

THE RELATIONSHIP AMONG AFFECTIVE INVOLVEMENT, COGNITIVE INVOLVEMENT, HEDONIC ATTITUDE, UTILITARIAN ATTITUDE, AND INTENTION TO BUY THE APPLE BRAND

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ABSTRACT

This study aims to examine the effect of affective and cognitive involvement on hedonic and utilitarian attitudes toward purchase intentions for Apple-branded products. The research collected data using the Google form questionnaire. A purposive sampling method was used. The criteria for research participants are people using Apple-branded products. The Statistical Program for Social Science (SPSS) was used for validity and reliability tests. Hypotheses testing was conducted with structural equation modeling using PLS software. The results of this study indicate that: Affective involvement has a positive and significant effect on Hedonic attitudes, Cognitive involvement has a positive and significant effect on Utilitarian attitudes, Hedonic has a positive and significant effect on Purchase Intentions, Utilitarian has a positive and significant effect on Purchase Intentions.

Keywords: Affective involvement, cognitive involvement, hedonic attitude, utilitarian attitude.

Introduction

Taking the seller's point of view to measure the hedonic and utilitarian characteristics of their consumers, hedonic attitude data is obtained from consumers who will buy goods and tend to use social media to view products on the product page before deciding to buy goods. Conversely, the utilitarian attitude of consumers tends to see reviews or comments from consumers who have already purchased the product. The use of these different methods shows that there are various information channels for consumers (Li et al., 2020).

With the rise in sales of electronic goods, it is important to examine the information channels that consumers use in making product purchases. Since Apple released its first product in 2007, smartphones have begun to be recognized as the most popular electronic goods. Behind the highly competitive market competition, companies are vying to maintain customer satisfaction so that consumers will want to buy products again. Apple products have managed to have a high market share by updating their new features even though with a relatively long time lag (almost one year) to introduce each new generation of their products. Meanwhile, non-Apple products are trying to increase their share by providing a faster delay for the launch of their newest product. (Su & Hwang, 2020). Our research aims to determine the hedonic and utilitarian attitudes of consumers from purchasing Apple products. In addition, this study uses gender as a variable to determine the comparison between hedonic attitudes and utilitarian attitudes.

Theory and Hypothesis Development

The nature of consumer involvement in purchasing Apple products is very important, whether consumers buy Apple products only to fulfill their hedonic desires or to fulfill their

needs. These two characteristics play a role in knowing consumer perceptions of products which in turn influence Apple's future sales strategy.

From a multidimensional perspective, consumer involvement relatively emphasizes the importance of a combination of affective and cognitive. This consumer involvement is contained in rational concepts, such as interactive relationships with objects (such as a brand or a certain company name), experience and instrumental value satisfaction, and level of view or liking with objects and others. Based on this perspective, cognitive consumer engagement is based on an experiential assessment of their involvement as measured by the extent to which their experience is consistent with their engagement motives. Meanwhile, affective consumer involvement is based on the intensity of positive and negative emotions that are felt during the experience of their involvement. (Clafrey & Brady, 2019)

Based on research on hedonic and utilitarian consumers, hedonic consumers are affective which leads to consumption based on the consumer's shopping experience, emotional attraction, focusing on pleasure, enjoyment, excitement, and the need for surprises (Arnold & Reynolds, 2003). In contrast, utilitarian consumers are relatively cognitive processes that lead to consumption based on goals and related to the need to complete certain tasks efficiently and effectively. (Children et al., 2001)

This study argues that involvement affective will create hedonic attitude towards consumers who will buy something goods with a certain brand. In context, this affective alone express connection emotional with brands and the fun consumers when interact with them. Bond emotional Among consumers and these brands refer to the relationship associated hedonic motivation tight with interest in a brand. Based on the previous description, hypothesis 1 is developed as follows:

H1 : Engagement Affective Take effect to Hedonic attitude

Study this argues that involvement cognitive will create utilitarian attitude towards consumers who will buy something goods with a certain brand. In context this involvement cognitive possession form Skills management self, skills planning and organizing and solving problem (Loosemore et al., 2021) . Skills the is trigger formation associated utilitarian attitudes tight with adjustment needs. Based on description before, then developed hypothesis 2 as following:

H2 : Engagement Influential Cognitive to Utilitarian Attitude

Based on affective involvement with hedonic attitudes, this study further tests that hedonic attitudes affect purchase intentions for Apple branded products. Consumers around the world have recognized Apple as a brand that can be trusted in buying their products (Rangaswamy, 2015). Consumer buying behavior is very dependent on and influenced by various things, one of which is a hedonic attitude. This hedonic attitude based on emotional attachment, pleasure, and the need for surprises is what underlies a person buying Apple products. Based on the previous description, hypothesis 3 is developed as follows:

H3: Hedonic Attitudes Influence the Intention to Buy Apple Products

Based on cognitive engagement with utilitarian attitudes, this study further tests that utilitarian attitudes influence purchase intentions for Apple-branded products. Apple products have a distinctive aesthetic appeal, which is easy to use, in simple terms Apple products are expressed as user friendly products ("BrandDigital," 2008). As someone who has a utilitarian attitude based on the need to complete certain tasks efficiently and effectively (Li et al., 2020) attitude that will be the underlying a buy Apple products . Based on description before , then developed hypothesis 4 as following :

H4: Utilitarian Attitudes Influence the Intention to Buy Apple Products

Research Method

The method we use in study this is descriptive quantitative, that is research using observation, interview or questionnaire about circumstances now this, regarding moderate subject our thoroughly (Resseffendi 2010:33). Through Google Forms we collect data that is quantitative / statistical with destination for test hypothesis that we have implemented. With use approach quantitative this we want measure hedonic and utilitarian nature of intention buy Apple products .

Population is the generation region it consists of on object / subject that has quality and characteristics specified by the researcher _ for studied and then pulled in conclusion (Sugiyono, 2013) . In our study , our population is Public gendered boy and girl .

Sample is part big from the number and characteristics possessed by the population. When population major , and researcher no possible learn all the existing population , then used simple random sampling method (Sugiyono, 2013) . In our research, the sample used ie men and women use product Apple branded .

Based on response obtained through the google form that we have circulated , valid data is men and women use Apple products . validity questionnaire checked with using Partial Least Square (PLS) and Statistical Program for Social Science (SPSS).

Results and Discussion

Because using population that doesn't known, research this using non- probabilities *samples* with method *purposive sampling* with results of 50 respondents from willing Apple brand users participate in study this. Table 1 below this showing characteristics demographics from respondent study

TABLE 1 PARTICIPANT CHARACTERISTICS

		Σ	%
Gender	Man	26	52
	Woman	24	48
Income	< IDR 1,000,000	1	2
	IDR 1,000,000 – IDR 2,500,000	23	46
	IDR 2,500,000 – IDR 4,000,000	8	16
	IDR 4,000,000 – IDR 5,500,000	8	16

	> IDR 5,500,000	10	20
Product	Airpods	1	2
	Iphones	24	48
	Iphones and Airpods	5	10
	Iphones, Airpods and Macbooks	1	2
	iPhones and Apple Watches	2	4
	iPhones, Apple Watches and Macbooks	2	4
	Iphones and Ipads	7	14
	Iphones, Ipads, Apple Watches, and Airpods	1	2
	Iphones and Macbooks	7	14

Analysis reliability and factor test using SPSS and testing hypothesis tested with WarpPLS. Analysis factor use eigenvalue >1 as determinant factor number explored. Varimax rotation selected for possible better grouping among items. Table 2 shows loading factor, which shows validity high convergence and discriminant. Examination results validity whole variable showing value more big than 0.5. From p the could concluded all variable Fulfill terms and analysis could continued. Analysis test results factor is in table 2

TABLE 2 FACTOR ANALYSIS RESULTS

	1	2	3	4	5
A1	.619				
A2	.774				
A3	.656				
A4	.797				
K1		.737			
K2		.888			
K3		.802			
H1			.662		
H2			.849		
H3			.844		
U1				.869	
U2				.820	
U3				.812	
N1					.834
N2					.852
N3					.867
N4					.815
N5					.758
N6					.724

Solihin 2013, the results of hypothesis testing with Warp PLS values above 7.0 immediately estimate the p-value of the path coefficient automatically. Thus, the results of the research hypothesis test can be said to be significant or influential if the p value <0.5, which means that there is an influence between exogenous and endogenous variables.

TABLE 3 RELIABILITY TEST RESULTS

	1	2	3	4	5
Affective	.674				
cognitive		.726			
hedonist			.695		
utilitarian				.776	
Purchase					
Intention					.893

Based on validity test use spss show if more factor results big from score critical so could concluded that all valid and fulfilling variables condition for could used analysis more continue .

Table 4 Model Fit Test

Average adjusted R-squared (AARS)	p<0.05	0.470, P<0.001	Fit
Average block VIF (AVIF)	acceptable <= 5, ideally <= 3.3	1,814	Ideal
Average full collinearity VIF (AFVIF)	acceptable if <= 5, ideally <= 3.3	3,369	Ideal
Tenenhaus GoF (GoF)	small >= 0.1, medium >= 0.25, large >= 0.36	0.604	Big
Sympson's paradox ratio (SPR)	acceptable if >= 0.7, ideally = 1	1,000	Ideal
R -squared contribution ratio (RSCR)	acceptable if >= 0.9, ideally = 1	1,000	Ideal
Statistical suppression ratio (SSR)	acceptable if >= 0.7	1,000	Received
Nonlinear bivariate causality direction ratio (NLBCDR)	acceptable if >= 0.7	1,000	Received

Source: Primary data processed with WrapPLS

From the table on show that score *Average Part Coefficient* (APC) or average coefficient track of 0.586 with the level significance *p-value* = 0.001, meaning that coefficient on each track have influence significant from variable influence involvement affective and cognitive to attitude henonic and utilitarian against intention to buy apple products .The *Average R -squared* (ARS) value shows of 0.580 with a *p-value of* <0.001 and the Average Adjusted R -squed (AARS) of 0.569 with a p-value of <0.001 means show big influence 56.90% in a manner significant from variable

influence involvement affective and cognitive to attitude hedonic and utilitarian against intention to buy apple products .

Average *block* VIF (AVIF) value of 1.814 <3.300<5.000 including ideal categories and values *Average full collinearity* VIF (AFVIF) of 3,369<3,300<5,000 including ideal category . It means results this analysis shows that every the variables in this study are independent from multicollinearity . Freed from multicollinearity show that every variables are not related to each other or do not have correlation significant so that every the variables used in this study stand alone.

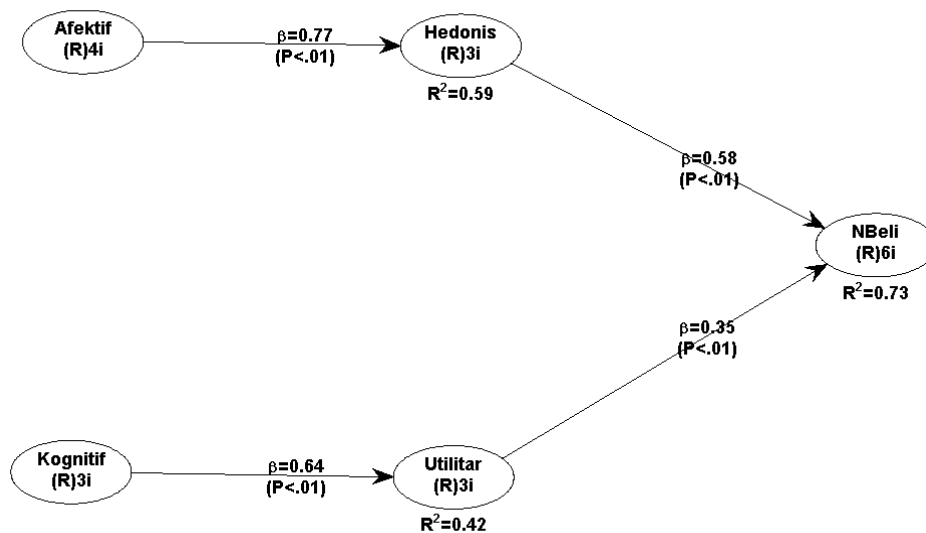


Figure 1
Research Model

Table 1
Hypothesis testing result

	Hipotesis	Estimate	P	Label
H1:	Affective involvement positively influences hedonic attitude	0,77	0,01	Hypothesis supported
H2:	Utilitarian involvement positively influences utilitarian attitude	0,64	0,01	Hypothesis supported
H3:	Hedonic attitude positively influences intention to buy apple brand product	0,58	0,01	Hypothesis supported
H4:		0,35	0,01	Hypothesis supported

Utilitarian attitude positively influences
intention to buy apple product

Conclusion

This article connection Among involvement affective and cognitive to hedonic and utilitarian attitudes towards purchase product Apple branded with type sex as a moderating variable . Study this followed by 50 people ever buy product Apple branded . Study this find that Affective has a positive and significant effect on Hedonic attitudes, Cognitive has a positive and significant effect on Utilitarian attitudes, Hedonic has a positive and significant effect on Purchase Intentions, Utilitarian has a positive and significant effect on Purchase Intentions. This research also found that affective and cognitive engagement towards hedonic and utilitarian attitudes mediated the intention to buy Apple branded products and gender moderated all relationships in the research model.

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