

## ABSTRACT

*The purpose of this study is to discover the power of personality-based marketing on purchase intention. As technology has rapidly developed, more businesses implemented digital marketing for efficiency and effectiveness purposes. However, due to the lack of understanding of potential customer's personality traits, the marketing they used may lead to a contrary result during the engagement with customers. Hence, more study of personality traits used in marketing is needed. This study uses a repeated-measures experimental design with a non-probability sampling technique in the purposive category. The focus of the personality trait in this study is the Extraversion trait, by differentiating the group into extroverted and introverted individual. Furthermore, this study included a total of 122 participants who are active internet users age 16-54 years old from 15 different countries with dominantly from Indonesia. Statistical Package for Social Sciences (SPSS) software helps this study to verify the hypothesis. Finally, the result of this study shows personality-based marketing has a significantly positive effect on purchase intention.*

**Keywords:** Personality-based Marketing, Purchase Intention