BUTTONSCARVE : BRAND CREDIBILITY AND SELF-IMAGE CONGRUENCE TOWARDS PURCHASE BEHAVIOR, WITH BRAND KNOWLEDGE AS A MODERATING FACTOR

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Abstract *The aim of this research is to examine the impact of brand credibility and self-image congruence on purchase behavior, with brand knowledge serving as a potential moderator. The research problem centers on understanding how brand credibility and self-image congruence jointly influence purchase behavior, considering the varied perspectives in the background literature. The research adopts an explanatory approach, seeking to provide comprehensive explanations. Data collection involves the use of a questionnaire with a mix of open-ended and closed-ended questions. Responses are measured using the Likert scale, ranging from 1 to 5. The study focuses on the entire population of Buttonscarves consumers in the city of Semarang, with a sample of 100 respondents selected through accidental sampling, randomly encountering members of the population at the research site. The analysis employs the Partial Least Square (PLS) approach within the framework of structural equation modeling to address the research hypotheses. The results suggest that purchase behavior is influenced by both self-image congruence and brand credibility, with brand knowledge not acting as a moderating factor in this relationship. Higher levels of self-image congruence contribute to increased purchase behavior, emphasizing the significance of aligning the product with consumers' self-concepts. The study underscores the role of comfort during the shopping experience in motivating extended and repeat shopping. Marketers are advised to cater to customer needs by offering products and services that resonate with consumers' self-images.*

Keywords: *Self-image Congruence; Brand Credibility; Brand Knowledge; Purchase Behavior*

INTRODUCTION

In recent years, the Muslim fashion business in Indonesia has been rapidly growing. Many local Indonesian brands are expanding their business reach globally, aiming to establish Indonesia as the center for global Muslim fashion trends. However, achieving this aspiration requires a well-crafted strategy for accessing international markets. One brand that has become a phenomenon in recent years is Buttonscarves. The flourishing hijab fashion trend in Indonesia has encouraged women to maintain a stylish and fashionable appearance. Buttonscarves has successfully entered the international market by offering luxurious lifestyle products, primarily scarves, which are its main products. The uniqueness of the Buttonscarves brand lies in the logo design resembling the letter B and the use of premium-quality materials. While Buttonscarves doesn't exclusively offer hijab products, in the competitive hijab business, Buttonscarves strives to present unique and standout products to shape diverse hijab fashion trends. Buttonscarves, as a local product, has gained significant popularity, even in countries like Malaysia and Singapore. The owner of Buttonscarves always prioritizes high quality, making the brand more premium than others. In the development of hijab fashion trends,

motifs on products have become a means to convey messages, making users feel more valuable, especially for women with high career aspirations (Assegaf, 2023).

Strategy plays a crucial role in marketing, and analyzing consumer behavior is key to determining and placing these strategies (Nakamura, 2019). Current marketing tends to be customer-oriented, with a focus on creating high customer satisfaction (Lin et al., 2016). The ultimate goal of current business activities is to achieve high customer satisfaction and high customer loyalty (Harmeling et al., 2017). Customer loyalty is measured through a deep commitment to repeat purchases, as found in previous research. Consumer behavior encompasses all actions taken by consumers, from purchasing to using products and services (Rasool et al., 2021). Brand knowledge and self-image are essential factors influencing consumer buying motivation (Rezza, 2016). Shopping is not just about meeting basic needs but has become part of a lifestyle, creating a desired self-image. The alignment between self-image and the products used can influence purchasing motivation.

Brand credibility, is an element built over time through repeat purchases by customers (Li et al., 2011). The level of brand credibility has a positive correlation with consumers' intent to purchase (Rezza, 2016). Brand knowledge includes all information consumers have about various products and services, as well as information related to products and their functions as consumers (Cheung et al., 2020). Consumer's knowledge about products will influence purchasing decisions, and it implies that the higher the knowledge, the stronger its influence on purchasing decisions (Moradi et al., 2020). Shopping activities are considered to enhance prestige or the self-image of the individual. Marketers strive to create various stimuli so that consumers can achieve congruence or self-congruity (Li et al., 2022). Comfort experiences during shopping motivate consumers to shop for a long time and repeatedly. One way marketers can meet consumer needs is by offering products and services that have characteristics in line with their self-image. Self-image congruity can influence purchasing motivation because individuals have a motive to behave in accordance with their perceived self (Kressmann et al., 2006). Consistency plays a crucial role in solidifying the relationship between self-image congruence, brand credibility, and purchase behavior performed by consumers. For marketers, understanding self-image congruence and alignment with the products they purchase can be used as tools to build and develop more effective marketing programs (Kressmann et al., 2006; Yuanita & Marsasi, 2022). The establishment of a relationship between self-image congruence, brand credibility, and consumer purchase behavior relies significantly on alignment and consistency. Marketers can utilize an understanding of self-image congruence and alignment with intended purchases as tools to construct and enhance increasingly efficient marketing programs (Klabi, 2020).

The research problem, considering the background and varying research perspectives, revolves around how brand credibility and self-image congruence collectively impact purchase behavior, with brand knowledge acting as a moderating factor. Purchase behavior, shaped by learning and cognitive processes that contribute to forming perceptions, generates a motivation deeply embedded in the consumer's mind (Rausch & Kopplin, 2021). It transforms into a compelling desire that individuals ultimately need to fulfill to meet their requirements (Hu et al., 2019). Positioned within the behavioral component of consumer attitudes, purchase behavior denotes the stage where consumers incline towards making purchasing decisions (Sulehri & Hussain, 2021). It encompasses the consumer's decision-making behavior when choosing to acquire a seen product.

Consumer purchasing behavior, according to (Liao et al., 2020) involves an evaluation post-purchase or a result derived from comparing perceived expectations. The intention to

purchase relates to a consumer's plan to buy a specific product and the required quantity within a specified period (Intayos et al., 2021). Consumers use products as a means to express their self- concept, defining their identity through the act of purchasing and utilizing products that resonate with their inherent self-concept. This alignment between the product used and the consumer's self-concept influences the selection of products. Consumers often choose brands whose image corresponds to their perception of themselves, fostering positive behavior and habits towards products and brands.

Self-image congruence refers to how consumers perceive themselves, encompassing attitudes, perceptions, beliefs, and self-evaluations (Utami et al., 2017). Although self-concept can undergo changes, these changes typically occur gradually (Kressmann et al., 2006). Sohail & Awal (2017) assert that product perceptions are closely linked to personality, with people preferring products and services that align with their self-image. Previous research has extensively explored self-image congruence as a means for consumers to express themselves, influencing purchasing motivation based on their self-perception (Yuanita & Marsasi, 2022). Marketers actively create stimuli to help consumers achieve self-image congruence (Falsafani, 2020). The positive shopping experience, promoting comfort, motivates consumers to engage in extended and repeated shopping activities. Marketers can enhance the credibility of a product by ensuring it aligns positively with the consumer's self-image.

Brands are developed to establish the credibility of a company, a reputation that evolves over time through repeat customer purchases (Wallace et al., 2017). Hu et al (2019) emphasize that credibility must precede any action or signal to positively influence customers. Credibility involves trust in the product information conveyed by a brand, signifying the brand's capacity (skill/expertise) and willingness (commitment) to consistently deliver on promises (Hur et al., 2014). Some experts affirms a significant relationship between brand credibility and purchase behavior, indicating that higher brand credibility correlates with increased purchasing intention among consumers (Alvin, 2018; Li et al., 2011).

Brand knowledge encompasses all consumer information about various products and services, as well as knowledge related to their functions as consumers, influencing purchasing decisions (Cheung et al., 2020). This includes awareness of product specifications and familiarity, contributing to a stronger influence on purchasing decisions (Moradi et al., 2020). Consumer knowledge about products plays a pivotal role in shaping purchasing behavior ((Cheung et al., 2020).

METHOD

The type of research used is explanatory research, which aims to provide explanations. Data collection is conducted using a questionnaire with both open-ended and closed-ended questions. The gathered data is collected through the questionnaire, employing the Likert scale measurement ranging from 1 to 5. The population defined for this study encompasses all Buttonscarves consumers in the city of Semarang. Regarding the sampling method, a sample of 100 respondents is determined through accidental sampling, randomly selecting members of the population encountered at the research location. The analysis employed to address the hypotheses involves structural equation modeling using the Partial Least Square (PLS) approach.

RESULTS AND DISCUSSION

An indicator is considered valid if it has a loading factor above 0.5 towards the intended construct. The SmartPLS output for the loading factor yields the following results:

	Self image congruence	brand knowledge	brand credibility	Purchasebehaviour
x1.1	0,775			
x1.2	0,693			
x1.3	0,807			
x2.1		0,873		
x2.2		0,605		
x2.3		0,841		
y1.1			0,808	
y1.2			0,801	
y1.3			0,845	
y1.4			0,736	
y2.1				0,745
y2.2				0,902
y2.3				0,905

Tabel 1. Validity test Result

The table above shows that the loading factors provide values above the recommended threshold of 0.5. This means that the indicators used in this study are valid or have met convergent validity. After conducting the validity test, a reliability test was performed to measure the questionnaire's consistency, which is an indicator of the variable or construct. A questionnaire is considered reliable if a person's answers to questions are consistent or stable over time. The following are the reliability test values:

Table 3 Composite Reliability and Average Variance Extracted Value

	Composite Reliability	Cronbach's Alpha	AVE
Self Image congruence	0.803	0,693	0,577
brand knowledge	0.822	0,679	0,612
brand credibility	0.875	0,810	0,638
purchase behaviour	0.889	0,809	0,729

Table 3 shows that the composite reliability values for all constructs are above 0.7, indicating that all constructs in the estimated model meet the criteria for discriminant validity. The recommended Cronbach's Alpha value is above 0.6, and the table above shows that the Cronbach's Alpha values for all constructs are above 0.6. The results of the Average Variance Extracted (AVE) for each construct are good, being above 0.5. The overall result

indicates that all variables have Average Variance Extracted values > 0.5, meaning they have good reliability and can be used for further research processes.

The Coefficient of Determination (R-Squared) test is used to explain the proportion of the dependent variable's variation explained by the independent variable. Additionally, the R-Squared test can also be used to measure how well our regression line performs. Here are the R-Square values for the constructs:

Table 3. R -Square

	R-square
brand credibility	0.199
Purchase behaviour	0.897

Table 4 above provides a value of 0.199 for the brand credibility construct, meaning that self-image congruence can explain 19.9% of the variance in brand credibility, with the remaining 80.1% being explained by other unmodeled variations. The R value is also present in purchase behavior, influenced by self-image congruence, brand knowledge, and brand credibility, amounting to 89.7%, with the remaining 10.3% being influenced by other variables not included in the model.

The data processing results using the Partial Least Square (PLS) software tool yielded output from the structural model.
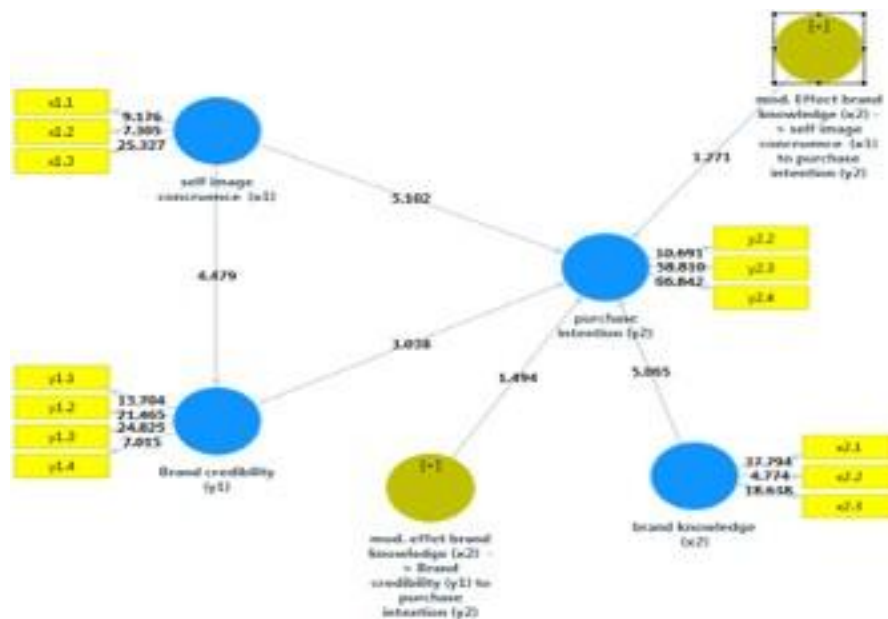
Picture 1. Partial Least Square (PLS) software Result

To determine whether a hypothesis is accepted or not, a comparison is made between the t-value and the critical t-table value. If the t-value is greater than the critical t-table value, the hypothesis is accepted. For a clearer understanding, please refer to Table 4 below.

Table 4. Hypohesis Test result

Pengaruh		Original sample	T Statistik	P Values
Before Moderation				
SIC	PI	0,464	5,609	0,000
SIC	BC	0,446	4,537	0,000
BC	PI	0,073	1,519	0,129
BK	PI	0,486	4,906	0,000
After Moderation				
SIC	PI	0,421	5,102	0,000
SIC	BC	0,448	4,479	0,000
BC	PI	0,141	3,038	0,000
BC	PI	0,431	5,065	0,000
Mod SIC	PI	-0,158	1,271	0,204
Mod BC	PI	0,273	1,494	0,000

Self-image congruence has a significant positive influence on purchase behavior, indicating that higher self-image congruence enhances purchase behavior. This aligns with the findings of (Li et al., 2011; Yuanita & Marsasi, 2022) stating that self-image congruence can influence purchasing motivation because individuals have a motive to behave in accordance with their self-perception. This outcome identifies that consumers tend to buy products and services with an image and "personality" that aligns with their self-image. When a brand can reflect the consumer using it, it increases the likelihood of someone purchasing the product. The more people using the same brand, the greater the tendency to recommend the product to others. When the ceramic brand's image reflects the consumer's self, it increases preference and the search for information about the favored ceramic product.

Self-image congruence has a significant positive influence on brand credibility. This result supports (Kressmann et al., 2006; Wallace et al., 2017) research, stating that comfort during shopping motivates consumers to shop for an extended period and repeatedly. One way marketers can meet their customers' needs is by presenting products and services with characteristics that align with their self-image. The better a product has a positive self-image or good self-image congruence, the better the brand credibility of the product in the eyes of consumers. When a brand can reflect the consumer using it, it increases confidence that the chosen ceramic brand has the promised capabilities. The more people using the same brand, the greater the brand's willingness to continuously deliver what has been promised, implying and implementing the promised aspects.

Brand credibility has a significant positive influence on purchase behavior. This result supports (Li et al., 2011; Utami et al., 2017) research, stating that brand credibility has a significant relationship with purchase behavior. The higher the credibility of a product brand, the higher the purchasing intention of consumers for that product. If trust in the information about the product's abilities contained in a brand is present, it increases the likelihood of consumers buying the product. The higher the brand's willingness to improve its commitment to continuously deliver what has been promised, the greater the likelihood of someone recommending the product to others. The more this happens, the greater the consumer's preferential interest in the product. If a brand can imply what has been promised, it increases the likelihood of consumers always seeking information about that ceramic product.

Brand knowledge does not moderate the influence of self-image congruence on purchase behavior, meaning that higher brand knowledge will neither strengthen nor weaken the impact of self-image congruence on purchase behavior. This result contradicts Li et al.'s (2011) findings, stating that the more a consumer knows the specifications of a product and is familiar with the product, the stronger its influence on the decision to purchase a product or brand that aligns with their self-concept. This research identifies that even if consumers are familiar with a product due to its alignment with their self-concept, it does not affect the tendency to purchase. The awareness of a product's brand among many people does not affect the likelihood of recommending the product to others because they use the same brand. Quick recall of the ceramic product used by consumers does not affect preferential interest.

Brand knowledge does not moderate the influence of brand credibility on purchase behavior, meaning that higher brand knowledge will neither strengthen nor weaken the impact of brand credibility on purchase behavior. This result contradicts the notion that consumer knowledge will influence decisions on what to buy, how much to buy, where to buy, and when to buy, as stated by Shirin and Kambiz (2011). This research identifies that even if consumers feel that a product has the skills/expertise and willingness to fulfill the specifications indicated by the brand, it does not affect the tendency to purchase. The work advances the field from the present state of knowledge. Without clear Conclusions, reviewers and readers will find it difficult to judge the work, and whether or not it merits publication in the journal. Do not repeat the Abstract, or just list experimental results. Provide a clear scientific justification for your work, and indicate possible applications and extensions. You should also suggest future experiments and/or point out those that are underway. awareness of expertise and trustworthiness that aligns with what the brand advertises does not affect the likelihood of recommending the product and preferential interest.

CONCLUSION

The study's findings indicate that purchase behavior is influenced by self-image congruence and brand credibility, with brand knowledge not playing a moderating role in the impact of self-image congruence and brand credibility on purchase behavior. Higher self-image congruence with a product leads to increased purchase behavior. Consequently, enhancing consumer decisions to buy a product can be achieved through aligning the

product with their self-concept. The motivation for extended and repeated shopping is driven by the comfort experienced during the shopping process. Marketers can effectively meet customer needs by offering products and services that resonate with the customers' self-image.

Purchase interest is a result of a learning process and thought formation, and elevated self-image congruence positively correlates with increased brand credibility. Similarly, heightened brand credibility positively correlates with increased purchase behavior. Therefore, consumers' trust in a brand's capability to fulfill promises significantly influences their inclination to make a purchase. In connection with self-image congruence, it is crucial for marketers to maintain the alignment of the product's image with that of the consumer. This alignment can be achieved by presenting products and services that match the characteristics of the consumer's self-image.

To familiarize consumers with the ceramic products offered, marketers should adopt a more assertive market penetration approach. This can involve various advertising methods, such as billboards or other print media. Consumers are meticulous about the details of the products they intend to buy, underscoring the need for marketers to ensure that the product specifications imply the promised features. Ensuring consumer satisfaction is paramount for marketers, as satisfied consumers are more likely to provide positive references to other potential buyers. The most effective method for spreading information is through word-of-mouth communication, fostering increased consumer interest in making a purchase.

Despite the valuable insights gained from the research, certain limitations are identified, such as the study's confinement to a local industry scale. The relatively low R Square value for the brand credibility construct, where self-image congruence explains only 19.9% of the variance, indicates the need for further investigation, particularly in larger organizations. Additionally, revisiting the model by introducing other variables as potential moderating factors is recommended for future research.

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