

Factor Influencing Purchase Intention for Co-Branded Anime Fashion Products

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ABSTRACT

Purpose: The analysis conducted in this study was done by computing and comprehending output derived from quantitative and qualitative data collected from consumers of Co-Branded Anime Products. This study strives to contribute to the scarce research regarding the effects of factors like product, price, place, promotion, and attitude toward the purchase intention for Co-Branded anime fashion products.

Design/Methodology/Approach: This study was conducted with the technological assistance of IBM SPSS Statistics 26 to compute quantitative data from Co-Branded Anime Fashion Products consumers which were collected through Google Forms. Samples were determined using the method practiced by Hair et al. (2014). Qualitative data for this study was collected through fill-in questionnaires which were distributed to three consumers of Co-Branded Anime Fashion Products and analysed concurrently.

Findings: What affects the purchase intention for Co-branded Anime Fashion Products is rarely, if not, ever studied despite its rising popularity in the modern age. This study concludes that determinants such as product, place, and attitude significantly influence the purchase intention for Co-branded Anime Fashion Products. In contrast, price and promotion do not, the reason being that the intention to purchase products of this nature is mostly driven by consumers' interest and dedication to the collaborator (anime) featured on the products themselves.

Keywords: *Purchase Intention; Marketing Mix; Attitude; Co-Branding; Brand Alliance; Anime Merchandise*

INTRODUCTION

The fashion market is highly competitive, with the rise of online retailers presenting significant challenges for brands (Djafarova & Bowes, 2021). In the country of Indonesia, revenue generated by its fashion segment is estimated to reach US\$8.7 billion in 2022 and will

see an annual growth rate of 6.35%, the outcome of which is an estimated market volume of US\$11.89 billion in the next five years (Statista Team, 2022). Data found on Badan Pusat Statistik also shows noteworthy growth in the Indonesian textile and clothing sector in 2022 by 9,34% (Laju Pertumbuhan PDB Lapangan Usaha (Seri 2010), 2022).

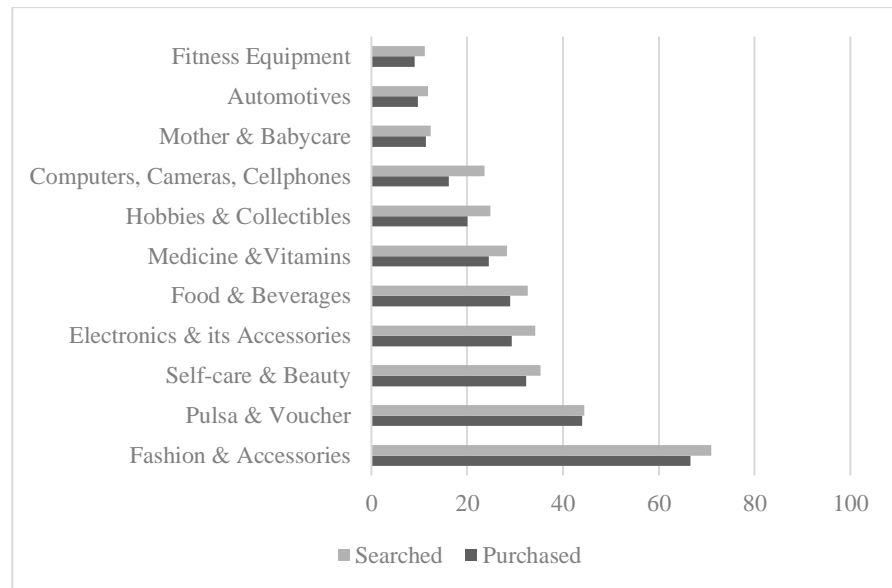


Figure 1. Most Searched Products when Shopping Online
Source: Databoks.Katadata. id (2021)

The research was done using 4.590 respondents from all over Indonesia who were seventeen and above in age and were known to have internet access. Based on the contents found in Figure 1.1., results coming from Katadata Insight Center (KIC) and Sirclo present that 71% of Indonesian consumers searched online for products under the fashion and accessories category while another 66,6% purchased them. The general interest in fashion products in Indonesia indicates that the country’s fashion market is always growing and will remain on this path of growth, providing consumers with a larger range of choices to shop from to meet their sartorial needs and demands. With annual developments in the number of fashion/clothing retailers in the country, businesses are more than likely to use varying kinds of marketing strategies to strengthen themselves against and stand out from the competition to garner commercial success.

Co-branding, also known by the term ‘brand alliance’, is a marketing scheme in which the joint forces of two or more brands create a product that is presented by a combination of brand assets that are greater compared to that of a singular (Ahn et al., 2019; Newmeyer et al., 2018). Instances of co-branding have skyrocketed over the past twenty years as the strategy itself has proven to be profitable for companies (Turan, 2021). Co-branding combines single attributes of the integral brands and converts the linked values of the brands

involved to create a co-branded product (Yu et al., 2021).

Co-branding can span several categories, such as products, services, for-profit and not-for-profit companies, and durable and non-durable goods. In recent years, brands appealing to consumers by using the co-branding strategy have raised exponentially, especially in the fashion industry. Brand cleverly team up with retailers to offer exclusive co-branded collections. The rarity and affordability of a one-of-a-kind limited-edition co-brand attract extensive consumer and media attention and brands benefit from increased exposure to mass-market consumers (Childs & Jin, 2020).

The anime industry has been Japan's largest source of income with reports from the Association of Japanese Animation (AJA) having stated that the industry reached a record high of 2,742.2 billion yen in 2021, up 13.3% from the previous year, 9.1% more than the previous high of 2,514.5 billion yen in 2019 at the peak of the COVID-19 virus (Anime Industry Report, 2021). YPulse's PULSE on-demand survey found that 66% of 16-34-year-olds like anime. A quarter of the same 16-34-year-olds fancy fashion brands who collaborate with anime studios for collections, and a third express interest in exclusive merch from a popular anime show or movie (How Brands Are Using Anime to Reach Gen Z & Millennials, 2022).

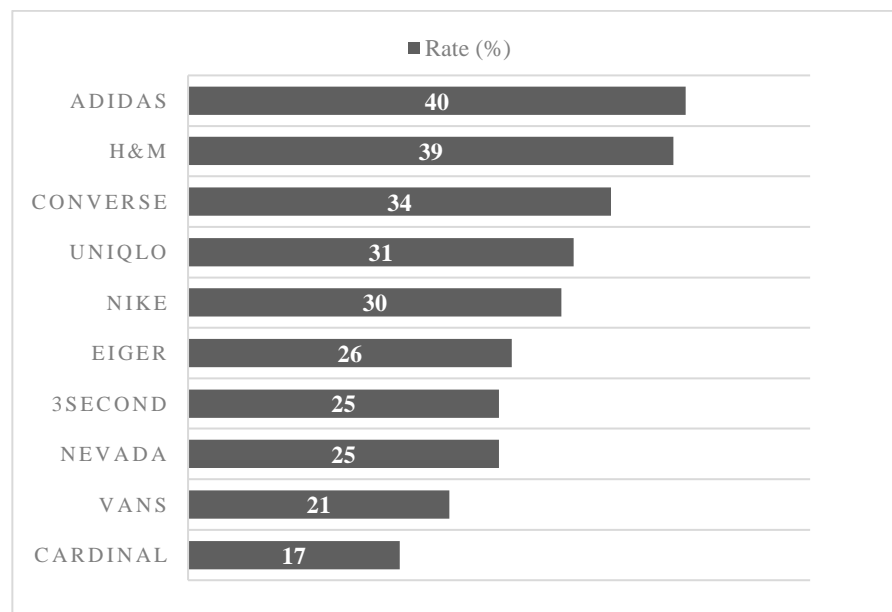


Figure 2. 10 of Indonesia's Favourite Fashion Brands, Who Reigns as Champion?

Source: Databoks.Katadata. id (2022)

Out of the ten brands presented in Figure 2., more than five brands have tried their hand at brand collaborations, mainly with popular anime series. The most recent examples are Gundam x Nike SB Dunk High 'Banshee' and 'Project Unicorn White', Yu-Gi-Oh! x Adidas ADI2000 'Dark Magician' and 'Blue Eyes White Dragon', Jujutsu

Kaisen 0 x Uniqlo UT, SPY x FAMILY x Uniqlo UT, and One Piece: RED x Uniqlo UT.

Co-branded anime fashion products were selected as the object of this study due to their absence in an abundance of research. Moreover, this study would be the first of its kind to examine the effects product, price, place, promotion, and attitude have toward purchase intention for Co-branded Anime Fashion Products. This study also aims to make further contributions by collecting samples of who shop for co-branded anime fashion products, which other studies have yet to do for this object specifically. Thus, the end goal of this study is to reveal the super-liminal effects that product, price, place, promotion, and attitude possess toward purchase intention for Co-branded Anime Fashion Products.

METHODS

This study aims to prove five of the following hypotheses:

- H1: Product has a significant effect on purchase intention.
- H2: Price has a significant effect on purchase intention
- H3: Place has a significant effect on purchase intention.
- H4: Promotion has a significant effect on purchase intention.
- H5: Attitude has a significant effect on purchase intention.

Both quantitative and qualitative approaches were used in this study. A quantitative approach is defined by the employment of numerical value taken from an observation to describe said observation through the phenomenon reflected on them (Taherdoost, 2022), whereas a qualitative approach typically results in descriptive data attained through direct sources through methods such as interviews (Valtakoski, 2020). Primary data is information that is attained from persons with first-hand experiences with certain situations (Sharma, 2022), which was used in correlation to this research. Typically, the obtainment process for this type of data is economical and simple (Wang & Cheng, 2020).

Purposive Sampling was used in this process, which is defined as a method to target individuals who possess the desired characteristics demanded by a study (Turner, 2020). As the population cannot be defined, the number of samples to complete this study was established by using the method invented by Hair et al, which states that sample size can be determined by using a ratio of 5:1 or 10:1 case in each variable (Dhisasmito & Kumar, 2020; Hair et al., 2014).

This study makes use of primary data directly sourced from 203 respondents residing mainly in Batam City. Criteria for the respondents were set as individuals who have shown interest in or have made the purchase of one or more Co-branded Anime Fashion Products. The distribution of online questionnaires shared as Google

Forms through Instagram, Line, and WhatsApp assisted in the data collection process. The online questionnaire provided questions in both English and Indonesian to ensure maximum comprehension. Data collected is then processed and analyzed for validity, reliability, and hypotheses testing using IBM SPSS Statistics 26.

In testing the validity construct, the outer loadings value should surpass 0.70, which implies the removal of indicators with outer loadings below 0.40 (Ab Hamid et al., 2017). Quality can be understood in terms such as reliability. Cronbach's alpha is cited as an indicator of instrument quality intended for developing scales to measure attitudes and other affective constructs. Cronbach Alpha values that are 0.7 or higher indicate acceptable internal consistency, whereas values that are below 0.7 are considered unacceptable (Taber, 2018).

T-test results showcase whether a dependent variable is partially or individually affected by given independent variables, whereas the F-test shows results that can determine the collective impact of independent variables on the dependent variable. For both the T-Test and F-Test, significance is measured through the p-value. If the said value is shown to be greater than 0.05, then the impact is considered significant (Alita et al., 2021; Fahlevi, 2020). The coefficient of determination is represented through the adjusted R square. This serves to establish how compatible the regression model is with the observed data. The higher the coefficient of determination is in value, then the higher the compatibility between model and data (Fahlevi, 2020).

Additionally, a written questionnaire was given to three known consumers of co-branded anime fashion products to attain qualitative information through 11 eleven crucial questions.

RESULTS

Results from the data collected showcase the profiles of 203 respondents who have majorly made purchases of co-branded anime fashion products, with an example being the graphics t-shirts from the Uniqlo UT line that feature the popular anime 'SPYxFAMILY'. From the tabulation below, female individuals make up 121 of the total respondents collected for this study and individuals within the 20 – 23 age range are the larger majority compared to of individuals who are younger and older. It is also made known that a larger fraction of respondents still possess only Senior High School Education while respondents with bachelor's degrees (S1) come in second. It can also be seen that data was almost entirely collected from people who reside in Batam City, the majority of whom are likely to be working as private employees and students in university. The monthly salary for the larger majority appears to range from 2.500.000 – 5.000.000 and much less.

Table 1. Validity and Reliability Test

Variable	Loading Factor	Validity	Cronbach's Alpha	Reliability
PRO1	.848	Valid	.714	Reliable
PRO2	.762	Valid		
PRO3	.784	Valid		
PRI1	.846	Valid	.757	Reliable
PRI2	.804	Valid		
PRI3	.814	Valid		
PLA1	.837	Valid	.757	Reliable
PLA2	.834	Valid		
PLA3	.792	Valid		
PROMO1	.807	Valid	.752	Reliable
PROMO2	.828	Valid		
PROMO3	.819	Valid		
ATT1	.806	Valid	.733	Reliable
ATT2	.818	Valid		
ATT3	.806	Valid		
PI1	.816	Valid	.806	Reliable
PI2	.770	Valid		
PI3	.823	Valid		
PI4	.771	Valid		

Results reveal that the loading factor for each variable is above 0.7, which implies that an indicator is valid as cited by Ab Hamid et al. (2017). Taber (2018) states that Cronbach's Alpha must exceed 0.7 for an indicator to be deemed acceptable or reliable, which does reflect the results above.

In calculating the effects of product, price, place, promotion, and attitude towards the purchase intention for co-branded anime fashion products, analysis was conducted by running acquired data through the IBM SPSS Statistic 26, which resulted in the following:

Table 2. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.822	5	11.764	162.627	.000 ^b
	Residual	14.251	197	.072		
	Total	73.073	202			

Based on the results of the F-test (ANOVA) shown in Table 2, 162.627 was the total obtained for the F count, subsequently followed by a p-value of 0.000. Based on the F-test results provided in the table above, the value for sig. equates to 0.000. In the coefficient of determination (R²) test, it is shown that the R² and adjusted R² results are 0.805 and 0.800 respectively, which indicates that product, price, place, promotion, and attitude do play a crucial role in affecting the purchase intention of consumers for co-branded anime fashion

products by 89,7%. This indicates that the independent variables product, price, place, promotion, and attitude simultaneously impact purchase intention and the impact is significant.

Table 3. T-Test

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
(Constant)	.079	.151		.525	.600
Product	.251	.066	.243	3.781	.000
Price	.071	.045	.081	1.562	.120
Place	.373	.054	.375	6.892	.000
Promotion	.048	.061	.048	.777	.438
Attitude	.237	.055	.246	4.302	.000

a. Dependent Variable: Purchase Intention

Reviewing results from the T-Test shown in Table 3 reveals a constant value at 0.079. The results also present the numbers 0.251, 0.071, 0.373, 0.048, and 0.237 respectively being the regression coefficient values for product, price, place, promotion, and attitude. When applying the double linear equation formula ($Y = a + b1.X1 + b2.X2 + b3.X3 + b4.X4 + b5.X5$) for the provided dependent-independent relationships, it would be formulated and appear as [purchase decision = 0.079 + 0.251.product + 0.071.price + 0.373.place + 0.048.promotion + 0.237.attitude].

The implications that follow this multiple linear regression equation are: (1) purchase intention would be at a value of 0.079 in the event that variables product, price, place, promotion, and attitude cease to exist ($X1, X2, X3, X4, \text{ and } X5 = 0$); (2) Every increase or decrease in one point for the product variable means there will also be an increase or decrease by 0.251 in purchase intention, that is in a scenario where the other variables do not experience any change; (3) Every increase or decrease in one point for the price variable means there will also be an increase or decrease by 0.071 in purchase intention, that is in a scenario where the other variables do not experience any change; (4) Every increase or decrease in one point for the place variable means there will also be an increase or decrease by 0.373 in purchase intention, that is in a scenario where the other variables do not experience any change; (5) Every increase or decrease in one point for the promotion variable means there will also be an increase or decrease by 0.048 in purchase intention, that is in a scenario where the other variables do not experience any change; and (6) Every increase or decrease in one point for the attitude variable means there will also be an increase or decrease by 0.237 in purchase intention, that is in a scenario where the other variables do not experience any change.

Based on the sig. values shown in Table 3, only product, place, and attitude have a significant and positive impact on the purchase intention of consumers for Co-Branded Anime Fashion Products. Results for other variables such as price and promotion are shown to have a positive yet insignificant impact on the purchase intention for Co-Branded Anime Fashion Products due to both variables having sig. values above 0.05.

DISCUSSION

It can be concluded that the product is significant to the purchase intention for co-branded anime products, which is in line with the findings of Askaria & Arief (2021), Ellitan et al. (2021), Febriani (2020), Kartawinata et al. (2020), and Munamba & Nuangjamnong (2021) who all suggest that product significantly affects purchase intention as products are what consumers notice, search for, demand, buy, and then consume to fulfill their needs or desires. The product itself that is produced in the collaboration is what heightens the purchase intention. According to consumers who provided their thoughts on the issue, the prospect of usage of the Co-branded Anime Fashion Product is how they can reap the benefits directly from the function, design, material, and quality of the product while also enjoying the featured collaborator (anime) collaborating with them.

The price is insignificant to purchase intention when it involves Co-Branded Anime Products, which is not in line with the findings of Askaria & Arief (2021), Ellitan et al. (2021), Febriani (2020), Kartawinata et al. (2020), and Munamba & Nuangjamnong (2021) who all suggest that price significantly affects purchase intention. According to answers obtained from written questionnaires filled by consumers of Co-branded Anime Fashion Products detail, when met with the product quality and featured collaborators of a certain brand, price regularly plays a small role in influencing their purchase intention as they frequently disassociate the price of a product from the true testament to its worthiness to purchase, claiming that they would still buy it regardless of the price tag.

The location or place of a certain brand is significant to the purchase intention for co-branded anime products, which is in line with the findings of Askaria & Arief (2021), Ellitan et al. (2021), Febriani (2020), Kartawinata et al. (2020), and Munamba & Nuangjamnong (2021) who all suggest that place significantly affects purchase intention as the location of a company is where activity takes place for products and services to be accessible and available to their market. Place has been claimed to be rather important in influencing the purchase intention for Co-branded Anime Fashion Products as the informants share the need to be present in-store to assess the products themselves where the products are readily accessible and available. Additionally, the existence of official online stores affects purchase

intention as well as motivates or gives more incentive to make a bona-fide purchase.

Promotion done by a certain brand is insignificant to the purchase intention for co-branded anime products, which is not in line with the findings of Askaria & Arief (2021), Ellitan et al. (2021), Febriani (2020), Kartawinata et al. (2020), and Munamba & Nuangjamnong (2021) who all suggest that promotion significantly affects purchase intention. According to the informants, promotion for co-branded anime fashion products holds little significance to their purchase intention as, not unlike the suggested insignificance of social media marketing towards purchase intention, there is the likelihood that the products being promoted does not feature the collaborator (anime) that appeals to them or that they desire.

Consumers' attitudes towards a certain brand are significant to the purchase intention for co-branded anime products, which is in line with the findings of (Gede et al., 2021; Kartawinata et al., 2020; Peña-García et al., 2020; Puriwat & Tripopsakul, 2022; Purwianti, 2021) who all suggest that attitude significantly affects purchase intention as attitudes are built up over time cannot be altered unless influenced by positive psychological urges. According to consumers of Co-branded Anime Fashion Products, attitude mainly influences purchase intention for co-branded anime fashion products as their interests towards a collaborator (anime) would most likely align with their intention to buy from a certain brand that features it.

CONCLUSION

Based on the discussion that took place, it can be said that the purchase intention for Co-branded Anime Fashion Products is positively and significantly influenced by product, place, and attitude as shown through their sig. values that are below 0.05. In contrast price and promotion were variables that had been assumed to have a significant impact on purchase intention. However, the two variables were proven to be insignificant in influencing the purchase intention of Co-branded Anime Fashion Products, whereas product, place, and attitude were suggested to possess the ability to construct the purchase intention of consumers.

This could be explained through by the three informants who provided answers that all collectively suggest the minute role of price and promotion in influencing consumer purchase intention for Co-Branded Anime Fashion Products. As elaborated by the three separate informants, their interest and inclination to make purchases for co-branded anime fashion products majorly stem from their fixation on the collaborator (anime) rather than the brand that features it. Therefore, the motivations of consumers can be explained to mostly lie in obtaining co-branded anime fashion products which display

their collaborator of interest, how accessible the product is, and how they feel about making the purchase.

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