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The Influence of Repositioning Strategies on Purchase Intention Through Brand Personality and Brand Association

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Abstract. This study aims to determine how much influence of the repositioning strategy to purchase intention through brand personality and brand association of Oppo smartphone products. The policy from Oppo smartphone producer in order to change their products positioning become more specific as a camera oriented smartphone considered to be able to increase purchase intention in a few years back. Brand personality and brand association become factors that is considered capable of mediating between implementation of repositioning strategy with the increase of purchase intention Oppo smartphone products. This research method is using path analysis to test the direct influence and indirect influence of implementation repositioning strategy to purchase intention with a quantitative approach. Sources of data in this study are primary data obtained by distributing questionnaires online to the Facebook group “OPPO Indonesia Community” consist of 92.640 members.

From the research conducted, result obtained that there is direct influence of repositioning strategy to purchase intention. Repositioning strategy also have a significant effect to both brand personality and brand association. However, repositioning strategy do not have indirect influence to purchase intention well through brand personality as well brand association.

Keywords: Repositioning Strategy, Product Positioning, Purchase Intention, Brand Personality, Brand Association, Oppo Smartphone.

1. INTRODUCTION

Modern community needs for communication devices such as cellular telephones (cellphones) or in their current development are already present in the form of smartphones (smartphones) which are always increasing every year, especially for certain types of mobile phones or smartphones. Smartphones themselves are the result of the development of conventional cellphones that we know in general, this can be seen from the significant increase in functionality where mobile phones today are not only used to call or send short messages but have more intelligent functions and features. the needs of modern society now. For example, today's smartphones will generally be equipped with additional functions such as cameras, audio, and video players, e-mail, web browsing, instant messaging, data storage media, and many advanced features that are equipped on a smartphone that distinguishes it from conventional cellphones.

The level of business competition that exists in the field of smartphone manufacturers occurs very tightly, many things are done by producers to be able to attract consumers. The manufacturers offer sophistication in terms of features, charming designs, at very affordable prices. Consumers are given the convenience of choosing products that suit their desires and in accordance with the budget they have. This innovation is what smartphone developers always think that can make them survive in the tight competition.

In Indonesia, smartphone active users are estimated to reach more than 100 million users. This data was conveyed in a report prepared by Millward (2014), he said that in 2018 Indonesia will become the fourth largest country as a country with the largest population of smartphone users in the world under China, India and the United States.

Seeing an open opportunity in the market for communication devices, especially smartphones, is the background for Oppo Electronic Corp, Ltd. to enliven the smartphone market in the world. Oppo Electronic Corp, Ltd. was first established in 2004 which is engaged in electronics and is based in Dongguan,

Guangdong, China. Before meddling in the smartphone market, Oppo first produced electronic equipment such as Portable Media Player, LCD TV, DVD, MP3 Player, Disc Player, and eBook. Until finally in 2008 Oppo began to be interested in innovating by producing smartphones.

Oppo's success in launching its products in the first quarter of 2016 in Indonesia by launching the Oppo F1 product and managed to score a growth rate of 187% greater than the previous year. This is inseparable from the success of the repositioning strategy that they apply to updates on their brand side. The strategy is to change their positioning which previously led to the innovation of smartphones with the tagline "Oppo Smartphone" being more focused on developing the camera side of the cell phone itself and changing the tagline to "Oppo Camera Phone".

Oppo is not unreasonable to change the tagline, but they want to prove the company's seriousness in working on the camera phone market. The change is based on the results of their survey to consumers, where the results of the survey stated that consumers were very satisfied with the camera results taken from Oppo smartphone. Oppo products themselves have actually received several international awards for the quality of their cameras. This is the basis that strengthens the formation of Oppo's repositioning strategy which focuses on working on superior smartphones in terms of cameras.

In its application, is it true that Oppo's repositioning strategy has a direct impact on purchase intention? Here the author will take two dimensions of the brand image to be used as a variable that is likely to be affected directly from the implementation of Oppo's repositioning strategy. The two variables that the writer will study are brand personality and brand association.

The identification of problems that can be found, among others, are as follows:

1. How significant is the effect of implementing repositioning strategies on the brand personality of Oppo smartphone products?
2. How significant is the influence of the implementation of the repositioning strategy on the brand association of Oppo smartphone products?
3. Can brand personality significantly mediate the implementation of repositioning strategies for Oppo smartphone product purchase intention?
4. Can brand association significantly mediate the implementation of the repositioning strategy for Oppo smartphone product purchase intentions?
5. How significant is the influence of the implementation of direct repositioning strategies on Oppo smartphone product purchase intention?

The purpose of this study was to assess the correlation of data and information from potential consumers of Oppo smartphone products in relation to the effect of implementing repositioning strategies in their roles as purchase intention supporting factors through brand personality and brand association.

The purpose of the study specifically is to get answers to the problems identified above, namely :

1. To find out and assess how significant the effect of applying the repositioning strategy is on the brand personality.
2. To find out and assess how significant the influence of the implementation of the brand association repositioning strategy.
3. To find out and assess how significant the influence of brand personality can mediate the implementation of repositioning strategies for purchase intention.
4. To find out and assess how significant the influence of the association can mediate the implementation of repositioning strategies for purchase intention.
5. To find out and assess how significant the direct effect of the implementation of the repositioning strategy is to purchase intention.

LITERATURE REVIEW

According to Kotler and Keller (2012) said that purchase interest (purchase intention) is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even in wanting a product. The purchase intention indicator according to Ferdinand (2002) is transactional interest, referential interest, preferential interest, and explorative interest.

Brand personality is a specific mix of differences in human nature that we can attribute to a particular brand (Kotler and Keller, 2012). According to Aaker (2005) brand personality has 5 dimensions, namely sincerity, excitement, competence, sophistication, ruggedness.

Aaker (2005) defines "brand association is liked in memory to a brand." Which means the brand association is anything that is related to a brand that is embedded in the mind or mind of consumers. Aaker (2005) also

mentions the indicator of brand association is to remember brand characteristics, given the brand features and easy to imagine brands.

According to Lamb, Hair, McDaniel (2001) repositioning is changing consumers' perception of brand relationships into the brand competition. Sometimes companies reposition to support demand growth when the market is weakening or to correct positioning errors.

RESEARCH METHODOLOGY

The research methodology used in this study is a descriptive method and quantitative method.

Data sources used in this study are primary data and secondary data. Primary data of this study include data on the characteristics of respondents and perceptions of interested respondents as well as secondary OPPO. Data smartphone users in this study in the form of literature study, previous research, and literature relating to repositioning strategies, brand personality, brand association, and purchase intention.

Data collection methods conducted in this study are (1) Observation, (2) Interview, (3) Documentation.

In connection with this research, the author makes a research method using path analysis, which is a statistical analysis technique developed from multiple regression analysis using endogenous and exogenous variables. In the management of data and questionnaires, an analytical tool is used, namely SPSS Statistics 23 in looking for responses of respondents regarding the strategy of repositioning, brand personality, brand association, and purchase intention.

RESULTS AND DISCUSSION

Based on the results and processing of the questionnaire data using the SPSS program that has been done, the discussion of the research hypothesis is that states:

A. Effect of Repositioning Strategies on Brand Personality

The results of the significance test for the partial parameter t show the t value of 13,072 with a significant probability of 0,000. Because the probability value is smaller than 0.05, it can be said that the variable repositioning strategy directly has a significant effect. This means that the repositioning strategy variable influences brand personality variables.

B. Effects of the Repositioning Strategy on the Brand Association

The results of the significance test for the partial parameter t show a value of 12,806 with a significant probability of 0,000. Because the probability value is smaller than 0.05, it can be said that the variable repositioning strategy directly has a significant effect. This means that the repositioning strategy variable influences the variable brand association.

C. Effect of Repositioning Strategies on Purchase Intention through Brand Personality

The results of the test for the significance of the partial parameters t show that the brand personality variable is not significant. This can be seen from the value of the probability of significance for the brand personality variable of 0.115. Because the probability value is greater than 0.05, it can be said that personality variables directly do not have a significant effect. This means that brand association has a significant direct effect on purchase intention variables. Repositioning strategies also do not have an indirect effect on purchase intention through brand personality.

D. Effect of the Repositioning Strategy on Purchase Intention through Association

The results of the significance test for the partial parameters t show a significant brand association variable. This can be seen from the significance probability value for the brand association variable of 0,000. Because the probability value is smaller than 0.05, it can be said that the brand association variable directly has a significant effect. This means that brand association has a significant direct effect on purchase intention variables and also this means that brand association does not mediate the relationship of repositioning strategies and purchase intention.

E. Effect of Repositioning Strategies on Purchase Intention

The results of the test of the significance of the partial parameters t show that the repositioning strategy is not significant. This can be seen from the value of significance probability for the repositioning strategy variable of 0.469. Because the probability value is greater than 0.05, it can be said that the strategic variable of direct positioning does not have a significant effect. This means that the repositioning strategy does not significantly influence the purchase intention variable directly.

CONCLUSION

This study examines the effect of repositioning strategies on purchase intention through the brand personality and brand association of Oppo smartphone products. The conclusions from the results of this study are as follows:

1. Repositioning strategies directly influence brand personality. This study found that repositioning strategies have a positive and significant effect on brand personality. The higher the level of influence of the repositioning strategy, the more brand personality levels are formed.
2. Repositioning strategies directly influence brand association. This study found that repositioning strategies have a positive and significant effect on brand association. The higher the level of influence of the repositioning strategy, the more the level of brand association is formed.
3. The repositioning strategy does not have an indirect effect on purchase intention through brand personality. This study shows that repositioning strategies affect brand personality, but brand personality does not affect purchase intention. This means that brand personality does not mediate the relationship between repositioning strategies and purchase intention.
4. The repositioning strategy does not have an indirect influence on purchase intention through brand association. This study shows that repositioning strategies affect brand personality, however, the brand association does not affect purchase intention. This means that brand association does not mediate the relationship of repositioning strategies and purchase intention.
5. Repositioning strategies directly affect purchase intention. This study found that repositioning strategies had a positive but not significant effect on purchase intention. The higher the level of influence of the repositioning strategy, the higher the level of purchase intention.

SUGGESTION

Based on the results of research on the effect of repositioning strategies on purchase intention through the brand personality and brand association of Oppo smartphone products, the authors provide the following suggestions:

1. In the repositioning strategy variable the factor that needs to be maintained by the Oppo smartphone manufacturer is that the Oppo smartphone is a well-known brand, has a sophisticated camera, the camera produces good photos and videos, is convenient for taking photos and videos, the camera functions are easy to use and generally, users, Oppo smartphones want to have a good camera smartphone with the respondent's answer category very well. While the thing that needs to be improved by the Oppo smartphone manufacturer is an attractive design, very affordable prices, competitive prices with other brands, prices according to the benefits provided, identical to smartphones the best camera, offers better camera performance than other brands, gives the impression of a product of good quality, and users who are generally teenagers because all of these factors are included in the respondent's category of good answers.
2. On brand personality variables the factor that needs to be maintained by the Oppo smartphone manufacturer is that the Oppo smartphone is considered capable of providing good camera results and is considered capable of beautifying the images produced by the camera with the respondent's excellent answer category. While the things that need to be improved are the Oppo smartphone is a brand of smartphone that is quality, unique and different from other smartphones, a brand that is easy to remember because of its camera, users that reflect a unique and pleasant personality and will always look fashionable and youthful too. to date with technology, considered capable of meeting the needs of its users for photography. In addition, the images are clearer, prettier / more beautiful than similar smartphone cameras, the camera produces good images even in places with less light, objects that are photographed move quickly and take pictures from a considerable distance with the object with the respondent's good answer category.
3. In the brand variable association the factors that need to be maintained by the Oppo smartphone manufacturer is that when they hear the Oppo brand that first comes across is a smartphone that is superior in terms of the camera, its camera capabilities are unquestioned, many modes of choice help improve the camera results and the "camera phone" tagline "And" selfie experts "match the products offered by the respondent's answer category very well. While the things that need to be improved are the Oppo smartphone when listening to the imagined Oppo brand is a premium quality brand and has many superior specifications, features easy to use, easy to remember because of the best camera brands, and top of mind as the best camera smartphone with the answer category good respondent.

4. In the Purchase Intention variable, the factor that needs to be improved by the Oppo smartphone manufacturer is buying interest because the camera features offered, consumers will buy even though the price is slightly more expensive, consumers will recommend products to others, consumers will not hesitate to share the products they know to others, consumers prefer to buy Oppo products compared to other brands, consumers choose Oppo products as the best camera smartphone compared to other brands, consumers are looking for information and promotion of the latest Oppo products, and consumers are incorporated in certain groups/communities that discuss product development from the Oppo smartphone with the respondent's answer category good.

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