

THE INFLUENCE OF BRAND IMAGE, BRAND PERSONALITY AND BRAND AWARENESS ON CONSUMER PURCHASE INTENTION OF APPLE SMARTPHONE

by:

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ABSTRACT

Intense competition in this globalization era has become a trigger in marketing and growing rapidly from year to year in technology industry. Smartphone is a new technology device of mobile phone that has become a part of people lifestyle today and has full functionality or more than just a usual mobile phone. The level of consumption trends of smartphone was held by segment of its brand. The consumers are likely to purchase products with the positive brand image or well known brands of products. This study was examining the influence of brand image, brand personality and brand awareness on consumer purchase intention of Apple Smartphone. The research conducted by using multiple regression analysis and collecting the data from questionnaire. The sample in this study is taken by 100 respondents of students at Faculty of Economic and Business Sam Ratulangi University in Manado. The result shows that brand image, brand personality and brand awareness has significantly influence on consumer purchase intention of Apple Smartphone. It was found that brand awareness is the variable that most has significantly influence on consumer purchase intention of Apple Smartphone than brand image and brand personality.

Keywords: *consumer, brand image, brand personality, brand awareness, and purchase intention*

INTRODUCTION

Research Background

Intense this globalization era in the world's business has become a trigger in marketing and growing rapidly from year to year. With management tools and new technologies, those organizations are successful to take advantage of emerged opportunities and increase their market share. The development increasingly rapid of technology makes companies strive to excel the market of their products. Mobile phone is which one of the technologies that have become part of our lifestyle today. Smartphone is a device as the most popular products in the form of a mobile phone with the operating system in it which allows users to run a variety of applications, such as Symbian or Blackberry operating systems. Smartphone is equipped with the most advanced technology that has full functionality and most of benefits with the best hardware and software specifications where allow people to stay connected to the internet wherever they go that do some unconventional activities like browsing, downloading, streaming and uploading.

As found in News Release, The Asian Mobile Consumer Decoded: Nielsen in Singapore (2013), there are reveals the latest trends in consumers' smartphone ownership, behavior and attitudes across nine Asia Pacific countries including Indonesia, Malaysia, Thailand, The Philippines, Australia, Hong Kong, China, India and Singapore. Across the region, brand ranks as the most common factor impacting choice of smartphone, with consumers in all eight markets covered in Nielsen report listing brand in their top three attributes when purchasing a smartphone. The level of consumption trends in Indonesia gadget is held by a large segment of smartphone. The Nielsen report was found that the brands which are one of the based on the top three devices selection criteria of smartphone is has most influential in Indonesia.

During in 2013, there are several new smartphone that popular was becoming a trend in Indonesia especially in Manado that made by Apple Inc. The popularity of Apple brand was soaring with the launch of its new newest product that is iPhone 5 smartphone. Apple smartphone certainly has very influential on the strength of the global brand that has long been and continues to rocket until nowadays. In addition, Apple as the

famous of brands in the worldwide has a distinct advantage to smartphone with its Apple brand that become a superior compared to the other brands. The rising of consumer's consciousness has made they choose to purchase familiar and favorable brand. Consumers tend to give a higher perception about a branded product that more popular. Consumers are likely to purchase products with the well known products with the positive image of brand. Brand image influence customers perceived quality and therefore further affect intention of consumers to purchase. An advanced feature offered by the smartphone gets attention of most customers who are able to answer their needs even in brand quality. This study will be discussing about consumer purchase intention in terms of brand image, brand personality and brand awareness of Apple smartphone on students at Faculty of Economics and Business Sam Ratulangi University in Manado.

Research Objectives

The objectives in this research are to find out the influence of:

1. Brand image on consumer purchase intention of Apple smartphone.
2. Brand personality on consumer purchase intention of Apple smartphone.
3. Brand awareness on consumer purchase intention of Apple smartphone.
4. The variable that has most influence on consumer purchase intention of Apple smartphone.

THEORITICAL FRAMEWORK

Theories

Consumer Behavior

Consumer behavior is the study of the process involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experience to satisfy needs and desires (Solomon, 2011:33). Consumer behavior is concerned with understanding how and why consumers purchase products and services (Forbes, 2008). Consumers' purchase behavior is affected by their choice of product and brand by the factors of consumer behavior include choosing product, brand, a retailer, timing, and quantity (Bhakar (2013).

Purchase Intention

When the amount of information reaches a certain level, consumers start the assessment and evaluation process, and make a purchase decision after comparison and judgment (Bhakar et al., 2013). Once consumers decide to purchase the product in certain store, they will be driven by their attention (Jaafar et al., 2012).

Brand Image and Purchase Intention

Brand is a name, term, symbol, design or all the above, and is used to distinguish one's products and services from competitors (Kotler, 2000). Brand image is a symbolic construct created in consumers' mind and is composed of all the information and expectation associated with a product or services (Keller, 2008). Brand image is very important aspect towards purchase intention (Esch et al., 2006). Brand image of the product will be adversely impacted when the strategy induce consumer's speculation of the promoted product and decreases their purchase intention (Ho et al., 2010).

Brand Personality and Purchase Intention

Consumers often consider a "brand" which is congruent with their personality (Apiluck and Sirion, 2005). The perception of the consumer regarding the brand is influenced by his or her own personality (Khare and Handa, 2009). Individuals are more likely to buy brands whose personalities intimately match their own self image (Schriffman and Kanuk, 2000). People often choose a product because they like its image or because they feel its "personality" somehow corresponds to their own (Solomon, 2011:32).

Brand Awareness and Purchase Intention

There are two types of brand awareness: brand recognition and brand recall, and which of these occurs will depend on choice situation (Rossiter and Percy, 1987). The different choice situations as stimulus-based (where all the relevant brand and attribute information is physically present), memory-based (where all relevant information must be recalled from memory) and mixed-choice (where some of the information is physically present, and some must be recalled from memory) (Lynch and Srull, 1982). Brand awareness plays an important role on purchase intention because consumers tend to buy a familiar and well known product. When consumers

want to buy a product, a brand name would come to their minds at once that reflect its product as higher of brand awareness (Keller, 1993).

Previous Research

Chung et al. (2009) found that brand image strongly influences Korean consumers' product evaluation of aesthetics, performance, brand and technical prestige, purchase attitudes and the purchase intention. Bouhlel et al. (2011) investigated brand personality's influence on the purchase intention, that attaching personalities to brands can make more desirable to the consumer with the trust and the attachment as well as the commitment. Chi et al. (2009) analyzed the impact of brand awareness on consumer purchase intention found that brand loyalty and brand preference will increase and also purchase intention. In other words, when brand awareness is high, the brand loyalty will also increase.

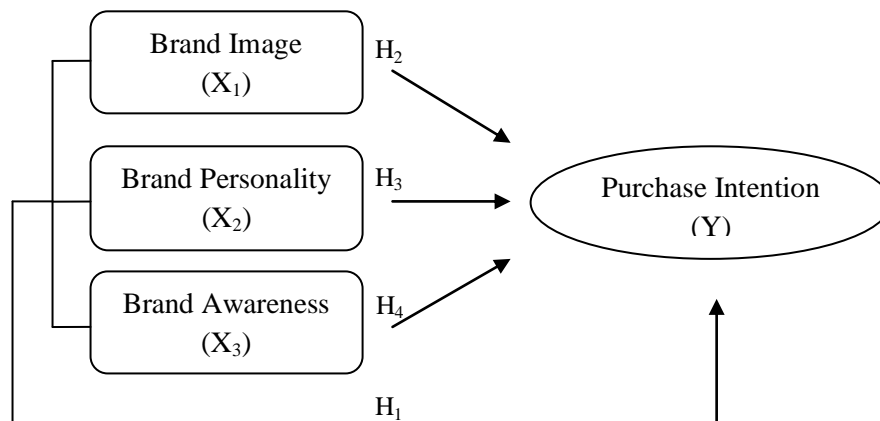


Figure 1. Conceptual Framework

Source: Data Processed, 2013

Research Hypothesis

- H₁ : Brand image, brand personality and brand awareness has simultaneous influence on consumer purchase intention of Apple Smartphone.
- H₂ : Brand image has partial influence on consumer purchase intention of Apple smartphone.
- H₃ : Brand personality has partial influence on consumer purchase intention of Apple smartphone.
- H₄ : Brand awareness has partial influence on consumer purchase intention of Apple smartphone.

RESEARCH METHOD

Types of Research

This research use casual type of research. Casual research is a study in which the researcher wants to delineate the cause of one or more problems (Sekaran and Bougie, 2009:110). The type of research is explanations research (seeing the relation between variable) that will prove the causal relation between independent variable that is brand image, brand personality and brand awareness with dependent variable that is, purchase intention.

Place and Time Research

This research was conducted in Manado especially in the environment of campus at Faculty of Economics and Business Sam Ratulangi University, between Julys to August 2013.

Population and Sample

This study use simple random sampling that all elements in the population are considered and each element has an equal chance of being chosen as the subject (Sekaran and Bougie, 2009:279). Then, it was found the total students at Faculty of Economics and Business is amounted 3.400 of students. The characteristic of population based on demographics factor consists of age, gender and study program. This study grouped age

category between 17-19 years old, 20-22 years old, 23-24 years old and more than 25 years old, between male and female to students based on four several study program which are Management, International Business Administration (IBA), Accounting and Economics Development. The population of this research is taken by 100 respondents of student by using Slovin formula.

Data Collection Method

The data used in this research consist of two types between primary data through questionnaires and secondary data taken from books, journals and relevant literature from library and internet to understand of theoretical support on this research.

Operational Definitions and Measurement of Research Variables

The general explanations about variables in this current research that will be analyzed are stated as follows:

1. Brand Image (X_1) is to describe that influence on consumer purchase intention. Through brand image, consumers are able to recognize a product, evaluate the quality, lower purchase risk, and obtain certain experience and satisfaction out of product differentiation, and usually in regards the amount of time and product knowledge that have by consumer to make an informed purchase decision when facing similar product to choose from (Bhakar et al., 2013). There are three indicators of brand image consisting of provider image, product image and user image in this study.
2. Brand Personality (X_2) is conceptualized based on the way that people attribute personality characteristics to other people during every day interaction about personification of a brand or brand character, which describe the "inner" characteristics of a brand (Punyatoya, 2011). The indicators of brand personality consist of sincerity, excitement, competence, sophistication and ruggedness.
3. Brand Awareness (X_3) is the first and prerequisite dimension of the entire brand knowledge systems in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993).
4. Purchase Intention (Y) is the plan of consumers to purchase the Apple smartphone. Purchase intention relating four behaviors of consumers including the undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplate to buy the product in the future, and to buy the specific product utterly (Jin and Kang, 2011).

The instruments in this research measured by using Likert Scale, in which questions of indicators as the widely used of the rating scale that requires respondents. The Likert scale is designed to examine how strongly subjects agree or disagree with statements on a five-point scale which are: 1. Strong Disagree, 2. Disagree, 3. Neither Agree or Disagree, 4. Agree, 5. Strongly Agree (Sekaran & Bougie, 2009:152).

Data Analysis Method

Validity and Reliability Test

Validity test relates to the accuracy of the use the indicators of variables to examine the questions that being studied to get the data is valid. The instrument considered as a valid if the correlation coefficient between the score of each questions and the total score of all questions is positive that more than 0.3 ($r \geq 0.3$).

The reliability of the data is checked through Cronbach's Alpha which is overall 0.6. Cronbach's Alpha is a reliable coefficient that can indicate how good items in asset have positive correlation one another. If Alpha less than 0.6 means the data is unreliable.

Multiple Regression Analysis

Multiple regression analysis is used to predict independent variable with the hypothesis that affect on dependent variable. The aim of this study is to analysis whether the three of independent variable which are brand image, brand personality and brand awareness on purchase intention as dependent variable.

The formula is:

$$Y = a + b_1(X_1) + b_2(X_2) + b_3(X_3)$$

Where:

Y = purchase intention
 X_1 = brand image

- X_2 = brand personality
 X_3 = brand awareness
 a = the constant, $X_1 X_2 X_3 = 0$
 b = coefficients of regression

RESULT AND DISCUSSION

Result

Validity and Reliability

Validity test is used to know whether the instrument valid or not with the score is 0.3 ($r \geq 0.3$). The results shows that every questions in indicators of variables which are brand image, brand personality and brand awareness is more than 0.3 so the instrument is valid. The reliability test in this research uses Cronbach's Alpha. If Alpha is more than 0.6 means the data is reliable. For the value of Cronbach's Alpha of X_1 is 0.642, X_2 is 0.794, X_3 is 0.643, and for Y is 0.797. It can be concluded that instrument used in this research is reliable the entire variables.

Multiple Regression Analysis

Table 1. Multiple Regression Result

Model		Unstandardized Coefficients		t	Sig.
		B	Std. Error		
1	(Constant)	4.135	1.645	2.514	.014
	Brand Image	.412	.152	2.718	.008
	Brand Personality	.401	.161	2.491	.014
	Brand Awareness	.575	.130	4.419	.000

a. Dependent Variable : Y

Source: Data Processed, 2013

The equation is as follows:

$$Y = 4.135 + 0.412X_1 + 0.401X_2 + 0.575X_3$$

1. The values of constant 4.135 shows the influence of brand image (X_1), brand personality (X_2) and brand awareness (X_3) have a value of zero (0) to purchase intention (Y) that predicted to be 4.135.
2. The value of coefficient brand image (X_1) is 0.412 implies that brand image are increase 0.412 with the assumption that the other independent variable are constant.
3. The value of coefficient brand personality (X_2) is 0.401 implies that brand personality are increase 0.401 with the assumption that the other independent variable are constant.
4. The value of coefficient brand awareness (X_3) is 0.575 implies that brand awareness are increase 0.575 with the assumption that the other independent variable are constant.

Table 2. Coefficient of Correlation and of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.524	.509	1.24904

a. Predictors: (Constant), X_3 , X_1 , X_2

b. Dependent Variable : Y

Source: Data Processed, 2013

The result shows the value of coefficient correlation (R) is equal to 0.724 are closer to 1 that indicated the correlation of brand image (X_1), brand personality (X_2) and brand awareness (X_3) on purchase intention (Y) has a strong relationship. The value of coefficient determination R Square (R^2) is equal to 0.524 may imply that the contribution of brand image (X_1), brand personality (X_2) and brand awareness (X_3) on purchase intention (Y) is 52.4%, while the remaining 48.4% was influenced by other variables that not examined in this study.

Classical Assumption Test

The multicollinearity problems shows through the collinearity statistics, in the tolerance and variance factors (VIF) table. The value of tolerance for each variable is less than 10. VIF value for brand image (X_1) is $1.869 < 10$, brand personality (X_2) is $1.944 < 10$, and brand awareness (X_3) is 1.381 . The data obtained from the results of output al VIF values are < 10 . It shows that no symptoms of multicollinearity, means the multicollinearity test are fulfilled. To detect the presence or absence autocorrelation, the value of DW must be compared with the table of DW. It was found the value of DW (2.140) is located between dU (1.736) and 4-dU (2.387), it means there is absolutely no autocorrelation. Normality test can be identifying by using graph of P-Plot. The data will distribute normally if the value of P[Plot is near diagonal line of the graph. The dots are spreading near the diagonal line and follow the direction of the diagonal line. Therefore, the data is normally distributed. For the heteroscedasticity test, the results shows that there is a clear pattern and the points are spread above and below the 0 on the Y axis, means there is no heteroscedasticity in this regression.

Hypothesis Testing

The hypothesis testing consist of F Test is used to determine the simultaneous effect and t Test is used to determine the partial effect of each independent variables to dependent variable.

Table 3. F Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	164.819	3	54.940	35.215	.000 ^a
Residual	149.771	96	1.560		
Total	314.590	99			

a. Predictors: (Constant), X_3 , X_1 , X_2

b. Dependent Variable : Y

Source: Data Processed, 2013

The result obtained that degree of freedom (df 1) is 3 and the degree of freedom 2 (df 2) is 96 with the level significant is 0.05. The value of F_{count} is 35.215 and the F_{table} is 2.70. Therefore, $F_{\text{count}} 35.215 > F_{\text{table}} 2.70$ with the significant $0.000 < 0.05$, means H_1 is accepted and H_0 is rejected. It can be concluded that variables of brand image, brand personality and brand awareness has simultaneous influence on purchase intention.

Table 4. t Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.135	1.645		2.514	.014
	Brand Image	.412	.152	.262	2.718	.008
	Brand Personality	.401	.161	.245	2.491	.014
	Brand Awareness	.575	.130	.365	4.419	.000

a. Dependent Variable : Y

Source: Data Processed, 2013

The partial influence for each independent variable will be explained as follows:

1. The variable of brand image (X_1) has the t_{count} 2.718 and t_{table} 1.985 with the level significant is $0.008 < 0.05$, means H_2 is accepted and H_0 is rejected. It can be concluded that variable of brand image (X_1) has significant influence on purchase intention (Y).
2. The variable of brand personality (X_2) has the t_{count} 2.491 and t_{table} 1.985 with the level significant is $0.014 < 0.05$, means H_3 is accepted and H_0 is rejected. It can be concluded that variable of brand personality (X_2) has significant influence on purchase intention (Y).
3. The variable of brand awareness (X_3) has the t_{count} 4.419 and t_{table} 1.985 with the level significant is $0.000 < 0.05$, means H_4 is accepted and H_0 is rejected. It can be concluded that variable of brand awareness (X_3) has significant influence on purchase intention (Y).

Discussion

Brand Image and Purchase Intention

Brand image is the one of most important factors that influences to determine the quality of goods or services to consumer purchase intention. Companies vying to build a brand that can increased their production and income. The purpose and goals is with the presence of a positive brand image it considered able to support the quality of goods and services. So consumers will judge the fit or quality with the positive image of its brand. Customers rely on branded products and mostly prefer to buy products with well known brand name (Malik et al., 2013). Based on the result of multiple linear regression analysis, it is known that brand image significantly influence on purchase intention. Thus, consumers tend to form a more positive impression and believe for a product that has a good brand image because a good brand image of the brand also determine the quality of a product Apple smartphone that considered to have excellent quality in terms of its product, so it can be deciding factor for consumers in buying intention.

Brand Personality and Purchase Intention

Another factor of a brand that determines the intention of consumer to purchase the product or services is the personality of its brand. People nowadays are very concerned about the products they use is a good quality to show their status. For example, some people think that when he or her was used an expensive brand product, means their status is in economic high class so by that they can buy and use some product with the kind of expensive brand as well as theirs personality. Consumers purchase products that are congruent to their self-concept and enhance their self-image (Britt, 1966). Based on the results in this study, it is known that brand personality significantly influence on purchase intention. Thus, consumers are confidence to build their personality through the brand that can be built effectively by the quality of product Apple Smartphone hat has a brand personality to build the status symbol of Apple users of consumers based on the product they use.

Brand Awareness and Purchase Intention

Awareness in assessing how much the influence of some products to consumer is the one of important things to building consumer ratings outlook or recall and recognition in consumers' memory. Consumers are able to shows that brand awareness of consumers has affected the quality of products and services intent to cause intention of consumer to purchase some goods. Based on the results of multiple regression analysis, it is known that brand awareness significantly influence on purchase intention. Thus, it is important for Apple companies to continue to build a positive image of brand so it will able to also build brand recall and brand recognition of brand awareness that effect consumers to interpret how big the brand of Apple embedded in minds of consumers that affecting the intention of consumer to purchase the Apple smartphone.

In addition, it was found that brand awareness are the variable that has the most influence on consumer purchase intention of Apple smartphone. In general, it can be concluded that the variables of brand image, brand personality and brand awareness are quite capable in influencing the consumers purchasing intention of smartphone that have an Apple brand of students at Faculty of Economics and Business Sam Ratulangi University.

CONCLUSION AND RECOMMENDATION

Conclusion

The results on this research can be concluded that:

1. Brand image is proved that has significantly influence on consumer purchase intention of Apple smartphone.
2. Brand personality is proved that has significantly influence on consumer purchase intention of Apple smartphone.
3. Brand awareness is proved that has significantly influence on consumer purchase intention of Apple smartphone.
4. Brand awareness is the variable that most has significantly influence on consumer purchase intention of Apple smartphone.

Recommendation

The recommendations in this research are:

1. Based on the results test, it shows the variable brand awareness has great influence or dominance than other variables in this study. Hence, the Apple company should be maintain to keep improve their exciting awareness of brand through measure the recall and recognition that build the brand memory on consumers' mind.
2. By test of the results it also suggest for the companies to become innovative and promotional to build the brand image and brand personality with a strategies to increase sales and attract the intention of consumer to purchase the product of Apple, which in this study is Apple smartphone.

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