Exploring the Nexus of Consumer Personality, Brand Personality, and Purchase Intentions: A Cross-sectional Analysis of Punjab's Shopping Mall Customers

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Abstract: *This cross-sectional research probes the nexus of Consumer Personality, Brand Personality, and Purchase Intentions among diverse shoppers in Punjab's malls. Employing a self-administered questionnaire and robust sampling, 450 participants were engaged to reflect the demographic spectrum. Leveraging structural equation modeling with Smart PLS-SEM, the study unveils Consumer Personality's positive impact on Brand Personality. Notably, Brand Personality mediates the path to Purchase Intentions. The findings contribute insights into cognitive mechanisms governing purchase decisions, fostering theoretical enrichment. This research provides a compass for marketers seeking resonance in today's evolving consumer landscape.*

Introduction

The advent of human history found branding to keep abreast in every field of life. The evidence also comes from the Roman history. People have been striving hard to sell the glamor of their inventions in the form of products and services, back from thousands of years, which means attaching some identity in the form of a label, logo, or name on their products to differentiate from other ones in the market. The modern form of branding can be witnessed in today's highly competitive world. Twitter uses pictures of birds and Apple uses a monogram of apples, being all falling in the mega horizon of branding Murphy and Hart (1998). 1958 was the memorable year to introduce the concept of brand personality to the world, and advancing further in the same line of congruency, Martineau referred to the above-illustrated term to mean a whole hotchpotch of mega dimensions in the form of non-material meanings of a product that a store possesses (Azoulay and Kapferer 2003).

The science of Martineau said that the stores selling their products can even differentiate themselves from others in the form of brand personality and brand strength. Today the most fluent vast sources of scientific information make it possible for clients to obtain information just at arms-length, and to order their product online from their favorite branded store, obviously being an affiliation and a sense of love and affection to the brand, the customer hits just the right selected brand. This has been the witnessed trend in today's modern competitive market that the more a brand gains popularity in the form of being well-known, the more likely the nearby market segment of customers is to purchase the same product. (Mamangkey, Lapian et al. 2018) summed up their research findings in the words that if a business wants to be sure of long-term success, the product

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available to it must be available all the time at the store to serve the customers at the very first order, thus fulfilling a sense of desirability and favor of customer to the product.

Originally, this is the very brand personality that abridges an inseparable linkage between the success of the brand and the customer being attracted to it in the world of relationship marketing. (Jibril, Kwarteng et al. 2019). Brand personality gives a sense of how there must be an affiliation and attraction to exist between human personal attributes and product brands. The mega horizon of brand personality makes up a vast coverage over some of the most vital and beneficial fields to the customers, being brand value, customers' attitude towards how he feels about the brand, personal sense of affection with the brand, and thus other factors that prove to be an inevitable link between customers and brands. (Louis, Lombart et al. 2010, Coelho, Bairrada et al. 2020).

Beyond the slightest shadow of a doubt, the most quantifiable research made achievements in the fields of how strong a brand proves to be governing the purchase intention of customers, (Ha and Janda 2014, Gordon, Zainuddin et al. 2016), but still a developing country welcomes some more brand dimensions to be unveiled and explored since they are found to be most scarce there.

The online world of marketing has made It possible for customers to know more about the dimensions of different brands by linking through the internet facility (Hudson, Thal et al. 2013). Most of the psychological consequences might arise due to extra Para social activities, such as an overwhelming amount of enjoyment and excitement (Yuksel and Labrecque 2016), which would unveil the relationship between medial stars to promoter brands and the cusotmt4es. This relationship is all about, how the media personalities are approached and they are labeled as brand ambassadors to motivate the customers socially to purchase some definite type of brand (Lee and Watkins 2016). One living theme as an illustrative phenomenon is the social behavior of customers when being exposed to certain typ0e of brand. (Gardner and Knowles 2008)

The main novelty and innovative factor in this research is to go deep into the philosophy of consumer cognitive thoughts regarding purchase behavior and intention that prove to be influencing while designing product characteristics and attributes to be successful in the competitive market (Kumar Ranganathan, Madupu et al. 2013). The importance of cognitive factors in the world of marketers can be illustrated by the fact that the cognitive system of the consumer along with the affective system would be aligned with the product's hedonic and functional attributes to come up with the best competitive and prevailing product in the market (Khalid and Helander 2004).

The mega blend of the collective contribution of brand sincerity and also cognitive personality of consumers would make this research study unique, innovative and novel. The field that must have been paid attention in today's world of marketing and unfortunately has not been given much, is that the personality and attitude of customer towards some brands, most importantly clothing and mobile industry products is studied and explored at minimum level, thus creating a full scope to study the impact of customer personality on purchase intention (Abzari, Ghassemi et al. 2014).. being least focused, a vast quantity of research could be tribute to the area regarding customer personality and brand personality and their impact on purchase intention because most of the sales managers, especially in Punjab are left deprived of being benefited by the impact of such great variables, and the phenomenon gets even more attention when online market in this area is considered because apart from face-to-face interaction, this is a sales of trust and relationship which needs managers to understand the spending patterns, choices, habits, and personality of different customers (Seimiene, Kamarauskaite et al. 2014).

Some factors responsible for the purchase intention of customers are demographics, the area of shopping, the medium or channel to receive the product, and personality of customers (Li and Zhang 2002). In addition to spending a heavy budget on the advertisement of their predicts, wise companies today focus also on the traits to build the personality of consumers, thus shaping their products and

services according to the best benefit that the customers think they would get (Ayanwale, Alimi et al. 2005).

According to (Sirgy 2018), self-congruity is a phenomenon that appears when the aligned concepts of brand personality and customer self-concept or thinking or imagery about the brand are linked and abridged (actual, ideal, and social self). According to (Sirgy 1985), the postulates of the Self-congruity theory illustrate that customers will ultimately purchase that one product whose attributes in terms of usage and facility are in positive linkage and consistency with the consumers' self-image, personality, and self-thoughts. The undeniable proof of the above illustrated fact could be more firmly established when previous researches helps us in showing that higher yield of profit and value for the company is achieved when brand personality and consumers' personality are on a parallel line of congruity and consistency with each other (Grohmann 2009). The research findings of (Lieven and Hildebrand 2016) illuminate that a positive relation of brand personality to be consistent consumer personality will lead to higher profit and brand equity.

The supportive findings of previous research also illustrate that consumer personality will be more inclined toward those brands whose gender, features, and personality are in congruity with that consumer's thoughts and desires (Kim 2023). Some more fascinating results from the previous research have shown that there definitely exists a positive linkage and relationship between brand personality, brand attachment, self-congruity, and the personality of customers (Huang, Zhang, et al. 2017). A higher level of brand attachment and loyalty is generated when brand personality is found to be consistent with consumers' actual, social, and ideal personality characteristics.

The core process of how consumers feel a sense of affiliation, affection, and congruence with that of brand personality and features, and expressing that personality at the time of purchase of that one brand, would lead to higher purchase intention.

Literature Review

Brand Personality

There must be a deep knowledge possessed by the marketer to judge that, in order to purchase some new variety of brand, customers mostly review the performance of the previously or already existing brands in the market and how well it goes with (Teng, Laroche et al. 2007).

Brand personality is taken as a lifeline by most marketers and businesses because it directly links customers to the marketers, thus helping in the innovation of products (Temporal 2000) thus establishing a unique identity among different competitive brands in the market. By effective utilization of this great phenomenon, the marketers would know how the intentions of customers keep on going with the brand as it evolves over new horizons of development. (Bruwer, Buller et al. 2012)

Brand Sincerity

The concept of how consumers think of a particular brand in terms of sincerity is embedding a whole world of different vast dimensions in it, which finally enables the consumers to validate, think, and decide whether the brand truly goes up to mark with what is said about its illustrative values and benefits.

The marvel phenomenon of sincerity explains that commitment comes at a level of values and guiding ideas. The beauty of this phenomenon would help customers think whether the basis of keeping such values and benefits in the brand has some commercial orientation on the basis of some genuineness of the brand. According to (McManus, Carvalho et al. 2022), a wholesome close relationship is evident between relatedness needs and brand sincerity, but a solid foundation of the just illustrated fact would grasp immortality when businesses enter into a commitment to build strong friendly long-term relationships with the customers.

In their study, (McManus, Carvalho et al. 2022), they argue that brand honesty would have been needed at a level of necessity but not becoming as much strong as to gain a status of durable brand connectedness.

In the heightened arena of the pandora box opened up by brand sincerity, limelight guidance, and navigation could always be achieved on how to develop personality traits. In a fabulous research study on brand personality (Cuevas 2016) in a mega-market of the blogosphere, it was finally brought up that consumers would think of a brand as authentic when their expectations are met up to the level they want (Shetty, Fitzsimmons et al. 2022).

Brands would achieve success only and only when they fulfill some basic conditions in the harsh tough competitive market of today, such as offering promotional campaigns in the form of incentives and promising positive consumer service delivery and value-added network. In research conducted (Liang, Xu et al. 2021), the final remarks given were that brand sincerity would go on affecting brand choice by the customers positively. The cacophony that only the products serve as a brand can be overcome by illustrating and proving that in addition to maintaining passion and bringing customization, the hiring of human personalities such as fashion bloggers and famous writers who serve as a source of credibility, would prove to be lifeblood to the fate of brand (Liang, Xu et al. 2021).

So it becomes evident that customer engagement would be accelerated by boosting up the trustworthiness of the brand and it goes on even heights of success level when bringing up brand sincerity at its maximum because this is the very trust in a brand that motivates customers to participate in production and innovation process by offering and expressing their ideas on the internet or other platforms provided by the company (Gong, Sheng et al. 2021). The wide range of benefits of a heightened brand sincerity appears in the form of excelled positive effects of a self-brand relationship with those of maintaining high profile for the company (McManus, Carvalho et al. 2022), but the opposite line of action would gift a catastrophic disaster in the form of low brand sincerity, which would ultimately lead to facing unpleasant emotions, and thus blessed with a deprived connection with customer attachment and loyalty with the brand.

Therefore, the final hypothesis shaped from the above-illustrated discussion is given below:

Hypothesis 1: Brand personality has a significant influence on purchase intention

Consumer Personality

The following sequence of activities is observed in the traditional pattern of market behavior firstly the customer identifies and searches out for the target product or service needed, then uses different channels to search it out thoroughly with the help of the internet, family and friends, next being attracted and affiliated by the grasping features of the product, and lastly evaluation comes that opens up on customer the fact that whether they should purchase the product or not, thus going for a transaction to make for the product (Javadi, Dolatabadi et al. 2012).

Consumer Cognition

Consumer cognitive personality attempts to add value to the product's innovative stage by offering emotional design to it, leading to a long-lasting bond between the product and consumers (Aftab and Rusli 2017). The basic core definition and concept of cognition encompasses the philosophy of what is being perceived and therefore this affection would accelerate and excel the learning experience while making purchase decisions regarding specific products (Ashby and Isen 1999). Crilly, Moultrie et al. (2004) conducted research and came up with conclusive remarks that the cognitive system beautifies the world by giving special and specific meaning to it, and it runs in congruency with the affective system while making accurate purchase decisions

Hypothesis 2: Consumer personality (Cognitive) has a significant impact on Brand Personality (Sincerity).

Brand Personality as Mediator

Even if not succeeding directly in gaining a mega share from the market, brand personality plays a vital role of mediator the excels the relationship between customer and brand, thus possessing an important place within the components of the brand value creation mechanism (Tan, Çolakoğlu et al. 2016)

According to (Fournier 1998) such a high profile of brand strength and personality that consumers feel proud to be associated with friends and families by introducing the brand to respective audiences. Brand growth stands out as be marvelous component of brand personality which in turn proves to be vitalized in forming such an attitude in customers' minds that they feel highly delighted to identify and thus giving a sense of fulfilment and proud to the gender identity to consumers (Avery 2012, Roy, Khandeparkar et al. 2016)

Brand personality also smoothens up a relationship between brand loyalty along consumers' intention and willingness to purchase certain products, in a positive direction, and both above illustrated are considered as an important part of consumer-based brand equity (Ehrenberg, Juckes et al. 2008). The phenomenon reflects a day-light reality under the hallmarks of previous researchers that individual personality traits also affect the online fate of brands along with social networking sites.

According to (Lee, Hansen et al. 2020), there exists a positive streamlined relationship between brand personality, self-congruity, and brand engagement. Research by (Machado, Vacas-de-Carvalho et al. 2019) further unveils, among the secrets of the market, that brand personality possesses a positive impact on customer-based brand equity.

Therefore, the hypothesis for this dimension of brand personality would appear in this form.

Customer Personality and Brand Personality

This is the continuous exposure of consumers to the most competitive diverse brands, that the brand personality comes to final shape after observing the demands of consumers (Keller 1993, Aaker 1997). Brand loyalty refers to the repeated purchase of products that reflect the influence of psychological personality traits of consumers to motivate them to purchase products. So the whole complex cycle of repetitive consumer purchases is not only a deliberate and optional response but also an outcome of psychological and emotional factors to influence purchase intention (Oliver 1999).

The footprints of brand loyalty could be sought into the shadow of customer behavior, and this customer behavior forms the basis of purchase intention (Keller 1993). Therefore, in the light of this information, the following hypothesis has been made under

Hypothesis 3: There is a significant impact of consumer personality (cognitive) on brand personality (sincerity).

Hypothesis 4: Brand Personality (Sincerity) mediates the relationship between consumer personality (Cognitive) and purchase intention.

Purchase Intention

Among the most vital factors to derive the attention of marketers to focus on is none other than the purchase intention, which has a key role in the routine purchase behavior of the customer community and also deep roots in the establishment of research and development regarding consumer preferences, and the complex enigma of products and services to be purchased and not to be purchased would be reflected under the limelight shadow of purchase intention. The researchers (Young Kim and Kim 2004), after consecutive research on the issue, embrace a final marking point that purchase intention is actually a capacity, will, and motivation of consumers with a targeted

intention of whether the product would be found suitable to fulfill needs, demands, and expectations of consumers.

Moreover, research by (Crosno, Freling et al. 2009) illuminated a new Pandora's box that described that purchase intention is a measuring scale of the possibility that a consumer will purchase a specific product under some identified targeted and selected product category..

Figure 1

Conceptual framework
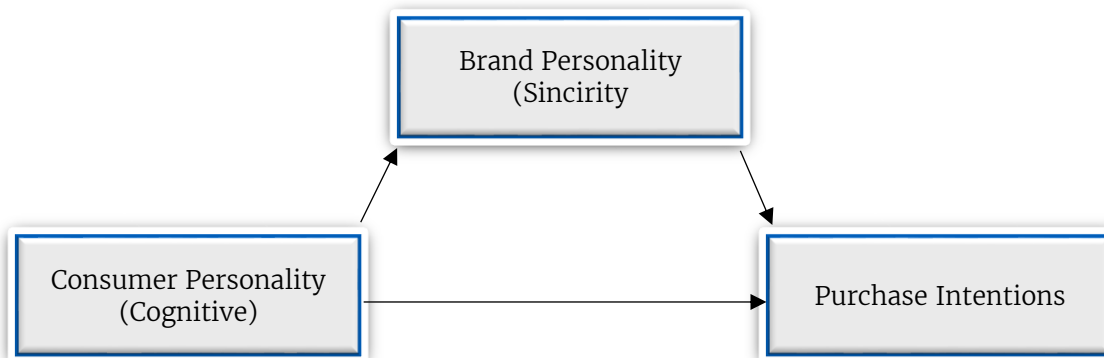
Research Design and Methodology

The research embraced success in the area of methodology by conducting a cross-sectional survey and a self-administered questionnaire for the purpose of gathering useful and targeted data from a population of different customers shopping at different shopping malls in Punjab. By employing the random sample technique, customers of different backgrounds and demographics were targeted, regardless of any specifications in these characteristics. The sample size of 450 customers had been selected, so as to empower and align the validity and reliability of the results. Sample size interpretation and determination have been brought up by engaging in devising a table provided by krejcie & Morgan, 1970. The sample size empowers itself as enough representative of the inferential statistical interpretations to be carried out. To probe deep into data analysis, the service of structural equation modeling has been carried out, followed by guidance by some previous fresh research devised by Syafril,2022, with the help of using smart PLS_SEM application which always proves to be a beneficial tool while interpreting complex relationships in area of research.

Research Instrument development
Table 1
Research Scale Items

Construct	Items	Source of scale	Type of Scale
Brand Personality Sincerity	▪ I consider that the in-store brand serves as a reliable source of information and discovery. ▪ I believe that the brand being recommended and purchased is encompassing in it an interesting content. ▪ I think that the brand serves as a reliable source of information to prove to be helpful in the future.	(Chetioui, Benlafqih et al. 2020)	07-Point Likert Scale (Strongly Disagree 01 to Strongly Agree 07)

Construct	Items	Source of scale	Type of Scale
Consumer cognitive personality	▪ I look forward to watching the in-store live streamer on her/his channel. ▪ When I watch a certain in-store live stream, I feel like I am part of the streamer's group. ▪ The in-store live streamer makes me feel relaxed and comfortable as if I am with friends. ▪ When the in-store live streamer expresses his/her feelings about a certain product or service, it helps me make up my mind about that product or service	(Reinikainen, Munnukka et al. 2020)	
Purchase Intention	▪ I would intend to purchase a product that possesses an associative linkage of a cause-related marketing campaign regarding personal use. ▪ My Will lets me purchase a product, building an associative relation of a cause-related marketing campaign regarding personal use. ▪ I would go for trying to purchase a product which has an associative relationship with a cause-related marketing campaign	(Kim, Njite et al. 2013)	

Measurement Techniques

Using Smart PLS 4, as described by Ramli, Latan et al. (2018), the conceptual framework involving Brand Personality, Consumer Personality, and Purchase Intentions was evaluated. The chi-square (2) statistic, which measures the model's overall fit, and the root mean square error of approximation (RMSEA) were two of the metrics used to determine whether the model was appropriate. According to (Hair, Ringle et al. 2012), a significant agreement between the suggested model and the actual observed data is indicated by an RMSEA value lower than.08.

Results

Construct Validity (Internal Consistency) and Reliability

The measurement model's internal consistency is evaluated as the first evaluation criterion. As shown in Figure 2, this procedure entails analyzing the connections between the measurement items and the observed variables. The latent variable employed in this research, which shows how much variance the items capture and thus the dependability of each item, must be emphasized (Götz, Liehr-Gobbers et al. 2009).

The standardized outer loadings of the latent construct, which represent the absolute correlations, are anticipated to be greater than 50%, as stated by Chin (1998). The results obtained from the PLS measurement analysis, presented in Table 2, demonstrate the absolute correlations

between the construct and its corresponding measurement items. Notably, the factor loadings range from 0.637 to 0.828, surpassing the specified minimum threshold of 0.50 set forth by (Chin [1998], Chin [2009]).

Figure 2

Measurement Model (PLS-Algorithm with Outer Loading)
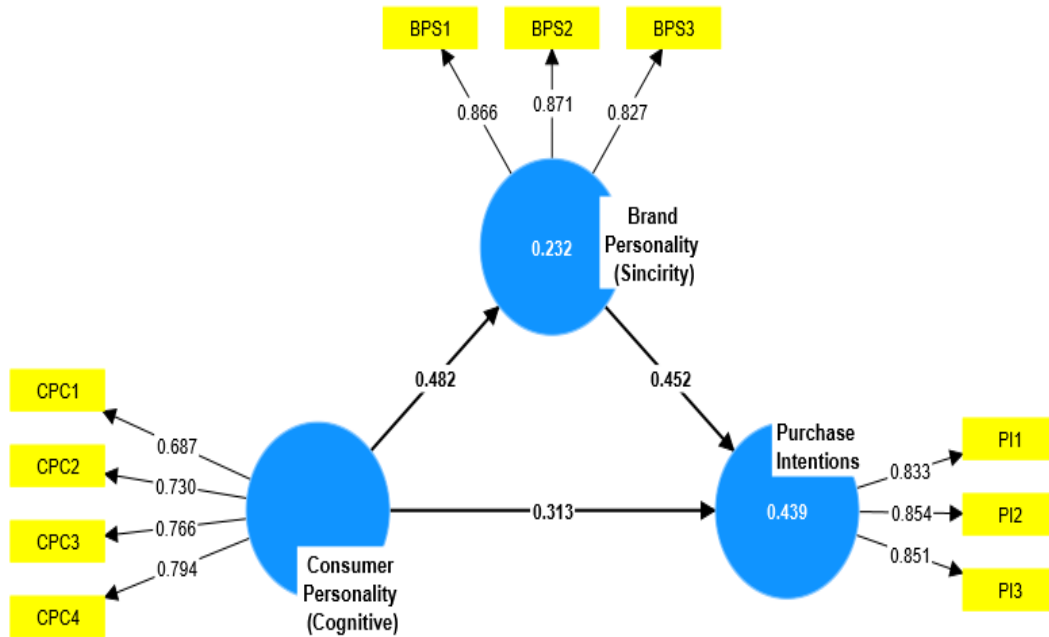
Other Measures of Reliability

Using composite reliability and Cronbach's alpha, the construct's reliability was assessed at the composite level. As shown in Table 2, both the composite reliability and Cronbach's alpha were higher than the recommended values of 0.6 and 0.70 by (Cronbach [1951]), respectively.

Following the recommendations of (Hair, Black et al. [2009]), Mertler, Vannatta et al. ([2021]), convergent validity is evaluated by determining how well the items capture the underlying theoretical idea. Convergent validity ensures that results from several measurements show correlation and fit the same conceptual framework (Henseler, Ringle et al. [2009]).

Convergent Validity

To evaluate convergent validity, we utilized the known approach called "Average Variance Extracted" as suggested by (Hudson, Thal et al. [2013]) We followed the guidelines outlined in the works of (Tabachnick, Fidell et al. [2007], Hair, Black et al. [2009], Henseler, Ringle et al. [2009]).

According to the ideas put forth by (Fornell and Larcker [1981]), each fundamental concept explained more than half of the variation, in its observed items. This was validated in Table 2 where it was observed that the Average Variance Extracted (AVE) values, for each underlying variable exceeded the suggested threshold of 0.5 (50%).

To assess multicollinearity (VIF) we followed the method described in (Pallant [2020]). According to this approach, VIF values above 10 or, below 0.1 suggest the presence of multicollinearity. The results in Table 2 reveal that the highest VIF value is 1.982 while the lowest is 1.288. These findings indicate that there is no multicollinearity, among the variables.

Table 2

Internal consistency, convergence validity, cross-loadings

Constructs & Indicators		Factor Loadings	Alpha	Rho_c	AVE	VIF
Brand _Personality _(Sincerity)	BPS1	0.866				1.860
Brand _Personality _(Sincerity)	BPS2	0.871	0.816	0.891	0.731	1.982
Brand _Personality _(Sincerity)	BPS3	0.827				1.664
Consumer _Personality _(Cognitive)	CPC1	0.687				1.288
Consumer _Personality _(Cognitive)	CPC2	0.730	0.732	0.833	0.556	1.341
Consumer _Personality _(Cognitive)	CPC3	0.766				1.840
Consumer _Personality _(Cognitive)	CPC4	0.794				1.886
Purchase _Intentions	PI1	0.833				1.683
Purchase _Intentions	PI2	0.854	0.802	0.883	0.716	1.785
Purchase _Intentions	PI3	0.851				1.711

Discriminant Validity

Under this study, a thorough examination of the validity of the items of constructs was made by conducting a series of evaluations. It started with the Fornell Larcker Criterion, which involves calculating the root of the Average Variance Extracted (Hudson, Thal et al. 2013) for each construct and comparing it to the correlations, between that construct and others, in the model. They also performed cross-loading analysis. Subsequently the HTMT approach for examination. According to this criterion, the square root of AVE should be higher, than the intercorrelations. This suggests that a construct is better at explaining its items than those of others.

The second method for evaluating discriminant validity, the cross-loading matrix, calls for item loadings on one construct to be higher than their loadings on other constructs. This demonstrates that desired constructs were measured accurately (Straub, Boudreau et al. 2004). The Cross-Loading approach in this investigation, as shown in Table 3, supports the expected assessment outcome because all items show their highest loadings on their respective constructs.

The HTMT (Heterotrait–Monotrait) ratio, recognized for its superiority over cross-loadings and the Fornell Larcker criterion, is the third method used to prove discriminant validity.

The third approach employed to ensure discriminant validity is the HTMT (Heterotrait–Monotrait) ratio, recognized for its superiority over cross-loadings and the Fornell Larcker criterion. To adhere to this method, (Henseler, Ringle et al. 2015) recommended maintaining HTMT values below 0.90. In the present study, the maximum threshold value was established at 0.855 (Table 3), thus satisfying the discriminant validity criterion, given that the value falls below the stipulated threshold of 0.90.

Table 3

Discriminant validity- (Fornell larcker criterion), cross-loading, HTMT

Fornell & Larcker Criterion				Cross Loadings			
Constructs	BP(S)	CP(C)	PI		BP(S)	CP(C)	PI
BP(S)	0.855			BPS1	0.866	0.453	0.529
CP(C)	0.482	0.745		BPS2	0.871	0.387	0.526
PI	0.603	0.531	0.846	BPS3	0.827	0.393	0.490
				CPC1	0.316	0.687	0.414

Heterotrait Monotrait Ratio						
Constructs	BP(S)	CP(C)	PI	CPC2	0.373	0.730	0.420

				CPC2	0.373	0.730	0.420
				CPC3	0.343	0.766	0.341
				CPC4	0.398	0.794	0.401

Heterotrait Monotrait Ratio			
Constructs	BP(S)	CP(C)	PI
BP(S)			
CP(C)	0.620		
PI	0.744	0.690	

CPC2	0.373	0.730	0.420
CPC3	0.343	0.766	0.341
CPC4	0.398	0.794	0.401
PI1	0.492	0.427	0.833
PI2	0.487	0.481	0.854
PI3	0.550	0.440	0.851

Quality Criteria

The hypothesis testing was made under assessment of structural model assessment and to accept or reject if-then statements for which criteria of validation were set forth by (Tenenhaus, Vinzi et al. 2005, Chin 2009, Götz, Liehr-Gobbers et al. 2009, Henseler, Ringle et al. 2009), which included the path coefficient, the coefficient of determination for endogenous variables (R2), and the impact size (F2). The preset threshold values and their accompanying descriptions were carefully investigated using the stepwise process described below in order to thoroughly evaluate the structural model.

Figure 3

The conceptual framework under process method (come analysis) (inner model with P-Values

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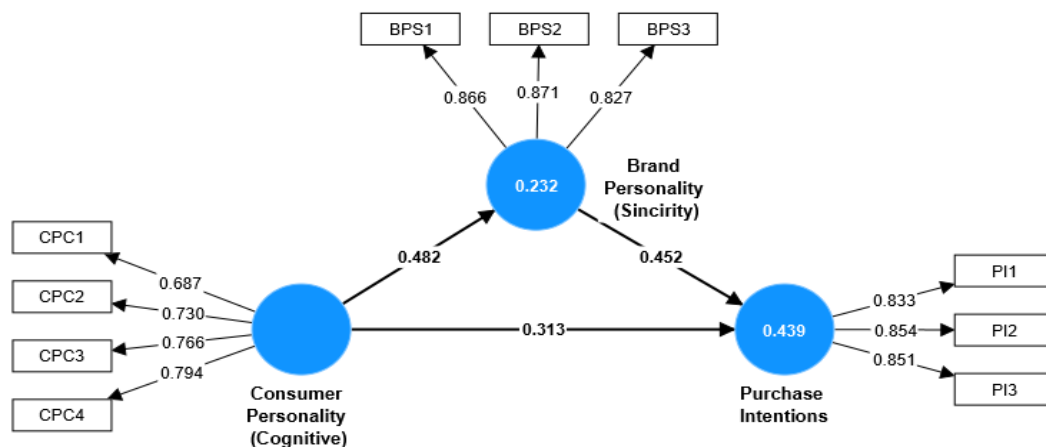
Coefficient of Determination (R2)

The coefficient of determination (R2) is like a key player when we're trying to figure out how well our structural model works, and this was pointed out by (Quinino, Reis et al. 2013). Table 4 under this study indicates the details about R2 as R2 is a way to see how much of the ups and downs in the dependent variable are due to changes in independent variables. The facts like the R2 values for Brand Personality (0.232) and Purchase Intentions (0.439) showed that the proportion of the dependent variable's variability that is clarified is shown by the coefficient of determination (R2). The obtained R2 values of 1% and 49% in this study signify a moderately acceptable level of prediction in empirical research (Gaur and Gaur 2006, Bhunia 2013).

Effect Size (F2)

Further to analyze the effect size, how it has measured the impact in our structural model – something pretty fancy called Effect Size (F2) These differences can be small, medium, or large, and we're following the guidelines set by (Sarstedt, Ringle et al. 2021) the small changes are between 0.00 to 0.15, medium ones are from 0.16 to 0.35, and the big ones, well, they're anything above 0.35. The results of this study revealed and recorded in table no. 4 which turns out that when it comes to Brand

Personality (Sincerity), a medium impact at 0.303 was found. As for Purchase Intentions, it's pretty similar with a medium impact too, but slightly lower at 0.280. These numbers show that our tweaks in the model are making a noticeable difference, but not like earth-shattering changes. Just something in the middle ground.

Model Fitness

While analyzing how well our model fits the data, the SRMR shows the value of 0.082 representing a good fit of the model, the values of d_ULS and d_G, 0.367 and 0.147 respectively showing the outfits are tailored to perfection, the values of Chi-square, which is like the final check showing the values of 261.375 and presenting a good outfit pass the ultimate test. Finally, the value of NFI is 0.770, You look great in both outfits. Therefore, keeping in view the facts of model fitness, they're a perfect fit for our data.

Table 4

R-Square Result

Construct	Coefficient of Determination (R2)	Effect Size (F2)	Model Fitness	
	R2	F2	Measure	Estimated Model
Brand Personality (Sincerity)	0.232	0.303	SRMR	0.082
Purchase Intentions	0.439	0.280	d_ULS	0.367
			d_G	0.147
			Chi-square	261.375
			NFI	0.770

Hypothesis Testing

Hypothesis 1 (H1): Under this study the first hypothesis delved into the potential relationship between Brand Personality (Sincerity) and Purchase Intentions. The empirical results strongly substantiate this connection, revealing a noteworthy positive effect of Brand Personality (Sincerity) on Purchase Intentions ($\beta = 0.452$, $t = 8.151$, $p < 0.000$). These findings resonate with the theoretical premise that the personality traits exhibited by a brand can significantly influence consumers' intent to make a purchase (Toldos-Romero and Orozco-Gómez 2015).

Hypothesis 2 (H2): The second hypothesis aimed to explore the interplay between Consumer Personality (Cognitive) and Brand Personality (Sincerity). Our analysis underscores a positive association between these two constructs, substantiated by statistical evidence ($\beta = 0.482$, $t = 9.476$, $p < 0.000$). These findings align with existing research conducted by Lin (2010), (Xu, Zhang et al. 2023), suggesting that consumers with a cognitive and sophisticated thinking style tend to perceive brand personalities, particularly the aspect of Sincerity, in a positive light.

Hypothesis 3 (H3): was sought to examine the impact of Consumer Personality (Cognitive) on Purchase Intentions. Our results reveal a noteworthy effect, albeit in the opposite direction, as indicated by the negative coefficient ($\beta = -0.313$, $t = 5.503$, $p < 0.000$). Interestingly, this inverse relationship suggests that individuals with a cognitive thinking style may exercise a certain level of caution in translating their intent to purchase. This finding finds support in the work of (Lau, Ng et al. 2023), who established that cognition-based attitudes, such as attitudes toward celebrity endorsements, play a pivotal role in shaping brand attractiveness, and consequently, purchase intentions.

Table 5

PLS-SEM (structural measurement model assessment– hypothesis testing–model I)

PLS-SEM (Bootstrapping)						
Hypothesis & Path	Beta	$\bar{X}$	SD	T	P	Results
H1: Brand Personality (Sincerity) -> Purchase Intentions	0.452	0.454	0.055	8.151	0.000	
H2: Consumer Personality (Cognitive) -> Brand Personality (Sincerity)	0.482	0.484	0.051	9.476	0.000	Accepted
H3: Consumer Personality (Cognitive) -> Purchase Intentions	0.313	0.314	0.057	5.503	0.000	

Hypothesis Testing – Indirect Effect (Mediation Analysis)

Sobel (1982), (Baron, and Kenny 1986) proposed the traditional method for examining mediation effects in regression analysis and enhanced it. Alternative approaches, however, have been put out by scholars including MacKinnon, Lockwood et al. (2004), Henseler (2010), (Hair, Ringle et al. 2011) in response to this problem. Iacobucci, Saldanha et al. (2007) provided a different approach with a novel approach for investigating mediating effects with PLS-SEM, incorporating both endogenous and exogenous factors. Despite PLS-SEM's rising popularity in mediation analysis, a thorough comparison with conventional regression analysis has not yet been done.

A nonparametric method known as bootstrapping was used to predict new trends and assess the effects of particular pathways. Among the many variables examined by bootstrapping are Path Coefficient, Direct Effects, Particular Indirect Effects, and Total Effects. Using a significant 10,000 bootstrap samples, it additionally establishes Lower-Level Confidence Intervals (LLCI) at 5% and Upper-Level Confidence Intervals (ULCI) at 95%. "Bias-Corrected and accelerated (BCa) method with a bootstrap of two-tailed test and under type with parallel processing" was used in this procedure (Hair Jr, Hult et al. 2021).

Under this study, Hypothesis 4 (H4) was investigated, and carried out the required analysis. The results from smartPLS-4 were intriguing, showing that Brand Personality (Sincerity) is the most important factor. The scenario specifically showed a p-value of less than 0.000, a T-statistic of 5.807, and a Beta value of 0.218. These results strongly imply that Brand Personality (Sincerity) plays a large and complete mediating role in directing the impact of Consumer Personality (Cognitive) on Purchase Intentions.

These results are also related to the work of Lau, Ng et al. (2023) who found that a brand's personality serves to bring brand traits into harmony, which in turn has a favorable cascade effect on brand attitude and, ultimately, purchase intention. Our findings essentially corroborate their findings, highlighting the crucial role that brand personality (sincerity) plays in bridging the gap between consumer personality (cognitive) and purchase intentions.

Table 6

Mediation analysis model –II

PLS-SEM (Bootstrapping) Mediation Analysis													
Total Effect				Total indirect Effect				Specific Indirect Effects					Results
Path	B	T	P	Path	B	T	P	Path	B	T	P	LLCI 5% / ULCI 95%	
BP(S) -> PI	0.452	8.151	0.000										
CP (C) -> BP(S)	0.482	9.476	0.000	CP (C) -> PI	0.218	5.807	0.000	CP (C) -> BP(S) -> PI	0.218	5.807	0.000	0.161 / 0.284	Accepted
CP (C) -> PI	0.531	11.479	0.000										

Discussion

Theoretical Implications

The findings emerging from the analysis of the questionnaire data hold significant implications within the realm of consumer behavior and branding theories. The evident positive influence of Consumer Personality (Cognitive) on Brand Personality provides a deeper understanding of how individual cognitive traits interplay with the perception of a brand's attributes. This echoes the theoretical underpinnings of self-congruence theory, highlighting how consumers are drawn to brands that mirror their cognitive inclinations.

Moreover, the observed fully mediating role of Brand Personality (Sincerity) between Consumer Personality (Cognitive) and Purchase Intentions underscores the intricacies of consumer decision-making processes. This reinforces the concept that a brand's personality acts as a pivotal bridge between the consumer's cognitive tendencies and their intention to make a purchase. This aligns with the idea that the way a brand communicates and is perceived shapes consumers' inclination to engage with it.

Practical Implications

From a practical standpoint, these findings carry important implications for marketers and brand managers. Recognizing the positive impact of Consumer Personality (Cognitive) on Brand Personality (Sincerity) offers valuable insights into tailoring brand communication strategies. Brands that emphasize sincerity and reliability resonate better with individuals possessing such cognitive traits. This understanding can guide the creation of brand messages that are attuned to consumers' psychological predispositions.

Furthermore, the mediating role of Brand Personality (Intentions) in linking Consumer Personality (Sincerity) to Purchase Intentions underscores the importance of cultivating a distinct and appealing brand personality. Crafting a brand personality that aligns with consumer cognitive attributes can enhance the likelihood of purchase intent. This insight encourages marketers to create consistent and authentic brand experiences that resonate with consumers on a deeper level.

Limitations of Research

Despite the valuable insights derived from this study, it's important to acknowledge certain limitations. The research primarily relied on a self-reported questionnaire, which could introduce response biases and limit the scope of data collection. The sample size and demographic characteristics of participants might also impact the generalizability of the findings. Future research could benefit from incorporating diverse methodologies and larger, more diverse samples to enhance the robustness of the results.

Future Research Recommendations

Building on this study, future research avenues could delve deeper into the intricacies of specific cognitive personality traits and their differential impacts on brand perception. Exploring the nuances of various marketing platforms and their influence on mediating relationships could provide valuable insights into consumer behavior dynamics. Additionally, investigating the role of cultural influences on the observed relationships could yield cross-cultural insights into the interplay of cognitive traits, brand personalities, and purchase intentions.

Conclusion

The findings of this study contribute to the body of knowledge in consumer behavior and branding, shedding light on the interactions between Consumer Personality (Sincerity), Brand Personality, and Purchase Intentions. The theoretical, practical implications, limitations, and potential future

research directions outlined in this discussion provide a comprehensive understanding of the significance of these relationships in the context of contemporary marketing strategies.

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