The Effect of Brand Personality In Forming Suboptimal Bias on Purchase Decisions

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Abstract: *Suboptimal bias is a situation where the purchase is carried out irrationally because of a certain bias in making purchasing decisions. This study explores the role of brand personality in generating the bias. Brand personality is conceptualized as an attraction of brand personality. This variable is more focused on the ability of the brand personality to attract consumers rather than see whether the personality of the consumer is suitable or not with the brand personality. Three attractiveness variables of brand personality are used as independent variables, namely favorability, originality, and clarity. The attractiveness of brand personality is hypothesized to be related to confirmation bias through a number of mechanisms such as affective hierarchy and availability hierarchy and framing and ego involvement. As an outcome variable, this study uses compulsive purchases which are an emotional support to buy things excessively, either because they are too happy with the brand or afraid of running out.The data was collected by the mall interception method and produced 242 respondents. Data were analyzed using confirmatory factor analysis procedures and structural model analysis. Confirmatory factor analysis produces a model match value CFI = 0,851, RMSEA = 0,101, and χ^2 (142) = 491,47, p = 0,000, while structural model analysis produces a model match value CFI = 0,805, RMSEA = 0,114, and χ^2 (145) = 600,83, p = 0,000. The model shows that clarity is significantly related to confirmation bias and in turn, confirmation bias is related to compulsive buying. These results indicate that consumers are more concerned with the presence or absence of the personality of a brand, rather than whether the brand has a unique personality or because the brand has a good personality.This finding indicates that consumers impose brands such as humans with various personalities, thus confirming animism and anthropomorphism. Familiarity with brands makes one so trust in the brand that they buy it without rational reason.*

Keywords: *brand personality clarity, confirmation bias, compulsive buying, anthropomorphism, brand*

I. Introduction

Marketers are now increasingly interested in exploring aspects of brand personality in determining purchasing decisions. Various reasons can be raised to justify this orientation.First, the pattern of production which increasingly allows customization to be carried out requires the compatibility between the brand personality and the buyer in an effort to encourage consumers to approach the product. Second, there is no evidence that there is a way that allows companies to successfully segment consumers based on personality (Forsberg and Lofvenberg, 2011). Third, the development of information technology and big data allows surveys to be carried out on social media users to determine their personalities without giving a disturbance to their daily activities.

There have been many examples of the practical application of brand personality. Oil of Olay has characteristics as an inspiring brand (Liang et al, 2011), Nike as a conqueror brand, Harley Davidson as a rebel brand, Disney as a brand of simplicity, Discovery Channel as a pioneering brand, Pixar as an imaginative brand, M & M as a funny brand, Johnson & Johnson as a protective brand, Lego as a brand of originality, and Rolex as a luxury brand (Bailey, 2016).

One of the things that is worrying about brand personality is that brand personality can drive a suboptimal bias. Suboptimal bias is a decision taken not based on rational and strategic thinking (Meyer and Hutchinson, 2016). Consumers who experience suboptimal bias buy something not based on needs but based on other irrational factors, such as emotional conditions (Snakers and Zajdman, 2010). Brand personality can be a source of suboptimal bias when a person buys not based on rational consideration, but rather on his emotional

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closeness to the personality that emerges from the brand. Someone buys Rolex not for functional needs, but more for the need to be appreciated and so on.

Of course, this is what is targeted by marketers and the core of the brand personality. If not, the brand cannot bring excellence in competition with similar products. That is, if it is only based on function, competitive advantage cannot be raised from a brand. Because of that, the brand personality is raised to encourage brand excellence from other brands.

Even so, the mechanism that delivers the brand personality influences the suboptimal bias in consumer purchasing decisions is still very little understood. The purpose of this study is to develop a conceptual model of the mechanism that allows brand personality to produce a suboptimal bias in consumer purchasing decisions. This article reviews the literature of both fields, namely brand personality and suboptimal bias, then constructs synthesis and explains it in a case study.

II.   Literature Review

Brand Personality

Brand personality is a set of human characteristics associated with a brand (Freling et al, 2011: 393). It is known that brand personality originates not only from marketing activities carried out by marketers such as advertising, but also comes from the consumer itself which gives the characteristics of the human personality to a particular brand, either by linking it to a location, time, character of public figure, or himself (Rainey, 2012: 34).For marketers, brand personality becomes an important promotional tool in creating an overall image for the target audience (Wang and Yang, 2008: 460). This concept also becomes the core of brand identity and may be a brand conception that is closest to the consumer (Ouwersloot and Tudorica, 2001). Therefore, marketers try to develop their brand personality as much as possible and invest in efforts to make consumers perceive the brand in accordance with these expectations (Malar et al, 2012).

Brand personality variables can be approached in what personality characteristics are owned by a brand or based on the intensity / suitability of the brand personality. Looking at personality characteristics, five dimensions of brand personality have been proposed in the literature, namely sincerity, excitement, competence, sophistication, and ruggedness (Yoon, 2004: 47). Even so, these dimensions only capture what a brand's personality in consumer perceptions does, not capture how strong the brand's personality is in relation to consumers. Brand Personality Appeal (BPA) construct (Freling et al, 2011) has been proposed to measure how strong brand personality is in relation to consumers. BPA is defined as the brand's ability to attract consumers through a combination of human characteristics associated with it (Freeling et al, 2011).

The concept of brand personality starts from animism theory and anthropomorphism. This theory argues that humans have the ability to attribute life to something that is not alive (animism) and can attribute human traits to something that is not human (anthropomorphism) (Avis, 2012: 91). Even so, the application of animism and anthropomorphism theory to brands is problematic because of uncertainty as to whether a brand can be seen as parallel to something that is not alive or not human so that it can be attributed to animism or anthropomorphism.

The BPA construct is free from this conception because it does not assume whether a brand has a certain human-like personality such as sincerity, excitement, competence, sophistication, and ruggedness. BPA actually has the dimensions of favorability, originality, and clarity. Favorability is a positive perception of consumers towards the brand personality, originality is the perception of novelty and brand awareness of other brands in the same product category, and clarity is the appearance and recognition of the brand's personality by consumers (Freeling et al, 2011). In line with this, Freeling et al (2011) shows that BPA has a significant effect on consumer buying intentions. However, it is not known what variables mediate the relationship between BPA and consumer buying intentions, especially purchases that are suboptimal (irrational).

Confirm Bias

Confirmation bias is a person's tendency to pay more attention to new information if they support their previous beliefs and pay less attention if they are not in accordance with previous beliefs (Davies, 2016). Confirmation bias is known to consist of three aspects, namely ignoring inappropriate evidence, decreasing the weight of inappropriate evidence, and changing mindset (Rassin, 2008). It is considered as the most problematic aspect of human reasoning that requires attention in various fields (Vayda, 2014: 2).

Three processes are known to produce confirmation biases namely availability heuristics, affection heuristics, and representational heuristics (Parkhurst, 2016). Availability heuristics is drawn conclusions with the help of memories of the same case, affective heuristics is drawn conclusions based on existing affective feelings (eg fear or pleasure for something (Remmerswaal et al, 2010)), and heuristic representativity is a drawn conclusion from similarities between existing situations and a prototype situation (Parkhurst, 2016).Jovanovic and Zezelj (2011) show that certain framing and ego involvement influence a person's tendency to make a confirmation bias. Another source of confirmation bias is the need for cognitive closure, which is the desire to

produce a clear decision and avoid confusion and doubt (Ask and Granhag, 2005: 47). This need is in turn influenced by the attractiveness of the task, time pressure, environmental noise, and mental tension (Ask and Granhag, 2005: 47).

On the other hand, it is known that brand personality has a number of impacts. Brand personality has a positive effect on brand awareness, brand trust, and consumer brand loyalty (Nguyen and Chen, 2017). In addition, brand personality is also known to have a positive effect on brand equity and consumer buying intentions (Hakkak et al, 2015). Many of these concepts contain strong emotional elements. In fact, the concept of brand personality itself is more related to affective emotional rather than cognitive problems (Azoulay and Kapferer, 2003). Because the confirmation bias is caused by one of them by affective heuristics, there is a potential relationship between brand personality and confirmation bias through affective heuristics.

Heuristic availability, another process that leads to confirmation bias, rests on memory of something. Unique brand personality is known to create distinctive and positive associations in consumer memory, which are seen as responsible for the positive influence of brand personality on brand equity (Ekinci and Hosany, 2006). With the same reasoning, brand personality associations can also be formed with confirmation bias through consumer memory or availability heuristics.

One of the advantages of a deliberate brand personality by marketers is to produce certain desired framing in the minds of consumers. This is a common way used by advertisements and various other promotional aspects, one of which is directed at building a brand personality (Ang and Lim, 2006). Meanwhile, the brand personality itself is a form of individual ego involvement with the brand. Ego involvement is the state of an organism when faced with a stimulus that is central to the ego or when the stimulus is consciously or unconsciously related to the ego (Bian and Moutinho, 2011: 195). Brand personality is a form of stimulus that is related to the ego and can even become central to the ego. As Jovanovic and Zezelj (2011) found, certain framing and ego involvement influence a person's tendency to confirm confirmation. Therefore, it can be concluded that through the mechanism of framing and ego involvement, the brand personality also influences the confirmation bias.

Attractiveness is also known to influence the formation of confirmation bias, as stated by Ask and Granhag (2005). The attractiveness of the brand, conceptualized as a Brand Personality Appeal (Freeling et al, 2011) can also have an effect on consumer confirmation bias.

Overall, the various mechanisms above can make the brand personality which give effect to the confirmation bias. By operationalizing the brand personality as a Brand Personality Appeal with the dimensions of favorability, originality, and clarity, the following hypotheses are stated:

H1: Brand Personality Favorability has a significant effect on confirmation bias.
H2: Brand Personality Originality has a significant effect on confirmation bias.
H3: Brand Personality Originality has a significant effect on confirmation bias.
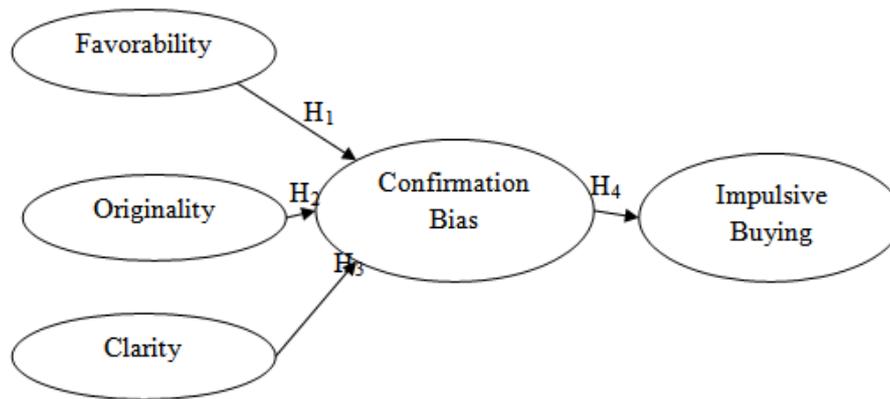
Compulsive purchase

Compulsive purchase is the inability to control buying behavior (Brougham et al, 2010). This behavior is chronic and repetitive in certain products or products in general (LaRose and Eastin, 2002). This behavior is understood as a broad behavior in neo-liberal society as a result of the desire to build and present an ideal self-identity through consumption products (McDonald et al, 2007: 499). It appears that this behavior is a result of human culture and psychology.Badgaiyan and Verma (2014) identify other factors such as personality, the tendency to enjoy shopping, and the tendency to buy impulsively. Other researchers see that compulsive buying behavior is caused by two main factors, namely the driving factor and the repelling factor. The driving factor is excessive positive emotions with ownership of low-value products, while the repelling factor is fear and anxiety of losing something or sadness has lost something (Higgins, 2014). In a more comprehensive framework, Workman and Paper (2010) mention compulsivity, self-esteem, negative affection, loneliness, seeking desire, fantasy, credit usage, gender, materialism, affection intensity, and impulsivity as antecedents of compulsive buying behavior.

Brand personality is known to interact with individual personality because it becomes a vehicle for self-expression (Randhawa et al, 2015). Because compulsive buying behavior is seen as the impact of a desire to build and present an ideal self-identity through consumption products (McDonald et al, 2007: 499), it can be seen that brand personality contributes to compulsive buying behavior. The author argues that this contribution is given through confirmation bias. Previous research on buying addiction behavior on eBay confirms that the confirmation bias has a significant effect on purchasing compulsively (Serenko and Turel, 2015). Therefore the following hypotheses can be proposed:

H4: Confirmation bias has a significant effect on compulsive buying behavior

The relationship between the hypothesized variables shown in Figure 1 below:

Figure 1 Confirmation Bias

Model

Methodology
Sampling and Data Collection
Respondents were recruited by the mall interception method at a mall in the Bintaro area, South Tangerang. Mall interception method is a method commonly used in compulsive purchase studies (Phau and Woo, 2008). In order to guarantee that the respondent buys the brand under study, the shopping bag with the brand under study becomes an indicator that the respondent buys the brand. 242 respondents filled out the questionnaire. 48% of respondents were male and 52% female, with an average age of 34 years. Research does not target a particular brand but is specific to the brand indicated by the shopping bag carried by the respondent. This is done so that a greater variety of data can be obtained and research is not focused on one particular brand.

Indicator
The independent variables in this study are the three dimensions of Brand Personality Appeal from Freeling et al (2011). Mediation variables used confirmation bias variables from Rassin (2008), while compulsive buying behavior variables, specific to the brands studied, were measured using a questionnaire from Ridgway et al (2008). Table 1 shows descriptive statistics, correlations, and covariance matrices of all variables. All items were measured with a 5-item Likert type scale. Table 2 includes definitions and sources of indicators.

Table 1 Construction Descriptive Statistics, Correlation, and Covariance

	Favorability	Clarity	Originality	Confirmation	Impulsive
Favorability	0,757	0,075	0,093	0,082	0,076
Clarity	,303	0,720	0,114	0,192	0,048
Originality	,422	,354	0,781	0,118	0,03
Confirmation	,296	,478	,331	0,737	0,063
Impulsive	,442	,191	,137	,226	0,736
Mean	4,1915	3,6281	4,0785	3,9607	4,1639
SD	0,41367	0,60058	0,53414	0,66827	0,41551

Note: Correlation is provided below diagonal, covariance above diagonal, square root AVE is provided in the diagonal section.

Table 2 Indicators, Loading Factor, and Composite Reliability

Source	Construct	Construct Loading		C.R
		λ	AVE	
Antecedents				
Freeling et al (2011)	Favorability - positive perceptions of consumers about brand personality		0,573	0,791
	This brand personality is interesting.... not interesting	0,936		
	This brand personality is positive ... negative	0,775		
	This brand personality is expected ... not expected	0,492		
Freeling et al (2011)	Originality - the perception of novelty and brand uniqueness towards other brands in the same product category		0,61	0,859
	This brand personality is common ... Unique	0,858		
	This brand personality is normal ... New	0,86		
	This brand personality is predictable ... surprising	0,813		
	The personality of this brand is expired ... fresh	0,549		

Freeling et al (2011)	Clarity - the appearance and recognition of the brand personality by consumers (Freeling et al, 2011).		0,519	0,837
	This brand personality is visible ... invisible	0,773		
	This brand personality is real ... not real	0,834		
	This brand personality is clear ... unclear	0,733		
	This brand personality is blurry ... bright	0,781		
	This brand personality is doubtful ... surely	0,391		
Mediator				
Rassin (2008)	Confirmation bias - a person's tendency to pay more attention to new information if they support their previous beliefs and pay less attention if they are not in accordance with previous beliefs		0,543	0,821
	I usually quickly know internal and external problems	0,63		
	The first view almost confirms the entire contents	0,89		
	Generally, half of the explanations alone are enough for me	0,829		
	If the existing reasoning and physical evidence contradict, I tend to trust my reasoning rather than the evidence.	0,545		
Output				
Ridgway et al (2008)	Compulsive purchases - inability to control buying behavior		0,542	0,765
	Most of my life is centered around buying products from this brand	0,406		
	I bought these brand items which I did not originally plan to buy	0,874		
	I bought these brand items without thinking	0,835		

Test Measurement Model

The author conducts a comprehensive factor analysis to examine the discriminant validity and convergent variables to determine the suitability of the model and construct reliability, in accordance with the guidelines provided by Bagozzi abd Yi (2012).The results are presented in Table 2. All standard loading is large and significant (between 0.391 and 0.936) so that it converges validity. The estimated reliability of the construct shows the internal consistency of the reflective indicator. A table 2 shows that all construct reliability is at a level above 0.7 so that it confirms the unidimensionality and convergent validity of the construct. The correlation between constructs is entirely significant and less than 1.0 so that it meets discriminant validity (Bagozzi et al, 1991). The square of AVE (Average Variance Extracted) of each construct is compared to the correlation and generally shows that the value is greater than the correlation so that it meets discriminant validity, as shown in Table 1. The analysis shows that the suitability of the model is quite good (CFI = 0,851, RMSEA = 0,101, and χ^2 (142) = 491,47, p = 0,000).

Result

Structural model compatibility is quite good (CFI = 0,805, RMSEA = 0,114, and χ^2 (145) = 600,83, p = 0,000), and reported in Table 3. Based on the theoretical basis, there is no need to have a specification that needs to be done on the model. Therefore, steps can be taken to test hypotheses. As shown in Table 2, three of the four hypotheses are supported. Favorability effects on the significant confirmation bias are weak (standard path coefficients = 0,142). This means, the higher the favorability of the brand personality, the greater the confirmation bias experienced by consumers. Brand personality clarity also has a significant effect on confirmation bias (standard path coefficient = 0,439). Meanwhile, the originality of the brand personality has no significant effect on confirmation bias (standard path coefficient = 0,101). This finding shows that brand clarity is an element of attractiveness of brand personality that is most capable of causing confirmation bias in consumers. Confirmation bias in turn has a significant effect on buying impulsivity (standard path coefficient = 0,267). This shows that the higher of the consumer confirmation bias, the more impulsive consumers are in buying the brand.

Table 3: Estimation of Structural Parameters and Match Index

Path	Theoretical Model	
	Path Coefficient	Value -t
Favorability -->Confirmation bias	0,142	1,866
Originality -->Confirmation bias	0,101	1,291
Clarity -->Confirmation bias	0,439	4,273
Confirmation bias-->Impulsive purchases	0,267	3,528
χ^2	-	600,84
Df	-	145

GFI	-	0,808
AGFI	-	0,749
CFI	-	0,805
RMSEA	-	0,114
AIC	-	690,84
SMC Confirmation bias	-	0,307
SMC Impulsive purchases	-	0,071

In line with the results above, the following Figure 2 is produced. In this figure, it is shown that significant paths move from brand personality clarity to confirmation bias, leading to impulsive purchases.The path from favorability to significant confirmation bias is weak (p < 0,10) and the path from clarity to confirmation bias is insignificant. Therefore, H3 and H4 are accepted, while H1 and H2 are rejected, if the significance level is limited to p < 0,05; while H1 will be accepted if the significance level is reduced to p < 0,10.

Figure 2 Hypothesis Test Results of Confirmation Bias
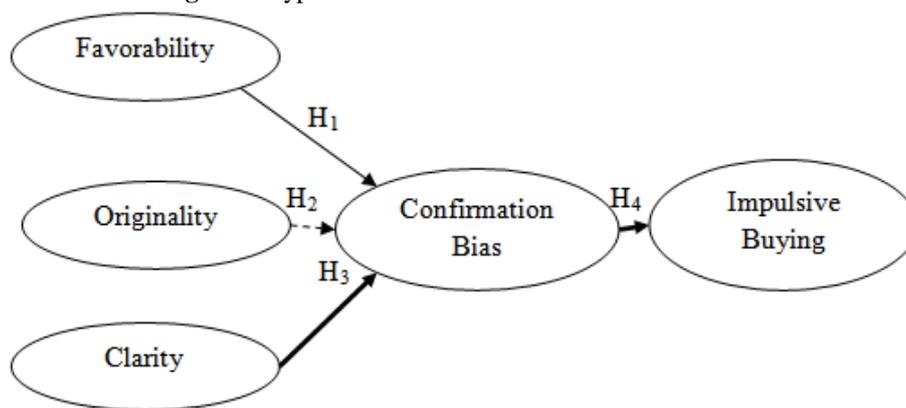
Note: Thick line = significant path; thin line = weak significant path; dashed line = insignificant path

Figure 2 also shows that of the three components of the attractiveness of the brand personality, attraction based on personality clarity is the strongest component of attraction that affects consumer confirmation bias. The attractiveness based on brand personality novelty has no contribution to consumer confirmation bias, while the goodness of brand personality, measured by favorability, only has a weak influence on consumers.

Managerial Discussion and Implications
The results of this study indicate that confirmation bias is most influenced by brand personality clarity and that confirmation bias has a significant effect on impulsive behavior. Brand loyalty and brand originality have no significant effect on confirmation bias. These results indicate that consumers are more concerned about the presence or absence of a brand personality, rather than whether the brand has a unique personality or because the brand has a good personality.

The clarity of brand personality further explains that the brand is more human-like, so it confirms animism and anthropomorphism theories. Consumers seem to see that a brand that is more humane as a desired brand, even if the brand does not have a good personality or has a trite personality. This also confirms that the brand personality is more social than previously thought. Humans want to relate to brands, just like humans with other humans and consumers are aware that the personality of each human being is different and therefore, not too concerned about whether the brand personality is good or bad, or new or obsolete. After all, consumers are aware that even though the brand is still not human and therefore not too worried about brands that are less favored.

Brand personality clarity can have a significant effect on confirmation bias, also because it is the first feature of brand personality. Before someone decides whether a brand has a good or bad personality, new or old, he must first know the brand clearly. This can be related to the concept of brand recognition (Keller, 1993). Even so, brand recognition has more to do with brand discrimination against other brands, and therefore relates to the uniqueness and originality of brand personality, rather than brand personality clarity.

Brand personality clarity is built based on value expectation theory. This theory states that a person's attitude towards an object is accompanied by a cognitive structure consisting of beliefs about the potential that

can be given the object at a certain value (Cohen et al, 1972). The greater the ability of an object to encourage positive values, the more interested a person is towards the object. Conversely, the larger the object inhibits the value, the more it tries to move away from the object. Therefore, it is important for the person to know clearly whether an object does have the potential to encourage or inhibit its value and build a kind of anticipation for it. The starting point is a clarity on the personality of the person or object that is known.

Attribute interest theory also states that a person places an important value on attributes based on three criteria: clarity, relevance and determinant. Clarity is the peak criterion that is approached after one sees relevance and determinant (Van Ittersum et al, 2007). First, one sees whether the attribute is relevant to its value, then considers whether the attribute is important (determinant), and finally confirms the attribute whether it is clear or not in itself. While the relevance departs from the individual individual consumer and determinants of the environment around the attribute, clarity comes from within the attribute. These attributes can be in the form of a brand personality, which is an attribute that is not related to the product (Keller, 1993) but it is more on the overall brand image.

The clarity of brand personality as a cause of confirmation bias can also be explained through the theory of uncertainty reduction. Uncertainty reduction theory states that a person when faced with uncertainty will try to find a way to reduce uncertainty and it becomes clear (Callister et al, 1999). That is, the more clearly something, the less uncertainty, and someone feels cognitive satisfaction. This theory explains why new products or brands are difficult to accept on the market (Castano et al, 2009). Consumers are faced with uncertainty when meeting a new product or brand and if forced to buy, there is a kind of fear of bad results. When cognitive satisfaction is present, it is easy for a confirmation bias to appear. Confirmation bias is marked by accepting what is assumed to be correct and ignoring evidence of the denial. Consumers at a certain point in relation to the brand will get a belief that makes the denial evidence that appears later become neglected. It is ignored because at that point of belief, there is cognitive satisfaction, and people will tend to remain in the comfort zone in this atmosphere of cognitive satisfaction. He has stopped looking and other things that come and are better can be ignored.

Favorability can be seen as the end result after a product is well recognized. Previous researchers have argued that favorability, as an evaluation of brand personality (Cohen et al, 1972), should play a role in encouraging a person's association with a brand. This is logical, the more a brand has a preferred personality, the more it is desired. This is what underlies the concept of brand personality congruence with consumer personality. Even so, it is not as important as the clarity of brand personality for consumers. Note that consumers do not have to buy something for themselves. He can buy a child, brother, or someone else. In this case, it makes more sense if the personality of the other person is attributed to the personality of the brand, not the personality of the individual consumer. The consumer may not like the brand personality he buys, but if he knows the person he bought likes the brand personality, he will still buy it. In cases where the person feels very eager to please others, he can buy in large quantities so that he tends to overdo it.

Confirmation bias on brands with a clear identity then leads to compulsive buying behavior because consumers have secured and know the brand well. Even though the brand is bad, consumers have anticipated the use of the product. That is, even though it seems irrational in terms of purchasing volume, there is actually a strong rationality in impulsive purchases. This is why a consumer who purchases impulsively always buys products he knows rather than foreign products. He knew what he was buying, even though he did not realize he bought too much.

This study confirms the influence of brand personality on impulsivity of purchase by mediating by confirmation bias. Someone buying impulsively is known to be caused by many factors, and this research adds a new factor, namely the confirmation bias factor. Through a confirmation bias, a person tends to buy for his satisfaction, rather than buying according to his rational needs. This satisfaction comes from the belief that the brand they bought has a clear personality. If the personality is in accordance with their personality, then purchasing serves as an ideal satisfaction of self-identity (McDonald et al, 2007: 499). Meanwhile, if the personality is not in accordance with his personality, he can still buy for reasons of satisfying other needs such as substituting other brands that are not available in the market. Randhawa et al (2015) show that the closed relationship of consumer personality with brands can encourage consumers to buy counterfeit products, if indeed he is unable to buy original products.

Further research needs to explore further the relationship between confirmation bias and compulsive purchase, including other factors that have been known to influence compulsive buying, including a direct relationship between brand personality variables and compulsive purchases. It is possible that the attractiveness of a brand personality does not go through a confirmation bias, but goes directly to buying impulsivity. Although not directly tested, Ampuero and Vila (2006) see that brand personality formed by careful promotional activities is very important to encourage impulsive purchases. Badgaiyan and Verma (2014) also show that the personality of consumers can encourage impulsive purchases, and this should also apply to the brand's personality if viewed by consumers. If it is assumed that the consumer has a lot of money, he can buy the

original product in large quantities beyond the need. In other words, consumers can experience compulsive purchases.

Other studies also need to use other data collection methods compared to the mall interception method. The online consumer panel method can be chosen as a reliable research method. The mall interception method is widely used because it is more realistic and directly directed to post-purchase situations, rather than using indirect indicators such as buying intentions. The mall interception method also provides the ability for researchers to meet face-to-face with consumers, produce data that is more complete and not much distorted (Keen et al, 2004). Even so, the mall interception method has a weakness in justifying the selection of respondents so that the selected respondents representing the existing population and random selection of respondents can be difficult because it depends on the density of the mall. In addition, because it is face-to-face, respondents' answers can be affected by the desire to be socially accepted, thus avoiding answers that are too extreme. This will make it difficult for compulsive purchase-based research that is definitively extreme. The online consumer panel method allows for more exact measurements in sampling and ensures that selected samples are random samples.

In closing, it can be concluded that brand personality forms a suboptimal bias in purchasing decisions using clarity of the brand's personality. This clarity makes consumers feel familiar with the brand to the point that it believes easily in the brand so that they buy it without rational reason. This finding indicates that consumers impose brands such as humans with various personalities, thus confirming animism and anthropomorphism.

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