

## **CHAPTER II THEORITICAL FOUNDATIONS**

### **2.1 Previous Research**

The theoretical foundation of a study is important to note. This research has three major theoretical foundations used during this research. In conducting this research, a theoretical basis is needed to support the theory. Therefore, a study cannot be separated from the theoretical basis because it is a logic flow. There are three previous studies used as reference material in this study, here are some of the previous studies used.

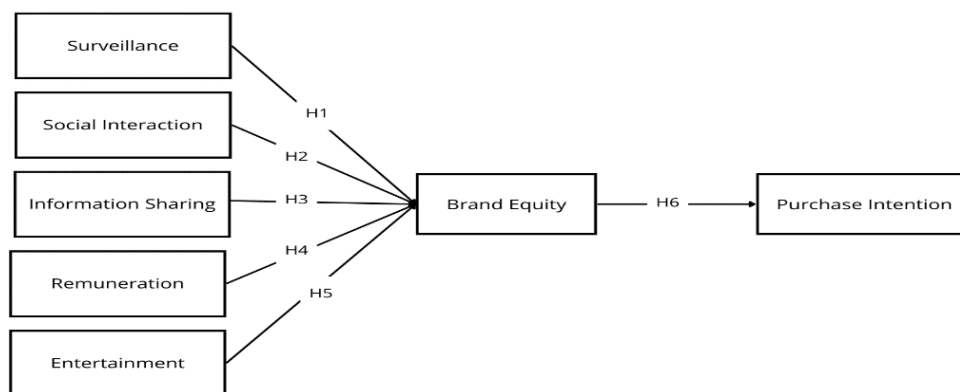
#### **2.1.1 Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond (2021)**

This research was conducted by Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond (2021) with the title "The influence of social media on purchase intention: The mediating role of brand equity". The object of this research focuses on the development of the clothing industry in Ghana. The purpose of this study was to examine the effect of brand equity on purchase intention. Data was collected from 500 people who follow, like, and share information on Instagram. The sampling technique used was distributing questionnaires online.

There are six finding in his study. Firstly, surveillance significantly has a positive effect on brand equity. Secondly, social interaction significantly has a positive effect on brand equity. Thirdly, information sharing significantly has a positive effect on brand equity. Fourthly, remuneration significantly has a positive effect on brand equity. Fiftly, entertainment significantly has a positive effect on

brand equity. Sixly, brand equity significantly has a positive effect on purchase intention.

The following is a framework for research by Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond (2021):



Source: data processed (Majeed et al., 2021)

**FIGURE 2.1**  
**RESEARCH MODEL OF MAJEED ET AL**

There are similarity and differences between Majeed et al. (2021) and the current study

Similarity:

1. The equation of this study is to use brand equity and purchase intention variables.
2. The second similarity is using a sampling technique using a questionnaire.

Difference:

1. The difference from previous research is that it uses surveillance, social interaction, information sharing, remuneration, and entertainment variables, while current research directly uses brand equity.
2. The second difference is that previous research used respondents who

followed, liked, and shared the questionnaire on Instagram, while current research uses respondents who have bought ERIGO local clothing products.

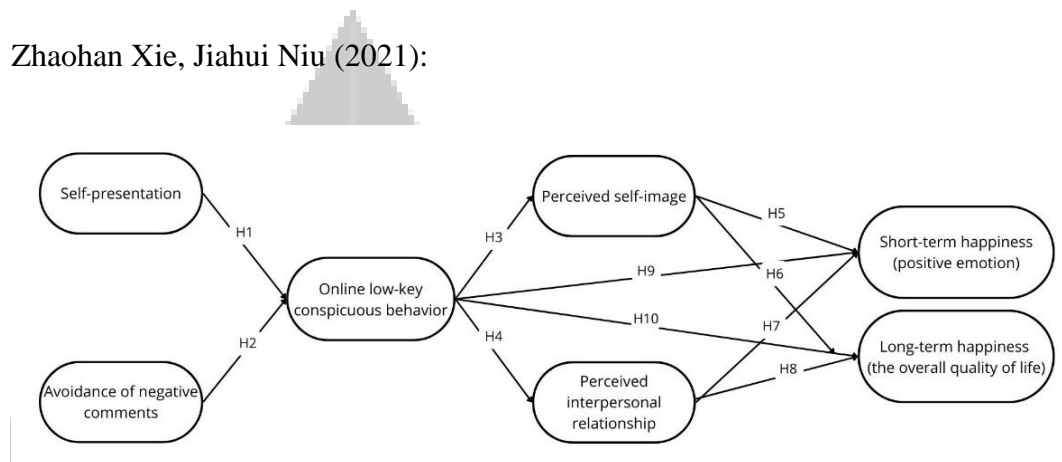
### **2.1.2 Mingliang Chen, Jing Zhang, Zhaohan Xie, Jiahui Niu (2021)**

This research was conducted by Mingliang Chen, Jing Zhang, Zhaohan Xie, Jiahui Niu (2021) with the title "Online low-key conspicuous behavior of fashion luxury goods: The antecedents and its impact on consumer happiness". The purpose of this study was to examine the effect of online low-key conspicuous behavior on consumer happiness. Data were collected from 398 respondents who had purchased fashion luxuries. The sampling technique used was by distributing questionnaires.

There are ten findings in his study. Firstly, self-presentation has a significant positive effect on online low-key conspicuous behavior. Secondly, avoidance of negative comments has a significant positive effect on online low-key conspicuous behavior. Thirdly, online low-key conspicuous behavior significantly positively affects perceived self-image. Fourthly, online low-key conspicuous behavior significantly positively affects perceived interpersonal relationships. Fifthly, perceived self-image has a significant positive effect on short-term happiness.

Sixthly, perceived self-image has a significant positive effect on long-term happiness. Seventhly, perceived interpersonal relationship significantly positively affects short-term happiness. Eighthly, perceived interpersonal relationship significantly has a positive effect on long-term happiness. Ninthly, online low-key conspicuous behavior significantly has a positive effect on short-term happiness. Tenthly, online low-key conspicuous behavior has a significant positive effect on long-term happiness.

The following is a framework for research by Mingliang Chen, Jing Zhang, Zhaohan Xie, Jiahui Niu (2021):



Source: data processed (M. Chen et al., 2021)

**FIGURE 2.2**  
**RESEARCH MODEL OF M. CHEN ET AL**

Similarity:

1. The equation of this research is using short-term happiness and long-term happiness variables.
2. The second equation is using a sampling technique using a questionnaire.

Different:

1. The difference in this study is that the previous research variables used self-presentation, avoidance of negative comments, online low-key conspicuous behavior, perceived self-image, perceived interpersonal relationship, short-term happiness, and long-term happiness, while the current study only uses short-term happiness and long-term happiness.
2. The second difference is that the respondents in the previous study used people who had only bought luxury fashion, while the current study used people who had only bought ERIGO local clothing products.

### **2.1.3 Theresa Maria Rausch, Christopher Siegfried Kopplin (2021)**

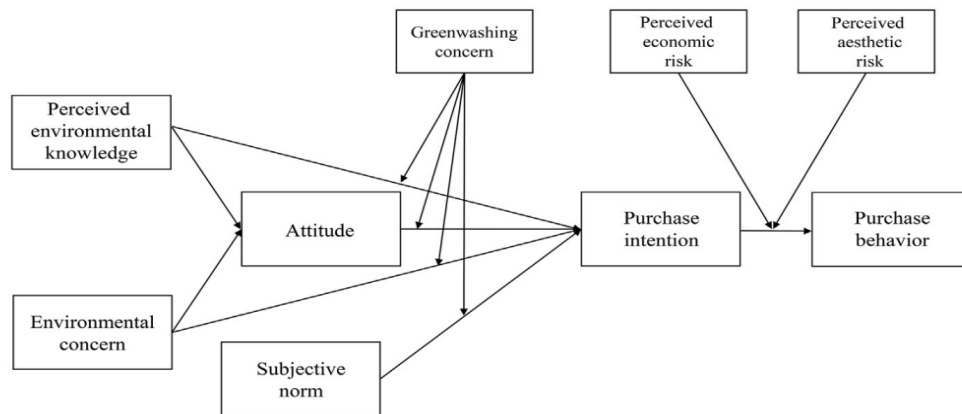
This research was conducted by Theresa Maria Rausch, Christopher Siegfried Kopplin (2021) with the title "Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing". The purpose of this study was to examine the effect of purchase intention on purchase behavior. Data was collected from 464 respondents who already have income. The sampling technique used was by distributing questionnaires.

There are ten findings in his study. Firstly, perceived environmental knowledge significantly has a positive effect on purchase intention. Secondly, perceived environmental knowledge has a significant positive effect on attitude. Thirdly, environmental concern significantly has a positive effect on attitude. Fourthly, environmental concern significantly has a positive effect on purchase intention. Fifthly, attitude has a significant positive effect on purchase intention. Sixthly, subjective norm significantly has a positive effect on purchase intention.

Seventhly, greenwashing concern does not have a significant positive effect on perceived environmental knowledge and purchase intention. Eighthly, greenwashing concern does not have a significant positive effect on attitude and purchase intention. Ninthly, greenwashing concern does not have a significant positive effect on environmental concern and purchase intention. Tenthly, greenwashing concern does not have a significant positive effect on subjective norm and purchase intention. Eleventhly, perceived economic risk is not too significant to have a positive effect on purchase intention and purchase behavior. Twelfthly, perceived aesthetic risk is not too significant to have a positive effect on purchase intention and purchase behavior. Thirteenthly, purchase intention has a significant

positive effect on purchase behavior.

The following is a framework for research by Theresa Maria Rausch, Christopher Siegfried Kopplin (2021):



Source: data processed (Rausch & Kopplin, 2021)

**FIGURE 2.3**

**RESEARCH MODEL OF RAUSCH & KOPPLIN**

Similarity:

1. The equation of this study is to use the variables of purchase intention and purchase behavior.
2. The second equation is using a sampling technique using a questionnaire.

Different:

1. The difference from this study is that the variables in previous studies used perceived environmental knowledge, environmental concern, attitude, subjective norm, greenwashing concern, perceived economic risk, perceived aesthetic risk, purchase intention, and purchase behavior, while the current study only uses purchase intention and purchase behavior.
2. The second difference is that respondents in previous studies were only for

people who already had income, while the current study used people who had only ever bought ERIGO local clothing products.



**TABLE 2.1**  
**MAPPING PREVIOUS RESEARCH**

No.	Research	Research Topic	Methods			Hasil
			Sample	Variable	Analysis	
1.	Mohammed Majeed, Martin Owusu-Ansah & Adu-Ansere Ashmond (2021)	“The influence of social media on purchase intention: The mediating role of brand equity”	500 people who follow, like, and share information on Instagram	<ol style="list-style-type: none"> <li>1. Surveillance</li> <li>2. Social Interaction</li> <li>3. Information Sharing</li> <li>4. Remuneration</li> <li>5. Entertainment</li> </ol>	Statistical Package for Social Sciences (SPSS) and the structural equation modelling (SEM)	<ol style="list-style-type: none"> <li>1. Surveillance significantly has a positive effect on brand equity.</li> <li>2. Social interaction significantly has a positive effect on brand equity.</li> <li>3. Information sharing significantly has a positive effect on brand equity.</li> <li>4. Remuneration significantly has a positive effect on brand equity.</li> <li>5. Entertainment significantly has a positive effect on brand equity.</li> <li>6. Brand equity significantly has a positive effect on purchase intention.</li> </ol>
2.	Mingliang Chen, Jing Zhang, Zhaohan Xie, Jiahui Niu (2021)	“Online low-key conspicuous behavior of fashion luxury goods: The antecedents and its impact on consumer happiness”	398 respondents who have purchased fashion luxuries	<ol style="list-style-type: none"> <li>1. Self-presentation</li> <li>2. Avoidance of negative comments</li> <li>3. Online low-key conspicuous behavior</li> <li>4. Perceived self-image</li> <li>5. Perceived interpersonal relationship</li> <li>6. Short-term happiness</li> <li>7. Long-term happiness</li> </ol>	Descriptive statistics & SmartPLS 3.2.9	<ol style="list-style-type: none"> <li>1. Self-presentation has a significant positive effect on online low-key conspicuous behavior.</li> <li>2. Avoidance of negative comments has a significant positive effect on online low-key conspicuous behavior.</li> <li>3. Online low-key conspicuous behavior significantly positively affects perceived self-image.</li> <li>4. Online low-key conspicuous behavior significantly positively affects perceived interpersonal relationships.</li> </ol>



						<ol style="list-style-type: none"> <li>5. Perceived self-image has a significant positive effect on short-term happiness.</li> <li>6. Perceived self-image has a significant positive effect on long-term happiness.</li> <li>7. Perceived interpersonal relationship significantly positively affects short-term happiness.</li> <li>8. Perceived interpersonal relationship significantly has a positive effect on long-term happiness.</li> <li>9. Online low-key conspicuous bahvior significantly has a positive effect on short-term happiness.</li> <li>10. Online low-key conspicuous bahvior has a significant positive effect on long-term happiness.</li> </ol>
3.	Theresa Maria Rausch, Christopher Siegfried Kopplin (2021)	“Bridge the gap: Consumers’ purchase intention and beavior regarding sustainable clothing”	464 respondents who already have an income	<ol style="list-style-type: none"> <li>1. Perceived environmental knowledge</li> <li>2. Environmental concern</li> <li>3. Attitude</li> <li>4. Subjective norm</li> <li>5. Greenwashing concern</li> <li>6. Purchase intention</li> <li>7. Purchase behavior</li> <li>8. Perceived economic risk</li> <li>9. Perceived aesthetic risk</li> </ol>	Theory of Reasoned Action (TRA) approach	<ol style="list-style-type: none"> <li>1. Perceived environmental knowledge has a significant positive effect on purchase intention.</li> <li>2. Perceived environmental knowledge has a significant positive effect on attitude.</li> <li>3. Environmental concern significantly has a positive effect on attitude.</li> <li>4. Environmental concern significantly has a positive effect on purchase intention.</li> <li>5. Attitude has a significant positive effect on purchase intention.</li> <li>6. Subjective norm significantly has a positive effect on purchase intention.</li> <li>7. Greenwashing concern does not have a significant positive effect on perceived environmental knowledge and purchase intention.</li> <li>8. Greenwashing concern does not have a significant positive effect on attitude and purchase intention.</li> <li>9. Greenwashing concern does not have a</li> </ol>

						<p>significant positive effect on environmental concern and purchase intention.</p> <p>10. Greenwashing concern does not have a significant positive effect on subjective norm and purchase intention.</p> <p>11. Perceived economic risk is not too significant to have a positive effect on purchase intention and purchase behavior.</p> <p>12. Perceived aesthetic risk is not too significant to have a positive effect on purchase intention and purchase behavior.</p> <p>13. Purchase intention has a significant positive effect on purchase behavior.</p>
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## **2.2 Theoretical Background**

This research uses theories that support this research. There are several kinds of variables that will be explained, with the aim that it is expected to be a basic research guideline for conducting analysis and evaluation in problem solving. The following is the theoretical basis used:

### **2.2.1 Brand Equity**

Brand equity revolves around the values attached to a brand name. This intangible asset, known as brand equity, includes elements such as brand awareness, brand trust, brand loyalty, perceived brand quality, and associations that can provide a competitive advantage in the future (Sun et al., 2021). Consumers tend to choose brands with consistent brand equity, therefore companies need to focus on consumer lifestyles and experiences (Pina & Dias, 2021). These values are formed by consumers' perceptions of the brand name associated with a product or service, not the product or service itself (Sürücü et al., 2019). In simple terms, brand equity is formed by memorable, easily identifiable, trustworthy, and high-quality products (Sürücü et al., 2019).

Companies need to pay attention to the brand equity attached to their company. This brand equity can also be interpreted as added value or additional utility attached to a product (C. F. Chen & Chang, 2008). Companies that have strong brands can increase consumer confidence in the products they sell (C. F. Chen & Chang, 2008). This is because brand equity has a great attraction for consumers to buy a product (Zulfikar, 2022). Companies that have strong brand

equity can also expand the market more effectively than companies that do not have strong brand equity (Zulfikar, 2022).

Brand equity has been the subject of extensive research in the past. Previous research has investigated brand equity in the clothing industry in Ghana (Majeed et al., 2021), the hospitality industry in Turkey (Sürücü et al., 2019), Nespresso products in Portugal (Pina & Dias, 2021), and the airline industry in Korea (Seo et al., 2020). However, research on brand equity needs to be further scrutinized, following the market expansion of local brands into the domestic market as well as the entry of local brands into the international market (Yola Munthe & Sihombing, 2023). In addition, brands have increased their brand equity by using brand ambassadors and attractive and unique designs, making them highly attractive to consumers (Supiyandi et al., 2022). Brands that have high brand equity can make consumers willing to pay more for products/services (Yola Munthe & Sihombing, 2023). Other benefits of brand equity are getting easy professional references, increasing distribution access, and consumer loyalty (Clarisa et al., 2023).

### **2.2.2 Purchase Intention**

Purchase intention is the consumer's tendency to buy. It is a composite construct that includes consumer interest and preference to acquire a particular product (Majeed et al., 2021). In essence, purchase intention synthesizes consumer interest in the act of acquiring a product (Majeed et al., 2021). To advance our understanding of the factors that influence purchase intentions, it is important to understand consumers' attitudes, evaluations and internal determinants that

contribute to their propensity to make a purchase (Peña-García et al., 2020). This suggests that purchase intention can be a determining factor in a consumer's likelihood to design or willingness to purchase a product (Martins et al., 2019).

Companies need to manage their products so that they can trigger purchase intentions. This purchase intention can also be interpreted as a type of consumer decision making that will buy a product by paying attention to the reasons for buying (Mirabi et al., 2015). According to Mirabi et al. (2015) purchase intention is an effective tool for predicting the buying process. This purchase intention itself is a reflection of actual purchasing behavior (Nasermoadeli et al., 2013). This means that the greater the consumer's purchase intention, the greater the consumer's desire to make a purchase (Nasermoadeli et al., 2013).

Purchase intention has been the subject of extensive research in previous studies. Previous research has investigated purchase intention in various contexts, such as the clothing industry in Ghana (Majeed et al., 2021), e-commerce in Colombia and Spain (Peña-García et al., 2020), halal cosmetic products in Malaysia (Naszariah et al., 2021), and live video streaming in China (Zhang et al., 2020). Martins et al., (2019) argue that consumers' movement patterns tend to refer to the products they want. However, research on purchase intention for branded apparel products has received less attention, although brands have used various strategies to stimulate purchase intention among consumers, including celebrity endorsements (Siska & Lilik, 2023). This is reinforced by the research of Majeed et al., (2021) which states that research on the purchase intention of fashion products in developing countries has not been widely researched.

### 2.2.3 Purchase Behavior

Purchasing behavior involves consumer responses to acquire products. This refers to the process by which consumers decide to choose various products to meet their needs, minimize costs, and maximize satisfaction (Hassan et al., 2021). Rashid et al., (2021) state that purchasing behavior includes what they buy, when and why they buy, where and how often they buy, how often they assess after buying and using it and the influence of these assessments on future purchases and how they manage them. According to X. Chen et al. (2021) argue that the benefits obtained by buyers are very important in their purchasing behavior decisions. Buyers tend to evaluate these product attributes because they want to know if they get benefits from this purchasing behavior (X. Chen et al., 2021).

Companies need to understand the behaviors shown by consumers when buying a product. This purchasing behavior is one of the interesting aspects of consumer behavior as well as the lifeblood of a business (H. P. Putri et al., 2022). Studying this purchasing behavior can make it easier for companies to know where and when purchases will be made, making it easier for which distribution system is effective for delivering products to consumers (H. P. Putri et al., 2022). This can make consumers feel satisfied so that the company has a reliable advantage (Maruto et al., 2015). Purchasing behavior can also be determined from consumer knowledge regarding the products they will buy through experience or brand communication (Darmawan, 2022).

Purchasing behavior has been studied extensively in previous research. Previous research has explored purchasing behavior in various industries, including

the cosmetics industry in Malaysia (Ishak et al., 2020), the tourism industry in Iran (Behboodi et al., 2022), the catering industry in China (Liu & Wu, 2019), and sustainable clothing products in India (Khare & Kautish, 2022). Brands that gain a good image among consumers can stimulate consumer response to buy their products (Zulfikar, 2022). Marketers have used various strategies to increase consumer response, including building trust, promoting on social media, and improving consumer experience (Zulfikar, 2022). According to Jacobs et al. (2020), purchasing behavior can be driven through purchasing motivations.

#### **2.2.4 Short-term Happiness**

Short-term happiness is important for consumers when making product purchase decisions. Short-term happiness refers to the specific happiness experienced by consumers, such as a sense of well-being or satisfaction, especially when purchasing a product (M. Chen et al., 2021). It can also be understood as happiness associated with a person's mood or emotional state, which implies that short-term happiness arises from relatively short experiences (Burhanudin, 2023). Experiences that contribute to short-term happiness can be obtained through the purchase of a product (Burhanudin, 2023). This suggests that happiness can be linked to a state of consumer well-being that is rooted in the mind (Belanche et al., 2013).

Consumer happiness is very interesting to consider for companies. According to utilitarian philosophers, happiness as pleasure means that there is an increase in happiness derived from prosperity and control over the environment (Kumar et al., 2021). This definition of happiness itself varies between authors

because it depends on the author and the discipline they study (Kumar et al., 2021). According to economists, happiness can function as personal income and utility derived from their consumption (Kumar et al., 2021). This has led philosophers to combine the concepts of happiness and well-being (Kumar et al., 2021).

Short-term happiness has received relatively limited research attention. Previous research has explored short-term happiness in the context of Starbucks (Burhanudin, 2023) and luxury clothing (M. Chen et al., 2021). However, research on short-term happiness related to clothing products remains under-researched, despite the commendable quality of such products (Rustanti et al., 2023). According to Sääksjärvi et al., (2016), the context of short-term happiness has received attention but is limited to consumers who get recommendations. According to research by M. Chen et al. (2021) also states that short-term happiness can be felt through self-image and interpersonal striking behavior.

#### **2.2.5. Long-term Happiness**

Long-term happiness plays an important role in consumer purchasing decisions. This refers to the idea that well-being involves a positive evaluation of how purchases contribute to the consumer's overall quality of life (Chen et al., 2021). Long-term happiness can also be seen as happiness related to consumer disposition or character (Burhanudin, 2023). Consumers who have high happiness can increase confidence in their minds so that they can make evaluative judgments to determine actions (Belanche et al., 2013). This makes long-term happiness management important for maintaining effective consumer relationships (Burhanudin, 2023).



Companies need to make consumers feel positive feelings when buying a product. According to (Cuesta-Valiño et al., 2023) argue that happiness can be assessed by the extent to which consumers positively evaluate their overall quality of life. Consumers do not want to just feel satisfied, but they want to feel happy (S. Khan & Hussain, 2013). That's because for all the money spent on customer satisfaction initiatives and brand innovation at a company over the decades, consumers are no happier today than they were 50 years ago (S. Khan & Hussain, 2013). Companies need to create a solution to increase happiness that lasts (S. Khan & Hussain, 2013). Feeling happier is also a major unachieved challenge of modern consumers and this should be addressed by companies (S. Khan & Hussain, 2013). This requires companies to generate long-term happiness through developing the emotional or social work that consumers need (S. Khan & Hussain, 2013).

Long-term happiness has not received extensive attention in previous research. Previous research has explored long-term happiness in the context of Starbucks (Burhanudin, 2023) and luxury clothing (Chen et al., 2021). However, research on long-term happiness related to clothing products receives little attention, although product manufacturers have focused on comfort, design, and quality of products that are adapted to today's trends (Rustanti et al., 2023). Therefore, consumers' long-term happiness can play an important role in improving customer experience (Rustanti et al., 2023). Sääksjärvi et al., (2016) suggest research aimed at cultivating long-term happiness.

## **2.3 Hypotheses**

This section explains the main analysis by proving the relationship between the independent and dependent variables and providing an explanation regarding the strength of the relationship between the two variables. This study has several relationships between variables, namely as follows:

### **2.3.1 The Effect Of Brand Equity On Purchase Intention**

Understanding the relationship between brand equity and purchase intention is important. Alwan & Alshurideh (2022) argue that a strong brand can be assessed through brand equity, which includes perceived quality, loyalty, and brand awareness. Brand equity can significantly influence consumer decision making, as consumers tend to favor well-known products (Commer et al., 2020). In particular, brand equity can influence consumers' brand preferences and purchase intentions and ultimately influence consumers' brand choices (Kyguolienė & Zikienė, 2021). This is because the indicators for measuring brand equity are pride in using the product, preferring brands that have superior features, and will not switch to another brand (Puspaningrum, 2022).

This study states that brand equity has a significant impact on purchase intention. Majeed et al (2021) explain that brand equity can increase consumer purchase intentions. Alwan & Alshurideh (2022) have found that brand equity affects purchase intention, with brand awareness and brand association individually influencing purchase intention. The argument put forward by Puspaningrum (2022) states that brand equity has a positive impact on purchase intention. Weiting et al., (2022) argue that brand equity affects purchase intention.

H1: Brand equity significantly influence purchase intention

### **2.3.2 The Effect Of Purchase Intention On Short-Term Happiness**

Understanding the relationship between purchase and happiness is important. Millar & Thomas (2009) argue that purchase intentions should aim to increase consumers' happiness and enjoyment of life without necessarily being essential to their survival. According to Zhong & Moon (2020) consumers who are involved in purchasing activities can bring happiness to these consumers. Another opinion put forward by Baumeister et al. (2010) states that emotions can shape behavior, and vice versa, behavior can shape emotions. Following this view, research has found that, because consumers feel happy, they may have the intention to buy products (Kim & Lee, 2020).

This study states that purchase intention significantly affects short-term happiness. Burhanudin (2023) suggests that purchase intention has a positive impact on short-term happiness. It can be concluded that consumers' purchase intentions can affect their short-term happiness. Baumeister et al. (2010) suggests that if it can make consumers happy, it can foster consumer purchase intentions. Other research from Kim & Lee (2020) also states that consumption practices can increase happiness and maintain consumer satisfaction. This consumer happiness can be increased by engaging with a brand through sustainable consumption activities (Zhong & Moon, 2020).

H2: Purchase intention significantly influence short-term happiness

### **2.3.3 The Effect Of Purchase Intention On Purchase Behavior**

Understanding the relationship between purchase intention and purchase behavior is very important. Rausch & Kopplin (2021) assert that purchase intention has a significant positive influence on purchase behavior. According to Wang et al., (2018), purchase intention is the strongest and most important predictor of purchase behavior. Leclercq-Machado et al., (2022) also argue that there are internal and external factors that can influence intentions. Will power motivates consumers and shapes their intentions, guiding them towards goal-directed action (Leclercq-Machado et al., 2022). External factors such as product packaging and brand can also influence consumers' intention to make a first-time purchase (Kytö et al., 2019).

This study states that purchase intention significantly affects purchasing behavior. Previous research, such as that conducted by Leclercq-Machado et al., (2022), indicates a positive relationship between purchase intention and purchase behavior. Another argument is presented by Vizano (2021) who states that purchase intention has a positive impact on purchase behavior. Kytö et al., (2019) show that purchase intention significantly influences purchase behavior based on. Another study by Wang et al., (2018) revealed that purchase intention significantly influences purchasing behavior in the context of products in China.

H3: Purchase intention significantly influence purchase behavior

### **2.3.4 The Effect Of Purchase Intention On Long-Term Happiness**

Understanding the relationship between purchase intention and long-term happiness is important. Millar & Thomas (2009) assert that purchase intentions

should aim to increase happiness. Several studies have shown that experiential purchases result in long-term happiness (Tully & Sharma, 2017). Consumers can learn to recognize that a certain action can produce certain emotions (Baumeister et al., 2010). This suggests that consumers focus on the type of consumption that will make them happy (Burhanudin, 2023).

This study states that purchase intention significantly affects long-term happiness. Purchase intentions have a positive impact on long-term happiness because purchasing a product can positively increase consumer self-identity (Burhanudin, 2023). Products that have benefits will make consumers feel happier when making purchases (Barbosa, 2017). This causes consumers to tend to buy products that make them happy, thus avoiding purchases that make them disappointed (Šeinauskienė et al., 2015). Consumers tend to give weight when developing their positive and negative emotions, which can affect purchase intention on a product (Pappas et al., 2014).

H4: Purchase intention significantly influence long-term happiness

### **2.3.5 The Effect Of Brand Equity On Short-Term Happiness Through Mediation Of Purchase Intention**

Understanding the effect of brand equity on short-term happiness through the mediation of purchase intention is very important. Brand equity can affect consumer happiness through mediating variables (Tannady & Purnamaningsih, 2023). Short-term happiness can also be defined as happiness related to a person's mood (Burhanudin, 2023). Consumers can have strong purchase intentions if the product offered is able to satisfy their needs (Younus et al., 2015) Consumers hope

that buying products that have strong brand equity will make consumers feel happy (Barbosa, 2017).

This study argues that purchase intention serves as a mediating variable that can influence the relationship between brand equity and short-term happiness. Tannady & Purnamaningsih, (2023) argue that consumers will feel happy if a brand has a positive reputation so that it can lead to the intention to buy. Companies can increase consumer purchase intentions by offering product quality, product design, and attractive product packaging (Younus et al., 2015) Consumers are more willing to pay more when making purchases from brands that have a good reputation (Agmeka et al., 2019). Other research from Kim & Lee (2020) also states that consumption planning practices can increase happiness.

H5: Brand equity significantly influence short-term happiness through purchase intention

### **2.3.6 The Effect Of Brand Equity On Purchase Behavior Through Mediation Of Purchase Intention**

Understanding the effect of brand equity on purchasing behavior through purchase intention is very important. Brand equity is a significant factor in the consumer decision-making process (Tsordia et al., 2018). Purchase intentions can determine consumer purchasing behavior through consumer expectations and perceptions of the brand (Kytö et al., 2019). Purchasing behavior is a process carried out by consumers to select and evaluate the products they buy to meet consumer needs (Durmaz et al., 2012). Companies need to have strong brand equity that can

provide several benefits, such as influencing consumer behavior (Tharmi & Senthilnathan, 2012).

This study argues that purchase intention serves as a mediating variable in the relationship between brand equity and purchasing behavior. This argument is in line with research conducted by Tharmi & Senthilnathan (2012), which shows that brand equity can help in the decision-making process that leads to purchases. Consumer purchasing behavior can be determined by purchase intention (Trisatya & Absah, 2023). Consumers tend to have purchase intentions when before heading to the store to plan to buy a product (Kytö et al., 2019). The higher the purchase intention, the higher the likelihood of buying the product (N. Khan et al., 2014). It is therefore important for companies to formulate marketing strategies to create substantial brand equity that can influence consumer behavior (Tharmi & Senthilnathan, 2012). Brand equity serves as a determinant of product purchases (Tsordia et al., 2018).

H6: Brand equity significantly influence purchase behavior through purchase intention

### **2.3.7 The Effect Of Brand Equity On Long-Term Happiness Through Mediated Purchase Intention**

Understanding the effect of brand equity on long-term happiness through the mediation of purchase intention is important. Long-term happiness refers to a positive evaluation of the contribution of purchases to consumers' overall quality of life (M. Chen et al., 2021). Zhong & Moon (2020) argue that happiness is consumers' conception of the extent to which their well-being and quality of life are

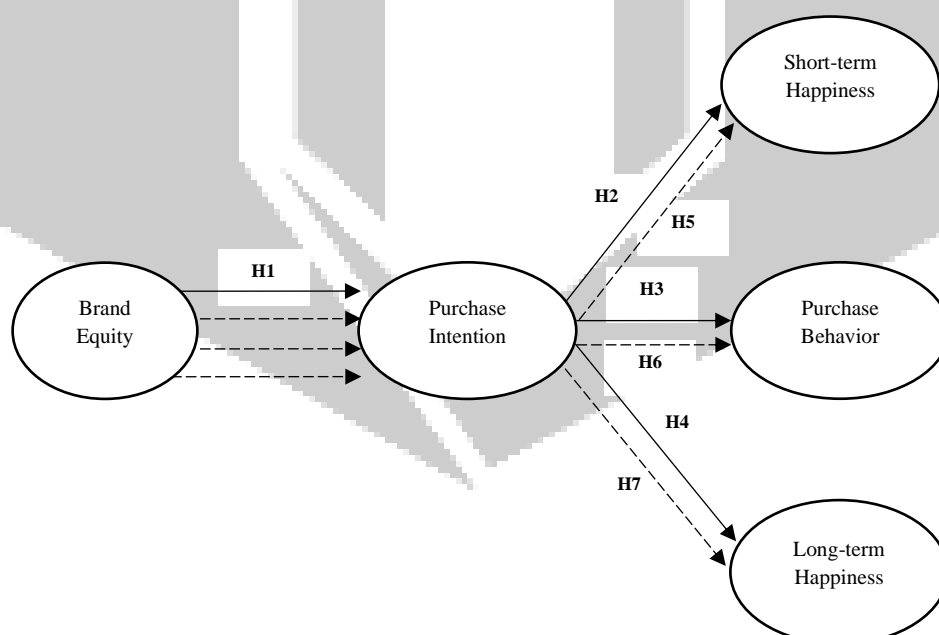
improved. According to Khan et al. (2014), strong brand equity is a brand that has good product quality so that consumers will not feel disappointed when buying a product.

This study argues that purchase intention serves as a mediating variable in the relationship between brand equity and long-term happiness. Happiness is a higher level than customer satisfaction (Zhong & Moon, 2020). Sarmad & Ali, (2022) argue that brands should be able to make consumers feel happy by having a strong brand. A strong brand can make consumer purchase intentions increase as well because consumers trust more with brands that have strong brand equity (N. Khan et al., 2014). Therefore, consumers are expected to make purchases in order to increase their overall happiness (Barbosa, 2017).

H7: Brand equity significantly influence long-term happiness through purchase intention

## 2.4 Research Model

This framework is prepared based on a research framework which can be explained as follows:





Notes: Directly affected →; indirect effect ---->

Source: data processed (Meng et al., 2021, Rausch & Kopplin, 2021, Chen et al., 2021)

**FIGURE 2.4**  
**RESEARCH MODEL OF FATHUR ROHMAN**

### 2.5 Research Hypothesis

The development of this research hypothesis is a crucial step in qualitative research. Hypotheses need to be built on the basis of strong arguments as a theoretical basis. The following are the hypotheses in this study:

H1: Brand equity has a significant positive effect on purchase intention

H2: Purchase intention has a significant positive effect on short-term happiness

H3: Purchase intention has a significant positive effect on purchase behavior

H4: Purchase intention has a significant positive effect on long-term happiness

H5: Brand equity significantly influences short-term happiness through purchase intention

H6: Brand equity significantly influences purchase behavior through purchase intention

H7: Brand equity significantly influences long-term happiness through purchase intention