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THE ROLE OF BRAND PERSONALITY IN MODERATING THE POSITIVE EMOTIONS ON IMPULSE BUYING TENDENCY FOR SPARTA SHOE BRAND

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ABSTRACT

This study investigates the influence of positive emotions on impulse buying tendencies, with brand personality serving as a moderating variable. Grounded in the Stimulus-Organism-Response (S-O-R) theory, the research explores how media stimuli specifically Instagram content reflecting brand personality affect consumers' impulsive purchasing behavior. A quantitative approach was employed, involving 260 respondents aged 18–39 who are users of local shoe products and followers of the Instagram account @spartashoes.id. Data were analyzed using Structural Equation Modeling (SEM) with IBM SPSS AMOS. The findings reveal that positive emotions significantly drive impulse buying tendencies. Moreover, brand personality enhances these emotional responses, further increasing the likelihood of impulsive purchases. Key brand personality dimensions that emerged as influential include competence, sophistication, and ruggedness. These traits effectively stimulate emotional engagement and spontaneous consumer decisions. The study highlights the strategic importance for local brands to cultivate a strong brand personality in digital media to better capture consumer interest and competitiveness in Indonesia's local market landscape

Keywords: positive emotions, brand personality, impulse buying tendency, S-O-R Theory, marketing

INTRODUCTION

The dynamic global economy forces Indonesia's industrial sectors to continuously improve their performance in order to remain competitive in an increasingly saturated market. As proven by data from EconomicTrading.com (2022), revealing an increase in Indonesia's consumer expenditure from Rp 15.1 trillion in Q1 to Rp 15.5 trillion in Q2 of 2022. This increase in consumption reflects the improving economic welfare of Indonesian society and reinforces the need for businesses to maintain strategic agility. This increase in consumption also proves how competitive the business environment in Indonesia is, including the footwear sector.

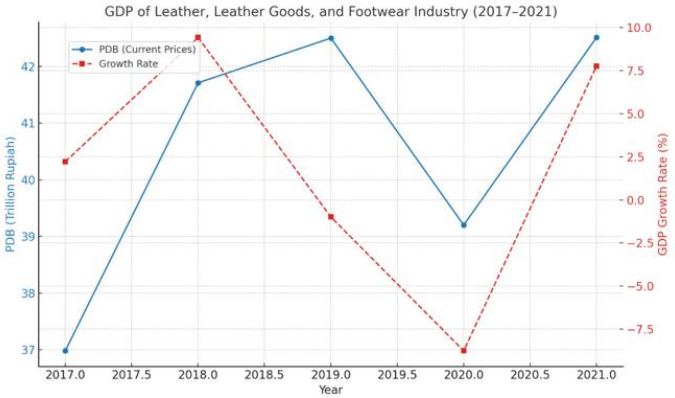


Figure 1. GDP of Leather, Leather Goods, and Footwear Industry (2017-2021)

Based on Figure 1, The footwear industry is one sector facing significant growth and competition; despite the COVID-19 pandemic, Indonesia's footwear industry showed signs of recovery in 2021, with exports growing by 30.97% to US$7.1 billion, and the number of footwear-related SMEs expanded to 18,657 units. In addition to showing the industry's resiliency, these trends also highlight the fiercely competitive market, which is dominated by powerful local brands companies like Ventella, Compass, NAH Project, Aerostreet, and Geoff Max Footwear. Conversely, Sparta, a Salatiga-based local footwear company founded in 2006, has seen slower brand development, especially in the areas of branding and digital strategy. Sparta has stuck to a more conventional approach, even though rivals have successfully used emotional branding and visual storytelling on digital channels. This differences has created a significant performance gap, especially in an era where emotional appeal plays a crucial role in influencing consumer purchasing behavior.

Consumer behavior has shifted considerably, in making purchases is not only limited to the usefulness of a product (utility) but there are other aspects that are associated with emotional value (hedonic) (Dhameria et al., 2014; Yulianti, 2020). Emotional values that are closely related to purchasing behavior are positive emotions, studies by Park et al. (2006) and Fredrickson & Robert (2010) further demonstrate that consumers are more likely to engage in impulse buying when experiencing positive emotions. Which emotional consumer behavior has a strong relationship with impulse buying behavior (Yistiani et al., 2015). This is further corroborated by a study (Utami, 2010) that claims that stimuli like displays and promotions in stores lead to impulsive purchases by creating new demands for customers. This research based on the Stimulus-Organism-Response (S-O-R) theory by Hovland et al. (1953) as an action-reaction process and makes the environmental stimulus component through aspects of brand personality packaged in the form of visual formats on Instagram social media online as a modification of the model (Adelaar et al., 2003). In the context of Indonesia's footwear industry, brand personality communicated through social media especially visual content on platforms like Instagram has become a decisive factor in consumer engagement. Research by Japutra & Molinillo (2019) affirms that emotional branding using visual strategies can enhance consumer satisfaction and brand loyalty. This research focuses on seeing whether individual positive emotions have an influence on certain behaviors, the emotions variable will be studied in the context of the tendency to make impulse purchases and whether brand personality acts as a moderating factor in this relationship—specifically for the Sparta footwear brand.

LITERATURE REVIEW

This research employs the Stimulus-Organism-Response (S-O-R) theoretical framework that originally proposed by Hovland et al. (1953), which conceptualizes communication as a sequential process of stimulus and response. Brand personality, which in this case is a stimulus itself is a branding strategy aimed at increasing the attractiveness of the brand in the eyes of consumers, realizing the emotional connection between consumers and a brand and ultimately associated with consumer behavior (Seimiene, 2012; Pakarti, 2013). Drawing upon Mehrabian and Russell's (1974) consumer behavior model, the study positions Instagram content formats as external stimuli that elicit internal emotional states (organism), subsequently influencing impulse purchasing behavior (response). This study seeks to fill that gap by exploring how brand personality moderates the relationship between positive emotions and impulse buying tendency. Through the integration of brand personality within the S-O-R paradigm, this research provides a deeper insight into the influence of digital brand communication particularly via Instagram on emotional engagement and impulsive consumer behavior in the context of the Indonesian market.

Emotions and thoughts influence human behavior, including purchasing decisions. In a marketing context, impulse purchases are often triggered by emotions, where consumers buy spontaneously without much rational consideration (Shoham and Brenčič, 2003). A person's positive emotions will encourage consumers to take impulsive actions (Xu, 2007). This is supported by Schwarz (2000) who examines that emotion and cognition influence each other's feelings and thoughts in determining the judgment and decision-making process.

Research shows that positive emotions increase impulse buying tendencies because they reduce self-control. Social media such as Instagram, through images and text, also plays a role in evoking emotional responses that encourage some impulsive actions. Emotional responses are positively associated with the pursuit of impulses as sensory stimuli in the context of this study using images/text in the Instagram media format can reduce self-control mechanisms (Adelaar et al., 2003; Lin & Lo, 2016).

H1: Positive Emotions have an influence on Impulse Buying Tendency

Brand Personality is a aspect of branding strategy aimed at increasing brand appeal, improving brand bonding relationships and links to consumer behavior (Pakarti, 2013). The emotional condition of each individual is different between individuals, so it is necessary to have aspects that influence the formation of the expected emotions. In the context of this research, Brand Personality was chosen to strengthen existing emotions. If associated with impulse buying tendencies, it is likely that many people will be attracted to products with similar personalities to themselves and even engage in impulse buying. Broadly speaking, the relationship between these three variables is mostly studied indirectly, and also the moderating role itself is two possibilities, namely strengthening or weakening.

H2: Brand Personality moderates the relationship between Positive Emotions and Impulse Buying Tendency

RESEARCH METHODS

For this study, a qualitative technique was selected as the research methodology. The scope of this research is not limited to a particular location but refers to SPARTA shoe target market in Indonesia. The sample size was determined based on an infinite population. Referring to Hair (2010), the minimum sample size should be five to ten times the number of indicators analyzed. With 26 indicators, the required sample size was 260 respondents (26 x 10 = 260). Therefore, the minimum number of respondents was 260. The respondents were given a questionnaire in the form of a Google Form, and the sampling strategy utilized was a non-probability sampling methodology with a purposive sampling method. Sample criteria of this research, people between the ages of 18 and 39, those who are familiar with or comprehend local footwear, and those who have access to the Instagram format media account @spartashoes.id. This research questionnaire, employed a 5-point Likert scale instrument, where respondents were asked to indicate their level of agreement with various statements, ranging from (1) strongly agree to (5) strongly disagree. The analysis of this research using Software SPSS Statistic 25 and hypothesis testing method uses *Structural Equation Modeling* (SEM) —*software* AMOS, the process used in this research covers the initial stage of testing validity and reliability. After valid and reliable data is declared, then continued by testing the structural model.

RESULT AND DISCUSSION

Initial stage of Validity Test and Reliability Test

Researcher using software IBM SPSS Statistics for the initial stage of Validity Test and Reliability Test on questionnaires that have been filled out in their entirety by 260 respondents. The questionnaire instrument's validity is determined by the Pearson Correlation value, which must exceed the r-count and have a significance value of <0.05

Table 1.
Validity Test with Pearson Correlation Method

Variable	Indicator	Pearson Correlation	Sig (2-tailed)	Result
Positive Emotion	X1.1	0,188**	0,002	**Valid**
	X1.2	0,871**	0,000	**Valid**
	X1.3	0,872**	0,000	**Valid**
	X1.4	0,455**	0,000	**Valid**
	X1.5	0,337**	0,000	**Valid**
	X1.6	0,765**	0,000	**Valid**
Brand Personality	X2.1	0,348**	0,000	**Valid**
	X2.2	0,369**	0,000	**Valid**
	X2.3	0,210**	0,001	**Valid**
	X2.4	0,369**	0,000	**Valid**
	X2.5	0,394**	0,000	**Valid**
	X2.6	0,351**	0,000	**Valid**
	X2.7	0,304**	0,000	**Valid**
	X2.8	0,445**	0,000	**Valid**
	X2.9	0,405**	0,000	**Valid**
	X2.10	0,473**	0,000	**Valid**
	X2.11	0,591**	0,000	**Valid**
	X2.12	0,734**	0,000	**Valid**
	X2.13	0,891**	0,000	**Valid**
	X2.14	0,354**	0,000	**Valid**
	X2.15	0,747**	0,000	**Valid**

	Y1.1	0,214**	0,001	**Valid**
Impulse	Y1.2	0,810**	0,000	**Valid**
Buying	Y1.3	0,862**	0,000	**Valid**
Tendency	Y1.4	0,847**	0,000	**Valid**
	Y1.5	0,492**	0,000	**Valid**

The questionnaire instrument's validity is determined by the Pearson Correlation value, which must exceed the r-count and have a significance value of <0.05. This study's computed R value for 260 respondents is 0.1217. Based on Table 1. proving that all statements representing indicators have a Pearson Correlation value > 0.1217 and a significance value < 0.05. The result, all items are declared valid and can be continued in the next test, reliability test. This approach to reliability testing uses 2 approaches: the Cronbach Alpha value & the Corrected Item Correlation value. The Cronbach Alpha value and the Corrected Item Correlation value. The criteria used to determine whether an item is reliable are as follows: 1) having a Cronbach Alpha value greater than 0.7; if it has a value less than that, the component should be decreased or deleted; and 2) having a Corrected Item-Total Correlation correlation value greater than 0.50 (Hair et al., 2018).

Table 2. Reliability Test

Variable	Indicator	*Item-Total Correlation*	*Cronbach Alpha*	Result
Positive	X1.2	0,669		
Emotion	X1.3	0,690	0,787	**Reliable**
	X1.6	0,536		
	X2.10	0,592		
Brand	X2.11	0,648		
Personality	X2.12	0,577	0,827	**Reliable**
	X2.13	0,724		
	X2.15	0,578		
Impulse	Y1.2	0,589		
Buying	Y1.3	0,669	0,791	**Reliable**
Tendency	Y1.4	0,640		

So according to Table 2. out of the total number of statement items (26 items), 11 items were declared reliable. After this test, a model evaluation was conducted, with a normality test in SEM, using the normality assessment output based on the critical ratio (CR) value. The CR value for multivariate normality was 38.718, exceeding the ±2.58 threshold, indicating that the normality assumption was not met. However, based on the Central Limit Theorem and the sample size of 260, normality is not a major concern in SEM (Utomo *et al*, 2019). Furthermore, the sample size falls within the recommended range for the Maximum Likelihood (ML) estimation method (150–400), confirming that the model meets adequacy criteria.

Table 3. Validity Reliability Measurement Model

	Estimate	*Error*	*AVE*	Square root of *AVE*	*CR*
X2.15 ← BP	0,659	0,452			
X2.13 ← BP	0,801	0,354			
X2.12 ← BP	0,652	0,528	0,5134	0,717	0,840
X2.11 ← BP	0,741	0,460			
X2.10 ← BP	0,661	0,563			

X1.6 ← PE	0,658	0,530			
X1.3 ← PE	0,839	0,360	0,5331	0,730	0,772
X1.2 ← PE	0,750	0,598			
Y1.2 ← IBT	0,706	0,459			
Y1.3 ← IBT	0,781	0,404	0,5647	0,752	0,795
Y1.4 ← IBT	0,759	0,435			

This Measurement Model test evaluates how precisely the manifest variable (indicator) can explain the existing variables. For the Construct Reliability, Table 3. Measurement model indicates that all indicators have a Construct Reliability value > 0.70, so it can be said that all indicators are reliable or reliable. Next, Convergent Validity Test is intended to measure the extent to which the correlation is positive with alternative measurements within the same construct (Hair et al., 2018). Table 3. shows the factor loading value represented by the estimate value, where it is found that all indicators are valid because fall within the criteria of 0.5 to 0.6 is considered sufficient, and the AVE value must be> 0.50 (Hair et al., 2018).

For the Variance Extracted, Table 3. also shows that the AVE value> 0.50 which indicates convergence between indicators to explain the variables in this research. The last step of the measurement model is a Discriminant Validity, based on table 4. below it can be concluded that the model shows good discriminant validity because the overall correlation value between constructs is smaller than the square root of AVE value in table 3.

Table 4. Correlation Value

	Estimate	***R^2***
Positive Emotion < -- > Impulse Buying Tendency	0,748	0,560
Brand Personality < -- > Positive Emotion	0,828	0,686
Brand Personality < -- > Impulse Buying Tendency	0,699	0,489

Structural Model Test

This test is intended to test the suitability of the model with the research data The criteria used are the Goodness of Fit Index which includes Chi-Square Value, CMIN/DF, GFI, AGFI, TLI, CFI, and RMSEA.

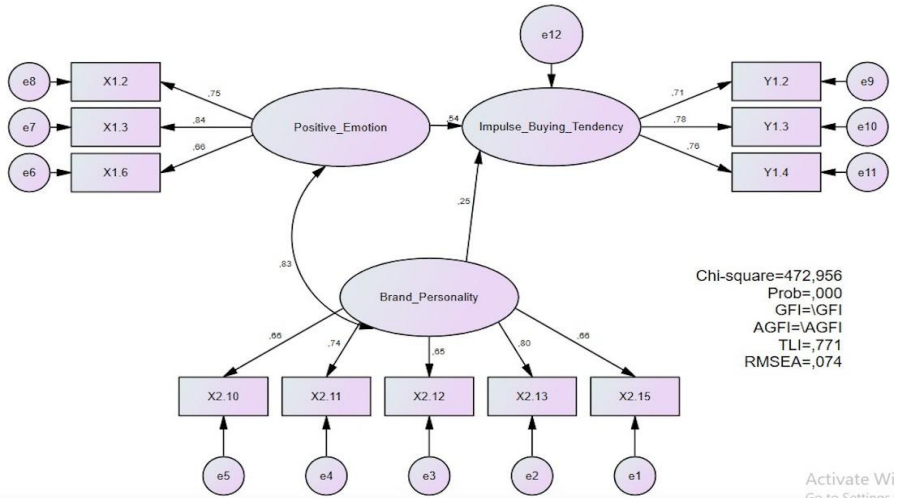


Figure 1. Diagram Path Model

Tabel 5. *Goodness Of Fit Test*

	Cut-off Value	**Nilai**	**Keterangan**
Chi-Square	< 156.508	472,956	Not fit
Significant Probability	>0,05	0,000	Not fit

CMIN/DF	< 2	3,845	Not fit
GFI	>0,90	0,875	Not fit
AGFI	>0,90	0,799	Not fit
TLI	>0,90	0,771	Not fit
CFI	>0,95	0,829	Not fit
RMSEA	< 0,08	0,074	Fit

The goodness of fit (GOF) test results show that of the seven GOF Index criteria, only one is met. This indicates that the model is not suitable and adjustments need to be made through correlation methods that refer to modification indices.

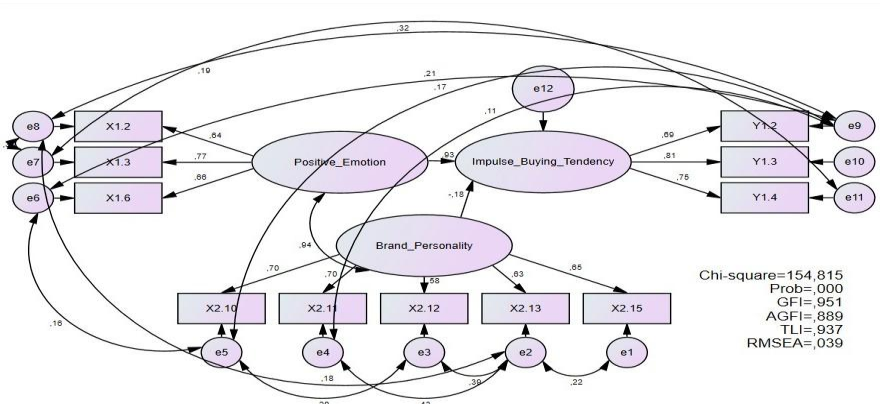


Figure 2. Model Path Diagram After Modification

Furthermore, Structural testing of the model was conducted in the second stage through an evaluation of goodness-of-fit (GOF) by correlating the Full Model covariance using modification indices. The results showed an improvement in GOF criteria, with only one criterion not fully met. The GFI value exceeded 0.90, indicating a good model fit. Additionally, the TLI and CFI values confirmed that the overall model had a very good fit. Although the AGFI value was 0.899 slightly below the 0.90 threshold and it still falls within the marginal fit category. According to Ferdinand (2014), a marginal fit indicates that the model does not fully meet the criteria but is close enough (within 20%) to still be considered acceptable for further analysis. Lastly, the RMSEA value of 0.039 suggests a strong fit between the model and the population covariance matrix.

Tabel 6. *Hypotesis Testing*

	Estimate	***S.E***	***C.R***	***P***
Impulse Buying Tendency < -- > Positive Emotio	0,572	0,162	3,526	***
Impulse Buying Tendency < -- > Brand Personali	0,289	0,165	1,746	0,081*

***: Sig. 5% *: Sig. 10%

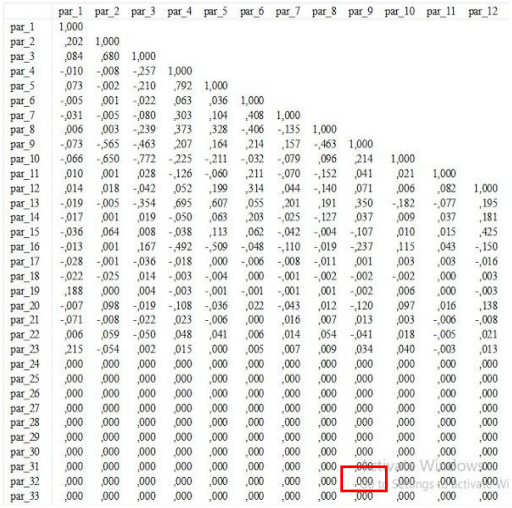
In the full model testing, it was found that the variable *positive emotion* (X1) on *impulse buying tendency* (y1) had a standardized estimate (regression weight) of 0.572 with a critical ratio (CR) of 3.526 and a p-value of 0.000 (indicated by ***). The CR value exceeds the critical threshold of ±1.96, and the p-value is below the significance level of 0.05. This indicates that the effect of *positive emotion* on *impulse buying tendency* is positive and statistically significant, thus the **first hypothesis is accepted.**

Table 7. *Regression Weights of* BP *Low* & BP *High*

	Estimate	***S.E***	***C.R***	***P***	**Label**
BP Low Scenario *Impulse Buying Tendency < -- > Brand Personality*	-1,085	0,834	-1,302	0,193	par_9
BP High Scenario *Impulse Buying Tendency < -- > Brand*	1,526	1,607	0,949	0,342	par_32

Personality

Next the second hypothesis was tested, namely whether the brand personality variable moderates the influence of positive emotion on impulse buying tendency, divided into two scenarios: BP High and BP Low. These two scenarios were determined based on the mean value of 3.6202. Table 7 shows the results of both scenarios, it can be observed that the p-values exceed the significance threshold (BP Low = 0.193; BP High = 0.342), referring these data that the relationship is not statistically significant. This outcome is likely due to the use of the mean value to distinguish between BP High and BP Low, which results in a narrow range. In light of these findings, the researcher conducted an additional moderation test using pairwise parameter comparisons based on the "label" column from the regression weights for BP High and BP Low.



	par_1	par_2	par_3	par_4	par_5	par_6	par_7	par_8	par_9	par_10	par_11	par_12
par_1	1,000											
par_2	,202	1,000										
par_3	,084	,680	1,000									
par_4	-,010	-,008	-,257	1,000								
par_5	,073	-,002	-,210	,792	1,000							
par_6	-,005	,001	-,022	,063	,036	1,000						
par_7	-,031	-,005	-,080	,303	,104	,408	1,000					
par_8	,006	,003	-,239	,373	,328	-,406	-,135	1,000				
par_9	-,073	-,565	-,463	,207	,164	,214	,157	-,463	1,000			
par_10	-,066	-,650	-,772	-,225	-,211	-,032	-,079	,096	,214	1,000		
par_11	,010	,001	,028	-,126	-,060	,211	-,070	-,152	,041	,021	1,000	
par_12	,014	,018	-,042	,052	,199	,314	,044	-,140	,071	,006	,082	1,000
par_13	-,019	-,005	-,354	,695	,607	,055	,201	,191	,350	-,182	-,077	,195
par_14	-,017	,001	,019	-,050	,063	,203	-,025	-,127	,037	,009	,037	,181
par_15	-,036	,064	,008	-,038	,113	,062	-,042	-,004	-,107	,010	,015	,425
par_16	-,013	,001	,167	-,492	-,509	-,048	-,110	-,019	-,237	,115	,043	-,150
par_17	-,028	-,001	-,036	-,018	,000	-,006	-,008	-,011	,001	,003	,003	-,016
par_18	-,022	-,025	,014	-,003	-,004	,000	-,001	-,002	-,002	-,002	,000	,003
par_19	,188	,000	,004	-,003	-,001	-,001	-,001	,001	-,002	,006	,000	-,003
par_20	-,007	,098	-,019	-,108	-,036	,022	-,043	,012	-,120	,097	,016	,138
par_21	-,071	-,008	-,022	,023	-,006	,000	,016	,007	,013	,003	-,006	-,008
par_22	,006	,059	-,050	,048	,041	,006	,014	,054	-,041	,018	-,005	,021
par_23	,215	-,054	,002	,015	,000	,005	,007	,009	,034	,040	-,003	,013
par_24	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_25	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_26	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_27	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_28	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_29	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_30	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_31	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_32	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000
par_33	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000

Figure 3. Moderation of Pairwise Parameter Comparisons

Haryono (2016) suggests that moderation testing can be done by estimating without interaction variables (moderation). If the result shows that the intersection between the two scenarios is at a value of 0.000, it can be said that the variable moderates. Table 7. reveals the label for BP Low Scenario is par_9 and par_32 for the BP High Scenario, refer to Figure 3. it is found that par_9 and par_32 from the results of the pairwise parameter comparisons table are 0.000. Therefore, it can be said that the brand personality variable moderates the effect of positive emotions on impulse buying tendency, **so** the second hypothesis is accepted.

Furthermore, to deepen the analysis of moderation test researcher conducted scenario-based testing by comparing BP High and BP Low through regression weight Table 7. It can be concluded that, In the scenario of BP Low, the brand personality variable weakens the relationship between positive emotion and impulse buying tendency, with a value of -1.085. Howefer in the BP High scenario, the brand personality variable strengthens the relationship between positive emotion and impulse buying tendency, with a value of 1.526. The findings suggest that brand personality can either strengthen or weaken an individual's positive emotions, there by influencing their impulse buying tendency.

Table 8. Descriptive Statistic on JASP

	N	***Mean***
Positive Emotion	260	3,4692
Brand Personality	260	3,6202
Impulse Buying Tendency	260	3,4949

Descriptive statistics are used to illustrate the strength levels of brand personality and positive emotions. The mean values presented in Table 8 serve as the basis for grouping the variables in each scenario of this research. Afterward, further analysis is conducted using these grouped variables to portray the moderation scenarios, showing

how the varying strength of brand personality moderates the influence of positive emotions on impulse buying tendency.

Table 9. Descriptive Statistic After Grouping on JASP

Brand Personality	*Positive Emotion*	*Mean*
1	1	2,950
	2	3,396
2	1	3,469
	2	4,069

Based on Table 9, the average values reflecting the strength levels of the brand personality and positive emotion variables can be observed. In the scenario where both brand personality and positive emotion are low, the mean value is 2.950. When brand personality is low but positive emotion is high, the mean increases to 3.396. In contrast, under the high brand personality scenario, the average values for both low and high positive emotion recorded at 3.469 and 4.069 these are relatively high.

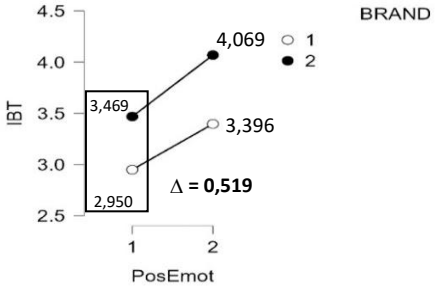


Figure 4. Descriptives Plots – First Scenario

Based on table 5.14 which is illustrated by Figure 4. descriptives plot's first scenario, it confirms that when consumer's positive emotions are at the low point, the tendency for consumers to make impulse purchases exists but has a value (BP High = 3.469; BP Low = 2.950) with a value of $\Delta = 0.519$. Where the Δ value represents the total maximum interaction effect and this indicates that even though brand personality is strong, if consumer's positive emotions are low-the tendency in impulse buying will also be low.

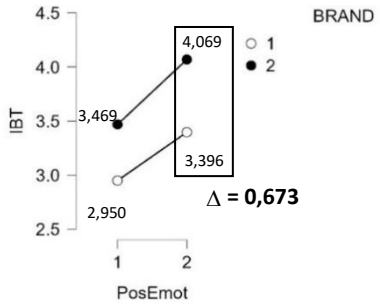


Figure 5. Descriptive Plot – Second Scenario

Thereafter, Figure 5 explains the scenario of moderation of brand personality variables on their influence on impulse buying tendency when the positive emotion variable is at a high point. The figure shows that when consumers' positive emotions are at a high point, the tendency of consumers to make impulse purchases is quite significant, namely at (BP High = 4.069, BP Low = 3.396) with a value of $\Delta = 0.673$ higher than the first scenario. The second scenario as indicated by the value $\Delta = 0.673$, this value signifies that the combination of strong positive emotions with a high level of brand personality substantially amplifies the tendency for impulse buying, suggesting that the interaction effect between these variables is both visually and substantively meaningful

DISCUSSION

The Effect of Positive Emotions on Impulse Buying Tendency

Full Model-Hypothesis testing, shows that there is a significant relationship and influence between positive emotions on impulse buying tendency. This research identifies emotions as an important factor in impulse buying tendencies. Positive emotions are close to impulse buying tendency because emotions are an output of mood which can be said to be an important factor in purchasing decisions. The findings of this study are consistent with previous research conducted by Adelaar et al. (2003), Rachmawati (2009) and Sucidha et al. (2019) which stated that an individual's positive emotions have an influence on the emergence of impulse buying tendency.

Brand Personality moderates the relationship of positive emotions to impulse buying tendency

Regarding the second hypothesis and its relation to the Stimulus-Organism-Response theory, this study examines the holistic effect of brand personality delivered through the Instagram media format as the "stimulus" on impulse buying tendency as the "response," mediated by positive emotions as the "organism." This approach provides a comprehensive understanding of the S-O-R model by positioning brand personality as a key moderating factor.

Even when a brand is perceived to have weak brand personality, if the consumer's positive emotions are high, the tendency to engage in impulse buying will also be higher. Therefore, it can also be stated that a consumer is likely to exhibit the highest level of impulse buying tendency when the brand personality conveyed by the company through its media format is strong enough to trigger elevated positive emotions**.** This finding aligns with the concept presented by Badgaiyan & Verma (2014)**,** which suggests that personality aspects are inherently linked to impulse buying behavior. Conversely, when a brand's personality is perceived as weak—or in other words, when consumers do not grasp the essence of brand personality due to limited exposure or insufficient knowledge about the SPARTA product, merely their seeing it as just another product without recognizing the unique personality communicated through its marketing content and this condition also affects the emotions elicited and the tendency to make impulsive purchases.

Table 10. Result of Brand Personality Variable

	Variable	Indicator	Operational Items
X2.10	Competence	Intelligent	I feel that the SPARTA brand has a unique factor that other brands do not have
X2.11		Succesful	I feel that the SPARTA brand demonstrates success in the competition among local Indonesian brands
X2.12	Sophistication	Upper-class	I feel that the SPARTA brand expresses itself as part of an upper-class environment.
X2.13		Charming	I feel that the SPARTA brand offers product variants that appear classy.
X2.15	Ruggedness	Tough	I feel that the SPARTA brand is more appealing compared to other local shoe brands in Indonesia

Referring to the result of brand personality variable indicators, it is evident that the brand personality reflected through SPARTA's Instagram content format is not fully perceived by consumers. This is shown by the formed indicators only 5 out of total 15 indicators successfully represented the brand personality variable. These results indicate that in the minds of consumers, SPARTA is perceived as a reliable**,** prestigious, and strong brand, which serves as a key attraction in the brand's effort to compete in the local Indonesian market.

CONCLUTION & PRACTICAL IMPLICATION

This research finds that positive emotions in individuals have a significant influence on impulse buying tendency. Furthermore, the findings indicate that the brand personality aspect plays an important role in triggering positive emotions, which in turn can increase consumers tendency to make impulsive purchases. The brand personality dimensions that companies should emphasize include competence, sophistication, and ruggedness, as these can serve as distinctive characteristics of SPARTA in the minds of consumers. This is supported by the research results, which show that individuals are more likely to engage in impulse buying when their positive emotions are heightened due to strong brand personality stimuli. As a result, it is crucial for the company to highlight its brand personality in order to strengthen SPARTA's appeal and support its goal of winning the local market competition in Indonesia. The company can implement strategies that stimulate consumers' positive emotions through engaging Instagram content, such as interactive and consistent campaigns via Stories, photo/video feeds, or

Reels. Based on this research, the brand personality dimensions that can serve as SPARTA's distinctive identity include competence, sophistication, and ruggedness.

Table 11. Practical Implications

Competence	This refers to how the company can create a unique selling point (USP) that sets it apart from competitors, enabling it to survive and thrive in Indonesia's competitive footwear industry.
Sophistication	This demention represents the company's ability to convey a sense of luxury that resonates with consumers. It involves building an upper-class image through refined design, premium quality, and an elegant, high-end brand concept.
Ruggedness	This dimension highlights the creation of a dominant impression that positions the brand as strong and competitive. However, it should be aligned with the brand's core values to avoid compromising its fundamental identity.

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