

## ABSTRACT

*In today's modern era, active lifestyles and outdoor activities are increasingly popular among Indonesians, including those in Bandung. Outdoor products like those offered by Eiger are not only viewed from a functional perspective but also reflect consumers' identity and lifestyle. The phenomenon of emotional attachment and positive perceptions of the Eiger brand demonstrates that purchasing decisions are no longer solely influenced by product quality or price, but also by psychological and social aspects, such as consumer identity. Keywords: Consumer Identity, Purchasing Decisions, Affective Identity, Cognitive Identity, Evaluative Identity, Eiger*

*This research is based on consumer behavior and social identity theory, which states that purchasing decisions can be influenced by emotional attachment, knowledge, and personal assessment of a brand. The reviewed literature confirms that affective identity encompasses feelings of pride and emotional attachment to a brand; cognitive identity encompasses an understanding of the product's quality and superiority; while evaluative identity highlights consumers' assessments based on the brand's alignment with their personal values and identity.*

*This study employed a descriptive quantitative approach, with primary data obtained through questionnaires distributed to 386 respondents who used Eiger products in Bandung. Data analysis techniques included validity and reliability tests, multiple linear regression, and t-tests and F-tests to examine the influence of each variable partially and simultaneously. The population in this study was all Eiger users in Bandung, with purposive sampling based on specific criteria.*

*The results showed that all three dimensions of consumer identity significantly influenced purchasing decisions, both partially and simultaneously. This finding reinforces the view that consumers purchase products not only based on practical needs but also based on the brand's fit with their personal values and self-image. Affective identity exerts a strong influence through consumers' emotional bonds, cognitive identity through their understanding of product quality and superiority, and evaluative identity through their subjective assessment of the brand's fit with their personal identity.*

*Keywords: Consumer Identity, Purchasing Decision, Affective Identity, Cognitive Identity, Evaluative Identity, Eiger*