Abstract

Objectives: The objective of this paper was to discover the existence of masculine and feminine dimensions of automotive country of origin and brand personality as perceived by consumers in Jakarta.

Method: The research was adapted from a paper titled “Gender Dimensions of Brand Personality” by Bianca Grohmann in Journal of Marketing Research. The method used was quantitative research method, using frequency, mean value, t-test and ANOVA.

Results: The result indicated that gender dimensions in automotive country of origin and brands were applicable in Jakarta.

Conclusions: Each automotive country of origin and brands has its own unique gender dimensions of brand personality.

Key words: Automotive; Country of origin; Brands; Masculine; Feminine.