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Investigating the Effect of Brand Personality, Awareness and Experience on Purchase Intention

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Abstract

A brand is a symbol that becomes a marker and a differentiator between one product and another. In plain view, brands also provide references for consumers to mark whether a product is classy or not, encouraging consumer behavior to make purchase intentions. Whether engaged in the production of goods or services, a company's success can be separated from the role of the brand that has been built for a long time. This study aims to determine how much of a contribution brand personality, brand awareness, and brand experience make to purchase intention. The research design uses a causal quantitative approach. For the acquisition of research data using an online questionnaire distribution instrument. The sample used in the study was 450 respondents. To examine the effect of brand personality, brand awareness and brand experience on purchase intention, a structural equation modeling (SEM) approach using partial least squares (PLS) is used. Following the results of research data analysis, it shows that brand personality and brand experience significantly affect purchase intention. In addition, the study results also show that brand awareness does not affect purchase intention.

Keywords:

Brand Personality, Brand Awareness, Brand Experience, Purchase Intention

1. Introduction

In many facts, successful products in the market are generally products with a transparent logo, short in terms of words, easy to pronounce and easy to remember (Brakus et al., 2009). Brands can be regarded as intangible assets for the company itself (Razak et al., 2020). It takes a long time to make a brand successful in the long term. Branding techniques are a way for brands to convey the meaning of the product in order to have a soul (Freling et al., 2011). The meaning must be made exciting and to in a way that is always new in order to remain relevant in society (Shamim & Mohsin Butt, 2013). A strong brand is characterized by a positive attitude and can be associated with creating brands and products for consumers (Ilyas et al., 2020). Brands also describe the character of consumers who have these products (Udomkit & Mathews, 2015). A brand is characterized as a name, stipulation, design, symbol or anything else that can be a tool to identify a product, either goods or services, and a differentiator between one seller and another (Borghini et al., 2009). A brand is a company's long-term investment that will provide significant benefits for the company that manages it (Chae et al., 2020). Global brands that have survived for decades have now managed to become the most expensive brands because they are managed by a successful brand management plan (Ekawati et al., 2021). The branding process itself is an effort to form an image and a sense of emotional attachment between customers and their product and company brands and effort to differentiate themselves from competitors (Udomkit & Mathews, 2015). These efforts include creative processes such as making logos, determining slogans, defining the message to be conveyed, integrating the brand with business activities, and various other creative activities that aim to shape customer perceptions (Freling et al., 2011). Representatives of good product brand management will have implications for increasing sales

volume resulting from high purchasing decision behavior (Ilyas et al., 2020). To manage brands optimally, special attention is needed on the brand mix such as brand personality, brand awareness, and brand experience.

Customers do not just buy products or services for reasons and needs. They buy a product or service similar to the thoughts and experiences of using their product. A brand must be unique and attractive to have cash and differentiating characteristics compared to competitors (Udomkit & Mathews, 2015). The uniqueness that is owned is rugged for competitors to imitate so that it gives an impression that makes an impression on consumers' memories, which is called brand personality (Hamad³⁵ et al., 2021). Brand personality is interpreted as explaining customers who buy products (Wang et al., 2009). Brand⁵⁵ personality is illustrated as a way of psychologically connecting products with customers (Freling et al., 2011). On the other hand, brand personality is believed to connect customer perceptions of the influence of brand personality on increasing purchase intentions and repeat purchases because⁶ customers feel that the product or service responds to the brand personality (Guido et al., 2010). Perceptions of human personality traits reflect the individual's physical and demographic characteristics, values and beliefs (Udomkit & Mathews, 2015). In contrast, brand personality traits are developed by consumer¹ direct or indirect contact with the brand (Nunualvuttivong & Witthawassamrankul, 2021). Unlike product-related features that tend to serve a utilitarian function for consumers, brand personality tends to function as a symbolic function and self-expression (Hermanto & Rodhiah, 2019). In this sense, brand personality can be described as a brand association that describes the symbolic consumption and emotional connection that consumers build with the brand (Ekawati et al., 2021).

In business and marketing concepts, companies focus on building awareness for their consumers so that a brand can take root in the minds of consumers. Awareness of a brand³³ can lead to impulsiveness for some consumers (Foroudi, 2018). Brand awareness has several levels starting from the lowest level, namely not recognizing the brand, brand recognition, recall to the top of mind stage (Y. H. Lin et al., 2014). Brand awareness can signify the existence, commitment, and core that is very important for a company (Khuong & Tram, 2015). Thus, if awareness of the brand is high, then the brand's presence can always be felt (Ren & Kang, 2018). The cause of a brand with high brand awareness is usually caused by several factors: being advertised continuously, having the existence and distribution of products that reach various groups (Foroudi, 2018). With so many product choices, brand awareness plays a crucial role in providing a different message so that potential customers can differentiate their brand from its competitors. This can mean²⁰ the difference between success and failure for the company (Trackmaven, 2020). A higher level of brand awareness for the dominant brand in a category can serve as an⁴³ economic moat that prevents competitors from gaining additional market share (Shahid et al., 2017). Products and services that maintain a high brand awareness tend to benefit by generating more sales (Padhy & Sawlikar, 2018). Consumers tend to buy a product, when they c⁴²onsciously recognize a known name brand rather than an unfamiliar brand (Kopp, 2019).

⁴⁸n today's life, experience is essential for customers to judge the reliability of product brands and is a central element (Li, 2018). Customers⁴² lay no longer only consume products, but pay more attention to the exp³⁶erience they get for what is provided by the product or service (Morrison & Crane, 2007). As well as, (Brakus et al., 2009), defines experience as a distin³⁷ct offering that is comparable to the product/service. This distinctive marketing offering is directed at consumers' senses to provide them with a way to be emotionally, mentally, socially, spiritually and physically involved in the consuconsumingt²⁴ service (Shamim & Mohsin Butt, 2013). Experiences arise in several ways, some occur indirectly, such as consumer exposure to intangible aspects of marketing communications (Zarantonello & Schmitt, 2010), while others appe¹⁷ar immediately when consumers search for, purchase and consume products (Brakus et al., 2009). Both practitioners and academics have shown great interest in understanding, creating and measuring brand experiences and fully recognizing their place and value in broader marketing strategies (Moreira et al., 2017). This is the basis for choosing the brand experience variable as a predictor of the purchase intention of Ulos handicraft products, considering the importance of managing brand experience so that the brand's reputation can continue to improve its image in customers' minds.

Every year, business people will invest to continuously improve and increase the level of performance of their product brands, both in terms of brand personality, brand awareness, and brand experience. If there is a decline, then business people will use various marketing strategies to restore the level of performance of their product brands. This is also an essential key in marketing planning and strategy development. This situation underlies the business of ulos handicraft products to improve the quality and performance of the brand attached to their products. This is important considering that ulos handicraft products are one of the leading products in Indonesia. Therefore, ulos cloth is not only of cultural value but can also have an economic and social impact. Increase the strength of the creative and artistic industries in Indonesia. The urgency of this research is to see how much of a contribution the brand performance makes in terms of brand personality, brand awareness, and brand experience to encourage purchase intention on Ulos handicraft products in Indonesia. It is hoped that the findings of this study can provide additional information for ulos handicraft business players, stakeholders, and local governments to manage quality and value-added brand performance in the future.

2. Literature Review

Brand Personality

Brand personality is a distinctive character possessed by a brand that forms the brand's personality so that consumers can easily distinguish between the company's brand and competing brands (Udomkit & Mathews, 2015). Brand personality has to do with the brand's emotional attachment to the benefits of the brand relating to customers (Guido et al., 2010). Brand personality changes more quickly due to changes in consumer tastes (Freling et al., 2011). Brand personality is a type of brand element that includes the character, commitment, and value of the company's product or service known to consumers (Wang et al., 2009). The brand character formed can be a firm, authoritative, compassionate, social, independent, creative character, and so on (Y. C. Lin & Huang, 2012). The brand must have a unique and different identity from competitors in its development, which is developed comprehensively for consumers. The existence of personality in the product or service brand offered has a unique value in terms of form, appearance, service (Wang et al., 2009). according to (Guido et al., 2010) that the role of brand personality in purchasing is to motivate consumers to make purchases, make products easy to obtain, create brand focal points, and create positive feelings towards product use. Brand personality is the primary variable in consumer purchasing decisions and is an essential concept in brand differentiation that significantly influences consumer purchasing decisions (Y. C. Lin & Huang, 2012). Brand personality is considered an essential factor for brand success in preferences and choices to encourage repeat purchase intentions (Hermanto & Rodhiah, 2019). Several research results that examine brand personality in fashion products indicate a significant contribution from brand personality to purchase intention (Udomkit & Mathews, 2015); (Guido et al., 2010). Therefore, based on several previous research results, this study is carried out in developing hypotheses:

H1: Brand personality affects purchase intention

Brand Awareness

Brand awareness is a marketing term that describes the level of consumer recognition of a product with a name (Kopp, 2019). Brand awareness is generally described in marketing as a level of consumer awareness (Chinomona & Maziriri, 2017). Brand awareness is used to measure a potential customer's ability to recognize brand's image and associate it with a particular company's product or service (Trackmaven, 2020). Creating brand awareness is essential in promoting a new product or reviving an older brand (Febriyantoro, 2020). Ideally, brand awareness can include qualities that differentiate the product from its competitors (Kopp, 2019). Brand awareness can be distributed through an inbound and outbound marketing action (Y. H. Lin et al., 2014). When competition in a business industry increases, brand awareness can be one of the most significant business assets to survive and thrive (Trackmaven, 2020). When consumers are aware of the products offered by a company, consumers will be more likely to go directly to that company if they need the product (Ren & Kang, 2018). (Aaker & Joachimsthaler, 2000), when defining brand memory states that a particular

brand plays the role of a stimulus, and needs stand as a response (Padhy & Sawlikar, 2018). The existence of brand awareness can position a consumer to fulfill their needs according to specific categories but not several, because consumers in such cases cannot associate their needs with several categories of needs but only one (Sharifi, 2014). Therefore, based on several previous research results, this study is carried out in developing hypotheses:

H2: Brand awareness affects purchase intention

Brand Experience

Brand experiences are sensations, emotions, insights, and behavioral reactions evoked by brand-related stimuli that are elements of brand planning and personality, packaging, environment, and communication (Brakus et al., 2009); (Moreira et al., 2017). Brand marketing activities characterize representative experiences of using a brand, customer effects trends, and reactions from customers with the brand on what they understand and observe from the brand (Shamim & Mohsin Butt, 2013). Most of the previous studies emphasized the product's characteristics and the shopping environment (Iqbal et al., 2020). However, experts are still conducting surveys to investigate how consumers use brand experiences and differentiate them when purchasing decisions (Gabisch & Gwebu, 2011). Specifically, brand experiences are interpreted as individual experiences that show full brand awareness (Azize et al., 2012). A pleasant and good experience generates attention, certainty and encouragement of purchasing decisions and high brand loyalty (Zarantonello & Schmitt, 2010). Brand experience also promotes the development of cognitive and affective bonds between the brand and self (Borghini et al., 2009). Experiences can vary in strength, i.e. brand experiences are stronger or weaker with the consequence that events can result in different types of brand experiences (Gabisch & Gwebu, 2011). Brand experience is felt indirectly when consumers see advertisements or when marketers communicate products through websites, which has implications for sustainable purchasing decisions (Moreira et al., 2017). Several research results that examine brand experience show a significant contribution from brand experience to purchase intention (Azize et al., 2012); (Mohseni et al., 2018). Therefore, based on several previous research results, this study is carried out in developing hypotheses:

H2: Brand experience affects purchase intention

Purchase Intention

The purpose of marketing activities is to influence buyers to buy the company's goods and services when they need it (Marpaung et al., 2021). Buying decisions are related to consumer behavior. The behavior of people who need and want products with new brands, quality, prices, and designs offered at competitive price levels is a potential that producers must pay attention to in influencing consumer purchasing decisions (Halim et al., 2021). Purchase Intention carried out by consumers is an activity in buying the most preferred and most needed products (Kotler & Armstrong, 2008). Purchase Intention is defined as something personal and related to attitudes, individuals who intend to an object will have the power or encouragement to carry out a series of behaviors to be approached or obtained (Harwani & Sakinah, 2019). Every consumer must go through several processes before buying a desired product or needs that consumers must purchase (Sudirman, Halim, et al., 2020). With consumer attitudes that are constantly changing in wanting their needs, companies must spread ideas or ideas about products or services more quickly and effectively, so that companies in selling their products do not cause disappointment to marketers (Sudirman, Rosmayati, et al., 2020). In a company, the role of consumers is crucial in purchasing decisions. The company does various ways to produce brilliant and innovative products. This can be done by improving brand performance through good management, including brand personality, brand awareness, and brand experience (Kusuma et al., 2020). Consumers who are aroused by the need for brand personality, brand awareness, and brand experience are definitely motivated to seek more information about the performance of the product brand (Sudarso et al., 2019).

3. Methods

This study uses a method with a quantitative approach assessed by PLS-SEM analysis in a two-stage process. First, the research data analyzed for validity and reliability using Cronbach's alpha testing, composite reliability, outer loading and average variance extracted. Then, perform a Confirmatory Factor Analysis analysis to check the model's fit and the reliability of the model and discuss the hypothesis through the variance-based Structural Equation Model (SEM) (Hair, 2014). Determination of the sample size using purposive sampling technique obtained through the distribution of questionnaires. The questionnaire was developed using the online survey tool google form and sent via Facebook, WhatsApp and Telegram groups as the data collection process. It should be emphasized that all questions are asked based on user experience regarding the current brand of Samsung smartphone products. According to the survey results, a total of 520 responses were obtained. After collection, a suspicious response pattern was found, characterized by (Hair, 2014) as a phenomenon that occurs when respondents mark the same scale items for most of the questionnaire questions. In most cases, excluding responses that present this type of pattern (Hair Jr. et al., 2017). Therefore, 70 questionnaires were omitted, resulting in 450 valid respondent responses. The operational definition of this variable uses 17 indicators divided into brand personality consisting of 6 indicators, brand awareness consisting of 4 indicators, brand experience consisting of 4 indicators, and purchase intention consisting of 3 indicators (See Appendix 1). The overall research framework used can be seen in Figure 1 below.

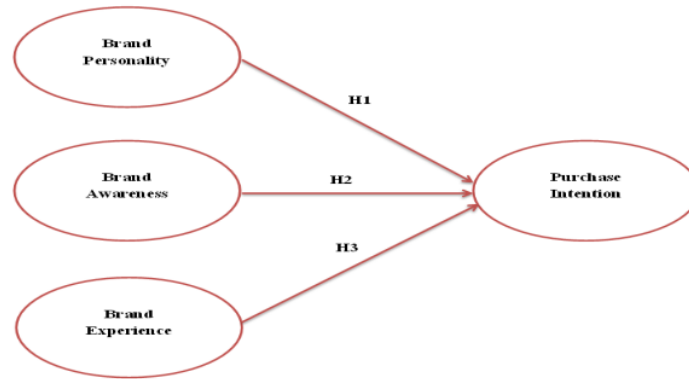


Figure 1. Model Framework

4. Results and Discussion

Result

Table 1. Descriptions of Research Respondents

Category	Details	Amount	Percentage (%)
Gender	Male	208	46.2
	female	242	53.8
Age (Years)	20-29	118	26.2
	30-39	112	24.9
	40-49	97	21.6
	50-59	78	17.3
	60-69	45	10
Education	Senior High School	121	26.9
	Diploma	137	30.4
	Bachelor	125	27.8
	Master	67	14.9

Job Status	College Student	121	26.9
	Private Employee	76	16.9
	Civil Servant	66	14.7
	Entrepreneur	72	16
	Teacher/lecturer	45	10
	Housewives	24	5.3
	Other professions	46	10.2
Salary per month	< IDR 2m	122	27.1
	IDR 2-5m	135	30
	IDR 5-8m	90	20
	IDR 8-12m	73	16.2
	> IDR 12m	30	6.7

Following the results of the respondents' descriptions presented in Table 1, it is known that the number of research respondents based on gender category is dominated by females with a total of 242 respondents (53.8%), then for the age category, the age range is dominated by the age range of 20-29 years with a total of 118 respondents (26.2%). On the other hand, the description of respondents based on the education aspect is mainly at the Diploma level with a total of 137 (30.4%), then for the category of employment status, the most come from college students with a total of 121 (26.9%) and the description of the last respondent in terms of salary per month most are in the range of IDR 2-5m with a total of 135 (30%). Overall, the respondents of this study can be heterogeneous if it is seen that the diversity of respondents' descriptions is evenly distributed.

Outer Model Measurement

The data obtained from the research questionnaire were processed using the SmartPLS version 3.2.9 application with processing guidelines by (Juliandi, 2018). In measuring the outer model, the tests conducted were the validity test and reliability test. The loading factor and AVE determine a convergent validity testing with the condition that the loading factor is above 0.5 and the AVE value is 0.5 (Hair, 2014). According to (Hair, 2014), the model reliability test is seen from the value of Cronbach's alpha and composite reliability (CR), which has a value higher than 0.7. The following will show an explanation of the measurement of the outer model, which is presented in Figure 2 and Table 2 below:

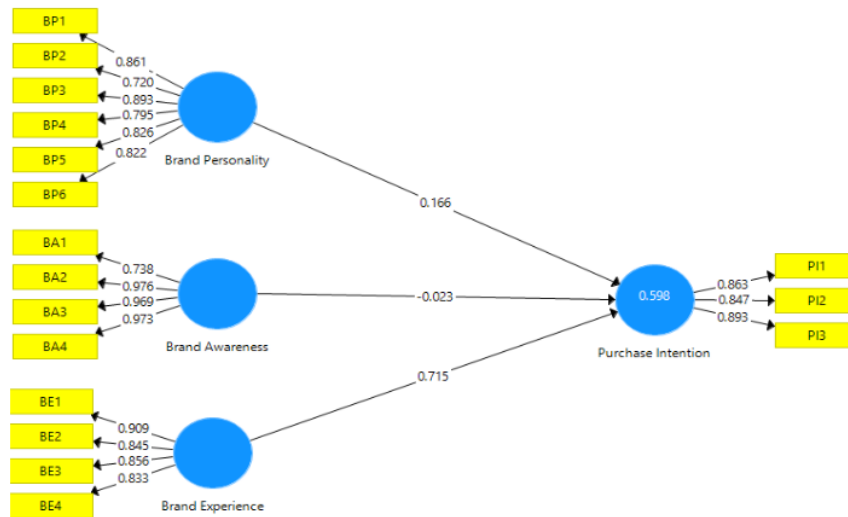


Figure 2. Outer Display Model

Table 2. Outer Model Measurement Results

Construct/item	Outlier Loadings	Cronbach's alpha	CR	AVE
Brand Personality		0.903	0.925	0.674
BP1	0.861			
BP2	0.720			
BP3	0.893			
BP4	0.795			
BP5	0.826			
BP6	0.822			
Brand Awareness		0.934	0.956	0.846
BA1	0.738			
BA2	0.976			
BA3	0.969			
BA4	0.973			
Brand Experience		0.884	0.920	0.742
BE1	0.909			
BE2	0.845			
BE3	0.856			
BE4	0.833			
Purchase Intention		0.836	0.901	0.753
PI1	0.863			
PI2	0.847			
PI3	0.893			

Source: Processed Data (2021)

In the validity test presented in Table 2 above, it was obtained that the value of each loading factor on the indicators of the variables of emotional intelligence, spiritual intelligence, job satisfaction, and teacher performance was above 0.7 and above 0.5 for the average variance extracted (AVE) values. Furthermore, for the Cronbach's alpha value and composite reliability, the value for each variable was above 0.7, which showed that all research variables had good reliability values. These good values can be used as an overview that the condition of the relationship between variables was also good so that further tests can be carried out.

Inner Model Measurement

Inner model measurement was carried out by bootstrapping research data using SmartPLS 3.2.9. There were two results obtained from bootstrapping, the first was the significance of the two related variables, and also the R-square of the study. The value of the R-square is the value that shows the ability of exogenous variables to build endogenous variables. According to Chin et al., (2008), there are three categories of R-square values, in which if the R-square value is 0.19, the relationship between exogenous variables forming endogenous variables is weak, if it is 0.33, it means that the relationship is moderate, and if the value is 0.67, it means that the relationship is strong. Meanwhile, Sarwono (2016), stated that if the R-square value is more than 0.67, the relationship between endogenous and exogenous variables is very strong.

Table 3. Calculation results of the R-Square value

Notes	R Square	R Square Adjusted
Purchase Intention	0.598	0.595

Source: Processed Data (2021)

Judging from the R-square value for the endogenous purchase intention variable, a value of 0.598 is obtained, this shows that the overall ability of the exogenous variable to explain the endogenous variable is moderate (Chin et al., 2008). Furthermore, to prove the hypothesis testing, a

significance test was carried out to determine the relationship between exogenous and endogenous variables. The significant criterion is seen from the p-value. With a significance level of 5%, if the p-value between the exogenous and endogenous variables is less than 0.05, it means that the exogenous variable has a significant effect on the endogenous variable, on the other hand, if the value is more significant than 0.05, it means that exogenous variable has no significant effect on building endogenous variables. The following presents the results of hypothesis testing which are explained in Figure 3 and Table 4:



Figure 3. Inner Model Display

Table 4. Hypothesis Test Results

Path Between Variables	Coefficient	t-count	P-Value	Conclusion
Brand Personality >> Purchase Intention	0.166	4.445	0.000	Accepted
Brand Awareness >> Purchase Intention	-0.023	0.768	0.443	Rejected
Brand Experience >> Purchase Intention	0.715	20.790	0.000	Accepted

Source: Processed Data (2021)

Based on the processed data presented in table 4 above, it is known that brand personality on purchase intention has a positive and significant effect as evidenced by the acquisition of a p-value of 0.000, which is below 0.05. Furthermore, the influence of brand awareness on purchase intention has a negative but not significant effect, as evidenced by the acquisition of a p-value of 0.443, which is above 0.05. The influence of brand experience on purchase intention has a positive and significant effect, as evidenced by acquiring a p-value of 0.000, below 0.05. Therefore, all of the hypotheses developed in the study are acceptable.

Discussion

Effect of Brand Personality on Purchase Intention

The results show that brand personality has a positive and significant effect on purchase intention. A brand that already has an evident and mature personality will have a striking difference between its competitors. Although various businesses are running the same field or type, consumers can undoubtedly choose according to their respective tastes of course (Freling et al., 2011). This difference is significant for a business because it is tight during today's business competition (Ekawati et al., 2021). If business people do not try to make the business that is being developed look attractive then of course it will be eroded by today's competition. This is what underlies why there is a need for consistency from business players for ulos handicraft products in Indonesia to improve the brand personality of their products to be more competitive in the market. It will be easier for every business

person to determine the proper context for various digital marketing strategies today (Guido et al., 2010). This will later impact the precise targeting of consumers later, so the implication of precisely the brand personality that is built will have an impact on increasing purchase intention in the long term (Udomkit & Mathews, 2015). Even though being in a competitive market, brand personality can add value to a problematic brand for competitors to imitate. Therefore, companies need to create a brand personality, especially one adapted to the profile and personality of the company's target consumers (Freling et al., 2011). Consistency between the brand personality of a product and the company's personality can increase consumer preferences for a brand. However, suppose there is no uniformity, and the company's personality and brand personality is not consistent with the consumer's personality. In that case, consumers may not accept a brand, which can lead to consumer non-preference towards a brand (Nunualvuttiwong & Witthawassamrankul, 2021).

40 Effect of Brand Awareness on Purchase Intention

The results showed that brand awareness had a negative and insignificant effect on purchase intention. The results of the second hypothesis test illustrate that the management of brand awareness of Ulos handicraft products has not been carried out optimally by business people. Consumers tend to buy products if they know the brand rather than if they do not. This is why building brand awareness is very important for every brand (Khuong & Tram, 2015). Building brand awareness on an ongoing basis requires an effective marketing strategy. Every business person must take advantage of minimal costs for maximum results (Shahid et al., 2017). Expenditures for marketing needs must be appropriately managed. The situation shows that each business actor in the small-scale category experiences financial limitations in building awareness of their ulos products. This limitation causes them to be unable to increase their investment in the value of the Ulos brand. If business people can invest in building brand awareness, this can help their business to survive and become more advanced (Kopp, 2019). In addition, there are still many business people who cannot manage their product marketing communications. Content management is one of the most influential media in increasing their business value (Trackmaven, 2020). However, often business people do not pay attention to this aspect. By consistently providing exciting content, it can suggest and get attention from customers to increase product brand awareness (Kopp, 2019). The more frequent and high a person's interest in a product category, the more they will be able to remember more brands (Ren & Kang, 2018). This will be inversely proportional to consumers who do not use the product very often and are less interested in the product category. Therefore, increasing the intensity of the branding strategy for handicraft products is very necessary in order to be able to provide a higher selling value and be able to adapt to competitive conditions in the market (Khuong & Tram, 2015).

25 Effect of Brand Experience on Purchase Intention

16
The results showed that brand experience had a positive and significant effect on purchase intention. The product or service brand becomes well-differentiated amid many brands with the same business category as the products or services we offer (Shamim & Mohsin Butt, 2013). The brand experience provided to customers will make it easier for brands to sell their products or services to potential consumers (Zarantonello & Schmitt, 2010). In addition, good brand experience management will undoubtedly have an impact on a good experience experienced by customers, it will make a brand easier to remember and create an emotional bond between the brand and its customers (Mohseni et al., 2018). The accumulation of brand experience experienced by customers consistently will increase their loyalty to the brand and encourage high buying interest (Moreira et al., 2017). The experience experienced by consumers will determine whether they will look for another brand or be loyal to buy the brand offered in the future. You can do many things so that consumers get a pleasant experience, including looking for information and observations about what kind of products consumers need (Shamim & Mohsin Butt, 2013). This situation certainly encourages the business people of Ulos handicraft products in Indonesia to provide the most exciting experience possible for their customers after buying Ulos products. On the other hand, business people for ulos handicraft products can create interactions not only by offering a brand to consumers but also by knowing how to react to the use of

the brand. It takes maximum effort to create intense interactions with existing and new customers. In addition, if one day the brand needs innovation, it is better if the ulos handicraft product businessperson needs to consistently maintain the basic concept so that the brand experience felt by consumers does not fade away in the hope that the product business person can maintain consistency (Zarantonello & Schmitt, 2010). Moreover, every ulos craft product business person should not ignore the complaints submitted by consumers because if this happens, the interaction will stop.

Conclusions

Based on the results of the hypothesis testing analysis, the conclusions in this study include: for testing the first hypothesis, it shows that brand personality has a significant influence on purchase intention. The unmistakable personality of a brand will help increase or maintain business equity in the longer term. In short, the personality of a business will play a critical role in increasing and building positive perceptions from customers. In addition, the competence aspect in the brand personality dimension is proven to be the strongest in forming a strong personality character in Ulos products. In this competence dimension, a brand must be reliable and survive and compete in the market. Consumers see the product as having a brand personality as a responsible product, the ability to be relied upon by consumers, and thriving in the market. Furthermore, the results of testing the second hypothesis show that brand awareness has no significant effect on purchase intention. Manifestations of unfavorable brand awareness will form bad buying behavior for the following buying process. This condition shows that a review that your product has good quality can encourage trust and attention from customers, so that your product will have high brand awareness. With customer trust, it will be easier for you to get suggestions so that your product has more potential to get more consumers. On the other hand, advertising as an indicator of measuring brand awareness is still not optimal. This weakness causes consumers to have low brand awareness. Ulos products, thus hindering future purchasing behavior. Then the results of the third test confirm that brand experience has a significant effect on purchase intention. These results show that the sensory role as an indicator of brand experience can provide a good experience for consumers. Therefore, the design of the brand experience needs to be considered. One of them is by paying attention to the unification of the brand experience with the human senses, including the eyes, nose, mouth, ears, and skin. The more these five senses are involved in the brand experience, consumers are increasingly attached to the experience provided, and the effects they feel will be more personal. By not forgetting the experience, their perception of the brand is strongly formed. In other words, the more likely the ulos product brand is to become the top of the mind brand.

Limitations & Suggestions for Future Research

Although this research has comprehensively analyzed the relationship between brand personality, brand awareness, and brand experience on purchase intentions, the study still has limitations. For example, surveys were conducted in Pematangsiantar City and Medan City, which are part of North Sumatra's island in Indonesia, limiting the generalizability of research findings. Therefore, further research can be carried out in other cities in Indonesia. Second, the data used in this study is cross-sectional and comes from one source, which can cause variance, the general method. Therefore, future studies may design several studies with a longitudinal model or experimental design to overcome this limitation. To increase brand awareness of Ulos products, business people should pay attention to the co-branding aspect by recruiting other brands that are well known and have an excellent reputation to work with. It aims to increase the popularity of ulos products in consumer eyewear. In addition, business people need to optimize marketing channels through social media to increase brand sensitivity by utilizing consumer activities on various social media. This method is considered adequate to reach a broader range of consumers. Business people can also take advantage of the advertising and promotion features found on these social media. Also, use the services of influencers with large followers to provide more significant implications for product sales growth.

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Appendix 1: Measurement Variable

Variabel	Code	Item	Referensi
Brand Personality	BP1	Sincerity	(Aaker & Joachimsthaler, 2000); (Y. C. Lin & Huang, 2012)
	BP2	Excitement	
	BP3	Competence	
	BP4	Sophistication	
	BP5	Ruggedness	
	BP6	Resolution	
Brand Awareness	BA1	Advertising	(Shahid et al., 2017); (Padhy & Sawlikar, 2018)
	BA2	Name	
	BA3	Promotions and Sales	
	BA4	Mover advantage	

Brand Experience	BE1	Sensorik	(Brakus et al., 2009); (Iqbal et al., 2020)
	BE2	Afeksi	
	BE3	Perilaku	
	BE4	Intelektual	
Purchase Intention	PI1	Minat Transaksional	(Ferdinand, 2002); (Mohseni et al., 2018)
	PI2	Minat Preferensial	
	PI3	Minat Eksploratif	

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