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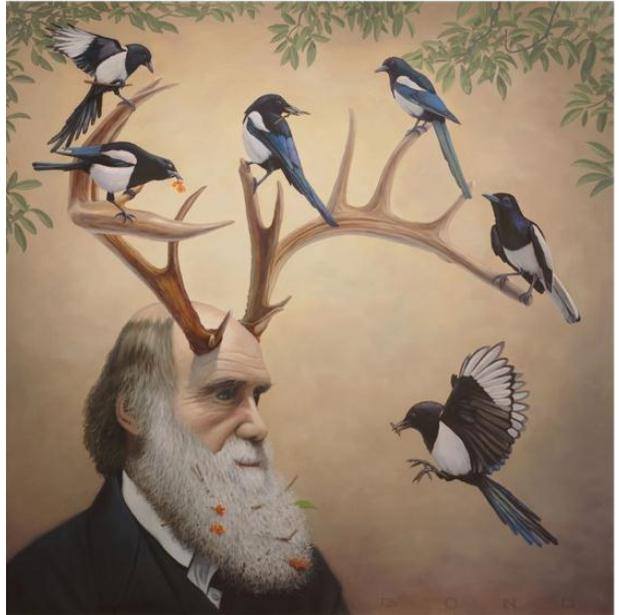
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The relationship of self-congruity and attitude towards luxury brand

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Abstract

This research aims to explain the relation of self-congruity and attitudes towards the luxury brand and fashionable lifestyle as the moderation variable. The self-congruity divides into actual, ideal and social self -image. The brand attitude divides into cognitive, affective and conative. The sampling technique uses accidental sampling. The results of the study show that the ideal and social self-congruity does not affect the cognitive and affective attitudes shown by the sample. The fashionable lifestyle does not moderate the relationship between ideal self-congruence and conative attitude. In conclusion, fashionable lifestyle does not moderate the effect of ideal self-congruence on attitudes.

Keywords: Brand, Attitude, Fashionable, Self-Congruity, Luxury.

La relación de auto-congruencia y actitud hacia la marca de lujo

Resumen

Esta investigación tiene como objetivo explicar la relación de la autocongruencia y las actitudes hacia la marca de lujo y el estilo de vida de moda como la variable de moderación. La auto-congruencia se divide en autoimagen real, ideal y social. La actitud de marca se divide en cognitiva, afectiva y conativa. La técnica de muestreo utiliza muestreo accidental. Los resultados del estudio muestran que la autocongruencia ideal y social no afecta las actitudes cognitivas y afectivas mostradas por la muestra. El estilo de vida de moda no modera la relación entre la auto-congruencia ideal y la actitud

conativa. En conclusión, el estilo de vida a la moda no modera el efecto de la auto-congruencia ideal en las actitudes.

Palabras clave: marca, actitud, moda, autocongruencia, lujo.

1. INTRODUCTION

Market globalization offers many choices of products for consumers. Many researchers realize that consumers often buy products because they are considered able to improve their status in society. The main motivation in buying and showing the product is not just to be enjoyed, but rather the desire to tell others that they can get it. The conspicuous consumers tend to show their wealth by buying imported goods, which belief to have better quality than local goods. Consumers with high incomes will have high purchasing power, so it is likely that they will buy genuine branded products to express their social status.

At present, shopping activities are no longer to meet the needs of life, but a lifestyle. Shopping activities are considered to be able to increase prestige or self-image of the subject. Marketers try to create various stimuli so that consumers can get comfort during shopping. Fashionable lifestyle is a lifestyle orientation of consumers with characteristics who like to socialize, full of fun and enthusiasm, like being a trendsetter, like to express themselves, like to be the center of attention, and keep abreast of the latest product trends (MICHON, SMITH & CHEBAT, 2010; KRISHNAN, 2011). The characteristics of

consumers in this type have a higher social motivation compared to consumers with other lifestyle orientations.

Marketers can do to meet the needs of consumers is by presenting goods and services that have characteristics by the consumer's self-image. In other words, luxury products can satisfy a person's social needs and can reflect the character and social status of the owner. A person will choose goods or services that have suitability with their image (SCHIFMAN & KANUK, 2010). Self-concept is a part of the personality. Personality is a distinctive human psychological characteristic that produces relatively consistent and long-lasting responses to environmental stimuli. There are four dimensions of self-concept or self-image, including: (1) Actual self-image, namely how a person views himself in reality; (2) Ideal self-image, namely how one wants to look at himself; (3) Social self-image, which is how a person feels other people see him; (4) Ideal social self-image, namely how consumers want themselves to image by others (SIRGY, 1985; JAMAL & GOODE, 2001; IBRAHIM & NAJJAR, 2007).

The attitude is evaluation, emotional feeling, and the tendency of beneficial or unfavorable and long-lasting actions in a person towards certain objects or ideas. KOTLER, KELLER & ARMSTRONG (2016) define attitudes as affection or feeling for or against a stimulus. Attitude is at the core of a sense of liking or dislike of an object. Attitudes are usually very difficult to change and this can lead individuals to form intentions to buy products or not buy.

2. LITERATURE REVIEW

2.1. Brand Attitude

The consumer purchasing decision process includes five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (KOTLER ET AL., 2016).

Consumers try to satisfy their needs, looking for certain benefits from the solutions offered by the product. Consumers view each product as a collection of attributes with different abilities in delivering benefits that satisfy needs. Attractive attributes for buyers vary in each product and they will pay more attention to the attributes that offer the benefits they seek. After the purchase, consumers may feel incompatibility or hear good things from other brands and prepared for information that supports their decisions. The task of the marketer does not stop until the purchase, but also must pay attention to post-purchase satisfaction, post-purchase action, and post-use disposal.

Attitude defines as an overall evaluation of concepts that a person does (PETER & OLSON, 2010). Attitude can be said to be an evaluative response that can only arise when individuals faced with a stimulus that requires an individual reaction whereas KOTLER ET AL. (2016) define attitude as evaluation, emotional feeling, and the tendency of beneficial or unfavorable and long-lasting actions in a

person towards certain objects or ideas. Attitude consists of 3 forming components, namely the affective component, the cognitive component and the conative component (SCHIFMAN & KANUK, 2010).

2.2. Self-Congruity

Individual purchasing decisions depend on self-concept. Perception of self is closely related to personality, where people tend to buy products and services and become retail company customers who have an image or personality that matches their image. And basically, consumers try to portray themselves into various brand choices.

Personality is an internal factor of an individual that is related to one's consumption behavior. Consumers do not use products for material use only, but also consume the symbolic meaning of the product as illustrated in their self-image. As revealed by SIRGY (1985), the consumption behavior of individuals will direct them to increase self-concept or self-image by consuming a product as a symbol.

Everyone has a distinctive self-image. This unique self-image is the result of the development of the individual's background and experience. Image is one of the basics that consumers use to determine how suitable their personality is with the image of a particular

producer. SIRGY, GRZESKOWIAK & SU (1999) added that shoppers would prefer to shop at malls (retail) that have images that match their image.

Not only self-image that will affect what product will choose, but the product consumed also influences self-image. When buying a product that has symbolic value, the user will place a certain self-image when using it. The symbolic meaning inherent in a brand is often communicated through the use and use of a brand (JAMAL & GOODE, 2001).

Consumers prefer to perceive retail differently based on the type of customers who shop at retail. Consumers often adjust the image of mall customers (retail) with their image. This adjustment process is also called self-congruity (SIRGY ET AL., 1999). HARTINI (2011) in his study on retail consumer behavior suggests that there are three self-congruences influence consumer attitudes to mall preferences and intention to buy products available in the mall. The three self-congruence is actual, ideal, and social self-congruence.

2.3. Fashionable Lifestyle

The definition of fashionable lifestyle is the lifestyle orientation of consumers with characteristics who like to socialize, full of fun and enthusiasm, like to be a trendsetter, like to express themselves, like to be the center of attention, and keep abreast of the latest product trends

(MICHON ET AL., 2010; KRISHNAN, 2011). The characteristics of consumers in this type have a higher social impulse compared to consumers who have other lifestyle orientations.

Various research results show that there is an influence of lifestyle on the performance appraisal of retail attributes in a retail outlet. Consumers with different lifestyle orientations have different assessments of the performance of retail attributes (MICHON ET AL., 2010; KRISHNAN, 2011). Fashionable lifestyle consumers tend to give positive ratings on retail performance attributes that provide the latest trend products and provide adequate entertainment and social facilities. Also, consumers with a fashionable lifestyle orientation have high social motivation compared to consumers who have a different lifestyle orientation (AMIRNEJAD, ELAHI & YAZDI, 2018; SULERI & CAVAGNARO, 2016; TORQUATO, ARAUJO, UMESH & MACIEL, 2018).

2.4. Self-Congruity and Brand Attitude

Self-congruity can affect purchase motivation because a person has a motive for behaving according to his perception (Ibrahim and Najjar, 2007). The more similar the self-image of consumers with the actual, ideal, and social brand image, the more positive the consumer evaluation of the brand is. In another sense, the higher the consumer's perception of the brand, the higher the congruence of the consumer towards the brand image based on the shopper or customer type and

the personality characteristics of the brand which increases the consumer's positive judgment and attitude towards the brand (SIRGY ET AL., 1999).

According to SIRGY ET AL. (1999), self-image consists of four dimensions, namely actual self-image, ideal self-image, social self-image, and ideal-social self-image. Hartini (2011) in her study of mall visitors proved that there are three dimensions of self-congruence, namely actual self-image, ideal self-image, and social self-image that influence the attitude of consumers to visit the mall. The more congruence brand image with the consumer's assessment of him, the more positive the consumer's perception of the brand is because it matches their actual self-image. Likewise, with consumer perceptions of their ideal self-image, the higher the image similarity of a brand to the ideal self-image according to consumers, the more consumers perceive or value the brand positively. Based on the description above, the hypothesis is as follows:

H1a: Actual self-congruence has a significant effect on cognitive attitudes

H1b: Ideal self-congruence has a significant effect on cognitive attitudes

H1c: Social self-congruence has a significant effect on cognitive attitudes

Self-congruity with a store brand affects the emotions perceived by consumers for the store's brand SIRGY ET AL. (1999) due to attachments that consumers feel for a product because the brand reflects or can express themselves. The more consumers feel that a brand-congruence with actual self-image can express who they are, then positive emotions in consumers will increase. Likewise, if consumers feel that a brand can describe consumers ideally in the view of consumers, consumers will increasingly like the product or brand. The more consumers feel that a brand can reflect itself according to the social desires of the consumer, the more consumers like the product because the product gives high social value to consumers. Based on the description above, the hypothesis is as follows:

H2a: Actual self-congruence has a significant effect on affective attitudes

H2b: Ideal self-congruence has a significant effect on affective attitudes

H2c: Social self-congruence has a significant effect on affective attitudes

The more the consumer's self-image with the image of a brand, the higher the consumer's purchase intention towards the product. The store image or store personality referred to here is based on the type of customer who comes in a store (SIRGY ET AL. 1999). Also, self-congruity improves a person's positive attitude and behavior towards a

product and brand (Jamal and Goode, 2001). The more congruence of a brand with the real self-image of consumers, the higher the consumer's desire to buy the brand. Also, the more congruence of a brand with the self-image desired or expected by consumers, the higher the consumer's intention to buy or consume the product. Based on the description above, the hypothesis is as follows:

H3a: Actual self-congruence has a significant effect on conative attitudes;

H3b: Ideal self-congruence has a significant effect on conative attitudes;

H3c: Social self-congruence has a significant effect on conative attitudes.

2.5. Self- Congruity, Brand Attitude and Fashionable Lifestyle

The attitude towards an object usually associated with the behavior of the object. The more positive one's attitude towards goods or services, the higher the likelihood that the person will buy or use the product (Peter and Olson, 2010). Attitudes are usually difficult to change and this can lead individuals to form intentions to buy products or not buy. SIRGY ET AL. (1999) state that the affective component, in this case, is an attitude. Attitude is an element that is produced from the affective component while the intention to behave is a conative

component. The conative component is a brand evaluation that is the core of the attitude because retail evaluation is a summary of the tendency of consumers to like or dislike certain retailers. Based on the description above, the hypothesis is as follows:

H4: Cognitive attitudes have a significant effect on affective attitude

H5: Affective attitudes have a significant effect on conative attitude

MICHON ET AL. (2010) examined the role of fashionable lifestyle moderation on the shopping behavior of female visitors in a shopping mall, namely the assessment of consumers on the performance of retail attributes, especially on attributes of merchandising and on shopping values perceived by consumers, especially hedonic value. The results of the study show that fashionable lifestyle influences the consumer's assessment of the performance of the attributes found in the shopping mall. Consumers tend to give a positive assessment of the quality of products offered by retail outlets in shopping malls that are in line with their lifestyle orientation.

The more congruence of consumer self-image with a brand, the more positive the consumer's assessment of the brand will be. This relationship will be stronger if consumers have a highly fashionable lifestyle. It is because the higher the congruence of the consumer's

image with a brand, the higher the fashionable lifestyle orientation of the consumer. It will increase the consumers' willingness to be a trendsetter so that consumers will be more positive about the brand. Based on the description above, the hypothesis is as follows:

H6a: Fashionable lifestyle strengthens the influence of actual self-congruity on conative attitude

H6b: Fashionable lifestyle strengthens the influence of ideal self-congruity on conative attitude

H6c: Fashionable lifestyle strengthens the influence of social self-congruity on a conative attitude.

3. RESEARCH METHODOLOGY AND MEASUREMENT

3.1. Methodology

This research design is a quantitative explanatory research that aims to explain the relationship between research variables. The study conducted with the survey. The data collected is primary data which then processed with an MRA (Moderated Regression Analysis). The sample is part of the number and characteristics possessed by a population. The number of members of the population by these provisions unknown, the sampling technique used is purposive sampling, where only individuals found or who are willing to become

respondents in this study. In this study 200, respondents were used, but only 144 were eligible for further processing.

3.2. Measurement

Self-congruity is a match between the consumer's self-image, both the actual, ideal, and social self-image with the brand image. Variable measurements used 12 statement items, each of 4 statement items for actual self-image, 4 statement items for ideal self-image and 4 statement items for social self- image (SIRGY, 2005; HARTINI, 2011). Cognitive Attitude is a consumer's cognitive evaluation of a brand. This variable is measured based on evaluative responses or consumer perceptions. Affective attitude is an emotional response that consumers perceive for a brand. Conative attitude is the intention of consumers to shop or buy a luxury brand. The measurement of this variable is done through an assessment using a Likert scale.

A validity test is used to determine the extent to which the measuring instrument used measures. This test was looking at the Pearson Product Moment correlation value. The criteria are if $r_{count} > 0.4$ then it is valid and if $r_{count} < 0.4$ then it is invalid. All research variables have a Cronbach alpha value above 0.6, so that it concludes that the statement device used to measure each research variable is reliable.

4. DATA ANALYSIS, RESULTS AND DISCUSSION

Testing of the research hypothesis was conducted to determine whether there was an influence of variables in path analysis by looking at the significance value (P) and critical ratio (CR). A hypothesis can be well received if the significance value (P) reaches < 0.05 or the critical ratio (CR) > 1.96. The purpose of this study was to determine the effect of actual self-congruity, ideal self-congruity, social self-congruity, and ideal social self-congruity on consumer buying attitudes and intentions.

Table 1. Hypothesis Testing Results

Relationships	Estimate	SE	CR	P	Sign
Actual → Cog	0.389	0.050**	7.713	0.000	Significant
Actual → Affect	0.295	0.057**	5.167	0.000	Significant
Actual → Cona	0.133	0.064**	4.299	0.001	Significant
Ideal → Cog	0.165	0.041	0.399	0.063	ns
Ideal → Affect	0.321	0.065	1.187	0.074	ns
Ideal → Cona	0.534	0.053**	3.486	0.005	Significant
Social → Cog	0.233	0.024	1.256	0.057	ns
Social → Affect	0.334	0.073	1.897	0.069	ns
Social → Cona	0.267	0.055	2.987	0.049	Significant
Cog → Affect	0.230	0.075	2.777	0.048	Significant

Affect →Cona	0.336	0.081**	3.82 3	0.04 3	Significant
Fash → Cona	0.339	0.059**	5.23 3	0.00 0	Significant
Actual* Fash → Cona	0.523	0.042**	10.2 7	0.00 1	Significant
Ideal*Fash→ Cona	0.230	0.075	1.77 7	0.07 8	ns
Social*fash →Cona	0.339	0.059**	5.23 3	0.00 0	Significant

Notes; ** denotes that the coefficient is statistically significant at the level 5 % level

Table 1 shows that out of the fourteen hypotheses proposed in this study, there were nine hypotheses accepted and five hypotheses rejected. Actual self-congruence has a significant effect on the attitude of consumers, cognitive, affective, and conative. It is consistent with Hartini's (2011) study of consumer behavior in retail purchases in the city of Surabaya, Indonesia. The more the retail image congruence with the actual self-image of the consumer, the more positive the consumer's attitude towards the retail. The more congruence of the brand product with the actual self-image of the consumer, the more positive the consumer's assessment of the product from the brand will ultimately lead to higher consumer intention to consume the brand product.

The effect of self-congruence namely actual self-image, ideal self-congruence, and social self-congruence on conative attitude reinforced by a fashionable lifestyle. It is indicated that the self-concept that exists in consumers who interact with fashionable

consumer characters will increase consumers' intention to buy branded products. However, this fashionable orientation does not moderate the influence of the self-concept ideal. It is possible because fashionable orientation in this study also does not have an impact on a conative attitude, which means that consumers buy fashion products are only self-oriented (how to see themselves and how the social environment, friends, and family see consumers). Consumers do not consider ideal norms that should be attached to consumers.

5. CONCLUSIONS

The hypothesis test results show that actual self-congruity, ideal self-congruity, and social self-congruity have a significant influence on consumer attitudes towards the luxury brand. The results of this study are consistent with the theory put forward by Ibrahim and Najjar (2007) and Hartini (2011) that self-congruity has a significant effect on consumer attitudes in retail. The more the actual self-image of a person with the image of the luxury brand, the better the consumer attitude towards the brand.

Fashionable orientation is significantly proven to moderate the effect of actual self-congruence and social self-congruence on a conative attitude towards the product. Respondents in this study are included in the characteristics of Indonesian consumers (Asian continent) who have high prestige, namely respondents who prefer to

think of their image as the image of a product that is used or owned, or image themselves higher than their true self -image

This study has several limitations, including a limited population of research on luxury brand consumers in Surabaya. Therefore, in the next study, the population is expected to be expanded to other products. Also, this study only uses three components of self-concept. In advanced research is expected to be able to use functional-image congruent. The results of the study show that social self-image does not affect the cognitive and affective attitudes of consumers. More in-depth study of the factors that cause the relationship. It is necessary to include other variables such as consumer's natures and characteristics.

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