BUILDING A CONSUMER-BASED BRAND EQUITY THROUGH BRAND PERSONALITY IN E-COMMERCE

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Abstract: This study assesses the impact of the CBBE antecedent instrument of cognitive (internal consumer) and marketing (external) factors on the formation of brand equity through brand personality in e-commerce companies. The study was conducted with a quantitative approach by distributing questionnaires as many as 153 respondents who are active users and have frequently made purchases through e-commerce in Indonesia which are then processed using SPSS 25. The results of the study indicate that cognitive antecedents have a positive effect on brand personality and brand equity. Marketing antecedents in e-commerce companies in Indonesia have no effect on brand equity but have an influence on brand personality. Brand personality is proven to be able to partially mediate cognitive factors and fully mediate marketing factors on brand equity. This research provides the latest contribution to the development of a digital industry strategy to build brand equity in e-commerce companies, especially through brand personality.
Keywords: Cognitive Factors, Marketing Factors, Brand Personality, Brand Equity

Abstrak: Penelitian ini menilai dampak dari instrumen antesenden CBBE dari faktor kognitif (internal konsumen) dan faktor Pemasaran (Eksternal) terhadap pembentukan ekuitas merek melalui kepribadian merek pada perusahaan e-commerce. Penelitian dilakukan dengan pendekatan kuantitatif dengan melakukan penyebaran kuesioner sebanyak 153 responden yang merupakan pengguna aktif dan sudah sering melakukan pembelian melalui e-commerce di Indonesia yang selanjut diolah menggunakan SPSS 25. Hasil penelitian menyatakan bahwa antesenden kognitif berpengaruh positif terhadap kepribadian merek dan ekuitas merek. Antesenden pemasaran pada perusahaan e-commerce di Indonesia tidak berpengaruh terhadap ekuitas marek namun memberikan pengaruh pada kepribadian merek. Kepribadian merek terbukti mampu memdiasi faktor kognitif secara parsial dan memediasi faktor pemasaran secara penuh terhadap ekuitas merek. Penelitian ini memberikan kontribusi terbaru pada pengembangan strategi industri digital untuk membangun ekuitas merek pada perusahaan e-commerce khususnya melalui kepribadian merek.
Kata Kunci: Faktor Kognitif, Faktor Pemasaran, Kepribadian Merek, Ekuitas Merek

INTRODUCTION

According to data from GlobalWebIndex, in 2019 Indonesia became the country with the highest e-commerce adoption in the world. The percentage is 90% of internet users aged 16 years - 64 years have done online shopping. The great potential that Indonesia has today makes it one of the countries with great potential. This is evident from the large number of e-commerce options in Indonesia, which are currently available with a variety of advantages that are offered, making many users increasingly nervous about shopping through online stores (qwords.com 2020). According to iprize.com (2020) in the second quarter of 2020 there were 10 best e-commerce companies in order; Shopee, Tokopedia, Bukalapak, Lazada, Blibli, JD.id, Orami, Bhineka, Zalora, and Matahari.

Consumers always see brands for use in evaluating product differentiation and influencing their decisions, so that these brands are considered as part of the company's intangible assets that are more valuable than tangible assets (Aaker, 1991; Emari et al., 2012). So that being able to maintain the performance of brand / brand equity will provide company benefits both in terms of maintaining consumer loyalty and maintaining the company's high-value assets. Building a brand can create strong and effective communication between marketers and consumers which brings advantages such as defending competitors and building large market share. Therefore, a brand building strategy, as a key element in the marketing mix, is considered an effective tool to gain a sustainable competitive advantage and maximize company resources (Wang et al., 2008; Keller, 2009; Tong, 2015). Developing further insights into consumer-based brand equity measures is essential in the face of branding excellence. Branding is a powerful differentiation tool. Furthermore, according to Pappu et al (2005) brand management is considered useful in optimally exploiting organizational assets and in generating added value from funds already invested in brands.

According to SIRCLO, one of the e-commerce solution service providers which is shared by cnnindonesia.com, the results of his research found that the online and offline segments are increasingly inseparable, if the e-commerce company's brand has a good online presence, then sales will increase. Brands and brand-holding companies must be careful in understanding the strategies needed to maximize brand and business growth. Brand personality is one of the most important building blocks of brand equity, and can contribute greatly to brand equity. Brand personality shows consumers' perceptions of brand personality

traits and further helps create and build meaningful consumer relationships with brands. An established brand personality can help harness a unique and profitable set of brand images and thereby increase the value of brand equity (Aaker, 1991; Keller, 1993; Aaker, 1996). The definition of brand equity can be broadly classified into two categories. Some definitions are based on a financial perspective and emphasize brand value for firms (eg Brasco, 1988; Shocker and Weitz, 1988; Mahajan et al., 1990; Simon and Sullivan, 1993). Another definition of brand equity from a consumer perspective, which defines brand equity as brand value for consumers (e.g. Kim and Lehmann, 1990; Aaker, 1991; Kamakura and Russell, 1993; Keller, 1993).

Although Aaker (1991) and Keller (1993) conceptualize brand equity differently, they both define brand equity from a consumer perspective based on consumer memory-based brand association. Keller (1993) refers to brand equity as customer-based brand equity and defines it as the differential effect of brand knowledge on consumer responses to brand marketing. However, although the issue of brand equity has been studied extensively, several important aspects regarding the antecedents, mediators, and consequences of brand personality still need further clarification (Liao, 2017). Aaker (1991) has also found that consumer cognitive is divided into four dimensions; perceived quality, brand strength and brand, brand association and brand loyalty are antecedents of brand personality and brand equity. However, although the issue of brand equity has been studied extensively, several important aspects regarding the antecedents, mediators, and consequences of brand personality still require further clarification (Liao, 2017). Aaker, (1991) has examined the antecedents of brand personality and brand equity from a cognitive perspective. Aaker defines four basic dimensions of brand equity: perceived quality, brand awareness, brand association, and brand loyalty.

Taleghani and Almasi (2011) suggest that marketing factor variables which include service quality, store image, brand accessibility, advertising, and perceived brand quality are antecedents that affect brand equity either directly or indirectly through brand-related variables. Chen (2010) states that personal branding strategies, including product quality, price, presentation, promotion, and packaging, affect brand equity and shopping preferences. Therefore, it is important for marketing experts to take advantage of different marketing factors to obtain cognitive evaluations and perceptions of consumer experiences, as well as

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focus the effects of marketing on promoting brand equity (Liao, 2017). Liao (2017) has found that all cognitive and marketing factors have a significant effect on brand equity, and brand personality serves as the main mediator that increases the influence of these antecedents on brand equity in cosmetic products in Taiwan. The brand personality of this type of cosmetic product is easy to recognize because in addition to being tangible, the producers build their brand personality through a massive marketing program. The author sees that these findings cannot be generalized, especially for the service industry. So that the authors build this model in modern services / retail in the digital era, namely e-commerce.

METHOD

This research method uses a quantitative approach in the form of a survey by distributing questionnaires to customers who have purchased products online using e-commerce in Indonesia. Respondents in this study are required to choose an e-commerce that is considered to have the highest brand value, and actively use and have become customers in that e-commerce. As for filling out the questionnaire using the online form.

The questionnaire was compiled by adopting previous research with the construct of brand equity with 3 dimensions of the value equity indicator (Yoshida & Gordon, 2012). Psychological equity (Delgado & Munuera, 2005) and relationship equity (Yoshida & Gordon, 2012) with a total statement of 9 items. The second construct is brand personality with 4 question item indicators adopted from Emiri et al. (2012), then the cognitive antecedent construct consists of 5 indicators, namely; brand awareness (Chen, 2012), brand association (de Chernatony & Martines, 2013), percieved quality of brand (Yoo et al., 2000), brand image (Chen, 2010) and brand reputation (Aaker, 1996) in total 15 item statement items, then the last construct of marketing attributes consists of 6 indicators, namely; advertising (Chen, 2010), sales promotion (Yoo et al., 2000), brand accesbility (Taleghani & Almasi, 2011), perceived value (Kim et al., 2003), service quality (Yoshida & Gordon, 2012) and brand familiarity (Malar et al., 2011) with a total number of statement items of 17 items (Liao, 2017). The expression construction is measured using a Likert scale of 1 strongly disagree to 5 (strongly disagree). The total number of questionnaires that have been distributed is 171 respondents which were collected then the data is processed and there are data that do not meet the requirements so that it must be eliminated so that the final data that

can be processed is 153. Then the data is processed using multiple linear regression method with SPSS 25.

RESULTS

This study uses path analysis to see the relationship path between variables in the construct modeling that has been built. The summary results of direct effect data processing can be seen in the table below and there is only one different finding. The first hypothesis is that cognitive factors have a significant positive effect on brand personality with a tcount of 2.291 and sig. <0.05. These results are consistent with the findings (Aaker, 1991; Washburn and Plank, 2002; Liao, 2017) which state that cognitive antecedent factors determine brand personality. The value of a brand is created from the existence of deep knowledge and understanding from within consumers of the brand (Emari et al., 2012)..

Table 1
Characteristics of Respondents

Information	Amount	Percentage
Gender		
Man	39	25%
Women	114	75%
Age		
18-23th	128	84%
24-29th	18	12%
30-35th	5	3%
36-40th	2	1%
Purchases within the last 3 months		
1-3 times	65	42%
4-6 times	32	21%
More then 6 times	56	37%
E-commerce		
Shopee	136	89%
Tokopedia	8	5%
Bukalapak	5	3%
Lazada	3	2%
Jd.id	1	1%
The type of product purchased		
Fashion	106	69%
Asesoris	14	9%
Hobi	9	8%
Lainya	12	6%

The second hypothesis of this study is also accepted which states that the antecedents of marketing factors have a significant positive effect on brand personality with a t-count value of 4.861 and sig. <0.05. These results are in accordance with the results of previous studies which state that the antecedent factors of marketing in the form of advertising, sales promotion, brand accessibility, service quality, brand familiarity, and perceived value are factors that influence the formation of brand personality in the eyes of consumers (Batra et al., 1993 Ouwersloot and Tudorica, 2001; Liao, 2017). A marketing strategy that is focused on promoting the brand will lead consumers to recognize and shape the brand personality.

The third hypothesis of this study is also accepted which states that cognitive factor antecedents have a significant positive effect on brand equity with a t-count value of 3.189 and sig. <0.05. These results are in accordance with the results of previous studies which state that the higher the formation of positive cognitive factors in consumers regarding the brand, the increase in brand equity (Aaker, 1991; Liao, 2017). The fourth hypothesis of this study which states that marketing factor antecedents have a significant positive effect on brand equity is rejected with a t-count value of 0.195 and sig> 0.05. This result is different from previous research (Aaker, 1991; Liao, 2017) which states that marketing antecedents have an effect on brand equity. This hypothesis is rejected because it is proven that customers perceive the marketing programs carried out by e-commerce both to build relationships with higher customers and increase sales transactions so that the equity side of the e-commerce brand will not be formed from the marketing strategy. Marketing activities should encourage brand performance to increase consumer transactions (Liao, 2017).

The fifth hypothesis of this study which states that brand personality has a significant positive effect on brand equity is accepted with a t value of 2.876 and sig. <0.05. These results are in line with previous research (Aaker, 1997; Moisescu, 2009; Liao, et al. 2017) which states that brand personality positively affects brand equity. Consumers who consider a brand characteristic in line with the personal characteristics of consumers will make the equity of the brand strong in the eyes of consumers (Puzakova, 2009). Furthermore, if brands are equated with human characteristics, the relationship that exists between consumers and brands will build brand equity (Rajagopal, 2010; Liao, 2017). The sixth hypothesis of this study which states that consumer cognitive factors have a significant positive effect on brand equity through brand personality is accepted with a t-count value of 1.776 <1.655 and p value

of 0.037 <0.05. This result is in accordance with the results of previous research which states that brand personality can partially mediate the relationship between consumer cognitive factors and brand equity (Aaker, 1991; Liao, 2017), good cognitive factors will build positive brand personality and will later increase brand equity. The seventh hypothesis of this study which states that consumer marketing factors have a significant positive effect on brand equity through brand personality is accepted with a t-count value of 1.776 <1.655 and p value of 0.037 <0.05. This result is in accordance with previous research which states that brand personality can partially mediate the relationship between marketing factors and brand equity (Liao, 2017), good marketing factors will build positive brand personality and will later increase brand equity.

Table 2
Regression Coefficient Result

	Sig.	t-count	Result
X1-Y	0,023	2,291	Accepted
X2-Y	0,000	4,861	Accepted
X1-Z	0,002	3,189	Accepted
X2-Z	0,195	1,303	Rejected
Y-Z	0,005	2,876	Accepted

Table 3
Sobel Test

Sobel Test	Thitung	Pvalue	Result
X1-Y-Z	1,776	0,038	Accepted
X2-Y-Z	2,488	0,006	Accepted

From the results obtained in this study, there are 6 accepted hypotheses which explain that the higher the consumer's cognitive factors, the higher the brand personality and equity, the higher the marketing factor, the higher the brand personality and the brand personality, which

is proven to be partially mediating the consumer cognitive factor variables and full variable mediation of marketing factors. A brand that has a high reputation and matches the brand personality will be able to increase the value of a brand in the eyes of consumers (Puzakova et al., 2009). Marketing factors that have a positive impact on e-commerce consumers will also build a positive brand personality so that it will increase brand equity (Liao, 2017). 1 hypothesis that is rejected, namely the effect of marketing factors on brand equity in e-commerce companies is not supported. For consumers of e-commerce service providers who meet consumers, producers need a clear brand personality and in accordance with the brand personality so that they are able to build brand equity.

Some of the different findings from this study are interesting. The first finding that is different is that marketing factors are not able to have an effect on brand equity, while previous studies have found that marketing factors have an effect on brand equity (Aaker, 1991; Liao, 2017). If you look closely at the marketing strategies carried out by e-commerce service providers, it will be very different from the marketing of companies that operate online or you can say interacting with consumers through online or offline. In the case of e-commerce, all forms of interaction are carried out by consumers online. Most of the marketing factors lead to increased sales, interaction and enjoyment of consumers and apparently this has not been able to affect brand equity. In contrast to previous studies, the research subjects were tangible product brands and with high involved characteristics such as cosmetics. For tangible and high-involved products, the marketing factor is the key in enhancing brand equity.

This research has managerial implications that can be used as a reference in implementing marketing strategies related to increasing or forming brand equity, especially in retail companies engaged in digital media or so-called e-commerce. E-commerce service providers must be able to build positive cognitive factors in the form of brand awareness, brand association, perceived brand quality, brand image, and brand reputation so as to increase brand equity (Aaker, 1991; Liao, 2017). This cognitive factor is a factor that exists in the mental area of thought or knowledge that is built by consumers based on the exposure of the e-commerce brand so it is important for companies to manage various strategies related to their brands so that the exposure received by consumers is what the company wants and of course has a positive impact on brand equity. However, it turns out that these cognitive

factors are able to influence the personality of the brand, which in turn will increase brand equity. The exposure received by consumers will shape knowledge and then help consumers to personalize the personality of the brand so that consumers perceive the brand of an e-commerce as a positive person so that it affects their relationship and will increase the brand's equity. Even though marketing factors do not directly affect brand equity, advertising influences consumers in shaping their perceptions of brand personality (Ouwersloot and Tudorica, 2001) which will increase equity. Various innovative promotional programs can be carried out to promote brand presence and further increase brand equity (Liao, 2017). Marketing programs must be designed in a holistic or integrated manner, whether from advertising, sales promotion, brand accessibility, service quality, brand familiarity, and perceived value so that the brand personality that is formed will be strong and unbiased, which hopefully will increase brand equity.

Finally, the results of this study are in the form of brand personality which is proven to have an effect on brand equity. Keeping the brand personality of e-commerce service providers consistent and always positive in the eyes of consumers is the key to maintaining and even increasing brand equity. Like the human personality, brand personality will continue to grow in the minds of consumers with the increasing knowledge (cognitive) and exposure to marketing by e-commerce service providers. So it is important to have a long-term road map that is synergistic related to marketing strategies, especially e-commerce service providers so that brand equity can be maintained even higher. Even though this research is inseparable from the limitations that can be used as a reference for further research. First, this study only looks at online service companies, namely e-commerce in general, it might be different if it is done on one brand only. Both of these studies, further research, this research uses quantitative methods, so that further research can be carried out using a qualitative approach to be able to generalize the findings that have been obtained. The variable factors used are still limited, so further research can explore other factors that form brand equity. Finally, this study analyzes the formers of brand equity based on CBBE (customer based brand equity), so that further research can measure brand equity with a company-based approach in order to provide diversity of results so that the benefits are wider for practitioners and academics.

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