Luxury Brand Perception, Social Influence, and Brand Personality to Predict Purchase Intention

Keni Keni[1], Teoh Ai Ping[2], Vincent Vincent[3], Wulan Purnama Sari[4]

[1]Jurusan Manajemen Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jln Tanjung Duren Utara No. 1, Jakarta*
Email: keni@fe.untar.ac.id
[2]Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia
Email: apteoh@usm.my
[3]Jurusan Manajemen Fakultas Ekonomi dan Bisnis, Universitas Tarumanagara, Jln Tanjung Duren Utara No. 1, Jakarta
Email: vinn_vincent@yahoo.com
[4]Fakultas Ilmu Komunikasi, Universitas Tarumanagara, jl. Letjen S PArman No. 1, Jakarta
Email: wulanp@fikom.untar.ac.id

Abstract

The key purpose of this study is to investigate the relationships between luxury brand perception, social influence, and brand personality towards purchase intention. It has been increasingly important for every company to improve its customers' purchase intention in order to maintain the existence of the company, especially in an increasingly competitive business environment. Hence, this study was conducted to examine whether luxury brand perception, social influence, and brand personality have a positive and significant impact on purchase intention. This study was descriptive research and was conducted by using the cross-sectional method. The population of this research was all Indonesian smartphone users, and the sampling frame was limited to smartphone users who live in Jakarta, whereas purposive sampling was conducted for the data collection from respondents. The data collection was conducted by distributing questionnaires to 100 respondents through the internet and this study used SmartPLS software version 3.2.7. for the data analysis. The result of this study showed that luxury brand perception, social influence and brand personality have a significant and positive impact towards purchase intention. Therefore, it is essential for smartphone companies to maintain their image as a luxury brand, observe and improve customers' influence to the others about the brand, and also associate the brand's personalities with customers in order to increase the customers' purchase intention.

Keywords: brand personality, luxury brand perception, purchase intention, social influence

Abstrak

Niat pembelian memiliki peran yang semakin penting untuk setiap perusahaan karena pada saat ini, menghasilkan penjualan bukan hanya bertujuan untuk memperoleh keuntungan, tetapi juga untuk mempertahankan keberadaan perusahaan, khususnya dari kondisi persaingan yang semakin meningkat. Tujuan utama penelitian ini adalah untuk meneliti hubungan yang terjadi diantara persepsi terhadap *luxury brand*, pengaruh sosial dan *brand personality* terhadap niat pembelian. Penelitian ini merupakan penelitian deskriptif dan dilakukan dengan menggunakan metode *cross-sectional*. Populasi pada

penelitian ini adalah seluruh pengguna *smartphone* di Indonesia dan sample pada penelitian ini dibatasi pada pengguna *smartphone* yang berdomisili di Jakarta, dimana *purposive sampling* digunakan untuk mengumpulkan data dari responden. Pengumpulan data dilakukan dengan mendistribusikan kuesioner kepada 100 oorang responden melalui internet dan penelitian ini menggunakan perangkat lunak SmartPLS versi 3.2.7. untuk melakukan analisis data. Hasil penelitian ini menunjukkan bahwa persepsi terhadap *luxury brand*, pengaruh sosial dan *brand personality* memiliki pengaruh yang positif dan signifikan terhadap niat pembelian. Oleh sebab itu, merupakan sebuah hal yang penting bagi perusahaan *smartphone* untuk mengembangkan persepsi terhadap *luxury brand*, pengaruh sosial dan *brand personality* pelanggan untuk meningkatkan niat pembelian pelanggan.

Kata Kunci: *brand personality,* niat pembelian, pengaruh sosial,
persepsi terhadap *luxury brand*,

Introduction

Advances in technology have rearranged the goal of a firm from making profits to sustainable profitability (McKinsey, 2014), which can be achieved by maintaining and improving consumers' purchase intention. Attracting and retaining customers, along with other marketing strategies, have become every firm's main concern to enhance their intention to purchase (Kristinawati & Keni, 2021), and every firm is expected to create value and offer benefit from customers through its products or services, but that advances in technology have changed people's lifestyle all around the world (Hanafizadeh et al, 2017), including in Indonesia, such as smartphone usage that has become a compulsory activity in their daily life with 89% of Indonesian citizens are now using smartphone (Media Indonesia, 2021). Therefore, the value and benefits of a smartphone should be able to be clearly perceived by customers to improve their perception on the brand and purchase intention. However, creating point of differences is not an easy task in smartphone industry (Davies, 2018), therefore smartphone companies need to continuously create new and creative ways to increase purchase intention (Park & Kim, 2019).

There are several factors that affect consumers' purchase intention. The study of Hung et al. (2011) showed that luxury brand perception has a positive correlation with purchase intention. Karunanayake and Wanninayake (2015) found that social influence has a significant impact on purchase intention of luxury vehicles, while similar research on luxury vehicles found that luxury brand perception of luxury vehicles has a positive impact on purchase intention of Indonesian society (D. Sari & Kusuma, 2014). The study of Tong and Li (2013) showed that brand personality has a positive and significant impact on purchase intention. Moreover, Suki (2013) showed that social influence has a significant impact on purchase intention.

This study was conducted in attempt to answer the research question: can luxury brand perception, social influence and brand personality predict purchase intention of smartphone users in Jakarta? Hence, the objective of this study is to show that luxury brand perception, social influence, and brand personality are

able to predict purchase intention of smartphone users in Jakarta. The results of this study are expected to be a valuable information for smartphone company to predict purchase intention of smartphone users in Jakarta by using luxury brand perception, social influence, and brand personality.

Literature Review
Consumer Culture Theory

Arnould and Thompshon (2005) introduced consumer culture theory which is a study on consumers' choice and behavior from social and cultural point of view. This theory refers to a perspective about a dynamic relationship between consumers behavior, location of a market and the meaning of culture. Consumer culture is regarded as a social order that has a relationship between culture and social environment which is connected with each other and is mediated by market.

Luxury Brand Perception

Nugraha et al. (2016) defined the word "perception" as a process that started from consumer's attention on any forms of marketing from a brand which then ended in consumer's interpretation toward the brand. Bachmann et al. (2018: 4) defined luxury brand as ". . . the highest level of prestigious brands that are associated with products that provide a conspicuous and desirable value . . . ." Moreover, Nyadzayo et al. (2020) defined luxury brand as ". . . scarce products that have a higher price and a distinct identity (exclusivity or rarity) making them desirable to a specific niche market. This study defines luxury brand perception as consumer's perception of a brand with a relatively high price that is purchased not for its function, but rather for psychological satisfaction, thereby when customers become aware of a luxury product, their interest to purchase it tends to increase because of the psychological satisfaction that they expect from it.

Social Influence

Naeem (2021:198) posited that, ". . . social influence occurs when people decision is influenced by various influencers such as close friends, friends of friends, service users and opinion leaders." While Christensen and Schiaffino (2014) defined social influence as a degree of influence that a person may affect on another. This study defines social influence as an influence from social environment that affect a person's perspective, mind, as well as the intention to purchase a specified brand.

Brand Personality

Arora et al. (2021) defined brand personality as a set of physical and psychological characteristics which is associated with a brand. Moreover, Robertson et al. (2019) argued that brand personality is a set of customer's characteristics that is associated with characteristics of a brand, which is able to illustrate the relationship of the customer and the brand. Generally, human's characteristics are associated with a brand, and thereby able to determine consumer's point of view toward the brand. This study defines brand personality as human's personalities which are associated with a specified brand, whereas

people are more likely to purchase products with similar characteristics as themselves.

Purchase Intention

Younus et al. (2015: 9) defined purchase intention as "*the preference of consumer to buy the product or service*." Generally, intention arises when consumers have understood the preference and desire that need to be fulfilled. Beneke et al. (2016: 6) stated that "*Purchase intentions represents the likelihood that an individual will purchase a particular product based on the interaction between customer needs, attitude and perception towards the product or brand*." Fenetta and Keni (2019) defined purchase intention as a process in which consumers have the desire to purchase a product or service, whereas the desire arose from a specified motivation. Furthermore, purchase intention is defined as consumers' behavior that is willing to purchase a product or service because of their experiences and interests toward the product or service (Hendro & Keni, 2020). This study defines purchase intention as a condition in which a person has a desire to purchase or own a product because of the awareness that the product can fulfill some needs, such as psychological satisfaction from purchasing the latest type of smartphone, using the newest features of a smartphone, and describing the experience to social environment.

Relationship of Luxury Brand Perception and Purchase Intention

Sari and Kusuma (2014) posited that luxury brand perception affects purchase intention on luxury brands because people tend to value luxury brand more and that tendency increases their interest toward the brand which consequently increases their consideration to purchase. The study of Salehzadeh and Pool (2016) found that consumers' perception toward a luxury brand is based on the perceived value from the brand. If the perception is positive, consumers tend to have better assessment toward the brand. Hung et al. (2011) stated that luxury brand perception can be assessed from the brand's perceived value, consumers' feelings, and the opinion that luxury brands offer expensive products and are exclusive to top-economy class. Furthermore, the more prestigious a luxury brand can be, the higher people's intention toward the brand. Based on the illustrations above, the first hypotheses of this study is as follows:

H1: Luxury brand perception positively predicts purchase intention of smartphones users in Jakarta.

Relationship of Social Influence and Purchase Intention

The study of Persaud and Schillo (2017) showed that social influence has a positive and significant impact on purchase intention of 988 working adults in Canada. Suki (2013) posited that recommendation from friends can improve purchase intention because social groups support the brand evaluation process which then improve purchase intention. Cheah et al. (2015) stated that consumers view luxury brand not as its functionality, but rather for its convenience in their

social environment. Based on the illustrations above, the second hypotheses of this study is as follows:

H2: Social influence positively predicts purchase intention of smartphone users in Jakarta.

Relationship of Brand Personality and Purchase Intention

Toldos-Romero and Orozco-Gómez (2015) posited that positive and strong brand personality will improve consumers' evaluation process. Consumers tend to consider about what they remember about the brand, rather than what it shows to them. In his study, Chakraborty (2019) posited that high level of brand personality indicated that the brand is compatible with consumers' need, thereby motivate them to purchase. Moreover, the study of Tong and Li (2013) on 385 students in China showed that brand personality has a positive and significant impact on purchase intention of local or imported sport products. Vahdati and Nejad (2016) stated that brand personality is one of several factors that effectively improve customers' purchase intention toward the brand. Based on the illustrations above, the third hypotheses of this study is as follows:
H3: Brand personality positively predicts purchase intention of smartphone users in Jakarta.

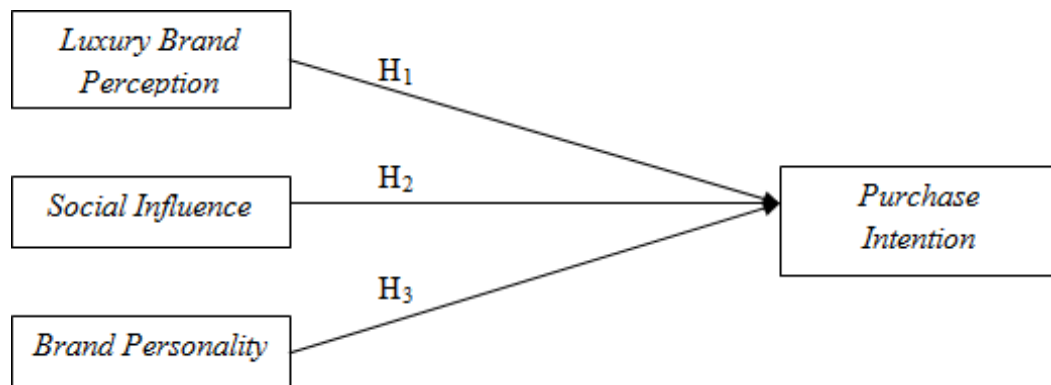Based on the hypotheses above, the research model of this study is as follows:

Figure 1. Research Model

Research Method

This study is a descriptive study which applied cross-sectional design method, whereas the data collection process would be conducted only once due to several limitations of this study. The population of this study is smartphone user in Jakarta. Data collection process was conducted by using non-probability sampling, which is convenience sampling, whereas samples were chosen because they cost little effort to be reached. Hair et al. (2018) posited that in general, 100 samples are used for most kinds of research, thereby this study would use 100

smartphone users in Jakarta as the sample. This study conducted Structural Equation Modeling Partial Least Square (PLS-SEM) for data analysis.

This study adapted instruments from previous studies with 5 points Likert scale, whereas 1 represented "very disagree" and 5 represented "very agree". Validity analysis was done by observing the value of convergent validity and discriminant validity. Convergent validity can be considered as fulfilled if the value of Average Variance Extracted (AVE) is ≥ 0.50 and the value of loading factor of each indicator is > 0.7 (Hair et al., 2014) as was shown in Table 2 and 3. Moreover, fornell-larcker analysis was conducted, which is an analysis of how a research model measures what it needs to measure, whereas the value of AVE from each variable has to be higher than the highest square correlation value between variables and the cross-loadings value of each variable's indicators are higher than the cross-loadings value of the other variables (Hair et al., 2014), which was shown in Table 4 and 5. Reliability analysis implied that all variables have Cronbach-alpha value that is ≥ 0,60 (Malhotra & Dash, 2016) and composite reliability that is > 0,6 (Hussein, 2015) as was shown in Table 6. Hence, the data can be considered as valid and reliable.

Table 1. Measurements

Variable	Items	Scale	Sources
Luxury Brand Perception	Brand X gives value from the money that I spent.	Interval	Li et al. (2014) and Hung et al. (2011)
	Brand X has the best quality.		
	Brand X is a sophisticated brand.		
	Brand X is a unique brand.		
	Brand X is an interesting brand.		
	Brand X is an impressive brand.		
Social Influence	My friends and family influent me to purchase smartphone.	Interval	Hung et al. (2011) and Suki (2013)
	It is important for me that my friends like it when I use smartphone.		
	I am willing to purchase smartphone if it helps me to be accepted in social groups.		
	Before I purchase a smartphone, it is important for me to know whether the product has a good impression on other people.		
	I and my friends attempt to purchase the same smartphone product.		
	I always observe other luxury brands that people purchase.		
Brand Personality	I feel that smartphone brands are honest.	Interval	Loureiro et al. (2014)
	I feel safe for purchasing smartphone.		
	I feel that smartphone brands are		

	trustworthy.		
	I feel protected for using smartphone.		
	I feel that smartphone brand gives values as it is.		
Purchase Intention	I am very probable to purchase smartphone.	Interval	Hung et al. (2011)
	I intend to purchase smartphone.		
	I have a high intensity to purchase smartphone.		

Data collection was conducted by distributing questionnaire by using Google Form, while data analysis was conducted by using SmartPLS 3.2.7. software. The significance level of this study is 5%.

Table 2. Results of Average Variance Extracted Analysis

Variable	Average Variance Extracted
Brand Personality	0.659
Luxury Brand Perception	0.648
Purchase Intention	0.872
Social Influence	0.655

Table 3. Results of fLoading Factor Analysis

	Brand Personality	Luxury Brand Perception	Purchase Intention	Social Influence
BP1	0.767			
BP2	0.817			
BP3	0.844			
BP4	0.828			
BP7	0.801			
LBP1		0.775		
LBP2		0.853		
LBP3		0.796		
LBP7		0.771		
LBP8		0.839		
LBP9		0.792		
PI1			0.916	
PI2			0.945	
PI3			0.94	
SI1				0.755
SI2				0.835
SI3				0.843
SI4				0.803
SI5				0.884
SI6				0.724

Table 4. Results of Fornell-Larcker Analysis

	Brand Personality	Luxury Brand Perception	Purchase Intention	Social Influence
Brand Personality	0.812			
Luxury Brand Perception	0.703	0.805		
Purchase Intention	0.673	0.679	0.934	
Social Influence	0.517	0.476	0.537	0.809
Trait of Vanity	0.400	0.414	0.411	0.447

Table 5. Results of Cross-Loadings Analysis

	Brand Personality	Luxury Brand Perception	Purchase Intention	Social Influence
BP1	0.767	0.531	0.445	0.415
BP2	0.817	0.536	0.577	0.38
BP3	0.844	0.644	0.559	0.335
BP4	0.828	0.535	0.503	0.495
BP7	0.801	0.596	0.618	0.478
LBP1	0.587	0.775	0.574	0.305
LBP2	0.609	0.853	0.639	0.404
LBP3	0.505	0.796	0.492	0.329
LBP7	0.505	0.771	0.46	0.387
LBP8	0.544	0.839	0.538	0.356
LBP9	0.624	0.792	0.548	0.515
PI1	0.617	0.599	0.916	0.469
PI2	0.594	0.621	0.945	0.472
PI3	0.671	0.679	0.94	0.557
SI1	0.481	0.469	0.513	0.755
SI2	0.385	0.366	0.415	0.835
SI3	0.385	0.321	0.417	0.843
SI4	0.412	0.390	0.404	0.803
SI5	0.466	0.422	0.48	0.884
SI6	0.346	0.302	0.333	0.724

Table 6. Results of Reliability Analysis

Variable	Cronbach's Alpha	Composite Reliability
Brand Personality	0.871	0.906
Luxury Brand Perception	0.891	0.917
Purchase Intention	0.927	0.953
Social Influence	0.894	0.919

Results and Discussion

Coefficient of determination testing (R^2) showed that the value of R-squared is 0.605 which implied that around 60.5% of purchase intention could be described by luxury brand perception, social influence and brand personality, while the rest of 39.5% (100% - 60.5%) were described by other variables, such as product features, brand name, product experience (Rahim et al., 2016),

attributes factors and price factors (Rai, 2021). Hence, the R-squared value was considered as moderate (Hair et al, 2014). The result of cross-validated redundancy testing is 0.489 ($Q^2>0$) which implied that the variable construct of this study is relevant to measure the research model that had previously been formed.

Path coefficients testing showed that luxury brand perception contributed the most toward purchase intention with the value of 0.333. Effect size testing (f^2) showed that social influence predicted purchase intention the most with the value of 0.171. The result of Goodness of Fit testing was 0.6522 which proved that the research model of this study had a high level of goodness of fit (Wetzels et al., 2009). The result of hypotheses testing is illustrated on Table 5 below.

Table 7. Results of Bootstrapping Testing

Variables	Path Coefficients	t-statistics	p-values
Luxury Brand Perception	0.333	2.789	0.005
Social Influence	0.322	4.531	0
Brand Personality	0.258	2.441	0.015

Table 7 illustrated that luxury brand perception is able to positively predict purchase intention of smartphone users in Jakarta because its t-statistics value is 2.789 which is higher than the cut-off value, which is 1.96. Moreover, its p-values is 0.005 which is lower than the cut-off value, which is 0.05. Therefore, it can be concluded that H1 is not rejected. Similarly, social influence is able to positively predict purchase intention of smartphone users in Jakarta because its t-statistics value is 4.531 and p-values is 0. Hence, H2 is not rejected. Brand personality is able to positively predict purchase intention of smartphone users in Jakarta because its t-statistics value is 2.441 and p-values is 0.015, thereby H3 is not rejected. Based on the results of hypotheses testing above, this study concluded that luxury brand perception, social influence and brand personality are positive predictors of purchase intention.

The results of bootstrapping implied that luxury brand perception, social influence and brand personality have a positive and significant impact on the purchase intention of smartphone users in Jakarta. Luxury brand perception on smartphone has a high contribution on purchase intention, thereby H1 is supported. The result is supported by Sari and Kusuma (2014) who posited that smartphone users will have a higher and more positive intention toward smartphone brands. Consumers of luxury product will never feel satisfied for the luxury products that they already have and will always attempt to purchase more as a way to express themselves. Consumers purchase product of a luxury brand for fulfilling their social status, rather than to obtain the function of the product itself (Figueiredo & Eiriz, 2020). Such consumers of luxury products will always be the primary target of luxury brand, since they have a higher likelihood to purchase a product, even as soon as it's launched, they would even pre-order it. However, it will be a huge disadvantage for the brand if they are not satisfied with it, since they will have a higher likelihood to describe the product badly and thereby producing a negative Word-of-Mouth.

Moreover, social influence is able to positively predict purchase intention of smartphone users in Jakarta, thereby H2 is not rejected. The result is in line with Zahid and Dastane (2016), Sthapit et al. (2018), Ullah et al. (2020) who found that social environment positively influences the intention to purchase smartphone. When an individual who doesn't use smartphone is surrounded by some friends who use smartphone, the individual will feel intimidated for not being able to join in conversations about smartphone. That condition will shape the individual's mind that having a smartphone can be fruitful for the social life, thus motivating them to purchase it. Moreover, people tend to pay attention on what their friends have, thereby purchasing a product of luxury brand is generally for the purpose of social status and self-actualization. In the current social environment, those influences may occur through social media as well, in which smartphone owners would upload a picture of themselves with their smartphone or review about the smartphone. Such contents in social media can motivate the viewers to purchase the smartphone for various purposes, which include posting their pictures with the smartphone in social media.

Lastly, brand personality was found to be able to positively predict purchase intention of smartphone users in Jakarta, thereby H3 is not rejected. The finding is consistent with Wijaya (2013), Mao et al. (2020) who found that brand personality is a positive and significant predictor of purchase intention. Characteristics of a smartphone brand will be its identity that differ itself with other brands. Then, those characteristics become the characteristics of the users as well. Indonesian society tend to assume that foreign brands have a higher value than local brands. The questionnaires' responds showed that people rated smartphone to have a high level of brand personality because most of the respondents agreed with the statement that consumers feel safe and belief for using smartphone. Smartphone's logo is an example for that because generally, smartphone brand uses the same logo for all of its product line which then becomes an identity of the brand and makes it easy for consumers to remember. Furthermore, along with technology advances and globalization, smartphone brand should adapt with its customers around the world because consumers in Asia have some differences with consumers in Europe or America.

Furthermore, effect size testing (f^2) was conducted to examine the impact that will occur to a research model if any variable is excluded. The results of effect size testing was illustrated in Table 6.

Table 8. Results of Effect Size Testing

Variables	Purchase Intention
Brand Personality	0.099
Luxury Brand Perception	0.143
Social Influence	0.050

The results of effect size testing in Table 8 implied that brand personality has a considerably small impact on purchase intention, which is 0.099. Luxury brand perception has a considerably small impact on purchase intention, which is

0.143. Social influence has a considerably small impact on purchase intention, which is 0.05.

Based on the results of effect size testing above, it can be concluded that luxury brand perception has the highest contribution toward purchase intention, which is followed by brand personality and social influence. Hence, luxury brand perception plays a great role on predicting purchase intention.

Conclusion

Luxury brand perception, social influence, and brand personality was found to positively predict purchase intention of smartphone users in Jakarta. Consumers presume that using a smartphone will help on showing their wealth and value. Influences from social environment, such as family and friends, will highly affect consumers mind and action, especially when the interactions occur continuously. Characteristics of a smartphone brand will be its identity that differ itself with other brands. Then, those characteristics become the characteristics of the users as well.

However, this study only examined the impact of three variables toward purchase intention. Moreover, this study was only focused on smartphone user in Jakarta with a total sample of 100. Therefore, this study suggests future research to examine other variables that may affect purchase intention, expand geographical area, and increase the amount of sample to get a result that better represent the population. The other variables may include brand awareness, brand image, and customer perceived value (Hakim & Keni, 2020) or information quality and relationship quality (M. I. Sari & Keni, 2019) which can be relevant on predicting purchase intention of smartphone. Geographical area can be expanded to various cities in Indonesia in which smartphones are being used regularly or in a province to get a higher amount of samples.

Acknowledgements

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