

PREDICTING PURCHASE INTENSITY OF LIMITED EDITION MAGNUM FILTER FROM LIMITED EDITION PRODUCT INFLUENCE, CONSUMER CULTURE, AND PERCEIVED PRODUCT VALUE

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ABSTRACT : *Magnum Filter LEP has been shown to increase sales and justify higher prices than competitors in the past year. This needs to be examined by involving the related variables that support the success of this promotion. Companies will need new promotions to compete with competitors and earn the consumer loyalty of Magnum Filter's two core target markets, namely adventurous middle-income millennials who want to be seen with something in the crowd, and low-income workers who have a desire to contribute to society. One way to do this is to re-release Limited Edition Product, by analyzing related influences such as consumer culture, perceived value and purchase intention of Limited Edition Products, this research can be used as a consideration for releasing Limited Edition Products, especially the next Magnum Filter LEP or other products that wish to release Limited Edition Products.*

KEYWORDS -*Limited Edition Product, Tobacco Industry, Perceived Product Value, Consumer Culture, Intention to Purchase.*

I. INTRODUCTION

In Indonesia, the tobacco industry has been one of the largest sources of income. The revenues from the excise sector, local taxes and PBB from tobacco and cigarettes in 2015 exceeded Rp. 170 trillion. Since important for many people tobacco industry currently provides jobs for around 6.1 million people, including 1.8 million tobacco and clove farmers. According to the Ministry of Trade's records, the Indonesian tobacco industry is growing by 10% every year (P2PTM Kemenkes RI, 2018). PT HM Sampoerna, seems to have implemented a unique strategy, precisely in the context of sales promotion to create images that reflect one of its product. Magnum Filter LEP (Limited Edition Product) was released on July 1st, 2019 for 4 weeks with a focus on thirteen cities divided in several provinces, including West Java. This Limited Edition Product aims to strengthen the emotional connection between Magnum Filter and its target market. Magnum Filter LEP has proven to be an impactful tool to regain Magnum Filter sales performance with an increase of 6% nationally, and 8.3% in focus cities (Nielsen, 2019).

Underlining the importance of limited edition product packaging as a tool to increase consumer engagement with the brand (Roper, S., & Parker, 2006), then the importance of packaging to strengthen product value (Cramphorn, 2001), and consumer purchase intentions are often influenced based on value. products that are perceived (Geng, X., Shulman, 2015), it turns out that consumer purchase intentions are influenced by consumer culture which has been the main focus and has had an impact on several consumer purchasing decisions (Shavitt, S., Lalwani, AK, Zhang, J. and Torelli, 2008). Therefore, it is necessary to pay attention to limited edition product packaging and consumer culture as factors that influence perceived value that affect perceived product value as an impact on purchase intention in the tobacco industry.

II. LITERATURE REVIEW, HYPOTHESIS DEVELOPMENT, RESEARCH CONCEPT FRAMEWORK

Statements about the functional, emotional, and self-expression benefits that a brand provides is a brandvalue proposition. Limited Edition Product represents complex brand construction in a visually appealing way that leverages core brand values and makes emotional connection easier for consumers (Dörnyei, 2020). Emotional factors and perceptions from third parties influence consumers in buying Limited Edition Products (Hwang, K. Y., & Koh, 2016). Consumers value Limited Edition Products more because of their characteristics, and stimulate a psychological desire to own the product (Park, 2011). In addition, consumers take a long time to make decisions to buy Limited Edition Products, consumers go through an evaluation process and tend to perceive more value when buying products that are more attractive to them (Yang, X. P., & Park, 2017). Chae et al., (2020) examined the characteristics of Limited Edition Shoes products in South Korea and confirmed that there is a structural relationship between perceived value, purchase intention and brand trust. The characteristics of Limited Edition Product in this study are proven to affect the perceived value.

H1 : There is significant influence from LE (Limited Edition) product’s packaging toward perceived product value

Values held by individuals and ways of thinking are influenced by culture, it makes their decision making will be based on cultural norms. The choice criteria for what the group evaluates and the ranges between all product categories can be shaped by the commonly held values (Fish, 2012). There is a significant influence on cultural factors on customer behaviour (Durmaz, 2013). According to Sabiote et al., (2013) who analyze the overall range of tourism services purchased online, in particular the differences in perceived value formation, moderation on the overall perceived value is influenced by culture.

H2: There is significant influence from consumer culture of product toward perceived product value.

Consumers often buy things for themselves, tend to trigger a need for uniqueness. Particularly, in generating purchase intentions, scarcity cues which can be found on Limited Edition products outperform popularity cues when buying for oneself. Meanwhile, popularity cues are more effective when buying for others (Wu & Lee, 2016). The launch of the Limited Edition Product is intended to stimulate consumer purchase intentions. Therefore, loss of consumer purchase intention can occur if consumers are often faced with a message of scarcity then consumers understand the seller's intentions and believe that marketing is a sales gimmick or products are not rare (Yeo, J. S., & Park, 2004).

H3: There is significant influence from LE (Limited Edition) packaging of product toward purchase intention.

According to Moon et al., (2008), who examined the influence of culture, product type, and price on consumer purchase intentions to purchase personalized products online which involved undergraduate students at major universities in New Zealand to participate as respondents. In accordance with existing research these results report the impact of culture on various consumer behaviors. In the context of purchase intention, the results show that one of the cultural dimensions has a significant effect on purchase intention.

H4: There is significant influence from consumer culture toward purchase intention.

In this study, the perceived value will be associated with purchase intention. This is to prove the statement of Swait, J., & Sweeney (2000) who found that differences in value perceived by customers have different purchasing behavior in the retail industry. This can occur because a company needs differentiation and competitiveness which is then fulfilled by perceived value (Heskett, J., Jones, T., Loveman, G., Sasser, W, Jr., & Schlesinger, 1994; Raval, A., & Gro'nroos, 1996; Treacy, M., Wiersema, 1993)

H5: There is significant influence from perceived value toward purchase intention.

III. RESEARCH METHODS

In this research, the method to be used is quantitative method by using a verificative approach and the qualitative method with semiotic analysis as an additional method. This research is only focused on cigarette consumers in city of Bandung, which has the following characteristics:

- a. Consumer of Magnum Filter who have purchase or seen Magnum Filter LEP.
- b. Consumer of Non-Magnum Filter who have purchase or seen the Magnum Filter LEP

Table 1 Total Population of Bandung City in 2020

Information	Total population
City of Bandung	2.490.386

Source : (Open Data Kota Bandung, 2020)

It can be obtained a sample size of 100 based on the Slovin formula. The sampling technique used in this study was Convenience Sampling. Convenience sampling which is also known as or Accidental Sampling is a type of nonprobability sampling where members of a target population who meet certain criteria, such as easy accessibility, geographic proximity, availability at certain times, or willingness to participate are included for research purposes (Etikan, 2016). In this study, the Path Analysis technique was carried out using the IBM SPSS version 23 in processing statistical data.

IV. RESULT & DISCUSSION

4.1 Research Instrument Testing

4.1.1 Validity & Reliability Test

Based on preliminary research conducted on 30 respondents to test the feasibility of this research questionnaire, the results of the validity and reliability are as follows:

Table 2 Limited Edition Indicators Validity & Reliability Test

Variabel	No. Item	Validity Coefficient	Critical Point	Conclusion	Reliability Coefficient	Critical Point	Conclusion
	1	0.856	0.300	Valid			
Limited Edition	2	0.842	0.300	Valid	0.833	0.700	Reliable
	3	0.901	0.300	Valid			
	4	0.648	0.300	Valid			
Product							

Source : Data Processed, 2021

Table 3 Consumer Culture Indicators Validity & Reliability Test

Variabel	No. Item	Validity Coefficient	Critical Point	Conclusion	Reliability Coefficient	Critical Point	Conclusion
	5	0.737	0.300	Valid			
	6	0.694	0.300	Valid	0.758	0.700	Reliable
Consumer Culture	7	0.584	0.300	Valid			
	8	0.706	0.300	Valid			
	9	0.824	0.300	Valid			

Source : Data Processed, 2021

Table 4 Perceived Product Value Indicators Validity Test

Variabel	No. Item	Validity Coefficient	Critical Point	Conclusion
Perceived Product Value	10	1	0.300	Valid

Source : Data Processed, 2021

Table 5 Purchase Intention Indicators Validity Test

Variabel	No. Item	Validity Coefficient	Critical Point	Conclusion
Purchase Intention	11	1	0.300	Valid

Source : Data Processed, 2021

Based on the validity test that has been carried out on measuring instruments of Limited Edition Product, Consumer Culture, Perceived Product Value and Re-purchase intention with a range of 0.584 - 1 so that 11 valid items were obtained.

Based on the reliability test, the results of the Limited Edition Product variable analysis were 0.815 while the Customer Culture variable was 0.801. Thus, the Limited Edition Product and Customer Culture research instrument can be stated that the items are reliable for use in this study.

Since there are two variables in this study are single measurement item, the SPSS software does not allow a single item indicator to calculate the reliability result for the next two variables, namely Perceived Product Value, and Re-purchase Intentions. Although there is literature supporting the use of single item measures (Bergkvist & Rossiter, 2007), previous studies have suggested cautious use of these single item measures (Diamantopoulos; Adamantios; Sarstedt; Christoph; Wilczynski; Kaiser., 2012). Thus, this single item measurement can be considered as a limitation of this study.

4.1.2 Respondent Characteristics

Respondents' answers to a number of questions posed in the questionnaire are presented in the form of a frequency distribution chart. Based on the results of the questionnaire distributed to 100 cigarette users, data were obtained in the form of respondent characteristics with the following description.

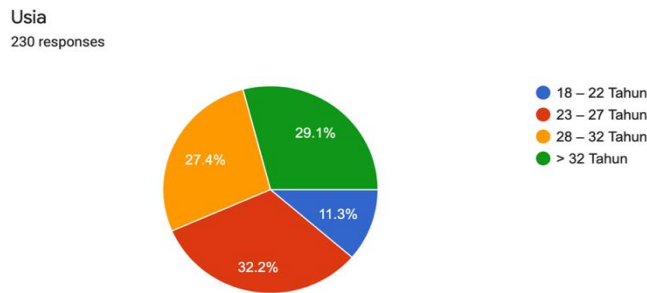


Figure 1 Age of Respondents

In this study, the age of the respondents was grouped into four categories with the consideration that they had met the requirements for having an identifying identity, namely 18-22 years (Late adolescence), 23 - 27 years (early adulthood), 28 - 32 years (middle adulthood), > 32 years (late adulthood). The picture above shows that the majority of respondents are smokers aged 23-27 years. At that age, it can be said to be a productive age and has many needs and desires to look different by owning limited edition cigarettes.

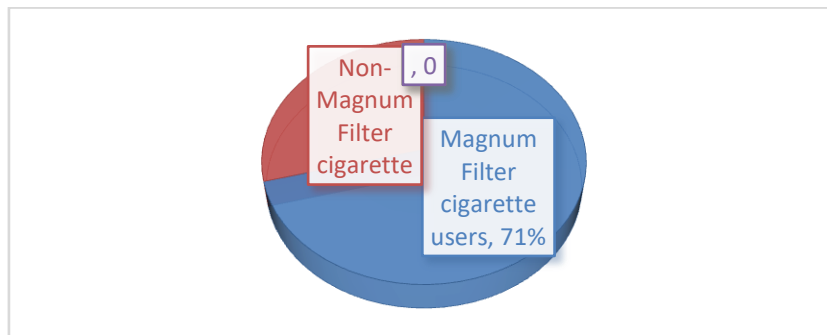


Figure 2 Category of Respondents

Figure 3.2.2 shows that the majority of smoker respondents in Bandung City are magnum filter smokers with 71% and the rest 29% are non-Magnum Filter smokers. This is done because Magnum Filter Limited Edition "Maung" is owned and purchased by the majority of Magnum Filter smokers. However, there are non-Magnum Filter smokers who have seen and realized the Magnum Filter Limited Edition "Maung".

4.1.3 Hypothesis Test

Referring to the results of the model scheme described in Chapter II with Limited Edition Product, Consumer Culture, Perceived Product Value, and Purchase Intention variables in this study, here are the results of hypothesis testing in this study.

Table 5 Hypothesis Test

No	Impact	Standardized Coefficients	Standard Error	Sig.	t-value	Explanation
1.	The impact of Limited Edition Product on Perceived Product Value	0.360	0.19	<0.001	5.411	Ha Accepted
2.	The impact of Consumer Culture on Perceived Product Value	0.447	0.16	<0.001	6.727	Ha Accepted
3.	The impact of Limited Edition Product on Purchase Intention	0.397	0.019	<0.001	6.551	Ha Accepted
4.	The impact of Consumer Culture on Purchase Intention	0.002	0.016	0.981	0.024	Ho Accepted
5.	The impact of Perceived Product Value on Purchase Intention	0.499	0.061	<0.001	8.762	Ha Accepted

Source : Data Processed, 2021

Basis of Hypothesis Decision Making :

- Sig.-value ≥ 0.05 then H_0 is accepted
- Sig. value ≤ 0.05 then H_0 is rejected and H_a is accepted

4.1.4 The Influence of Limited Edition Products on Product Perceived Product Value

The significance value of the Limited Edition Product to the Value of the Product Perception The product obtained from the table above is <0.001 which means that it is less than 0.05, indicating that H_a is accepted and Limited Edition Products have a significant effect on the Value of the Product of Perception. It can be seen that the standardization coefficient number from the table above is the effect of Limited Edition Products (X1) on Perceived Product Value of 0.360 or 36% and the rest is explained by other variables in this case. These results indicate that the existence of Limited Edition products in Magnum Filter cigarettes is a consideration for consumers in making purchases.

4.1.5 The Influence of Consumer Culture on Product Perceived Value

From the table above, the significance value of Consumer Culture on Perceived Product Value (Y) <0.001 , which means less than 0.05, this result means that H_a is accepted and shows a significant influence between Consumer Culture on Perceived Product Value. The magnitude of the influence is indicated by the standardization coefficient, the influence of Consumer Culture on Perceived Product Value of 0.447 or 44.7% and the rest is explained by other variables. In this case, Consumer Culture can influence the formation of Perceived Product Value. Consumer culture will influence consumers to see Perceived Product Value on Magnum Filter cigarette products whether to be positive or vice versa. If it is not in accordance with consumer culture, it is possible that consumers do not see the value in the product.

4.1.6 The Influence of Limited Edition Product on Purchase Intention

The significance of Limited Edition Products on Purchase Intention based on the results of Hypothesis 4, the value is <0.001 which means less than 0.05, this result indicates that H_a is accepted and shows a significant effect between Limited Edition Products on Purchase Intention. In the table above, we can see the standardization coefficient to see the amount of influence, the effect of Limited Edition Products on Purchase Intention is 39.7% or 0.397 and the rest is explained by other variables. It is intended that the existence of the Magnum Filter Limited Edition product has a major influence on the desire of consumers to buy the product.

4.1.7 The Influence of Consumer Culture on Purchase Intention

In Hypothesis 4, the influence of Consumer Culture on Buying Interest shows a value of 0.981 on the sig.-value, if it refers to the provisions of sig. ≥ 0.05 then H_0 is accepted, it means that Consumer Culture has no significant effect on Purchase Intention. Magnum Filter consumer culture is not a consideration for them in buying "Maung" Magnum Filter Limited Edition products. Previously, it was explained that the Magnum Filter consumer culture influences the way consumers view products as valuable products. In the results of this study, consumer culture only has an influence on Perceived Product Value.

4.1.8 The Influence of Product Perceived Value on Purchase Intention

Hypothesis 5 results show the significance value of Perceived Product Value on Purchase Intention <0.001 which means less than 0.05, this indicates that H_a is accepted and Perceived Product Value has a significant effect on Purchase Intention. The effect of the perceived value of the product on buying interest can be explained by the standardization coefficient of 0.499 or 49.9% and the rest is explained by other variables. It is intended that the "Maung" edition of the Perceived Product Value Magnum Filter can influence the consumer's desire to buy the product. Positive Perception Product Value will influence consumers to buy the product, and vice versa, if the perceived product value is not good, it will lead consumers not to buy the product.

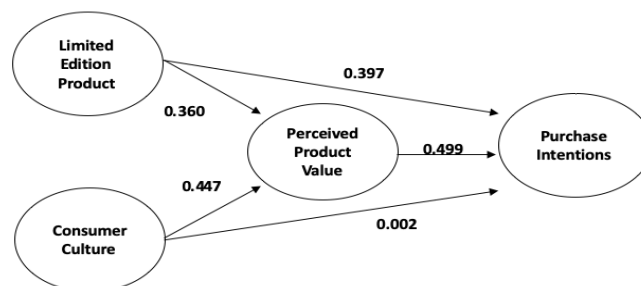





Figure 3 Influence of Variables in Research with Beta Coefficient (Standardized Coefficient)

4.2 Semiotics Analysis

The additional method used is a qualitative method with semiotic analysis of the tiger image or "maung" in three types of packages from the limited edition Magnum Filter based on Peirce's theory of semiotic triangles related to icons, indices and symbols. According to Pierce, a sign consists of an icon, an index, and a symbol.

Table 6 Semiotic Analysis Results

No	Packaging Picture	Icon	Index	Symbol
1.		The first type of tiger shows a grinning mouth showing its sharp fangs and exposing its claws	The tiger is associated with the human nature that is powerful, strong, rich, meritorious, and brave (Rahardian, 2018)	The tiger in first type shows claws and fangs that represent power, strength, and courage. Thus, the image shows a figure who represents powerful, strong, and brave.
2.		The second type of tiger shows its calmness with the dominant white color on its face.	The tiger is associated with the human nature that is powerful, strong, rich, meritorious, and brave (Rahardian, 2018)	According to (Nugrowati; Dwi., Barakbah, 2014), the dominance of white color shows a noble purity of heart. The white color also gives the impression of freedom and openness (Zharandont, 2015), so the image shows a figure who represents courage, calm, freedom, full of heart and nobility.
3.		The third type of tiger shows its calmness with the dominant black color on its face which blends with the background.	The tiger is associated with the human nature that is powerful, strong, rich, meritorious, and brave (Rahardian, 2018)	According to (Nugrowati; Dwi., Barakbah, 2014), the dominance of black color shows loyalty and courage. The black color also gives off a dreaded and elegant impression (Zharandont, 2015), so the image shows a figure who represents courage, calm, scary, and loyalty.

The result from the semiotic analysis is that there are three characters and meanings implied in the three tiger pictures in each limited edition Magnum Filter package. The pattern of three or *Tritangtu* from the Sundanese language is also one of the points that can be associated with philosophy and culture that has been used for generations using *Tritangtu* as a way of life.

V. CONCLUSION

Referring to the Gobé (2002), in the twenty-first century design was not determined by designers but by culture. The steps taken by Sampoerna were right by releasing the LEP Magnum Filter with the picture "maung" or tiger as an iconic symbol of West Java because it has historical and emotional value in the cultural heritage of West Java, besides that the Sundanese have an awareness of the same interests. The spirit of togetherness also supports the emotional consistency of the kretek heritage which has been regarded as a cultural icon of Indonesian culture.

The purpose of this study is to determine the analysis of the limited edition Magnum Filter product "Maung" after being released by the company PT. Sampoerna for 4 weeks on 1 July 2019. The results of this study indicate that Gobe's (2002) statement about culture is closely related to the value that consumers perceive

about products. Supporting Lin's (2007) statement, this study also proves that in order to increase product value, it is important to associate products with consumer culture. But interestingly, the results of this study also show that culture itself has no influence on consumer purchase intentions.

Therefore, consumers must first feel the perceived value of the product in purchasing a Limited Edition Product from Magnum Filter. Realizing the importance of product value that consumers must feel, companies must have a focus on adapting consumer culture to limited edition products so that consumers perceived these products are valuable.

Based on the semiotic analysis further analyzed by Gobe's Emotional Branding on the three types of Magnum Filter limited edition packages, there are several implementations for PT. HM Sampoerna Tbk if the company will re-release a limited edition Magnum Filter in the future which involves cultural elements, including:

1. The three different characters in the tiger image on the limited edition Magnum Filter packaging can represent a pluralistic society who has different characteristics. The strength and courage shown by the first type of gambar by the image showing fangs and claws; then strength, acting calm and having a clean heart which is indicated by the second type; the third type shows a strong, calm yet terrifying impression and reflects loyalty. Not only those with a brave character, or just a scary character, these three images can reach many characteristics of society, so that many individual characters can have a relationship and emotional connection with the brand.

2. Tritangtu which is one of the philosophies passed down from generation to generation of the Sundanese people which was researched by Jakob Sumardjo (2014). Tritangtu has connections with all three characters represented by the three types of limited edition Magnum Filter images. With the proverbs determination, said, lampah (determination, speech, action); silihasih, silihasah, silihasuh (love each other, teach each other, nurture each other) shows that the Sundanese cultural philosophy from generation to generation is a triple pattern or Tritangtu, this shows cultural fit and is recommended for future limited edition releases with three packaging designs different.

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