



The Impact of Competitive Prices, Brand Image, and Self Image-Congruence on Online Purchase Intention of Rejuve Cold-Pressed Juice (Study During the Pandemic Period in Jakarta)

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ABSTRACT

This study aims to growing interest among marketers to improving an online purchase intention by using competitive prices, brand-image, and self-image congruence variables. The convenience sample data were collected from an unknown population of Jakarta citizen who consumed Rejuve Cold-Pressed Juice Products. Data were analyzed using AMOS SEM Software. The findings demonstrate the significant impacts of competitive prices on online purchase intention. The research findings resulted in a complete significant brand image to self-image congruence. And self-image congruence shows a positively impact to online purchase intention. This study is evidence for the application of Self-Congruity Theory. The possibility of enhancing a competitive price, brand image, and self-image congruence would be a strategic process for achieving any level of online purchase intention towards creating and sustaining number of sales during pandemic covid-19. The originality of this study is the concept of how competitive prices, brand image, and self-image congruence on online platform will ultimately enhance consumer online purchase intentions. And also, in research conclusions provide managerial implications for marketing practitioners

Keywords: *Competitive Prices, Brand Image, Self-Image Congruence, Self-Congruity Theory.*

INTRODUCTION

The Covid-19 pandemic has not only impacted the business world, but has also changed customer behavior around the world. The pandemic has changed people's habits in responding to personal and family health, all outside activities, and even making transactions. According to the report 'Big Data Review 2020 on the Impact of Covid-19' by the Central Statistics Agency (BPS), online sales in Indonesia in February-July 2020 increased sharply compared to sales in January 2020. Online sales in Indonesia jumped 320% in March 2020 and 480% in April 2020, the highest sales value was in part of food and drinks sector. Healthy food and drinks are currently one of the most desirable needs due to changes in consumer habits that to adapt to the Covid-19 pandemic. Based on research conducted from several sources of fruit consumers in Indonesia, the value is very low. The low level of consumption fruits in Indonesia because of the Indonesian people culture that does not consider consuming fruit as a daily food supply. In addition, because the economic factor, makes many people prefer to consume foods rich in carbohydrates.

In the terms of conditions and situations, various healthy beverage industries appear, such as cold pressed-juice, which is offered in the market to help people maintain their immune system from the Covid-19 virus. One of survey has mentioned the difficulties in implementing healthy lifestyle is because people is only had a limited time to prepare healthy food and beverages. So, Consuming Rejuve is one of the best solution in this situation. Rejuve Cold-Pressed Juice has a premium price when compared to other similar juice drinks or even drinks that not using cold-pressed techniques.

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The higher price that offered by Rejuve makes consumer had a high expectation with the products. The premium price given by Rejuve makes consumers considerate to consume this product. In the research, Due to the inappropriate price factor in purchasing the product, it causes consumer dissatisfaction in buying the product, As a result decreasing in sales number. Even though customer satisfaction is the most important thing for a company and every company must realize that consumers want to buy a product starting with a reasonable price. Where consumers can feel that the sacrifices in the form of costs that must be in accordance with the benefits and quality that they will get.

In addition, prices and brand image are the factor that can support increasing number of product sales. For a company, the brand who has a good image will give competitive profit, and profit for the company to be able minimize cost on advertising. And also makes in a stronger position when negotiate with distributors and customers. Then, the company can provide a higher price compared to its competitors when the product had a good brand image and certainly the company is easier to expanding their brand.

Apart from competitive prices and brand image that can be considered as buying intention, the self-image congruence is also one of the factors that can influence the purchase intention of a product. Self-image is an image, reflection, and view that about themselves. A consumer will show their feelings to a brand when brand personality in accordance with their self-image. The self-congruence model suggests that consumers will use products that have appropriate attributes or can support their self-concept. The theory of suitability of product image with the concept of identity (Congruity Theory) states that the more appropriate the image of a product or brand, the more consumers will choose the product.

LITERATURE REVIEW AND MODEL DEVELOPMENT

Competitive Price and Online Purchase Intention

In buying a product, consumers not only prioritize the quality of the item, but the appropriated price that offered will become a factor to consider. Price is a nominal amount that is exchanged for services or products purchased by consumers. To be able to compete in the market, a company must set a competitive price. Where the price offered can be considered feasible for what benefits consumers will get. The company must make the product that offers can be fulfill their expectations at an affordable price and when it competes with other competitors. With the competitive prices, this could affect the outlook from potential customer, because they suppose that the products offered has more value and it affects in purchase intention. In addition, also several studies have succeeded in showing that price has a positive and significant effect on consumer purchase intention, (Annafik, 2012).

Purchase intention refers to a consumer's subjective assessment that reflects a comprehensive evaluation of buying a product or service. Purchase intention is also a consumer's self-instruction to make a purchase for a product, plan, take relevant actions such as proposing, recommending, selecting and finally making a decision to make a purchase. Purchase intention is a form of consumer behavior towards interest in buying the desired product. Purchase intention is a desire that encourages buyers to buy products that have been offered. Thus, the aspects of purchase intention according to them are as follows: consumers are willing to buy products, consumers have a desire to buy in the future, and consumers decide to buy again.

Based on several journal, it was found that Favorable price perceptions have a direct and positive effect on customer intention to return by (Jiang & Rosenbloom, 2005); (Kim & Lee, 2020) shows Price promotion will have a positive effect on contact and cross-channel purchase intentions; (Kuo & Nakhata, 2016) revealed Consumers' online purchasing intention for products with low consumer ratings is greater when a large (vs small) discount is offered. In short, it shows that competitive prices effect on online purchase intention.

H1. The more competitive price, the higher an online purchase intention.

Brand Image and Self-image Congruence

Brand image is the consumer's assessment of the brand in a market. This can appear because based on personal experience or hearing its reputation from other people or the media. A good brand image is when a company can provide good service, a well-known brand, and a good brand reputation. Products with well-known brands will be easier to get consumers' attention when consumers consider buying a product compared to other similar products. Arslan & Altuna (2010) in (Tariq et al., 2013) define brand image as positive or negative feelings about a brand when the brand appears in the mind of consumers suddenly or when consumers recall the memory of the brand.

Image is one of the characteristics of a person who is shown in determining something they wants. A person will choose the goods or services that have compatibility with his image. Self-image congruity allows consumers to express themselves according to the brand that will be bought or used. Consumers prefer to choose brands with personalities that match themselves. Consumers also usually make purchases by associating their self-image with the goods or services they are going to buy. Self-image is a part of self-concept, which is about self-identity. Therefore, the goods owned by consumers are a form of identity they have, the goods owned by a person reflect how the person's value is. It will shows affect the emergence of individual intentions in buying. (Amiri Aghdaie & Khatami, 2014) revealed that consumers buy products and brands that they believe in to process symbolic images that are similar or complement their self-image, which will eventually achieve self-conformity.

In several journals, it shows that consumers find a greater match between product image and self-image which will further encourage consumers to evaluate the functional suitability of a product in a positive direction. (Amiri Aghdaie & Khatami, 2014) shows that consumers buy and consume goods if they see a unity of their self-image and brand image. Another study showed that apparel brand is greater when the brand is congruent with their ideal or ideal social self-concept (Rhee & Johnson, 2012)

H2. The better brand image of a product, the higher value on self-image congruity.

Self-image Congruence and Online Purchase Intention

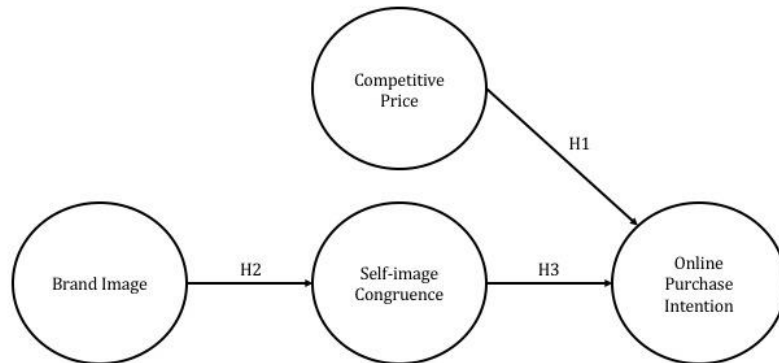
Self-image is part of a person's personality. Self-image or self-perception can motivate a person in deciding to purchase a particular product or service. Self-image describes whether a product has the same image or match with our personality or not. The aspects of the images themselves may include: Similar with who I'm, similar with how others see me, similar with how others believe who I'm, and Similar with how I see myself. Consumer self-image includes evaluation and definition of self which can be reflected in many ways including the purchase of certain products or services. Based on the data, one of the reason consumers buy a product is because they feel the product can enhance their self-image. Research reveals that women are more visible than men how they look and what things they have describes their personality. a unique self-image is owned by each individual, this distinctive self-image is the result of the development of the individual's background and experience (Widjiono & Japariato, 2014) Self-image congruence shows the degree to which consumers see themselves as individuals who are in accordance with the purpose of the product being produced by (Hanggara et al., 2015); (Zafar & Rafique, 2012) convey that consumer purchase intention is the desire and tendency of buying products because there is a possibility that consumers will buy these products in the future. Purchase intention is also a consumer's self-instruction to make a purchase for a product, plan, take relevant actions such as proposing, recommending, selecting and finally making a decision to make a purchase. So, this reveals that self-image congruence can affect the purchase intention. The influence of self-image has a significant positive result.

In addition, some journals show some result between those variables. Such as, the actual self of a luxury fashion brand mentioned on Facebook will have a positive effect on purchase intention for the brand (Wallace et al., 2020) shows Predictive ability of actual and ideal congruity in relation to repurchase intentions. In short, it showed that self-image congruence effect on online purchase intention.

H3. The better Self-image congruity, the higher on online purchase intention.

On the basis of our extant literature review and all developed hypotheses, Figure 1 shows a proposed conceptual model:

Figure 1. Conceptual model



Source: Authors' own research.

RESEARCH METHOD

Sample and Respondent

The data were collected from an unknown population of Jakarta citizen who consumed healthy drink or Rejuve product. Convenience sampling was conducted to target potential respondents. Our research covering 125 respondents. In the data-processing stage, 5 respondents are not in accordance with the provisions. Our final usable data units for further analysis came from the remaining 120 respondents. Here are some of the general descriptions of respondents:

Table 1. Respondents Based on Transaction Types before the pandemic

No.	Types of Transactions Before the Pandemic	Frequency	Percentage
1	Offline Store	106	88.3%
2	Gofood/Grabfood	14	11.7%
3	Website	0	0%
4	Instagram	0	0%
Total		120	100%

Source: Authors' own research.

Table 2. Respondents Based on Transaction Types after the pandemic

No.	Types of Transactions After the Pandemic	Frequency	Percentage
1	Offline Store	17	14.17%
2	Gofood/Grabfood	87	72.5%
3	Website	15	12.5%
4	Instagram	1	0.83%
Total		120	100%

Source: Authors' own research.

From the table above, it shows that the type of transaction most used by respondents before the pandemic was offline store, which was 106 people or 88.3%. Due to the covid-19 virus, people need to reduce direct contact. Based on the data that has been obtained, the type of transaction after the pandemic is most used by respondents is through Gofood or Grabfood.

Table 3. Respondents Based on The Type of Promotion Most Interested In

No.	Promotion type	Frequency	Percentage
1	Bundling	22	18.3%
2	Discounts	43	35.83%
3	Free Shipping	23	19.17%
4	Buy 1 get 1 free	32	26.7%
Total		120	100%

Source: Authors' own research.

The highest percentage promotion type that chooses by customer is discount in 35.83%.

Measurement

To conduct this study, we adapted a measurement strategy from several scholars. First, Competitive prices are adapted from Kotler & Armstrong (2010) in (Smith & Clark, 1928) ; (Jiang & Rosenbloom, 2005) ; (Kim & Lee, 2020), Comprising five indicators: the price is according to the quality of the product, affordable prices, promotional incentives, discounts, and the price is according to the benefit of the product. Second, Brand image adapted from studies of (Amiri Aghdaie & Khatami, 2014); (Jamal & Goode, 2001); (Rhee & Johnson, 2012) to build the indicators of famous brand, trusted brands, good brand reputation, brand testimony, and Rejuve as brand pioneer of healthydrink. Third, Self-image congruence adapted from the studies (Wallace et al., 2020), With five indicators: Similar with who I am, Similar with how others see me, Similar with how others believe who I am, Similar with someone perspective, and Similar with how I see myself. Fourth, Online purchase intention adapted from studies of (Lafferty & Goldsmith, 2004) ; (Zarrad & Debabi, 2015), With 5 indicators: frequency of seeking information, the desire to buy in the future, the desire to buy immediately, Rejuve as first brand to choose, and consumer pleasure.

Table 4. Measurement: Loading factor, Validity, and Reliability

Variable	Indicator Code	Scales Item	References	Standard Loading	Construct Reliability Index (CRI)	Average Variance Extract (AVE)
Competitive Price	CP1	The price is according to the quality of the product.	Wicaksono (2016); Kotler & Armstrong (2010); Pingjun Jiang & Bert Rosenbloom (2005); Yunjeoung Kim & Yuri Lee (2020)	0.810	0.882	0.600
	CP2	Affordable prices.		0.770		
	CP3	Promotional incentives		0.707		
	CP4	Discounts		0.808		
	CP5	The price is according to the benefit of the product		0.774		
Brand Image	BI1	Famous brand	Lee et al. (2011); Aghdaie & Khatami (2014); Ahmad Jamal & Mark. M.H. Goode (2001);	0.738	0.866	0.566
	BI2	Trusted brands		0.731		
	BI3	Good brand reputation.		0.824		

	BI4	Brand testimony	Jongeun Rhee & Kim K.P. Johnson (2012)	0.785 0.674		
	BI5	Rejuve as brand pioneer of healthy drink				
Self-image Congruence	SIC1	Similar with who I am	Su and Reynolds (2017);	0.794		
	SIC2	Similar with how others see me	Lindquise & Sirgy (2009); Elaine Wallace,	0.794		
	SIC3	Similar with how others believe who I am	Isabel Buil, & sara catalan (2020)	0.705	0.867	0.566
	SIC4	Similar with someone perspective		0.697		
	SIC5	Similar with how I see myself		0.767		
Online Purchase Intention	OPI1	Frequency of seeking information	Fazekas et al. (2001); Lafferty & Goldsmith (2004); Zarrad & Debabi (2015)	0.780		
	OPI2	The desire to buy in the future		0.767		
	OPI3	The desire to buy immediately		0.718	0.863	0.558
	OPI4	Rejuve as first brand to choose		0.746		
	OPI5	Consumer pleasure		0.723		

The validity test is useful for assessing whether each indicator in the study measures the dimensions of the concept being tested. Validity can be assessed from the measurement model. Reliability test is used to assess the consistency of an indicator to define a variable. Reliability itself is a measure of the internal consistency of the indicators of a construct, this is important to indicate the extent to which an indicator can truly represent a variable. If the data from a study has a high level of reliability, this means that the specific indicators used are consistent with the measurement. In this reliability measurement, only 120 data that meet the requirements are used. It shows the data results: all items are valid because they have a loading factor value greater than 0.5, all variables are valid because they have an AVE value greater than 0.5, all variables are reliable because they have a CR value of more than 0.7. As the validity and reliability of all constructs match the minimum requirement, indicating good data for the model conclusion, we continued to the full structural equation modeling procedure for testing the proposed hypotheses.

Hypothesis Testing

A three-step analysis was conducted, first is to analyze the goodness-of-fit statistics for testing whether the sampled data confirm the model. The analysis evaluated statistical measures to reach a significant level of chi-square ≥ 0.05 ; The model is good because all the goodness of fit index criteria as a whole are included in the good fit category, especially the RMSEA value which is smaller than 0.08 so there is no need to improve the model. The goodness-of-fit test demonstrated good and acceptable criteria with a level of TLI = 0.988; CFI = 0.990; RMSEA = 0.025, GFI = 0,871 and AGFI = 0,837 are in marginal fit. as Table 5 shows, indicating all cut-off values are met.

Table 5. Model Testing

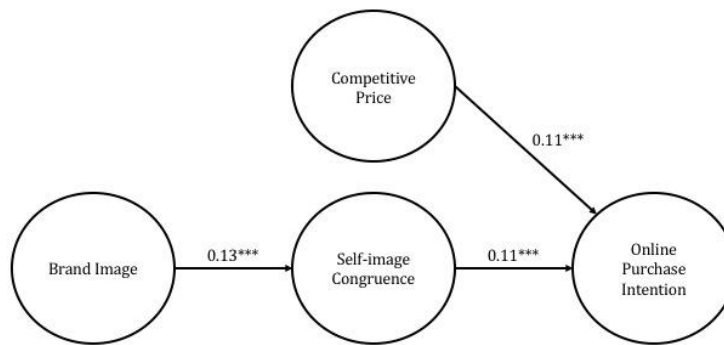
<i>Goodness of Fit Index</i>	<i>Cut off Value</i>	Result	Model Evaluation
<i>Chi – Square</i>	≤ 197,064	178,214	Good Fit
<i>Probability</i>	≥ 0,05	0,245	Good Fit
CMIN/DF	≤ 2,00	1,074	Good Fit
RMSEA	≤ 0,08	0,025	Good Fit
GFI	≥ 0,90	0,871	Marginal Fit
AGFI	≥ 0,90	0,837	Marginal Fit
TLI	≥ 0,95	0,988	Good Fit
CFI	≥ 0,95	0,990	Good Fit

Source: Authors’ own research.

Model Testing

The second step is testing the acceptance of our regression hypotheses.

Figure 2. The full structural model



Source: Authors’ own research

Table 6. Hypothesis testing

Hypotheses	Std. Estimate	Estimate	CR	P	Conclusion
H1. Competitive Price → Online Purchase Intention	.108	.289	2.678	.007	Accepted
H2. Brand Image → Self-image Congruence	.134	.727	5.413	***	Accepted
H3. Self-image Congruence → Online Purchase Intention	.109	.501	4.581	***	Accepted

Source: Authors’ own research

This study has three hypotheses that will be evaluated in hypothesis testing. The criteria used in this test are the C.R value which must be 1.95 and the significance value of = 0.05. As Table 6 shows, all hypotheses were accepted. From the data, it found; Competitive Price has a positive and significant effect on Online Purchase Intention because the CR value is 2.678 where this value is greater than 1.96 and the p value is 0.007 or smaller than 0.05; Brand Image has a positive and significant effect on Self-image Congruence because the CR value is 5.413 where this value is greater than 1.96 and the p value is much smaller than 0.05; Self-image Congruence has a positive and significant effect on Online Purchase Intention because the CR value is 4.581 where this value is greater than 1.96 and the p value is much smaller than 0.05.

DISCUSSION OF THE RESULT

This study revealed several significant findings explaining how competitive price, brand image, and self-image congruence are impact on online purchase intention. It has been found that competitive prices have a positive and significant effect on online purchase intention. It can be interpreted that the more competitive prices formed by the Rejuve company, the higher an online purchase intention for potential consumers. Consumers will assess the price of a product as competitive if the price set is appropriate with the quality of the product. The results of this study are consistent with the results of previous studies that competitive prices affect purchase intention to consumers. This also consistent with other research, such as; Favorable price perceptions have a direct and positive effect on customer intention to return. (Jiang & Rosenbloom, 2005) and Price promotion will have a positive effect on contact- and cross-channel purchase intentions. (Kim & Lee, 2020)

It also found that brand image has a significant positive effect on self-image congruence. This can be interpreted that the better the brand image that is formed, the higher value on self-image congruence. (Amiri Aghdaie & Khatami, 2014) that consumers buy products and brands that they believe in to process symbolic images that are similar or complement their self-image, which will eventually achieve self-conformity. In other words, consumers find a greater match between product image and self-image which will further encourage consumers to evaluate the functional suitability of a product in a positive direction. Sirgy's research in (Amiri Aghdaie & Khatami, 2014) shows that consumers buy and consume goods if they see a unity of their self-image and brand image. The results of this hypothesis test are also consistent with previous research. Namely, there is a strong positive relationship between self-image congruency with a brand and brand preference in the precious jewelry market. (Jamal & Goode, 2001) and Adolescents' liking for an apparel brand is greater when the brand is congruent with their ideal or ideal social self-concept rather than their actual self-concept. (Rhee & Johnson, 2012)

The last, it reveals a positive result between self-image congruence and purchase intention. It can be interpreted that the better the self-image congruence, the more the better the purchase intention of potential consumers. Image is one of the bases used by consumers to determine how well their personality fits a particular retail image by Lindquise & Sirgy (2009) in (Tariq et al., 2013) A person will choose goods or services that match his image. The suitability of self-image allows consumers to express themselves according to the brand to be purchased or used. And in accordance with previous research that examined the relationship between self-image congruence and purchase intention, namely, the actual self of a luxury fashion brand mentioned on Facebook will have a positive effect on purchase intention for the brand. (Wallace et al., 2020).

Conclusion

The current study aims to fill up the research gap on the inconsistent finding of the previous study of the competitive price, brand image, and self-image congruence for increasing an online purchase intention. Our research findings conclude the importance of those variables for enhancing an online purchase intention. According to (Annafik, 2012), price has a positive and significant effect on consumer purchase intention; (Amiri Aghdaie & Khatami, 2014) reveals that consumers buy products or brands that they believe in that images are similar or complement with their self-image, tested the effect of self-image on purchase intention and got a significant result. Therefore, it can also be concluded that to enhancing consumer online purchase intention, it is not enough to only increase competitive prices and brand image, companies also need to increase self-image congruence. Because some consumers feel that the product they are going to buy can improve their self-image and also feel that the product they choose describes their personality. In short, it will affect an online purchase intention from potential

consumers.

Theoretical Implication

The results in this study can strengthen the theory and provide support from previous research because the three hypotheses tested are proven to be consistent, as follows: First, Competitive prices have a positive effect on online purchase intentions, the findings from this study are consistent with previous studies which found a positive relationship between competitive prices and online purchase intention by (Kuo & Nakhata, 2016); (Kim & Lee, 2020) ; (Jiang & Rosenbloom, 2005). Second, Brand image has a positive effect on self-image congruence, the results of this study are in line with the results of previous studies that examined the relationship between brand image and self-image congruence (Jamal & Goode, 2001); (Rhee & Johnson, 2012). Third, Self-image congruence affects online purchase intention, this study is consistent with the results found previously between the relationship of self-image congruence to online purchase intention where a positive significant relationship was found (Wallace et al., 2020).

Managerial Implication

In competitive prices, Managers of Rejuve Cold-pressed juice may be able to conduct a survey and re-analysis regarding the prices offered in the market. Although Rejuve customers don't really consider it because of the quality they get, the price offered is still in a relatively high price category. In addition, Manager is already quite good at fulfilling the promotional promises given, although the number of promotions is still far from competitors who are more aggressive. And also, Manager is already good at using the discount method, but the manager can provide other forms such as discounts such as cashback and vouchers in order to generate interest from potential customers.

In brand image, Manager of Rejuve cold-pressed juice is quite reliable. Because the product is paid for by consumers related to the promises that offered in the beginning. And manager of Rejuve cold-pressed juice has succeeded in establishing a brand image as a pioneer of healthy drink. To maintain this image, the manager must always add new values, types, or variants so that they are not left behind by other competitors.

In Self-image Congruence, consuming certain products can give them social approval. This is in accordance with the data obtained. a manager may be able to create a group or community for customer loyalty to make customers more interested to joining a group member. For example, cycling sport event that held by the Rejuve company as a form of how others see us. This will make Rejuve customers have self-image congruence to Rejuve products. And Someone who has a compatibility or mutual trust will make it easier for them to be accepted. Similarly, having the same background or hobby to start a healthy life can foster the value of how others believe who I am, therefore as managers must think creatively and uniquely, not only thinking about selling products but also having to build a good and exciting community.

Research Limitation and Venue for Further Research

In the research process, there are shortcomings and limitations that are expected to be corrected in future research. The following are some of the limitations and shortcomings in this study: first, this study only contributes to research on Rejuve outlets in the Jakarta area, so it is less relevant if used for Rejuve outlets in other cities considering that the self- image congruence variable can vary according to the background of consumers in each city. Second, this research was conducted during a pandemic, the number of sales and other factors can have an effect due to changes in people's lifestyles.

Because there are shortcomings in this study, for future research there are several suggestions that can be considered: first, this study uses a sample that is domiciled in Jakarta only, where this can affect the final results of the study. Therefore, in future research, it can be considered to expand the sampling area to other regions or throughout Indonesia. Second, Developments and competition in the food & beverages industry always changing, so next researcher can be used this study for future research.

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