The Effect of Self Congruity and Brand Personality on Brand Loyalty

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Abstract

Adventure has become a popular means of entertainment in Indonesian society, and there has even been a lifestyle trend among millennials, such as exploring the forest, exploring nature on motorbikes, camping, along rivers, climbing mountains, exploring beaches, and visiting various other natural attractions. also supported by geographical conditions and natural wealth that attract travelers and adventurers. This phenomenon creates business opportunities because these activities require adequate facilities and equipment. However, because business competition is getting higher, it is even more difficult to retain consumers. Brand development is very influential for all types of products that are consumer needs, especially equipment and needs for outdoor activities, because often brands are associated with human personality traits. The purpose of this study was to examine and analyze the effect of Brand Personality and Self Congruity variables on brand loyalty of adventure products from Indonesian brands Eiger, Consina, Avtech, Kalibre. The analytical method used is multiple linear regression using the SPSS (Statistical Product and Service Solution) application tool. The test results show that the Brand Personality variable with a regression coefficient of 0.404 and a significance of 0.001 <0.005 has a positive and significant effect on the Brand Loyalty variable, while the Self Congruity variable with a regression coefficient value of 0.080 and a significance of 0.508 > 0.05 does not significantly affect the Brand Loyalty variable. The purpose of this study was to examine and analyze the effect of Brand Personality and Self Congruity variables on brand loyalty of adventure products from Indonesian brands Eiger, Consina, Avtech, Kalibre. The analytical method used is multiple linear regression using the SPSS (Statistical Product and Service Solution) application tool. The test results show that the Brand Personality variable with a regression coefficient of 0.404 and a significance of 0.001 <0.005 has a positive and significant effect on the Brand Loyalty variable, while the Self Congruity variable with a regression coefficient value of 0.080 and a significance of 0.508 > 0.05 does not significantly affect the Brand Loyalty variable. The purpose of this study was to examine and analyze the effect of Brand Personality and Self Congruity variables on brand loyalty of adventure products from Indonesian brands Eiger, Consina, Avtech, Kalibre. The analytical method used is multiple linear regression using the SPSS (Statistical Product and Service Solution) application tool. The test results show that the Brand Personality variable with a regression coefficient of 0.404 and a significance of 0.001 <0.005 has a positive and significant effect on the Brand Loyalty variable, while the Self Congruity variable with a regression coefficient value of 0.080 and a significance of 0.508 > 0.05 does not significantly affect the Brand Loyalty variable.

Keywords: *Brand Personality; Self Congruity; Brand Loyalty*

Introduction

Recently, there has been a trend among millennials for the lifestyle of exploring the forest, exploring nature on motorbikes, camping, following rivers, climbing mountains, exploring beaches, and visiting various other natural attractions. Thus, adventuring has become one of the popular means of entertainment among Indonesian people. Geographical conditions and natural wealth that attract travelers and adventurers encourage them to do fun activities, calm the mind, and stimulate adrenaline. This creates business opportunities for providing outdoor activities because these activities require adequate facilities and equipment(Sustainable, 2020). It is known, outdoor equipment products are indeed very competitive in terms of function, technological sophistication and brand, shape, capacity, color, and durability. Outdoor equipment meets all the physical needs of consumers while out in nature, such as clothes, tents, knives, headlamps, field shirts and trousers, flashlights, ropes, carbiners and many more(Alidesta, 2015).In Indonesia, there are many brands that are able to provide outdoor activity equipment and needs, some of which are Eiger, Consina, Kalibre and Avtech.(Sustainable, 2020). Some of the most popular well-known brands of adventure products from Indonesia, namely Eiger in first position, Consina in second position, Avtech in third position, Cartenz in fourth position and Kalibre in fifth position(Yusnaidi & Rabiqy, 2016). Equipment brands from Indonesia that are included in 20 global brands are mentioned in the media, including Eiger, Consina, and Avtech (Princess, 2021).

Due to the increasingly high business competition, it is becoming increasingly difficult to retain consumers, as evidenced by the increasing number of product alternatives that consumers can choose from. Brand development is very influential for all types of products that are consumer needs, especially equipment and needs for outdoor activities because brands are often associated with human personality traits. Customers tend to identify the brand personality of a product with their personality. So as to create a strong bond between the customer and the brand(Yusnaidi & Rabiqy, 2016). Personality is an important factor for consumers in choosing a brand. The brand chosen is generally by his personality. Therefore, brand personality offers a function of self-expression and symbolization. Personality is an apt metaphor for brands based on the idea that consumers develop an affinity for brands that have personalities similar to theirs. Not only because of its functional value but when consuming a brand, consumers also want to be able to increase the suitability of their self-concept through the symbolic meaning of the product. That way, consumers will transfer the meaning associated with the brand to themselves, so that they can help shape a person(Ahmad & Thyagaraj, 2015).

Self-congruity is a psychological process of consumer engagement with their perception of a product or brand and their self-concept. If consumers have conceptualized themselves, basically consumers will be motivated to consume brands that can satisfy their personality. Brand managers should consider the quality of the brand relationship and consumer congruity with the brand Self Congruity as important predictors of Brand Loyalty.(Majid et al., 2018).Self Congruity and Brand Personality positively influence Brand Loyalty directly and indirectly through functional suitability, product involvement, and quality of brand relationship with consumers. Managers should strive to create positive customer-brand interactions to build strong emotional bonds between consumers and brands which in turn contributes to brand loyalty (Mabkhot et al., 2017)

Literature Review and Hypothesis Formulation

Brand Personalities

Brand personality is a way to add to the attractiveness of the brand in the eyes of consumers. Consumers themselves may have different preferences for each brand and product that are tailored to their own brand personality and personal characteristics. Brand Personality plays an important role in the success of a brand, which causes customers to feel the brand personality and develop a stronger

relationship with the brand(Yusnaidi & Rabiqy, 2016). A strong and compelling brand personality, when executed well, serves as an important source of differentiation and brand strength. A strong and consistent Brand Personality can entice people to consume the brand because they feel personally associated with that Brand Personality(Mabkhot et al., 2017).

Self Congruity

A person's self-concept refers to the thoughts and feelings of the consumer as a whole who assumes himself as an object. Consumers tend to prefer products or brands with personalities that match their self-concept. The theoretical basis for this assumption is in the social psychology literature related to interpersonal attraction(Ahmad & Thyagaraj, 2015). Self-congruity is a significant predictor in determining aspects of post-purchase consumer behavior such as satisfaction (Yusnaidi & Rabiqy, 2016). This individual's view of self is related to physique, individual characteristics, and self-motivation. If consumers have conceptualized themselves, they will be motivated to use product brands that will satisfy their personality. Consumers buy a product not only for its material benefits but also to consume the symbolic meaning of the product (Hanggara et al., 2015).

Brand Loyalty

Brand loyalty is consumer consistency in choosing a brand for a product and making repeated purchases. Consumers with high loyalty make repeated purchases and strongly commit to the brand(Erdoğmuş & Büdeyri-Turan, 2012). Loyalty is also defined as a deeply held commitment to rebuy or patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior. Since acquiring new customers can be very expensive for companies, acquiring loyal customers is in their best interest(Mabkhot et al., 2017).
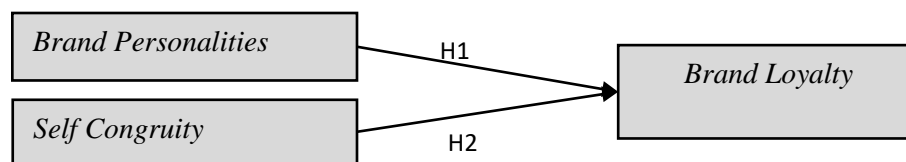
Figure 1. Conceptual Framework

H1 : *Brand Personalities* significant effect on Brand Loyalty
H2 : *Self Congruity* significant effect on Brand Loyalty

Research Methods

In this study, the comparative causal method was used with the ex post facto type, namely the type of research on data collected after facts or events occurred, so researchers could identify these facts or events as the dependent variable. A total of 100 people were sampled. The research method used is non-probability sampling with a purposive sampling technique which does not provide equal opportunities or opportunities for respondents. each element of the population to be selected as a sample with certain considerations. The population in this study are consumers or users of products from Eiger, Consina, Avtech, caliber who meet the criteria; over 17 years old and domiciled in the city of Surabaya; Have purchased Eiger, Consina, Avtech, caliber more than twice; Have traveled or used outdoor activities using goods from the brands Eiger, Consina, Avtech, caliber more than twice.

Analysis and Discussion

Based on the sex characteristics diagram in Figure 2, male respondents dominate with a total of 55 findings with a percentage of 55%, while the female sex is only 45 people with a percentage of 45%. The ages of the respondents ranged from 17-40 years old, dominated by 32 people in the 24-year age group and 22 people in the 25-year age group.

Figure 2. Respondent Demographics
Source: Processed data, 2023

It can be seen that the respondents who were met were dominated by groups of respondents with the private employment status of 48 people. Figure 3 below shows that most of the adventure products owned by most respondents were the EIGER brand with a percentage of 87%, while the Consina brand was 20%, Kalibre was 17%, Avtech was 7% and the rest were other brands.

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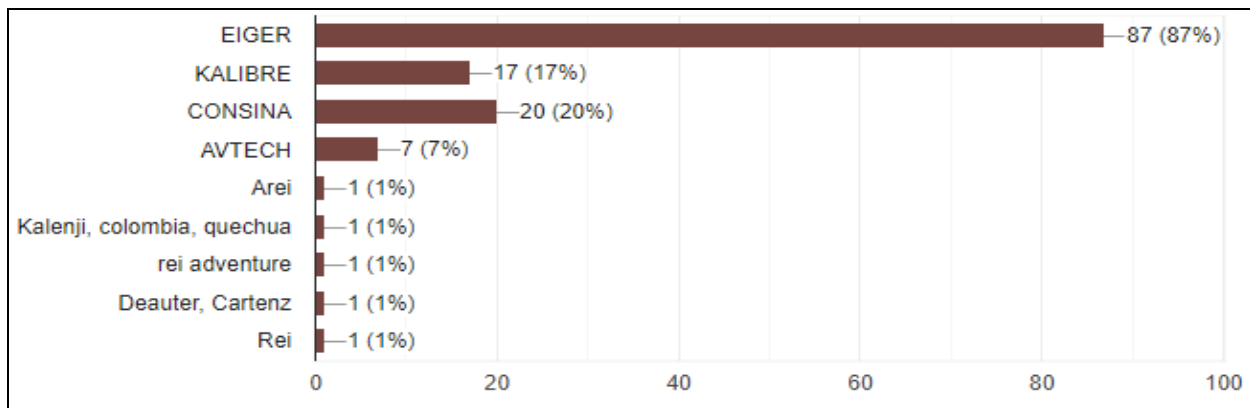

Figure 3. Graph of brands owned by respondents
Source: Processed data, 2023

The data analysis technique in this study is quantitative data analysis, by classifying data based on variables and types of respondents, metabolizing data based on variables from all respondents, presenting data for each variable studied, and performing calculations to test the hypotheses that have been proposed. Data analysis techniques in quantitative research use statistics, through various tests including instrument tests (Validity and reliability tests), classical assumption tests (namely normality tests, multicollinearity tests, and heteroscedasticity tests), hypothesis tests (t-tests and f tests), and coefficients determination.

Whereas in the multicollinearity test, it is known that the VIF value is 1.570 <10 and the tolerance value is 0.637 > 0.1 so that the multiple linear regression model is free from multicollinearity

problems. So it can be concluded that the assumption of multivariate normality has been fulfilled so that the data is feasible to use in further estimation.

The linearity test in this study has a significant value of the Brand Personality variable on Brand Loyalty for product adventure brands Eiger, Consina, Avtech, and Kalibre in Surabaya which is indicated by the magnitude of the regression coefficient value of 0.404 and a significance of 0.01 <0.05 so that H1 can be accepted. The stronger the brand personality, the more loyal consumers will be. A brand that has attachments and becomes a personal brand in consumers is ultimately able to create a separate loyalty for consumers. On the other hand, the Self Congruity variable was found to have a positive but not significant effect on Brand Loyalty with a regression coefficient of 0.080 and a significance of 0.508 where > 0.05 so H2 was rejected.

The feasibility test of the model in this study is seen from the coefficient of determination based on the adjusted R Square value of 37.7% which can explain that the contribution of the model in explaining the effect of the two independent variables on the dependent variable is 0.377 (37.7%) and the remaining 62.3% explained by other variables not involved in the model which can be explained as follows:

H1: The Effect of Brand Personality on Brand Loyalty

The results of hypothesis testing indicate that the Brand Personality variable has a positive and significant influence on Brand Loyalty for the product adventure brands Eiger, Consina, Avtech, and Kalibre in Surabaya as indicated by the magnitude of the regression coefficient of 0.404 and a significance of 0.01 <0.05.

H2: The Effect of Self-Congruity on Brand Loyalty

Self Congruity was found to have a positive but not significant effect on Brand Loyalty for the product adventure brands Eiger, Consina, Avtech, and Kalibre in the city of Surabaya which is shown in the magnitude of the regression coefficient value of 0.080 and a significance of 0.508 where > 0.05.

1. The Effect of Brand Personality on Brand Loyalty

The results of the analysis show that Brand Personality has a positive and significant influence on Brand Loyalty for product adventure brands Eiger, Consina, Avtech, and Kalibre in Surabaya. This finding shows that Brand Personality plays an important role because it gives depth, feeling, and likeness to the relationship. In Consumer Behavior, if a consumer feels a match between his self-concept and Brand Personality, the brand becomes a symbol of the consumer's personality. On the other hand, the consumer's relationship with the brand can also be based on purely functional benefits. The higher the quality of the brand relationship, the more loyal the customer is to the brand(Ahmad & Thyagaraj, 2015). Judging from the value of the descriptive statistics it is known that the total mean variable Based on the results of the questionnaire responses, the Brand Personality dimension that has the highest score is the toughness dimension. Furthermore, the highest score for the statement item is "I believe this brand is durable in use" of 4.33 which is classified as agree. This indicates that the respondents agree with the personalities of EIGER, Consina, Kalibre, and Avtech who can influence and convince them and feel by themselves so that they can encourage them to be loyal to the brand. Meanwhile, the lowest score was 3.86 with the statement item "I believe this brand can make me look superior" which was classified as a neutral assessment category.

2. The Effect of Brand Personality on Brand Loyalty

The results of the analysis show that the user's self-congruity towards the EIGER, Consina, Avtech, and Kalibre adventure products is low. With the lowest score obtained is 3.48 which is classified

as neutral, with the statement item "Other people's judgments can change my thinking" on the Ideal-Social concept dimension. This shows that not all of the respondents who met were influenced by other people's judgments about them when choosing and using a brand. Although basically, self-concept that encourages individuals to show their ideal side in the eyes of society (how individuals want to be perceived by their environment) is also able to influence the decision-making process.(Majid et al., 2018). Independent self-concepts define consumers based on what they do, what they have, and the personal characteristics that make them different from other individuals (Hanggara et al., 2015). If you look at the mean results of the questionnaire, respondents are more inclined towards independent self-concepts than interdependent self-concepts. So that they know their decision correctly, although it does not rule out the possibility that other people's judgments and input can change their decision. Brand personality fit has a decisive role in brand adoption and consumer decision-making processes. Consumers like, prefer, and become loyal to brands and products whose brand personality matches their actual or ideal self-concept (Mabkhot et al., 2017). Self-congruity is a psychological process of consumer engagement with their perception of a product or brand and their self-concept. Consumers have strong attachments because when they consume a product or brand they are attached to, it will generate loyalty within themselves. (Kressmann et al., 2006)

Conclusions

Based on the results of the research and discussion that has been done, several conclusions can be drawn, namely, Brand Personality has a positive and significant effect on Brand Loyalty, while self-congruence has an effect but is not significant on brand loyalty. The results of this study are expected to assist companies in determining the right marketing strategy by paying attention to aspects of brand wealth through brand personality and how consumer self-congruity values can be used as factors that can increase brand loyalty.

Based on the discussion of the results of data analysis, there are several limitations in this study, so it can be suggested to further researchers be able to examine other variables that are not used in this study. Because in this study, brand loyalty can be formed through brand personality. while self-suitability has not been able to give the expected effect.

So that it is hoped that further researchers will add theory from journals and other literature to facilitate understanding and enrich research results and be able to correct deficiencies in this study.

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