

Antecedents and Consequences of Brand Pride: An Investigation of The Causes of Brand Pride and Its Consequences for Willingness to Pay A Premium Price

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Abstract

In addition to protecting the product, the brand is also a guarantee of quality. Therefore, consumers often pay a premium price for branded goods. In some cases, branded goods also often become status symbols that reflect the prestige that gives brand pride so that consumers will align their brand choice with their self-concept (self-brand congruity). This study investigates the effect of self-brand congruity on willingness to pay a premium price through its impact on brand pride. The study was conducted on Smartphone users with the iPhone brand, a smartphone with a premium price. The study involved 120 respondents with various occupations. The test was carried out using Structural Equation Modeling, which was processed with Smart PLS4.0. The results show that self-brand congruity positively significantly Individual Brand Pride, Collective Brand Pride, and willingness to pay a premium price. Meanwhile, Individual Brand Pride is positively willing to pay premium prices, while collective brand pride does not. Individual Brand Pride is proven as a partial variable mediating the effect of self-brand congruity on willingness to pay a premium price.

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INTRODUCTION

A brand is a valuable asset for a product, and it has many significant benefits for companies. A product will get legal protection if the name or brand of the product is registered with the relevant institution. The dynamics of the development of the business world, which is getting more accessible with the use of information technology today, also create opportunities for brand piracy, which will be very detrimental to brand owners. Trademarks registered will become exclusive rights other parties may not use without the official owner's permission, as stipulated in law number 20 of 2016 concerning Brands and Geographical Indications. The registered brand becomes authentic evidence for the owner as a basis for rejecting a brand that is the same in whole or in principle and as a basis for preventing other parties from using the brand that is the same in full or in principle in circulation for similar goods/services (Suhargon, 2019; Wicaksana, 2022). Besides providing legal protection, brands are differentiator products from competitors' products. The brand identifies that one product is different from other products. The brand attached to the product generally has its name as the product's identity and a differentiator in distinguishing the product from other products (Wizna Gania Balqis, 2020). Thus, consumers will be able to identify and determine their preferences. In marketing activities, this is useful in terms of advertising and promotion. Consumers see the brand as a benchmark and add value to a product. A brand correctly described and interpreted in consumer memory will provide equity to the brand name. Therefore, what consumers think about a particular brand determines the value to the owner of the product. The brand has also proven to make purchasing decisions positively and significantly purchasing decisions (Ina Namora Putri Siregar, 2018). Consumers tend to choose branded products because they are trustworthy, and the origins of the products can be traced (Chaudhuri & Holbrook, 2001).

A brand can also be a verbal guarantee of product quality, becoming a critical factor influencing consumer perceptions, preferences, and purchasing decisions. A brand is often associated with an item's quality and is used as a benchmark for goods to be consumed. Even consuming branded goods can become a hobby and a lifestyle. Life background, the surrounding environment, and associations influence the brand-minded lifestyle. Consumers build identity through the branded products they wear. What they consume becomes what they want people to think of them (Putri, 2020).

Regarding financial value as the dominant value, branded bag consumers in Indonesia consider price to be an indicator of an item's quality, which is a substantial factor in someone's perception of LVP (Asprilia & Hami, 2021). In another study, namely a case study of Samsung branded cellphones, customers felt the Samsung brand was attractive and impressive. They had high quality, but customers felt the brand could have been unique and more luxurious. As a result, this study shows that Luxury Brand Perception does not affect Purchase Intention. This research reinforces the statement of the influence of luxury brands on purchase intention; when consumers do not perceive it as a luxury brand, it does not generate purchase intention (Haryodewanto & Triandewo, 2022).

Consumers tend to be willing to pay high prices or premium prices for branded goods. Besides being a verbal guarantee of product quality, branded goods are often identified as luxury goods. Therefore, branded goods can be a means to show social class so that they tend to be embedded in one's lifestyle. The higher the equity of branded goods, the higher the prices, and the higher the social class they represent. Microeconomic theory explains the legal exceptions to demand for luxury or Veblen goods. The case suggests that Veblen's goods are a function of utility or satisfaction, so the higher the price, the more value or utility they are perceived to have, and the higher the demand. Veblen goods are positional goods, where their ownership indicates one's status. It is common for conspicuous consumption. Higher prices are preferred to denote a high-status symbol. Higher prices indicate higher prestige and enable wealthy consumers to actualize their self-image with a higher social status (Ashraf et al., 2017; Paul et al.; William et al., 2009; Smailes, 2021). There is a significant relationship between Awareness, Quality, Social Image, and uniqueness with a willingness to pay a premium price (Najam ul Zia; Maryam Sohail., 2016).

Modern marketing has undergone a significant transformation with the emergence of technology and changes in consumer behaviour. In this case, the brand or brands have an increasingly important role in influencing purchasing decisions, building customer relationships, and creating competitive advantage. Emotions in consumer-brand relationships are potent triggers for consumption choices (Gilal et al., 2022). Consumer-brand relationships build emotions such as awe, love, gratitude, and pride (Park & MacInnis, 2018). Brand pride rests on the premise of conformity theory, whereby individuals evaluate self-brand congruence as a function of judgment

or reflection. There are two points of view related to brand pride, namely investigating brand pride from the point of view of employees and the pride experienced by customers. Pride in an employee's perspective and brand leads to positive performance motivation, superior employee performance and creativity. From a consumer perspective, brand pride is the pride that customers experience for the brand they consume (Durrak et al., 2021). The cognitive fit between the individual's self-concept and the brand image leads to the emotion of brand pride.

Furthermore, Nandy et al. (2023) researched the factors that lead to brand pride (antecedents of brand pride) and their impact on brand loyalty, with narcissism as a moderator variable. In this research, brand pride includes two constructs, namely individualistic and collectivistic brand pride. Self-brand alignment (SBC) is a precursor to brand pride. Research also identifies that individualistic and collectivistic brand pride positively impacts loyalty. Meanwhile, testing narcissism as a moderator variable shows that narcissism has a moderating effect. In many previous studies, brand pride is usually associated with brand loyalty. This condition raises the novelty of this study, namely the link between brand pride and the willingness to pay a premium price. A research gap requires deeper investigation, namely whether brand pride causes someone to be willing to pay more. That a person's pride causes that person to be willing to pay more can be explained in the theory of Conspicuous Consumption.

Regarding Conspicuous Consumption, it is said that a person prefers to pay a high price to show his social status (Mathew et al., 2021, (Nandy & Sondhi, 2022)), not emphasizing the function of goods but on luxury attributes that give pride (Hammerl & Kradschnig, 2018). That is, the willingness to pay a premium price is likely due to the prestige obtained from consuming these goods. Besides that, Conspicuous Consumption is also a mediation of hedonic consumption behavior (Avci, 2021)

Based on the importance of the brand, the study aims to identify the antecedents and consequences of brand pride. The consequences referred to in this study are the consequences of willingness to pay a premium price for branded goods. In particular, This is because Apple, with its iPhone, has a powerful brand position due to the right branding strategy and social media. Even in the United States, this brand first occupied the "Most Valuable Brand Worldwide" category in 2022, beating Google, Amazon, and Microsoft (Statista, 2022). At the beginning of 2022, there were 1.2 billion active iPhone users worldwide (Ruby, 2022) and 27 million in Indonesia (Stat Counter, 2022). iPhone as a lifestyle, iPhone users are perceived as looking more high-class than other smartphone users. The iPhone reflects current trends and symbolizes Apple, which looks luxurious, so those who hold an iPhone will feel up-to-date and economically capable. Owning an Apple product is often seen as an expression of higher income; the majority of individuals associate actual ownership of Apple products with wealth, and Apple's luxury identity has been enhanced somewhat since the release of the AirPods, which were a symbol of wealth when they were first launched to consumers (Mulyati & Hariyanto, 2021). This study investigates a person's willingness to pay a premium price for the consequences of brand pride and why a person has pride in a particular product brand. It includes four variables consisting of 1 exogenous variable and three endogenous variables. The path diagram shows that the exogenous variable is self-brand congruity. Self-brand congruity is hypothesized to affect Collective Brand Pride, Individualistic Brand Pride, and Willingness to pay a Premium Price. The three endogenous variables in the study are Collective Brand Pride, Individualistic Brand Pride, and Willingness to pay Premium Price.

METHOD

The objects of this study include Self-Brand Congruity (S-BC) as exogenous variables and Individual Brand Pride (I-BP), Collective Brand Pride (C-BP), and Willingness to Pay Premium Price (P-PP) as endogenous variables. A study was conducted on iPhone users who stated that the iPhone was the most preferred smartphone brand. Overall, this research involved 120 respondents with valid data. Data was collected from April to May 2023 using a questionnaire approach distributed online in a Google form. The sampling technique used is convenience sampling. The instrument used to validate the proposed model consists of 21 indicators. Ten items on the variable S-BC (Andina et al., 2020; Joseph et al., 2014), four items respectively, on the variable I-BP and C-BP (Beil, 2016; Sullivan, 2014; Zhou et al., 2023), and three items on the variable P-PP (Bougenvile & Ruswanti, 2017; Khan & Siddiqui, 2020)

Data analysis was performed using descriptive and inferential approaches. Approach to numerical descriptive analysis of average central tendency (mean). This analysis describes respondents' responses to the variables/indicators studied. Perceptual data were quantified using a Likert scale of 1 – 5 (Strongly Disagree, Disagree, Fair, Agree, and Strongly Agree). Descriptions of the conditions of perception tendencies are grouped

according to the level of intensity of agreement with statements on specific indicators, which are grouped into four categories according to the following scale range:

- a. 1.00 – 2.33 Low
- b. 2.34 – 3.66 Moderate
- c. 3.67 – 5.00 High

Meanwhile, inferential analysis examines the nature of the hypothesized relationship between variables. The data were analyzed using Structural Equation Modeling (SEM), which was processed using the SmartPLS 4.0 statistical package with the following model specifications (Figure 1). As is well known, SmartPLS is a statistical software to test the relationship between variables such as Lisrel and AMOS. However, SmartPLS has advantages over the two, namely, not based on various assumptions, relatively small sample requirements, data in smartPLS analysis does not have to have a normal distribution, and the ability to test formative and reflective SEM models with different indicator measurement scales in one model. Based on Figure 1, the self-brand Congruity variable is hypothesized as an antecedent variable of brand pride. Meanwhile, the willingness to pay a premium price is a consequence of brand pride. Thus, this study formulates seven hypotheses as follows.

- H1: Self-Brand Congruity as the antecedent of brand pride has a positive effect on Individual Brand Pride
- H2: Self-Brand Congruity as the antecedent of brand pride has a positive effect on Collective Brand Pride
- H3: Individual Brand Pride has a positive effect on Willingness to Pay Premium Price as a consequence
- H4: Collective Brand Pride has a positive effect on Willingness to Pay Premium Price as a consequence
- H5: Self-Brand Congruity has a positive effect on Willingness to Pay Premium Price as a consequence
- H6: Self-Brand Congruity influences Willingness to Pay Premium Price as a consequence through individual Brand Pride
- H7: Self-Brand Congruity influences Willingness to Pay Premium Price as a consequence of Collective Brand Pride

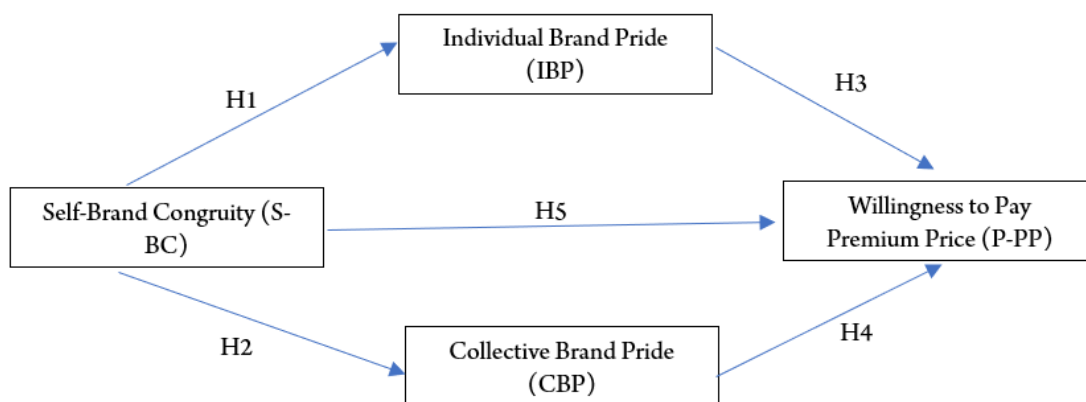


Figure 1. Model Specification

RESULT AND DISCUSSION

Respondents Profile

The research entitled "Antecedents and Consequences of Brand Pride: An Investigation of How Brand Pride Leads One to Be Willing to Pay a Premium Price" includes descriptions of respondents based on age, occupation, gender, marital status, length of use of the iPhone, and the respondent's monthly expenses. Based on the data obtained, the data based on age obtained the following data: respondents aged 21-24 had the highest percentage of 64.5%. In addition, the second highest percentage, namely those under 20 years of age, was 22.7%. Then, 5.5% of respondents were aged over 40 years. Moreover, the rest are 25-40 years old. Based on the work of the respondents, the results obtained were that 80.9% were students, and 19.1% of the other respondents were

employed. Judging from the gender of the response, in this study, 61.8% of the respondents were female, and 38.2% were male. The marital status of the respondents in this study was 90.9% unmarried and 9.1% married. In addition, the following is the percentage according to how long the respondent has used the iPhone: 24.5% of respondents used the iPhone for less than three years; 31.8% of respondents are using the iPhone for 3 - 5 years; 34.5% for 5 - 10 years; and 9.1% of respondents are using iPhone for more than 10 years. Moreover, the expenditure per month: 61.8% of respondents have expenses of less than IDR 3 million; 15.5% have expenses of IDR 3 Million - Less than 5 Million; 12.7% of respondents have expenses of IDR 5 million -less than 10 million; and 10% of all respondents have expenses of more than 10 million.

Table 1. Respondents Profile

| | Demographic variables | % |
|---------------------------------|---|----------|
| Gender | Female | 38.18 |
| | Male | 61.82 |
| Occupation | Work (employee, entrepreneur, professional, Lecturer, etc.) | 10.90 |
| | Student | 80.90 |
| | Others, Not Answer | 8.20 |
| Age | Less Than 20 Years | 22.73 |
| | 20- 24 Years | 64.55 |
| | 25 - 29 Years | 12.73 |
| Marital Status | Not Married | 90.91 |
| | Married | 9.09 |
| I have been using an iPhone for | less than 3 years | 24.55 |
| | 3 - 5 years | 31.82 |
| | more than 5 years | 43.64 |
| Monthly expenses | Less Than IDR 3 Million | 61.82 |
| | IDR 3 Million - IDR 5 Million | 16.36 |
| | More than IDR 5 Million | 21.82 |

Source: primary data, processed

Perceptions of the Antecedent and Consequence Variables of Brand Pride

Self-brand congruity refers to the conformity between the brand and the consumer's self-concept so that consumers have a favourable attitude towards the brand. Consumers feel that a particular brand fits their self-concept very well. Customers like brands that create products and have a voice that aligns with their beliefs, interests, and needs. The study of iPhone users in this research shows a conformity between the consumer's self-concept and the brand image of the iPhone. This high match is reflected in the value of 3.17. Some indicators with the highest confirmation include high attractiveness, sophisticated and elegant technology, high-security systems, and good performance/credibility. The iPhone is also clearly perceived as a high-quality smartphone.

Table 2. Perceptions of the Antecedent and Consequent Variables of Brand Pride

| Variables | Score | Category |
|------------------------------------|--------------|-----------------|
| Self-Brand Congruity | 3,16 | Moderate |
| Individual Brand Pride | 2,97 | Moderate |
| Collective Brand Pride | 2,62 | Moderate |
| Willingness to pay a premium price | 3,10 | Moderate |

Source: primary data, processed

The level of consumer brand pride for the iPhone, individually and collectively, is in the moderate category, which tends to be low. This condition can be seen in the score for individual brand pride of 2.97 and collective brand pride of 2.62. A more detailed search of individual brand pride shows that the iPhone is proud of

the iPhone's quality and ability to give satisfaction. iPhone users tend to have high satisfaction. Meanwhile, if it is associated with "having self-esteem, self-confidence, and "feeling classy", it is only moderate. iPhone users feel proud to be iPhone smartphone users, proud of others knowing that iPhone smartphone users, delighted to be identified as iPhone smartphone users, and happy to tell others about iPhone smartphones. Although the congruity of self-brand is confirmed, iPhone users do not consider the iPhone an important part of self-image.

iPhone users are willing to pay a premium price to own an iPhone. Overall, the willingness to pay a premium price to own an iPhone is reflected in a response score of 3.10 on a scale of 1.00 - 5.00. Even though the price is relatively higher than other brands, iPhone users tend to be loyal to iPhone. If they change cell phones, they will still choose the iPhone. In more detail, the willingness to pay a premium price for the iPhone is reflected in the statement of buying an iPhone even though the price is high, buying an iPhone even though the price is relatively higher than other brands, and buying an iPhone even though the price is above the average price of smartphones in general.

Path Analysis

This study aims to identify Brand Pride that Leads Someone to Be Willing to Pay a Premium Price. The path is shown in Figure 4.1, a path diagram representing a representative picture of the Investigation of How Brand Pride Leads Someone Willing to Pay a Premium Price. This study includes four variables consisting of 1 exogenous variable and three endogenous variables. The path diagram shows that exogenous variables, which include self-brand congruity, affect Collective Brand Pride, Individualistic Brand Pride and Pay Premium Price. If described as follows, the effect of self-brand congruity on Individualistic Brand Pride; the effect of self-brand congruity on Collective Brand Pride; the effect of self-brand congruity on Pay Premium Price; the effect of self-brand congruity on Pay Premium Price through Individualistic Brand Pride; the influence of self-brand congruity on Pay Premium Price through Collective Brand Pride; the influence of Individualistic Brand Pride on Premium Paid Prices; and the influence of Collective Brand Pride on Pay Premium Price. Thus, Collective Brand Pride and Individualistic Brand Pride are mediating or intervening variables.

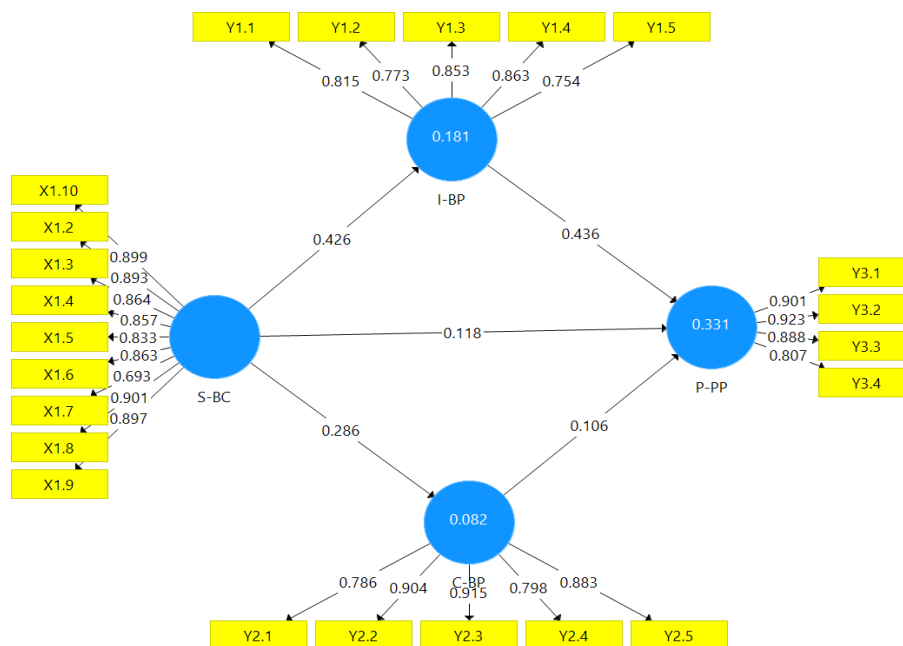


Figure 2. Path Diagrams
Source: primary data, processed

Path Model Testing

Convergent validity is used to measure the reliability of indicators as a measure of variables. If an outer loading indicator > 0.70, then the indicator is said to be reliable. Meanwhile, construct reliability is reflected in the Cronbach alpha

value. The latent variable's construct is reliable if it has an Icronbach alpha value > 0.70. The extent to which the latent variable construct differs from other constructs is tested with discriminant validity as reflected in the Average Variance Extracted (AVE) value. The latency variable construct differs from the other constructs if the AVE score is > 0.5. A higher value of discriminant validity indicates that a construct is unique and able to explain the phenomenon being measured. The path analysis also requires a dimensionality test that is used to ensure that there are no problems in measurement. Tests were carried out using indicators of composite reliability and Cronbach's alpha with a cut-value of 0.7. Referring to the various validity and reliability testing indicators, the model developed is reliable because it fulfils all validity and reliability requirements. In detail, the results of the validity and reliability tests are presented in Table 3.

Table 3. Validity and Reliability Test

| | Cronbach's Alpha | rho_A | Composite Reliability | Average Variance Extracted (AVE) |
|-----------------------------|-------------------------|--------------|------------------------------|---|
| Collective Brand Pride | 0.912 | 0.945 | 0.933 | 0.738 |
| Individualistic Brand Pride | 0.873 | 0.882 | 0.907 | 0.661 |
| Pay Premium Price | 0.903 | 0.904 | 0.932 | 0.776 |
| Self Brand Congruity | 0.954 | 0.957 | 0.961 | 0.736 |

Source: primary data, processed

Hypothesis test

This study proposes seven hypotheses. These are (1) Self-Brand Congruity has a positive effect on Individual Brand Pride; (2) Self-Brand Congruity has a positive effect on Collective Brand Pride; (3) Individual Brand Pride has a positive effect on Willingness to Pay Premium Price; (4) Collective Brand Pride has a positive effect on Willingness to Pay Premium Price, (5) Self-Brand Congruity has a positive effect on Willingness to Pay Premium Price; (6) Self-Brand Congruity influences Willingness to Pay Premium Price through Individual Brand; and (7) Self-Brand Congruity influences Willingness to Pay Premium Price through collective Brand Pride. Of the seven hypotheses proposed, four confirmed hypotheses and three unconfirmed.

This research starts from the assumption that brand pride, both individually and collectively, is preceded by brand conformity with self-concept (self-brand congruity). In other words, self-brand congruity is an antecedent of brand pride. Someone will be confident and proud of a specific brand if the brand can represent themselves. Self-brand congruity has statistically proven to be positive and significant on Brand Pride, individually and collectively. In his thesis, Chieng (2018) confirmed that brand experience and social self-brand congruity are determinants of brand attachment. Meanwhile, actual and ideal self-brand congruity indirectly affects brand attachment through brand experience. This study also found that brand attachment positively affected attitudes and brand loyalty.

Table 4. Path Coefficient

| | Original Sample (O) | T Statistics (O/STDEV) | P Values |
|---|----------------------------|---------------------------------|-----------------|
| Collective Brand Pride -> Willingness to Pay Premium Price | 0.106 | 0.720 | 0.472 |
| Individualistic Brand Pride -> Willingness to Pay Premium Price | 0.436 | 2.582 | 0.010 |
| Self Brand Congruity -> Collective Brand Pride | 0.286 | 3.096 | 0.002 |
| Self Brand Congruity -> Individualitic Brand Pride | 0.426 | 4.396 | 0.000 |
| Self Brand Congruity -> Willingness to Pay Premium Price | 0.118 | 1.189 | 0.235 |

Source: primary data, processed

Self-brand congruity, which is harmony between the brand of a product and the self-personality of the product target market, which includes Sincerity, Excitement, Competence, Sophistication, Ruggedness, Knowledge, Expectation, and Judgment, may encourage Individualistic Brand Pride and Collective Brand Pride,

but not consumer willingness to pay a premium price. The tendency of consumers to be willing to pay a premium price in terms of the pride of the customer towards a brand individually, which includes pride with the quality of an iPhone smartphone, satisfaction using an iPhone smartphone, a feeling of having self-esteem by using an iPhone smartphone, confidence using a smartphone iPhone, and feel "classy" by using an iPhone smartphone.

Meanwhile, consumers' willingness to pay a premium price is not influenced by Collective Brand Pride, which consists of being proud to be an iPhone smartphone user, feeling proud of others knowing that they are an iPhone smartphone user, proud to be identified as an iPhone smartphone user, happy to be knowing other people about the iPhone smartphone, or consider that being one of the iPhone smartphone users is an integral part of the consumer's self-image. Brand Love influences the willingness to pay a premium. Consumers with a passion for brands tend to be willing to pay more/competitive prices, even willing to sacrifice time and energy for a brand. In this case, research was conducted on health services at RSI PKU Muhammadiyah Pekajangan (Verdina Parasmita, Moegiri, 2018). Brands give consumers a value, then the high value of goods determines someone's willingness to pay a premium price (Albari & Dewi, 2011)

Table 5. Specific Indirect Effects

| | Specific Indirect Effects | P Values |
|--|---------------------------|----------|
| Self Brand Congruity-> Collective Brand Pride-> Pay Premium Price | 0.030 | 0.475 |
| Self Brand Congruity-> Individualistic Brand Pride-> Pay Premium Price | 0.185 | 0.026 |

Source: primary data, processed

Table 6. The Coefficient of Determination (RSquare)

| | R Square | R Square Adjusted |
|-----------------------------|----------|-------------------|
| Collective Brand Pride | 0.082 | 0.073 |
| Individualistic Brand Pride | 0.181 | 0.173 |
| Pay Premium Price | 0.331 | 0.312 |

Source: primary data, processed

Testing the hypothesis that Self Brand Congruity affects willingness to pay premium prices through its effect on Brand pride shows that Individual brand pride is a partial mediating variable. This condition is reflected in the positive significance of Self-brand congruity on individual brand pride and individual brand pride on willingness to pay a premium price. In contrast, selective brand pride was not proven as a mediating variable for the influence of self-branded brand identity on willingness to pay a premium price for the iPhone smartphone (Table 5). This study only proves that the willingness to pay a premium price is only a consequence of individual brand pride. Based on statistics, collective brand pride is not a mediating variable in the effect of self-brand congruity on willingness to pay a premium price. So, it can be said that in the case of iPhone brand smartphones, the willingness to pay a premium price is more due to consumer trust in the overall such as include high attractiveness, sophisticated and elegant technology, high-security systems, good performance/credibility of iPhone.

Determination analysis is used to measure the ability of the developed model to explain variations in the dependent variable, which in this case are Collective Brand Pride, Individualistic Brand Pride, and paying a premium price. The coefficient of determination and the results of the determination test reflected in the adjusted R-square show Collective Brand Pride of 7.3%, Individualistic Brand Pride of 17.3%, and a premium price of 31.2%.

Table 7. Discriminant Validity

| | Collective Brand Pride | Individualistic Brand Pride | Pay Premium Price | Self Brand Congruity |
|-----------------------------|-------------------------------|------------------------------------|--------------------------|-----------------------------|
| Collective Brand Pride | 0.859 | | | |
| Individualistic Brand Pride | 0.703 | 0.813 | | |
| Pay Premium Price | 0.446 | 0.561 | 0.881 | |
| Self Brand Congruity | 0.286 | 0.426 | 0.334 | 0.858 |

Source: primary data, processed

Several previous studies have proven that perceptions of quality determine a person's willingness to pay a premium price. Quality is a significant determinant of price premium. The strongest determinants of price premium are social image, uniqueness and country of origin. Other significant determinants are corporate social responsibility (CSR) and awareness (Johan Anselmsson, Niklas Bondesson, 2014). The relationship between brand awareness, word-of-mouth and high WTP prices is partly attributed to the influence of brand image. In addition, the research found that word-of-mouth contributes partially to the effect of brand awareness and brand image willingness to pay a premium price. The study confirms that brand image is significant in developing brand awareness to strengthen customer word-of-mouth referrals and their willingness to pay a premium in the herbal industry. (Oppong et al., 2022). Emotions, especially pride, in transforming attitudes toward sustainable food products into willingness to pay premium prices for fair trade food products. This study links the more general literature on sustainable products with fair trade products ((Pilar Fernández Ferrín, andra Castro-González, Belén Bande, 2023). This research also shows that quality determines a person's willingness to pay a premium price. Meanwhile, many studies and established theories show that the brand guarantees quality. In this case, the willingness to pay a premium price for the iPhone is partly because there is trust in overall quality, security, sophisticated and elegant technology, high-security systems, and good performance/credibility attached to the iPhone.

CONCLUSION AND RECOMMENDATION

This study investigates a person's willingness to pay a premium price for the consequences of brand pride and why a person has pride in a particular product brand. It includes four variables consisting of 1 exogenous variable and three endogenous variables. The path diagram shows that the exogenous variable is self-brand congruity. Self-brand congruity is hypothesized to affect Collective Brand Pride, Individualistic Brand Pride, and Willingness to pay a Premium Price. The three endogenous variables in the study are Collective Brand Pride, Individualistic Brand Pride, and Willingness to pay Premium Price. The study was conducted on smartphone users with the iPhone brand, a product from Apple. iPhone is a product with a price above the price of smartphones based on the Android system. Currently "controlling" the smartphone market, especially among young people. This study proposes seven hypotheses whose essence is that self-brand congruity influences willingness to pay a premium price through its influence on brand pride. In other words, this study examines the significance of Self-Brand Congruity as an antecedent of Brand Pride and the willingness to pay a premium price as a consequence of Brand Pride. The results show that Self-Brand Congruity has a positive significance on Brand Pride, both Individual and collective Brand Pride. Directly, Self-Brand Congruity has a positive-significant on willingness to pay premium prices. Testing Brand Pride as a mediating variable shows that Individual Brand Pride is a partial mediating variable for the effect of Self-Brand Congruity on willingness to pay premium prices.

The implications for formulating iPhone marketing strategies include: (1) Maintaining and strengthening the product's image as having high quality, having sophisticated technology and guaranteeing the device's and operating system's security. The developed promotional design needs to highlight some of these things in the promotional design. (2) Individual brand pride positively affects willingness to pay a premium price, mainly because consumers "feel classy" using the iPhone. Based on these conditions, while maintaining the psychological value, the price above the average price needs to be maintained to give a signal of "status having class", and (3) Using endorsers of young figures with achievements as symbols of self-concept compatibility with iPhones that are concerned about quality.

The limitation of this research is the uneven distribution of respondents according to their demographic characteristics. So that the generalizations made can be biased because they tend to only represent groups of students/students aged 20-24 years, and are not married. For this reason, suggestions for further research are to consider the representativeness of each sample group and test whether there are differences in behavior between sample groups.

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