

Forming Factors And Builder Indicators Of Brand Personality Models In Traditional Retail Traders

Yunelly Asra, Teguh Widodo

Abstract: This study aims to find the factors forming and indicator builder model of brand personality of traditional retail traders through measuring the influence of retail mix and culture. The formation of brand personality uses Aaker brand personality dimension to 250 consumers in Bengkalis Regency. The type of research is causal research design. The research variables are brand personality, Retail Mix and Brand Personality. Data collection is done by probability sampling with purposive method. Data analysis was done by perception analysis, frequency distribution and multiple regression using SPSS version 21.0. The results of this study are: The factor of retail mix partially has a positive and significant impact on the brand personality of traditional retail traders in Bengkalis Regency. Factor cultural partially does not affect the brand personality of traditional retail traders in Bengkalis Regency. Simultaneously, retail mix and cultural have positive and significant influence on traditional brand trader's brand personality in Bengkalis Regency. Initial forming factor of brand personality model of traditional retail traders in Bengkalis Regency is Retail Mix Factor. Indicator of the model of traditional trader's brand personality builder in Bengkalis are: sincerity, excitement, competence, sophistication, competence, ruggedness.

Index Terms: Brand Personality, Retail Mix, Cultural

1 INTRODUCTION

The current market has undergone substantial changes. This change could be attributed to the increasing number of products available to be chosen by consumers who and today's consumers have spent more time in making purchasing decisions (Ekstrom, 2010). Reimann et al. (2010) states that when customers have begun to feel that their basic needs are being met, then marketers will fully understand what affects customers during their buying process. Today, many brands of companies around the world are competing for customer attention. Thus, it will be important to create brand personality to evoke sensation, feelings, cognition and behavioral responses to brands (Brakus et al., 2009). The rapid shift in lifestyle and consumer preferences push the popularity of modern commerce to grow and flourish. The rapid growth of the retail sector, especially the modern retail concept, not only has a positive impact on consumers, but also has a negative impact on traditional retailers because of the shrinking consumer spending because they are shifting to shopping at modern retailers that offer the convenience and convenience of shopping that they do not get when shopping on traditional traders. As defined by Aaker (1997) in Jean Marc (2015), "brand personality refers to the human characteristics associated with the brand". Aaker assumes that the brand is the same as the human personality or character, and the brand personality is created when the consumer has a personality trait like a particular brand. According to Kotler (2012), the brand personality can be regarded as "what type of consumer the brand is and what it will do or what it likes." To form a brand personality, several factors can be considered, including retail mix and local cultural factors Retail mix as defined by Levy and Weitz (2009: 24) are: "The retail culture is defined as the local values of community cultivation an area naturally formed and derived from the learning process over time (Hofstede, 2012). Bengkalis with a population of 2015 recorded as many as 543,786 people is a potential market for modern retailers. The large number of people is a major factor in the success of the retail market. Here is the data of the number of trading companies in Bengkalis district in the period 2010-2015.

Table 1. Number of Trading Companies in Bengkalis Regency Year 2010-2015

| Tahun | Jenis Perusahaan Perdagangan | | | Jumlah |
|-------|------------------------------|--------|-------|--------|
| | Besar | Sedang | Kecil | |
| 2010 | 75 | 19 | 6 | 100 |
| 2011 | 54 | 13 | 8 | 75 |
| 2012 | 68 | 7 | 5 | 80 |
| 2013 | 66 | 6 | 9 | 81 |
| 2014 | 70 | 9 | 11 | 90 |
| 2015 | 77 | 7 | 10 | 94 |

Source:

For some consumers, modern retail does provide an attractive shopping alternative, in addition to offering convenience and product quality, the price set is also quite competitive with traditional retail. While on the other hand traditional retailers are still dealing with less professional management issues and inconvenience shopping. But on the other hand, local cultural factors such as proximity to customers, buying habits in the same place, know each other like brothers themselves and hospitality received by consumers is still a leading factor for traditional retailers. This happens because the brand personality (brand personality) of traditional retailers that have been formed in the minds of consumers for a long time. If brand personality is formed and well managed it will be an excellent competitive advantage for traditional retailers in the face of modern retail attacks that are increasingly mushrooming. Based on this phenomenon, it is necessary to study how much influence of retail mix and cultural to brand personality of traditional retail merchant specially in Begkalis district, so that can be found the factor of forming of brand personality and its indicator of builder. This research will answer the gap between the results of research ever conducted with the literature related to brand personality especially for traditional retail traders. This problem is important for managers because by knowing the factors influencing consumer purchasing decisions through their brand personality will help traditional traders maintain their brand perception in the eyes of the consumers whether they influence directly or indirectly through their brand personality. From the formulation and limitation of the mentioned problem, the objectives to be achieved in this research is to know the forming factor and indicator of brand personality of traditional retailer in Bengkalis Regency, the influence of retail mix on

- Yunelly Asra, Teguh Widodo, Lecturer of Politeknik Negeri Bengkalis, Indonesia

brand retail personality of traditional retailer in Bengkalis district, brand personality retail traditional retailers in Bengkalis district. Departing from the problems and objectives of the research, the urgency of this research is: Brand personality of traditional retailers of Bengkalis Regency is formed from the strategy of retail mix that is appropriate with the local culture of consumer and consumer satisfaction by replicating Aaker's brand personality dimension. The fundamental difference is that this research will make the brand personality of "people" in this case a traditional retailer, not a "product", because the brand personality specific to traditional retailers has not been widely studied. Another virtue is that this study will examine behavioral changes that occur after brand personality models are applied to traditional retailers and their customers. This study refers to some of the earlier studies that examined the same topic and domain. Research conducted by Mohd Shoki Bin Md.Ariff et al (2012) with the research title "Determination of brand personality dimension for laptop computer using Aaker's brand personality scale". The study was conducted on 268 students at UTM Malaysia. The results showed that from the dimensions of brand personality studied, the sincerity factor is the most dominant factor affecting the use of laptop while the factor is the factor most not considered laptop users. For laptop users, the sincerity and modernity of the personality band dimension are positively correlated with the brand quality rating. For non-users, a positive correlation occurs modern quality brand assessment. Research Ching-Jui Keng Dkk (2013) entitled "Relationship between brand experience, brand personality and customer experimental value". The results of research on 270 consumers in Taiwan found that brand experience is influenced by costumer value, brand personality is influenced by customer experimental value and brand experimental. The research Dash J.K Dkk (2014) titled "Brand Personality Mapping: Study on Colas", conducted on 200 consumers of soft drinks in India found that brand personality statements become part of the development of advertising. Brand personality is a crucial factor in brand building, creating customer loyalty and winning the competition. Brand personality is able to create uniqueness, competitive advantage and differentiation to marketers. Jean Marc Ferrandi et al (2015) research entitled "Aaker's brand personality scale in French context: A replication and preliminary test of its validity". The research conducted on the application of Aaker brand personality dimension to French-speaking consumers in America is relatively satisfactory. Only the dimensions of sincerity are different because these dimensions are attributed to the real performance of a brand.

2 LITERATURE REVIEW

2.1 Brand personality

According to Aaker (1997: 221) the definition of brand personality is: "brand personality is seen as a valuable factor in increasing brand engagement and brand attachment, in much the same way as people relate and bind to other people. Much of the work in the area of brand personality is based on the personality attributes and factors ". The way the brand talks about its product or service shows what kind of person it is if it is human (Kapferer, 2008). This shows that brand personality tends to be symbolic and can be a means of self-expression of consumers and instruments in helping consumers express different aspects of the brand (Aaker,

1997). Kotler and Keller (2009) with the same meaning defines brand personality as a mixture of certain human traits that can be associated with a particular brand. Brand personality is formed through brand name, symbol or logo, advertisement, product attribute, and spokesperson (Grohmann, 2009). Jean Marc (2015) states brand personality as a set of human characteristics associated with brands, while Azoulay and Kapferer in Jean Marc (2015) define brand personality as a brand must have strong characteristics and personality to make it different from other brands. In addition, Aaker notes that consumers feel that brands have five different personality dimensions: sincerity (domestic, honest, genuine, and cheerful), excitement (online, spirited, imaginative, up-to-date), competence (reliable, responsible, dependable, efficient), sophistication (glamorous, pretentious, charming, romantic), and ruggedness (tough, strong, outdoorsy, rugged). Based on this definition and the brand personality dimension, several studies have evolved this dimension. Brand is widely acknowledged as a characteristic that regards the typical personality traits of humans. Several studies have also suggested that consumers choose a brand that suits their wants, needs and characteristics of their personality. Character brand personality is formed from consumer experience and direct / indirect contacts between consumers and brands (Aaker, 1997; Berry, 2000; Keller, 1993). By understanding the attractiveness level of a brand personality, managers can better understand the relevance, potential, and endurance of a particular brand personality and how this personality influences the purchasing intent and behavior (Freling, Crosno, & Henard, 2011). In addition, Maehle, Otnes, and Supphellen (2011) suggest that a particular brand personality is associated with a particular product category. However, the brand mentioned has a strong personality only on certain personality dimensions. Meanwhile, according to Kotler & Armstrong (2012: 140) states "Brand Personality (Brand Personality) is a combination of human nature that can be applied to a brand. The idea that inanimate objects such as brands can be attributed to a set of human characteristics is well received by social psychologists. The basic argument is that attitudinal goals, such as brands, can be attributed to personality traits that provide expressive or symbolic benefits to the consumer.

2.2 Retail Mix

According to Levy (2009, p.8) retailing is a set of business activities that add value to products and services sold to consumers for personal or family use. Meanwhile, according to Berman & Evans (2010, p.4), retailing involves business activities involved in the sale of goods and services to consumers for personal, family, or household use. According Ma'rif (2006, p.7) retail trade is a business activity selling goods or services to individuals for personal, family, or household purposes. "According to Levy & Weitz (2009), elements in the Retail Mix consist of location, merchandise assortments, pricing, customer service, store design and display, and communication mix. Azeen (2015) says retailing mix is a combination of elements used by retailers to satisfy consumer needs and influence their purchasing decisions. Lamb (2009) in Azeen (2015) mentions that the Retail Mix is a combination of elements of the product, price, location, personnel, promotion, and presentation or display to sell goods and services to the end consumer that is the target market.

2.3 Cultural

Culture is the determinant factor of one's desire and behavior, especially in the behavior of decision making and buying behavior. In the development of cultural history of consumption, the consumption society was first born in England in the 18th century when the mass production technology. The technology caused by the development of the industrial revolution allows companies to produce large quantities of standardized goods at relatively cheap prices. According to William H. Haviland in Dyastriningrum (2009): "Culture is a set of rules and norms shared by members of society, which if implemented by its members will give birth to behavior that is deemed feasible and acceptable to all societies". According Hofstede in Rahayu (2012) "Local culture refers to the culture of society where he is". Local culture is formed from consumer preferences, consumer needs and individual goals.

3 RESEARCH METHODOLOGY

Data source used is primary data. Technique of collecting data is done by using survey and observational. Testing hypothesis research using multiple regression analysis technique (Multiple Regression Analysis). The result of regression analysis is a coefficient for each independent variable. Testing of partial hypothesis using t test. Significant role is seen from the value of $t_{arithmetical} > t_{table}$ on $\alpha = 0.05$ one side or with a value of $p < 0.05$. While the simultaneous hypothesis is accepted / proven when the five variables produce $F_{count} > F_{table}$ or significant $< \alpha = 0.05$. Data processing in this research will be done with SPSS version 21.0. Data analysis that will be done in this research use perception level analysis and factor analysis. The hypothesis of this research is: Retail Mix partially have a positive and significant impact on Brand Personality. Cultural partially have a positive and significant impact on the Brand Personality of traditional retail traders in Bengkalis Regency. Retail Mix and Cultural simultaneously have a positive and significant influence on the Brand personality of traditional retail traders in Bengkalis Regency.

4 RESULTS AND DISCUSSION

Retail business is the sale of goods in retail at various types of outlets such as kiosks, markets, department stores, boutiques and others (including sales with delivery service systems), which are generally used directly by the buyer concerned. According to Aprindo (Association of Indonesian Retail Entrepreneurs), retail business in Indonesia can be divided into 2 major groups, namely Traditional Retail and Modern Retail. Modern Retail is basically the development of traditional retail. This retail format is emerging and evolving along with the development of the economy, technology, and lifestyle of society that make people demand more convenience in shopping. The growth of retail business from year to year is quite rapid. This can be from the number of

traditional retail businesses that start to refine themselves into modern retail business as well as the emergence of new modern retail business. Modern retailers have emerged and developed in Indonesia in recent years. In addition, Indonesia becomes a lucrative market for foreign modern retailers. The market potential is quite large considering the population of Indonesia is the fourth largest in the world. In general, this research is expected to provide valuable information for traditional retail traders, especially in Bengkalis District who will conduct product marketing activities to the community in Bengkalis district about how consumers respond to brand personality owned by traditional retailers and to see the phenomenon of unique characters shopping for consumers. Preliminary studies have been conducted on two samples of traditional retailers in Bengkalis by 2017, by conducting observational studies. The preliminary study finds that traditional retailers in Bengkalis still have obstacles in managing marketing finance management (including marketing mix, space management/merchandise display), merchandise inventory management, and human resource management. While the initial study of local culture in this case buy Bengkalis consumer habits conducted on 30 people of traditional retailers and 2 traditional retailers showed that the factors that consumers consider to shop at traditional retail is: custom, closeness, hospitality and trust. From the results of preliminary interviews conducted, found that consumers do not have a problem with a slightly more expensive price, provided they get good service and comfort when shopping. In addition, the problem of product assortment is also a heavy blow for traditional retailers who are accustomed to accumulate a lot of goods in his shop that looks more like a warehouse, so that consumers can not freely find their own desired product. Waiting time to find and get items to buy is also a complaint because they have to wait for the seller to serve other consumers who also need products that can not be picked and selected by the consumer easily. In addition, the number of few salespeople even some traditional retailers who do not own or hire clerks (owner and waiter), also a complaint because consumers are not served well. So it can be said that traditional retailers have not really implemented the retail mix strategy that should be a very important factor in retail management. The results of this study come from data collected from 250 respondents who qualify for use in this study. Therefore, an analysis method is used to calculate the value of the latent variable (latent variable score). The function of this latent variable score is to simplify the model. Malhotra (2007), of the data, 60.4% were female, 52.3% were highly educated, 83.2% were earning less than 5 million rupiah, and 33.2% had employment as entrepreneurs. To explain the phenomenon and to assess the factor of Retail Mix, Cultural on Brand Personality, perceptual analysis is summarized in the following descriptive summary table:

Table 2. Descriptive Retail Mix Summary

| INDICATOR | DISTRIBUTION OF FREQUENCY | | | | | Total | Mean | Score Range |
|-------------------------|---------------------------|---------|--------|--------|---------|-------|-------|-------------|
| | STS 1 | TS 2 | R 3 | S 4 | SS 5 | | | |
| Location | Freq | 5 | 0 | 0 | 143 | 102 | 4.348 | High |
| | Score | 5 | 0 | 0 | 572 | 510 | | |
| Merchandise assortments | Freq | 0 | 28 | 66 | 127 | 29 | 3.628 | Medium |
| | Score | 0 | 56 | 198 | 508 | 145 | | |
| Pricing | Freq | 0 | 25 | 62 | 124 | 39 | 3,708 | High |

| | Score | 0 | 50 | 186 | 496 | 195 | 927 | | |
|--------------------------|-------|----|-----|------|------|------|------|-------|--------|
| Customer service | Freq | 12 | 24 | 92 | 99 | 23 | 250 | 3.388 | Medium |
| | Score | 12 | 48 | 276 | 396 | 115 | 874 | | |
| Store design and display | Freq | 12 | 47 | 68 | 123 | 0 | 250 | 3.208 | Medium |
| | Score | 12 | 94 | 204 | 492 | 0 | 802 | | |
| Communication mix | Freq | 34 | 44 | 73 | 61 | 38 | 250 | 3.1 | Medium |
| | Score | 34 | 88 | 219 | 244 | 190 | 775 | | |
| Retail Mix | Freq | 51 | 168 | 361 | 677 | 227 | 1484 | 3.48 | Medium |
| | Score | 51 | 336 | 1083 | 2708 | 1135 | 5313 | | |

Source: processed data

Based on the descriptive summary of the retail mix variable, two variable indicators are found in the high category, namely: location and pricing. While the other four indicators are in the category of being. Indicator are: merchandise assortment, customer service, store design and display and communication mix. This indicates that traditional retailers

have the advantage of location and price. But it still has a deficiency in the diversity of merchandise, customer service, product layout and product display as well as communication with consumers. As a result of more indicators of moderate value, the overall value of retail mix of traditional retailers in Bengkalis district is in the medium category.

Table 3. Descriptive Cultural Summary

| | | DISTRIBUTION OF FREQUENCY | | | | | Total | Mean | Score Range |
|-----------------------|-------|---------------------------|-----|------|------|------|-------|-------|-------------|
| | | STS | TS | R | S | SS | | | |
| | | 1 | 2 | 3 | 4 | 5 | | | |
| Power distance | Freq | 0 | 17 | 2 | 153 | 78 | 250 | 4.168 | High |
| | score | 0 | 34 | 6 | 612 | 390 | 1042 | | |
| Uncertainty avoidance | Freq | 0 | 37 | 67 | 129 | 17 | 250 | 3.504 | Medium |
| | score | 0 | 74 | 201 | 516 | 85 | 876 | | |
| Masculinity | Freq | 0 | 20 | 58 | 112 | 60 | 250 | 3.848 | High |
| | score | 0 | 40 | 174 | 448 | 300 | 962 | | |
| Femininity | Freq | 0 | 40 | 134 | 65 | 11 | 250 | 3.188 | Medium |
| | score | 0 | 80 | 402 | 260 | 55 | 797 | | |
| Long term orientation | Freq | 6 | 26 | 48 | 106 | 64 | 250 | 3.784 | High |
| | score | 6 | 52 | 144 | 424 | 320 | 946 | | |
| Cultural | Freq | 18 | 173 | 417 | 644 | 248 | 1500 | 3.620 | Medium |
| | score | 18 | 346 | 1251 | 2576 | 1240 | 5431 | | |

Source: processed data

Descriptive measurement results for cultural variables (culture), there are three alternatives are in the high category, namely: power distance, masculinity and long term orientation. While one more indicator is in the category of being, namely: uncertainty avoidance. This shows that traditional retail traders in Bengkalis Regency have long-term oriented culture. This means attachment to the trader is well maintained to remain a

long-term subscription. This descriptive result also shows that the distance retailers from their homes are also highly considered to shop there. In addition, male consumers' shopping behavior with female consumers is also important to be considered by traditional retail traders in Bengkalis district, because their character is very different. Overall, the cultural variables are in the medium category.

Table 4. Descriptive Brand Personality Summary

| | | DISTRIBUTION OF FREQUENCY | | | | | Total | Mean | Score Range |
|-------------------|-------|---------------------------|-----|------|------|-----|-------|-------|-------------|
| | | STS | TS | R | S | SS | | | |
| | | 1 | 2 | 3 | 4 | 5 | | | |
| Sincerity | Frek | 0 | 8 | 42 | 131 | 69 | 250 | 4.044 | High |
| | Score | 0 | 16 | 126 | 524 | 345 | 1011 | | |
| Excitement | Frek | 52 | 58 | 99 | 29 | 12 | 250 | 2.564 | Low |
| | Score | 52 | 116 | 297 | 116 | 60 | 641 | | |
| competence | Frek | 0 | 23 | 51 | 159 | 17 | 250 | 3.68 | Medium |
| | Score | 0 | 46 | 153 | 636 | 85 | 920 | | |
| Sophistication | Frek | 0 | 11 | 24 | 160 | 55 | 250 | 3.176 | Medium |
| | Score | 0 | 22 | 72 | 480 | 220 | 794 | | |
| ruggedness | Frek | 5 | 59 | 132 | 31 | 23 | 250 | 3.232 | Medium |
| | Score | 5 | 168 | 396 | 124 | 115 | 808 | | |
| Brand Personality | Frek | 57 | 183 | 468 | 610 | 182 | 1500 | 3.451 | Medium |
| | Score | 57 | 366 | 1404 | 2440 | 910 | 5177 | | |

Source: processed data

Descriptive test results for Brand Personality variables indicate that there is one indicator is in the low category namely: excitement. The indicator that has high category is sincerity. While the indicators that have moderate categories are

competence, sophistication and ruggedness. From these results it can be assumed that shopping at traditional retail traders in Bengkalis Regency does not create any excitement other than casual shopping, without much new experience that

may be encountered. Nevertheless, the sincerity indicator gets high appreciation. It can be assumed that traditional retailers are considered more sincere in serving their customers. While the indicator of reliability, sophistication and toughness of the service is appreciated. It can be assumed that in the eyes of Bengkalis district consumers, traditional retail traders have a less competitive power in the face of the onslaught of modern

retail traders. Consumers also feel the level of satisfaction is normal when compared to when they shop on modern retail traders. From the descriptive summary for the brand personality variable is in the medium category. The calculation result of significance test of coefficient of variable are as follows:

Table 5.. Calculation Result of Significance Test (T Test) g. A = 0.05 (One Sided)

| n | Variable | t _{count} | significant | t _{table} df 247 | α = 0,05 (one side) | Dependent Variabel |
|-----|------------|--------------------|-------------|------------------------------|------------------------|-----------------------|
| 250 | Retail Mix | 5.121 | 0.000 | 1.6510 | 0.05 | Brand Personality |
| 250 | Cultural | 1.146 | 0.253 | 1.6510 | 0.05 | Brand Personality |

Source: processed data

From result of calculation of significance test for retail mix variable seen that t count 5,121 > t table 1.6510 with sig 0,00 < α = 0,05. It can be concluded that the correlation coefficient between the retail mix and the buyer response has a positive and significant effect. This means there is a positive and significant influence between the retail mix on brand personality. From result of counting of significance test for

cultural variables seen that t count 1,146 < t tabel 1.6510 with sig 0,253 > α = 0,05. Thus it can be concluded that the correlation coefficient between cultural and Brand personality does not have a positive and insignificant effect. This means there is no positive and significant impact of cultural on brand personality.

Table 6. Calculation Result of Significance Test (F Test) g. A = 0.05 (One Sided)

| n | Variable | F _{count} | significant | F _{table} df 242 | α = 0,05 (one side) | Dependent Variable |
|-----|-------------------------|--------------------|-------------|------------------------------|------------------------|-----------------------|
| 250 | Retail Mix, Cultural | 13.125 | 0.00 | 3.84 | 0.05 | Brand Personality |

Source: processed data

From result of significance test of F count 13,125 > F table 3.84 with sign 0.00 < α = 0,05. This means that there is a simultaneous influence of the independent variable on the dependent variable. Thus, the hypothesis that there is a simultaneous influence of retail and cultural mix on brand personality is true. This means that there is a significant

influence between retail mix and cultural towards brand personality together. Because cultural factors do not directly affect brand personality, alternative testing is done by making the factor of retail mix as an intervening factor between cultural factors with brand personality as presented in the following table:

Table 7. Calculation of Significance Test with intervening variable

| Model | B | Unstandardized Coefficients | | Beta | Standardized Coefficients | | t | Sig. |
|-------|------------|-----------------------------|------------|-------|---------------------------|-------|--------|------|
| | | | Std. Error | | | | | |
| 1 | (Constant) | 15.729 | | 1.406 | | | 11.188 | .000 |
| | RM | .247 | | .050 | | .316 | 4.981 | .000 |
| | C | -.020 | | .058 | | -.022 | -.340 | .734 |

Source: processed data

Regression measurement results for variable retail mix of 0.274 with significance of 0. That means the retail mix directly affects brand personality. The standardized beta value for the cultural variables is -0.020 with a significance value of 0.734. The results of these alternative measurements indicate that cultural factors indirectly also have no effect on Brand Personality. In this study, the indicators of brand personality builders use Aaker's brand personality consisting of: sincerity, excitement, competence, sophistication and ruggedness. From the results of the descriptive analysis found that shopping at traditional retail traders does not cause other excitement other than casual shopping, without much new

experience that may be encountered. Nevertheless, the sincerity indicator gets high appreciation. It can be assumed that traditional retailers are considered more sincere in serving their customers. While the indicator of competition, shopping satisfaction and service roughness is appreciated. It can be assumed that in the eyes of Bengkalis district consumers, traditional retail traders have a less competitive power in the face of the onslaught of modern retail traders. Consumers also experience a level of normal satisfaction compared to modern retailers. The finding of this research is the factor of retail mix have positive and significant influence to brand personality. This is in line with the research of Panca Wiputra, Ujang

Sumarwan and Hari Wijayanto (2015) who also found that traditional retail mix retailers have an effect on their brand personality. This study is in line with Levy & Weitz (2009) and azeen (2015) research. From the results of this study found that one of the factors that participate in determining or forming brand personality for traditional retail traders is retail mix. This study also found that cultural factors have no effect on brand personality. This finding is contrary to Rahayu's (2012) research but is in line with Yunelly Asra's (2016) study, where the buying behavior of the Bengkalis community is well-planned. They just buy based on shopping list in their shopping list only. So wherever they shop does not matter as long as the products they need are available. This shows the uniqueness of consumer behavior of Bengkalis district, where cultural factor is not a determining factor of traditional trader's brand personality. It also shows that Bengkalis district community is not easy to change their culture and customs.

5 CONCLUSIONS, IMPLICATIONS AND LIMITATIONS

Based on the results of the research, can be taken some conclusions as follows: The factor of retail mix partially have a positive and significant impact on the brand personality of traditional retail traders in Bengkalis Regency. Factor cultural partially does not affect the brand personality of traditional retail traders in Bengkalis Regency. Simultaneously, retail mix and cultural have positive and significant influence on traditional brand trader's brand personality in Bengkalis Regency. The initial forming factor of traditional retail trader brand personality model in Bengkalis Regency is Retail Mix factor. Indicator of brand model personality model of traditional retail traders in Bengkalis Kabupaten is in accordance with Aaker's dimensions: sincerity, excitement, competence, sophistication, competence, and ruggedness. Because the factor of retail mix becomes one of the factors forming the brand personality, it is recommended that the traditional retail traders in Bengkalis Regency can make improvements in their retail mix activities, through the selection of strategic sales locations, the preparation and layout of products in stores that are easy to find and look, competing and friendly, improving customer service by placing more shop assistants quickly and deftly to meet the needs and needs of consumers while shopping, and to communicate more effectively with consumers and customers about the diversity of products and competitive prices. Cultural factors do not become consumer considerations in shaping the brand personality of traditional retail traders, meaning that consumers are not easily affected by changes in purchasing culture. So we recommend that traditional retailers strive to maintain this favorable habit while maintaining closeness with customers in order to stay on the list of consumer shopping spots. This study can also be continued by adding other form factors that may affect brand personality. The forming factors will be divided into 2 groups: internal groups (factors that come from within the consumer) and external factors (the influence that comes from the environment outside the consumer). This study has several limitations, namely: this study only uses Retail Mix and Cultural variables in measuring brand personality. this research only examines the consumer and trader of traditional retail in Bengkalis Regency only, so the result can not to mute brand personality of traditional retail trader as a whole. This research only use survey method by using questionnaire so that can not dig deeper informs. This study only conducts

interviews with traditional retailers but does not conduct in-depth interviews with consumers so that they can not fully perceive brand personality from traditional retail traders' perspective.

ACKNOWLEDGMENT

The authors wish to thank to Politeknik Negeri Bengkalis.

REFERENCES

- [1] Aaker, J., Fournier, S., & Brasel, S. 2004. When good brands do bad. *Journal of Consumer Research*, 31 (1), 1-16. <http://dx.doi.org/10.1086%2F383419>.
- [2] Aaker J.L. 1997. Dimensions of Brand Personality. *Journal of Marketing Research*, 34 (3), 347-356. doi: 10.2307 / 3151897, <http://dx.doi.org/10.2307/3151897>.
- [3] Asra, Yunelly, 2014, Unique Characteristics of Consumer Bengkalis, Inovbiz State Polytechnic Bengkalis, ISSN 2334-4840. Volume 2, Number 2. Page 15-24.
- [4] _____, Yunelly, 2015, Models of Student Consumers' Response at Bengkalis, Inovbiz State Polytechnic of Bengkalis, ISSN 2338-4840, Volume 3 No. 1, June 2105, pp. 1-15.
- [5] Assael, H. 2012, *Consumer Behavior and Marketing Action*, 9th ed. Cincinnati, OH: South-Western College Publishing.
- [6] Azeen Saba etc, 2015, Element of The Retailing Marketing Mix: A Study of Different Retail Format In India, *Business And Management Research of India*, Vol 5, No. 4, pp. 51-61.
- [7] Azoulay, Audrey and Jean-Noel Kapferer. 2008. Do Brands Personality Scales Really Measure Brand Personality? ". *J Brand Management* 11 (2), 143-155.
- [8] Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73 (3), 52-68. <http://dx.doi.org/10.1509%2Fjmk.73.3.52>.
- [9] Ching-Jui Keng etc, 2012, Relationship between Brand Experience, Brand Personality and Customer Experiential Value, *Contemporary Management Research*, National Taipei University of Technology, vol 9, No. 3, pp 247-262.
- [10] Dash JK etc, 2014, Brand Personality Mapping: A Study On Colas, *Asian Journal of Management Research New Delhi*, ISSN 2229-3795, Vol 3, Issue 1, p. 193-200.
- [11] Dyastriningrum, 2009, *Anthropology*, Book Center of the National Department, Ministry of National Education, Jakarta.
- [12] Ekström, K. (2010). Introduction. In Ekström, K. *consumer behavior: a nordic perspective*. Lund, Sweden: Student litteratur.
- [13] perspective. Lund, Sweden: Student litteratur.
- [14] Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., &

Tatham, R. L. 200) .Multivariate data analysis (6th ed.)
Upper Saddle, NJ: Pearson Prentice Hall.

- [15] Jean-Marc Ferrandi etc, 2015, Aaker's Brand Personality Scale in French Context: A Replication and Preliminary Test of Its Validity, Proceeding of The 2000 Academy of Marketing Science (AMS) Annual Conference XXXIV, ISBN 978-3-319-11884-0 , pp. 1-13.
- [16] Kotler, P. And Keller, K.L 2009, Marketing Management, 13th ed. Upper Saddle River, NJ: Prentice Hall.
- [17] _____, Philip And Gary Armstrong. 2012. Principles of Marketing Volume I. Edition of the twelfth. Erland. Jakarta.
- [18] Maehle, N., Celeotnes, O., & Supphellen, M. 2011. Consumers' perceptions of the dimensions of brand personality. *Journal of Consumer Behavior*, 10 (5), 290-303. <http://dx.doi.org/10.1002/cb.355>.
- [19] Malholtra, N. 2007. Marketing Research An Applied Orientation. 5th ed. Prentice Hall. New York.
Rahayu Sri, 2012, Costumer Perceived Quality in Measuring Consumption Preference Toward Local and Imported Products, *Asean Marketing Journal*, Vol IV, No 2, Page 57-69.
- [20] Reimann, M., Zaichkowsky, J., Neuhaus, C., Bender, T., & Weber, B. 2010. Aesthetic package design: A behavioral, neural, and psychological investigation. *Journal of Consumer Psychology*, 20 (4), 431-441. <http://dx.doi.org/10.1016%2Fj.jcps.2010.06.009>.
- [21] Salehi Mehrdad etc, 2012, Dissimilarity of E-Marketing VS Traditional Marketing, *International Journal of Academic Research in Business and Social Sciences Malaysia*, ISSN 2222-6990 vol 2, No. 1, pp 510-5115.
- [22] Sekaran, Uma. 2010, *Research Methods for Business*, 5th ed. Third Avenue, NY: John Wiley & Sons, Inc.
- [23] Shoki Mohd etc, 2012, Determination of Brand Personality Dimension for a Laptop Computer Using Aaker's Brand Personality Scale, *Society of Interdisciplinary Business Research, Malaysia*, Vol 1, No. 1, pp. 114-125.