

## CHAPTER V

### CONCLUSIONS AND IMPLICATIONS

#### A. Conclusions

1. Consumer personality has no effect on brand loyalty.
2. Brand Personality has no effect on brand loyalty.
3. Consumer personality has a positive effect on consumer brand relationships.
4. Brand personality has a positive effect on consumer brand relationships.
5. Consumer brand relationship has a positive effect on brand loyalty.
6. Consumer brand relationship mediate the effect of consumer personality on brand loyalty.
7. Consumer brand relationship mediate the effect of brand personality on brand loyalty.

Based on the conclusions obtained in the hypothesis test, it can be concluded that consumer personality and brand personality cannot affect brand loyalty. However, consumer personality and brand loyalty will have a strong effect on brand loyalty when there is a mediating consumer brand relationship. This means that the personality of each consumer and the personality of the brand offered form a harmony in improving the consumer brand relationship, which in turn will increase brand loyalty.

## **B. Implication**

### 1. Theoretical implication

This research complements previous research on consumer personality and brand personality that affect brand loyalty. The addition of a mediating variable, namely the consumer brand relationship, affect consumers to react and behave positively towards the brand so as to encourage higher loyalty. Some studies only test consumer personality and brand personality without seeing a process in it. The results of this study also update and expand the application of consumer and brand personality traits that integrate into brand loyalty mediated by consumer brand relationship.

### 2. Practical implication

The results of this empirical research can be used by Apple Inc. especially the marketing department as a consideration in implementing business strategies in Indonesia. This research can also be used as a reference for technology companies or even other companies that have premium products in building brand loyalty. these things are written as follows:

- a. Basically, each individual has different traits that make up the construct of consumer personality, which makes each consumer have a unique consumer brand relationship with iPhone products. The personality aspect of consumers helps in improving their relationship with the iPhone when increasing the connection of self, where consumers and

iPhone have similar interests, activities, and opinions. Therefore, iPhone must align itself by facilitating the interests, activities, expectations (opinions) of consumers towards smartphone devices that should be at a relatively high price.

- b. Through this research, most iPhone consumers are dominated by women. Therefore, iPhone must think about segmentation for men, such as harmonizing brand personality with their mindset, needs, activities and expectations.
- c. Consumers will form a fit with the brand personality to encourage the formation of a consumer brand relationship. Brands that have a strong personality will reflect the soul of consumers and strengthen the personality of consumers to be more prominent and characterized. This will trigger a sense of conformity or compatibility from the consumer's inner psychological towards the brand. The effect of consumer personality and brand personality will determine the consumer brand relationship that helps consumers in the cognitive, affective, and conative processes. The process of consumer brand relationship activities can be utilized in implementing marketing strategies to target consumers through psychological aspects such as taking a heuristic and nudge approach. This can make consumers more attached to Apple (iPhone) and will lead to higher brand loyalty.

### **C. Limitation of Study**

This study has several limitations, therefore it is important to note for future researchers:

1. This research is dominated by respondents aged 20-24 and working as students with income Rp1,000,000 to Rp3,000,000. So that the research has limitations on respondents with working criteria who may have their own opinions or experiences, so that they can provide different answers.
2. Consumer personality is something that is sensitive. It is feared that the highs and lows of some of the constructs that make up the consumer personality variable will lean to one side and not make the data spread evenly. This might cause AMOS to misinterpret the data and consider it inconsistent.
3. The results of the goodness of fit index test have criteria that have not met the cut of value, namely GFI and AGFI which are at the marginal fit criteria. This can later be an improvement in future research.

### **D. Suggestion for Future Research**

Research in the case of consumer and brand personality on brand loyalty through consumer brand relationship mediation will be very interesting because it illustrates the survival of a brand with its consumers, so further studies need to be carried out to obtain more factual and detailed results. Future research is also expected to be able to add variables that affect the sustainability of consumer brand relationships that make brand loyalty increase or decrease, such as trust factors and service performance. Future research can also re-examine

the proposed conceptual framework in the context of other industries, such as the service sector, transportation, health, fashion, electronics, and telecommunications.

