

## THE INFLUENCE OF BRAND CULTURE ON PURCHASING DECISIONS WITH USER GENERATED CONTENT AS A MODERATING VARIABLE

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### Abstract

*This research is quantitative research with an explanatory approach, namely an approach that uses previous main references as the main source for establishing a basis for finding novelty and research gaps in the research being conducted. The data used in this research is primary data obtained from online distribution of Hyundai employees spread throughout Indonesia. The questionnaire contains statements of agree, strongly agree, normal/average, disagree, and strongly disagree from the 16 question items asked. The data was analyzed using Smart PLS 4.0. The result in this article show that the Brand Culture variable has a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.005, which is more significant than in a number of Brand studies. Image of purchasing decisions which are at 0.012 and 0.024,. This is because the Culuter Brand can provide an icon that is clear, unique and attracts attention. Usually related to culture, the Culture Brand can reach loyal and even fanatical consumers. These results are in line with research . Apart from that, in the third row of Productivity, the third table also shows the same results if the User Generated Content variable can strengthen the influence of the Brand Culuter variable on Purchasing Decisions due to the same thing, namely the P-Values value which is positive and is below the 0.05 significance level. which is 0.000 more significant than the direct tester's 0.05. This expertise is due to the existence of User Generated Content, the dissemination of information about products can spread widely, become known to many people, and delay a number of potential consumers from making purchasing decisions.*

**Keywords:** Brand Culuter, Prurchase Decision, User Generated Content

### 1. INTRODUCTION

Brands with a cultural approach create a bridge between the brand and its customers. Over time, brands also strengthen their identity and create rapid developments in trends and lifestyle. The urgency is to express the essence of the brand itself. Meanwhile, culture is complex, abstract and broad. Many cultural aspects also determine communicative behavior. Reinforced by Hall in Samovar that when studying and discussing cultural issues it cannot be separated from communication because communication is at the same time a reflection of culture. Hall said clearly that culture is communication and communication is culture (Larry A, 2010). Brand culture is a marketing tool that functions to build a brand in the minds of consumers so that it can compete with other brands. Brand culture is usually formed from popular stories that generally develop in the surrounding community. This was also conveyed by Prof. Canniford who

explained that brands are the ones who can reach consumers, and brands can also reduce social risks in social circles (Candraningrum, 2018).

The following is a brand culture model adopted from (Holt, 2004): 1. Brand communication: Historical stories are communications that are the center of consumer value. A brand is a 'leveled' product and the product is just a vehicle to embrace the story. 2. Brand components: In cultural expressions, brand values are often found in the content of brand history stories. 3. Brand management: The presence of historical congruence in brand management is about adapting the brand's historical story to cultural changes in order to remain relevant. So that a strong brand can unite all stakeholders, namely companies, customers, influencers and popular culture. From a branding perspective, business actors are given the opportunity to explore, investigate and experiment, so that they can produce creative products and services for their organizations. Constant culture means a strong culture which is needed by organizations that are still developing (Chigora & Mutambara, 2019).

At first glance, Brand Culture is similar to the meaning of Brand Image, where what is meant by Brand Image is the consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind (Tjiptono, 2016). Brand image is an association that appears in consumers' minds when they remember a particular brand. Brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. Brand image is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand are more likely to make a purchase. (Tjiptono, 2015) states that brands have various purposes, namely: a. As a company identity that differentiates it from competitors' products, making it easy to recognize and make repeat purchases. b. As a promotional tool that highlights the attractiveness of the product (for example with attractive designs and colors). c. To build an image, namely by providing confidence, quality assurance, and a certain image of prestige to consumers. d. To control and dominate the market. This means that by building a brand that is well-known, has a good image and is protected by exclusive rights based on copyright/patents, companies can achieve and maintain consumer loyalty (Ferdinand, 2000).

There are several factors that influence the formation of a brand image. (Schiffman, 2004) mention the factors that form brand image, namely: a. Quality or grade, relates to the quality of goods offered by producers under certain brands. b. Trusted or relied upon. related to opinions or agreements formed by the public about a product consumed. c. Uses or benefits related to the function of a product that can be utilized by consumers. d. Price, which in this case is related to the high or low or high or low amount of money spent by consumers to influence a product, can also affect the long-term image. e. The image of the brand itself, namely in the form of views, agreements and information related to a brand of a particular product (Gitosudarmo, 2000).

Pebedeanna lies in the specificity of the Culture Brand which focuses on linking to special icons, namely those related to culture, history, and so on. In (Thamrin, 2013) breakthrough book on cultural branding, he shows how brands become icons. Icons are representational symbols that embody meanings that we admire and respect. In ancient times icons were mostly religious figures (saints, gods, disciples, and so on) and stories about them circulated mainly by word of mouth, passed down from generation to generation. In a brand icon there are several elements that can create a different meaning, influence and experience for everyone who sees it (Anggraeni & Sanaji, 2021).

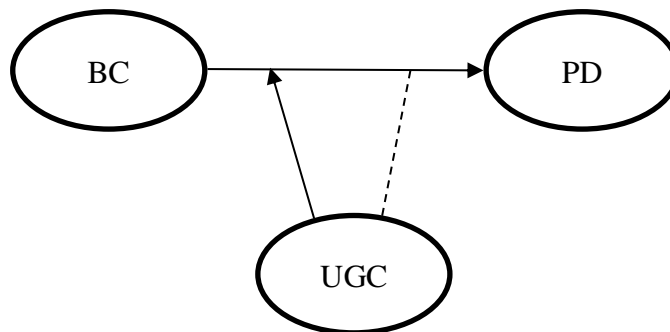
The following are elements of the brand concept (Mike, 2008): 1. Logo Logos are part of the identity of products, companies and brands (Wells, 1998). The logo mark can appear on all brand

elements, such as the company name, packaging, outlet or shop and even in the advertisements used. When a logo is embedded in a brand element, that's when the audience sees it and will be able to give an impression of a brand. 2. Packaging Packaging is a communication tool that functions as more than just a place or container for products. Packaging can attract consumers' attention, provide an image of the brand, and provide information about the brand (Hasan, 2009). Apart from that, through packaging a device becomes more effective in carrying advertising messages so that it can become a strong brand reminder (Fadhilah, 2021). 3. Corporate or product colors. In a study conducted by the Institute for Color Research in America, the findings were that a person can make decisions about other people. Environment and product within 90 seconds. This decision is based on 90 percent being influenced by color (Limakrisna, 2018). This shows that color is a communication tool to attract attention, create a certain mood, and build brand identity. Psychologically, color can communicate certain moods and convey meaning (Astuti & Ratnawati, 2020). 4. Typography Currently, typography has become a very strong form of visual communication, because language plays a role in connecting thoughts and information through sight. Reception of communication messages can also be influenced by the choice of letter characters starting from the size, shape and style of the letters so that they can make it easier for readers and easier to recognize. Meanwhile, typography must fulfill several requirements as follows : a. Can be easily read from some distance b. With a three-dimensional structure design and shape c. Can be understood by a number of people with different backgrounds d. Providing information in trusted product communication 5. Design and Layout Design is designed to provide a beautiful impression and value for a message. Writing and images are designed in a certain design form so that they can provide a number of functions in the form of brand messages that are easier to understand. Meanwhile, Layout is the layout or position of images or a series of writing that is designed to suit the content. The design and layout must have an attractive integration so that it can consistently provide the essence and value of beauty in every brand communication tool. Of course, this aims to reaffirm the brand's core message and personality (Klimchuk, 2007).

The explanation regarding the meaning of Brand Culture, the Iconic Marketing Theory of the Cultuerre brand, and its similarities with Brand Image stimulated researchers to think deeply and hypothesize that if Brand Image can influence purchasing decisions, then Brand Culture can also because of its similarities and a number of components that are advantages of the Brand. Culture. Previously there was research (Ilahiyyah & Harti, 2022) which showed that Brand Culture variables had a positive relationship and had a significant influence on purchasing decisions. Different from the research above, this research adds the User Generated Content variable as a moderating variable which can strengthen the influence of the Brand Cultuer variable on purchasing decisions.

## 2. METHOD

**Figure 1**  
Model



**Noted:**

BC: Brand Culture

PD: Pruchase Decision

UGC: User Generated Content

Based on the model shown above, it can be concluded that the researcher's aim is to analyze the influence of the Brand Culture variable on purchasing decisions. In fact, there has previously been similar research, namely research (Ilahiyyah & Harti, 2022). However, the difference between the research mentioned above and this research lies in the moderation variable section. This research uses the User Generated Content variable as a moderation variable (Firmansyah et al., 2023). This research is quantitative research with an explanatory approach, namely an approach that uses previous main references as the main source for establishing a basis for finding novelty and research gaps in the research being conducted (Adrian, J.A., & zeplin, 2017). The data used in this research is primary data obtained from online distribution of Hyundai employees spread throughout Indonesia (Maulidya, 2020). The questionnaire contains statements of agree, strongly agree, normal/average, disagree, and strongly disagree from the 16 question items asked (Yulianti.D.R, 2020). The data was analyzed using Smart PLS 4.0 with the hypothesis formulation below.

## 3. RESULTS AND DISCUSSION

### Validity Test

From the explanation of the methodology above, there is one thing that the researcher has not explained regarding the stages that must be passed in using the smart PLS 4.0 analysis tool using primary data, namely the stages of validity testing, reliability testing and efficiency paths. In accordance with the stages, the validity test stage is the first stage that must be passed. The following are the results of the validity test in this research (Ghozali, 2016):

**Table 1**  
Validity Test

Variable	Qestiuon Item	Loading Factor
	Brand Culture can attract the attention of potential consumers	0.846
	Brand Culture can make products get attention	0.844

Brand Culture (X1)	Brand Culture is a strategy that companies should implement carefully in marketing their products	0.852
	Brand Culture can make buyers loyal to products	0.877
	Brand Culture can increase the quantity of purchases	0.861
	Cultural Brands can influence Purchasing Decisions	0.849
Purchase Decision (Y)	Purchasing decisions can be influenced by the Culuter Brand	0.882
	Purchase decisions start from consumer interest	0.849
	Purchasing decisions start from consumers' attention until they are interested in making a purchase decision	0.898
	Purchase decisions can start from good reviews by a content creator	0.889
	Purchase Specificity can be influenced by User Generated Content	0.890
	Purchasing decisions are the main goal for marketing companies	
User Generated Content (Z)	User Generated Content can influence purchasing decisions	0.899
	User Generated Content can strengthen Brand Culture identity	0.868
	User Generated content can make the dissemination of information about products more widespread	0.861
	User Genrated Content can strengthen the influence of the Cultural Brand on Purchasing Decisions	0.893

Valid > 0.70

### **Reliability Test**

The validity test stage aims to validate the 16 question items used covering 6 question items for the Brand Cuture variable, 6 question items for the Purchase Decision variable, and 4

question items for the User Generated Content variable. This stage aims to test whether the variable is reliable or not (Hair, 2010):

**Table 2**  
Reliability Test

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Culture	0.896	0.845	Reliable
Purchase Decision	0.945	0.904	Reliable
User Generated Content	0.978	0.936	Reliable

Reliable > 0.70

#### Path Coefisien

Path Coefficient is the final stage in using the smart PLS 4.0 analysis tool with primary data after going through the validity and reliability testing stages. At the validity test stage, 16 question items consisting of 6 question items for the Brand Culture variable, 6 question items for the Purchase Decision variable, and 4 question items for the User Generated Content variable were passed and the results were valid. Likewise, at the reliability test stage, the three variables used were confirmed to be reliable. It's time to enter the Path Coefficient stage with the results below (Sarstedt et al., 2014).

**Table 3**  
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	BC-> PD	0.005	Accepted
Indirect Influence	UGC* BC-> PD	0.000	Accepted

Accepted and Significant Level < 0.05

In line with the researcher's assumption which is based on the similarity of the Brand Image variable which can have a positive relationship and a significant influence on Purchasing Decisions, the researcher believes that the Brand Culture variable also has the same thing and can even provide more significant results. From the results of the second row of the third table above, the statistics show that the Brand Culture variable has a positive relationship and a significant influence on purchasing decisions because the P-Values value is positive and is below the 0.05 significance level, namely 0.005, which is more significant than in a number of Brand studies. Image of purchasing decisions which are at 0.012 and 0.024, (Febriani & Sudarwanto, 2023) & (Hanif, 2021). This is because the Culuter Brand can provide an icon that is clear, unique and attracts attention. Usually related to culture, the Culture Brand can reach loyal and even fanatical consumers. These results are in line with research (Ilahiyyah & Harti, 2022). Apart from that, in the third row of Productivity, the third table also shows the same results if the User Generated Content variable can strengthen the influence of the Brand Culuter variable on Purchasing Decisions due to the same thing, namely the P-Values value which is positive and is below the 0.05 significance level. which is 0.000 more significant than the direct tester's 0.05. This expertise is due to the existence of User Generated Content, the dissemination of information about products can spread widely, become known to many people, and delay a number of potential consumers from making purchasing decisions.

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