yoo and Donthu, (2001). There are 10 items in this instrument and indicators used to measure brand image are: 1. Brand loyalty 2. Perceived quality 3. Brand awareness / associations. Measuring values are from 1 to 5, with alternative answers of Strongly disagree (STS), Disagree (TS), Fairly Agree (CS), Agree (S) and Strongly Agree (SS).

Measuring buying interest is adapted from Karmela and Junardi (2009: 102) consisting of 9 items with indicators of buying interest: a. Attention (attracting attention) b. Interest (giving more interest) c. Action (making a purchase) d. Satisfaction (causing satisfaction), with validity ranging about 0.378. While the reliability for this test is 0.840.

Measuring tool to measure the extrovert personality variable in this research is the big five personality scale revised by Ramdhani (2012). In this study, the researcher used this tool to measure extrovert personality levels in individuals. An example of a statement of this scale is "I am someone who is easily melancholic." This measurement uses Likert scale with five choices of answers that are strongly agree, agree, neutral, disagree, and strongly disagree. This scale consist of eight items with validity ranging from 0.378 to 0.760. While the reliability for this test is about 0.848.

*Procedures and Analysis of Research Data*

This research begins with looking for instruments or Likert scale of brand image, buying interest and extroverted personality. Then the researcher does the scale distribution in accordance with the target subject who has been determined. After all the data collected, the researcher proceeds to test the validity and reliability of the items as well as measuring the items using the regression analysis method through the SPSS 21 software.

**Research result**

Based on the regression analysis in table 1 model 1 it shows the result of insignificant influence between variable (X) which is brand image to variable (Y) which is buying interest (Beta: -0,128, P:> 0,005).

Table 1. Regression Test Results

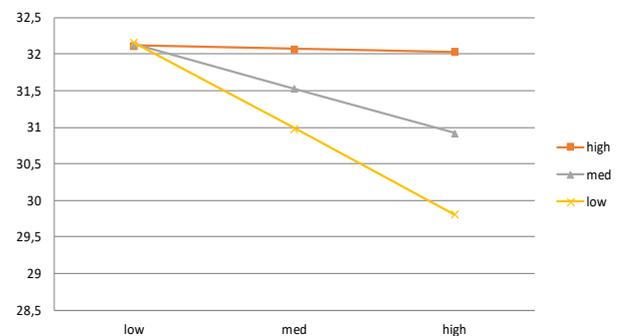
| Model |            | Coefficients <sup>a</sup>   |            |                           |        |      |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
|       |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. |
|       |            | B                           | Std. Error | Beta                      |        |      |
| 1     | (Constant) | 36,110                      | 3,544      |                           | 10,189 | ,000 |
|       | B_I        | -,110                       | ,086       | -,128                     | -1,280 | ,203 |
| 2     | (Constant) | 42,862                      | 5,444      |                           | 7,874  | ,000 |
|       | B_I        | -,126                       | ,086       | -,146                     | -1,470 | ,145 |
|       | K_E        | -,190                       | ,117       | -,162                     | -1,625 | ,107 |
| 3     | (Constant) | -18,014                     | 38,115     |                           | -,473  | ,638 |
|       | B_I        | 1,362                       | ,926       | 1,585                     | 1,471  | ,145 |
|       | K_E        | 1,717                       | 1,187      | 1,461                     | 1,446  | ,151 |
|       | MODERASI   | -,047                       | ,029       | -2,238                    | -1,613 | ,110 |

a. Dependent Variable: M\_B

While on the regression analysis in table 1 model 2, it is found that variable (X) which is brand image and moderation variable which is extroverted personality are simultaneously have negative effect to variable (Y) which is buying interest but not significant (Beta: -0,146 & -0,162, P:> 0,005).

From the regression analysis of moderation in table 1 model 3 resulted a decision that variable (X) which is brand image has negative result but not significant effect to variable (Y) which is buying interest which moderated by extrovert personality (Beta: -2,238, P> 0,005).

Chart 1



**Discussion**

The results of this study indicate if the brand image has a negative effect on interest in students' buying interest (p = 0.203). This study is not in line with the research conducted by An-Tien Hsieh & Chung-Kai Li (2007) that the effect of PRP on loyalty is stronger and more significant when the brand image is profitable. Consumer's perceptions of the PR shows that the higher the perception of the consumer to the PR, the higher the customer loyalty (Moss et al., 1996).

Based on the description above, it can

be seen that the brand image should have a positive effect on buying interest. This finding is in contrast to the initial hypothesis presented by the researcher. Regression test results that put the extrovert personality as a variable that moderate the influence of brand image on buying interest indicates that brand image moderation will further strengthen the influence on buying interest.

Brand Image is a representation of the overall perception of the brand and is shaped from the information and past experience of the brand. Consumers who have a positive image of a brand will be more likely to make a purchase.

### Conclusions and Implications

Based on the conducted research it can be concluded that the brand image cannot be a predictor in the students' buying interest. Meanwhile, when the extroverted personality variable is placed as a moderating variable, the strength of the relationship becomes negative. In this case, the brand image does not significantly affect the buying interest in the students.

The implications of this study explain if the placement of extroverted personality as a moderating variable will reinforce the influence of brand image on buying interest. These findings are expected for further researchers to be able to develop other variables in the future such as brand awareness variable as moderation variable or by using brand loyalty variable as a mediation variable in the influence of brand image on buying interest.

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