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The Effect Of Perceived Social Value On The Competitiveness Of Stanley Tumbler Products In Indonesia:The Mediating Role Of Brand Trust And Brand Reputation

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ABSTRACT

The development of lifestyle-oriented consumption and social values has driven significant changes in consumer behavior toward premium products. Stanley Tumbler has emerged as a symbol of social consumption that is perceived not only in terms of functional attributes but also through social value, brand trust, and brand reputation. This study aims to examine the effect of perceived social value on the competitiveness of Stanley Tumbler products in Indonesia, with brand trust and brand reputation serving as mediating variables. This study adopts a quantitative approach using a survey method conducted among consumers of Stanley Tumbler products in Indonesia. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). The results indicate that perceived social value has a positive and significant effect on brand trust and brand reputation. Furthermore, brand trust and brand reputation are found to have a positive and significant influence on product competitiveness. Mediation analysis reveals that brand trust and brand reputation significantly mediate the relationship between perceived social value and product competitiveness.These findings emphasize the importance of social value and brand perceptions as key sources of sustainable competitive advantage in the premium lifestyle product market.

INTRODUCTION

In recent years, consumer behavior has undergone a significant transformation, shifting from purely functional consumption toward lifestyle-oriented and value-based consumption. Consumers increasingly evaluate products not only based on their utilitarian benefits but also on the symbolic meanings, social recognition, and identity expression associated with product ownership. This shift has been accelerated by the growth of digital media and social platforms, where consumption practices are closely linked to self-presentation and social interaction (Keller, 2013).Premium lifestyle products have become an important category within this transformation, as they often serve as markers of social status and personal values. One such product is the Stanley Tumbler, which has gained substantial popularity in Indonesia. Initially positioned as a functional hydration product, Stanley Tumbler has evolved into a lifestyle symbol associated with modernity, environmental awareness, and premium quality. Ownership of the product is frequently displayed on social media, reinforcing its role as a source of perceived social value among consumers. This phenomenon suggests that purchasing decisions for Stanley Tumbler are driven not only by functional considerations but also by social and psychological factors.Perceived social value refers to consumers' perceptions of the social benefits obtained from using or owning a product, including social approval, status enhancement, and acceptance within social groups. In the context of lifestyle products, perceived social value plays a critical role in shaping consumer attitudes and preferences, as consumption becomes a means of expressing identity and belonging (Choedon & Lee, 2020). Products that carry strong social symbolism tend to generate higher consumer engagement and stronger brand attachment, which can ultimately enhance their competitiveness in the market.

Product competitiveness is a key concern for firms operating in highly competitive and saturated markets. Traditionally, competitiveness has been associated with price, quality, and functional differentiation. However, in the premium segment, competitiveness increasingly depends on intangible assets such as brand image, reputation, and consumer trust (Sharma & Mishra, 2023). Brands that successfully cultivate favorable perceptions in consumers' minds are more likely to sustain competitive advantages that are difficult for competitors to replicate. Within this context, brand trust and brand reputation emerge as crucial mediating mechanisms linking perceived social value to product competitiveness. Brand trust reflects consumers' confidence in a brand's ability to deliver consistent quality, reliability, and honesty. Trust reduces perceived risk and uncertainty, particularly for premium products that involve higher financial and psychological investment (Keller, 2013). When consumers perceive strong social value in a product, they are more likely to develop trust in the brand, as the product aligns with their social identity and expectations.Brand reputation, on the other hand, represents the collective perception of a brand's credibility and standing in the marketplace. A strong reputation is built over time through consistent performance, positive word-of-mouth, and effective brand communication. Reputation serves as a quality signal that influences consumer decision-making, especially in markets where symbolic and experiential attributes are highly valued (Puma-Flores & Rosa-Díaz, 2024). For premium lifestyle products such as Stanley Tumbler, brand reputation can significantly enhance perceived value and strengthen competitive positioning.

Although prior studies have examined the roles of social value, trust, and reputation in shaping consumer behavior, empirical research that integrates these constructs within a single framework to explain product competitiveness remains limited, particularly in the Indonesian market. Most existing studies focus either on brand equity outcomes or on purchase intention, without explicitly addressing competitiveness as a strategic outcome. Moreover, research on lifestyle products often emphasizes emotional attachment while underexploring the social value mechanism that precedes trust and reputation formation.This study seeks to address these gaps by examining the effect of perceived social value on the competitiveness of Stanley Tumbler products in Indonesia, with brand trust and brand reputation acting as mediating variables. By adopting a Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach, this research provides empirical evidence on how social value perceptions translate into competitive advantages through brand-related psychological mechanisms. The Indonesian context offers a relevant setting due to the rapid growth of lifestyle consumption and the increasing influence of social media on consumer behavior.Theoretically, this study contributes to the literature on consumer behavior and brand management by highlighting the strategic role of perceived social value in shaping brand trust, brand reputation, and product competitiveness. The findings extend existing theories of value-based consumption by demonstrating that social value functions not merely as an outcome of branding efforts but as an antecedent that drives trust and reputation formation. From a practical perspective, the results provide insights for firms operating in the premium lifestyle segment on how to leverage social value and brand perceptions to achieve sustainable competitive advantages. In summary, understanding the interplay between perceived social value, brand trust, brand reputation, and product competitiveness is essential for explaining consumer behavior in contemporary lifestyle markets. By focusing on Stanley Tumbler in Indonesia, this study offers a context-specific yet theoretically grounded explanation of how social value-driven consumption influences competitive outcomes in premium product markets.

LITERATURE REVIEW

Perceived social value

Perceived social value refers to the extent to which consumers believe that owning or using a product enhances their social self-concept, social status, and acceptance within relevant social groups. In the context of lifestyle and premium products, consumption is often motivated by symbolic meanings rather than purely functional benefits. Products that convey prestige, modernity, or social recognition tend to generate higher perceived social value, which influences consumer attitudes and behavioral outcomes (Choedon & Lee, 2020).

Social value is closely related to self-expressive consumption, where consumers use brands to communicate their identity to others. When a product becomes socially visible and widely recognized, its social value increases, reinforcing consumers' emotional attachment and perceived desirability. Prior studies suggest that perceived social value positively affects consumers' evaluations of brands, particularly in markets where social influence and peer recognition play a dominant role (Keller, 2013). In the case of premium lifestyle products such as Stanley Tumbler, perceived social value emerges from social media exposure, influencer endorsement, and peer usage. These social signals contribute to the perception that the product represents a desirable lifestyle, thereby strengthening its role as a social symbol. As a result, perceived social value is expected to play a pivotal role in shaping downstream brand-related perceptions.

Brand Trust

Brand trust is defined as consumers' willingness to rely on a brand's ability to deliver promised performance, reliability, and integrity. Trust functions as a psychological mechanism that reduces uncertainty and perceived risk, particularly in markets characterized by information asymmetry and high involvement purchases (Keller, 2013). In premium product categories, trust becomes especially important, as consumers associate higher expectations with price and symbolic value. The formation of brand trust is influenced by both experiential and perceptual factors. When consumers perceive strong social value in a product, they are more likely to believe that the brand is credible and dependable, as social approval often serves as a heuristic cue for quality and legitimacy. Empirical research indicates that products with strong social endorsement tend to generate higher levels of trust due to positive word-of-mouth and collective validation (Sharma & Mishra, 2023). In this study, brand trust is conceptualized as a mediating variable that translates perceived social value into competitive advantage. Consumers who trust a brand are more likely to repurchase, recommend the product to others, and remain loyal despite competitive pressures. Therefore, brand trust plays a strategic role in strengthening a product's position in the market.

Brand Reputation

Brand reputation represents the overall evaluation of a brand based on accumulated perceptions of its performance, credibility, and social responsibility. Unlike short-term brand image, reputation develops over time through consistent delivery of value and positive stakeholder experiences. A strong brand reputation functions as an intangible asset that enhances consumer confidence and reinforces competitive differentiation (Puma-Flores & Rosa-Díaz, 2024).

Perceived social value contributes significantly to the formation of brand reputation. Products that are widely recognized and socially admired tend to build reputational strength through repeated exposure and social reinforcement. In lifestyle markets, reputation is often shaped by visibility, social narratives, and consumer communities that collectively define the brand's standing. This social construction of reputation highlights the importance of perceived social value as an antecedent to reputational outcomes. For Stanley Tumbler, brand reputation is influenced not only by product quality but also by its association with environmentally conscious lifestyles and premium aesthetics. A positive reputation enhances consumer willingness to choose the brand over alternatives, even in the presence of functional substitutes. Consequently, brand reputation is expected to mediate the relationship between social value perceptions and product competitiveness.

Product Competitiveness

Product competitiveness refers to a product's ability to outperform competing alternatives in terms of consumer preference, market position, and perceived superiority. In contemporary markets, competitiveness extends beyond price and functionality to include emotional, symbolic, and relational dimensions (Sharma & Mishra, 2023). Products that successfully integrate functional excellence with strong brand perceptions are more likely to achieve sustainable competitive advantages. In the premium segment, competitiveness is largely driven by consumers' subjective evaluations rather than objective performance alone. Trust and reputation serve as critical determinants of competitiveness, as they influence consumer confidence and reduce switching behavior. Research suggests that brands with high trust and strong reputations enjoy greater resilience against competitive imitation and price-based competition (Keller, 2013).

This study positions product competitiveness as the ultimate outcome variable, influenced indirectly by perceived social value through brand trust and brand reputation. By examining these relationships within an integrated framework, the study highlights the strategic importance of social value in shaping competitive outcomes in premium lifestyle markets.

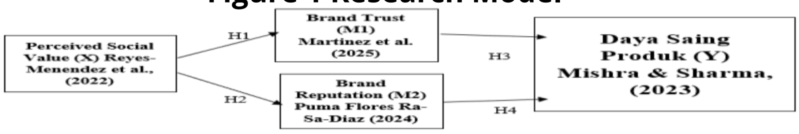
Conceptual Framework And Hypotheses

This study develops a conceptual framework based on value-based consumption theory and brand equity literature to explain how perceived social value contributes to product competitiveness in the premium lifestyle market. In contemporary consumer behavior, products are increasingly evaluated not only for their functional attributes but also for their symbolic and social meanings. These meanings shape consumers' psychological evaluations and ultimately determine a brand's competitive position.Perceived social value is defined as consumers' perceptions that using a product enhances social status, self-image, and acceptance within social groups. In the context of premium products such as Stanley Tumbler, social value functions as a key stimulus that influences consumers' trust in the brand and their overall assessment of brand reputation. Products that are socially admired and widely recognized tend to be perceived as more credible, reducing uncertainty and strengthening positive brand evaluations (Keller, 2013).

Brand trust reflects consumers' willingness to rely on a brand based on expectations of reliability and integrity, while brand reputation represents the collective evaluation of a brand formed through long-term market and social interactions. Both constructs serve as intangible strategic assets that translate social value perceptions into sustainable competitive advantage. Previous studies suggest that socially valued brands are more likely to gain trust and develop strong reputations, which in turn enhance their perceived competitiveness in the marketplace

(Choedon & Lee, 2020; Sharma & Mishra, 2023).Product competitiveness in this study refers to the perceived superiority of a product relative to competing alternatives, reflected in consumer preference and resistance to switching. The framework assumes that perceived social value does not directly generate competitiveness; rather, its influence is mediated through brand trust and brand reputation. This mediation-based approach provides a more comprehensive understanding of how social value perceptions are converted into competitive strength in premium lifestyle markets.Based on the proposed framework, the following hypotheses are formulated:

Figure 1 Research Model



H1: Perceived social value has a positive effect on brand trust.
H2: Perceived social value has a positive effect on brand reputation.
H3: Brand trust has a positive effect on product competitiveness.
H4: Brand reputation has a positive effect on product competitiveness.
H5: Brand trust mediates the relationship between perceived social value and product competitiveness.
H6: Brand reputation mediates the relationship between perceived social value and product competitiveness.

METHODS

This study employs a quantitative research approach with an explanatory design to examine the relationships between perceived social value, brand trust, brand reputation, and product competitiveness. The research focuses on consumers of Stanley Tumbler products in Indonesia, a premium lifestyle category where social and symbolic values play a significant role in shaping consumer perceptions.Data were collected through a survey method using a structured questionnaire. The questionnaire was distributed to respondents who had purchased and used Stanley Tumbler products. A purposive sampling technique was applied to ensure that all respondents met the predefined criteria relevant to the research objectives. A total of valid responses were used for data analysis, which met the minimum sample size requirements for Structural Equation Modeling.All research variables were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. Perceived social value was treated as the exogenous variable, brand trust and brand reputation as mediating variables, and product competitiveness as the endogenous variable. The measurement indicators were adapted from established scales in prior studies to ensure content validity and conceptual consistency.

Data analysis was conducted using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. This analytical method was selected due to its suitability for predictive research models and its ability to simultaneously assess the measurement model and structural model. The evaluation process included testing construct validity and reliability through outer model assessment, followed by hypothesis testing and mediation analysis through inner model evaluation (Hair et al., 2021).

RESULTS

Descriptive Analysis of Respondents

The analysis of respondent characteristics provides an overview of the demographic and behavioral profile of consumers who purchase Stanley Tumbler products in Indonesia. This information is essential to contextualize the interpretation of the structural model results, as demographic factors often shape how consumers perceive social value, trust brands, and evaluate product competitiveness. The majority of respondents were young adults aged between 20 and 30 years, representing the dominant consumer segment for premium lifestyle products. This age group is generally characterized by high social media exposure, strong peer influence, and a tendency to value symbolic and social meanings attached to products. In terms of gender distribution, female respondents slightly outnumbered male respondents, indicating that Stanley Tumbler products are particularly popular among female consumers who associate the product with lifestyle expression and social identity. Regarding educational background, most respondents held at least a bachelor's degree, suggesting a relatively well-educated consumer base. This characteristic is relevant because consumers with higher educational attainment tend to be more conscious of brand image, reputation, and symbolic value when evaluating premium products. In terms of occupation, respondents were predominantly private-sector employees and entrepreneurs, followed by students, reflecting a segment with sufficient purchasing power and lifestyle-oriented consumption patterns.

Table 1. Respondent Demographic Profile

Respondent Characteristics	n	%
Age (years)		
16	1	0.50
17	1	0.50
18	1	0.50
19	7	3.50
20	18	9.00
21	17	8.50
22	25	12.50
23	5	2.50
24	10	5.00
25	24	12.00
26	18	9.00
27	27	13.50
28	27	13.50
29	8	4.00
30	4	2.00
32	3	1.50
34	2	1.00
35	1	0.50
38	1	0.50
Total	**200**	**100.00**
Gender		
Male	62	31.00
Female	138	69.00
Total	**200**	**100.00**
Highest Education Level		
Junior High School or equivalent	3	1.50
Senior High School / Vocational School	77	38.50
Diploma (D1/D2/D3)	17	8.50

Respondent Characteristics	n	%
Bachelor’s Degree (S1)	101	50.50
Postgraduate Degree (S2/S3)	2	1.00
Total	**200**	**100.00**
Employment Status		
Student	77	38.50
Private Sector Employee	62	31.00
Civil Servant / Government Employee	32	16.00
Entrepreneur	28	14.00
Unemployed	1	0.50
Total	**200**	**100.00**
Total Expenditure on Stanley Tumblers		
Never purchased	1	0.50
Less than IDR 200,000	31	15.50
IDR 200,000 – IDR 400,000	103	51.50
IDR 400,000 – IDR 700,000	56	28.00
More than IDR 700,000	9	4.50
Total	**200**	**100.00**
Reason for Purchasing Stanley Tumbler		
Product Quality	94	47.00
Brand Image	64	32.00
Lifestyle	42	21.00
Total	**200**	**100.00**
Number of Stanley Tumblers Currently Owned		
1 unit	30	15.00
2–3 units	117	58.50
4–5 units	43	21.50
More than 5 units	10	5.00
Total	**200**	**100.00**
Number of Stanley Tumblers Purchased in the Past Year		
1 unit	88	44.00
2–3 units	94	47.00
4–5 units	17	8.50
More than 5 units	1	0.50
Total	**200**	**100.00**
Ownership of Other Tumbler Brands		
Yes, owns 1 other brand	48	24.00
Yes, owns 2–3 other brands	103	51.50
Yes, owns more than 3 other brands	35	17.50
No, does not own other brands	14	7.00
Total	**200**	**100.00**
Primary Usage Context of Tumbler		
At home	1	0.50
At school/university	59	29.50

Respondent Characteristics	n	%
At office/workplace	87	43.50
During travel or vacation	3	1.50
During commuting or long trips	11	5.50
Other outdoor activities (sports, community, social events)	39	19.50
Total	**200**	**100.00**

Source: Data Processed, 2023

Table 1 presents a detailed summary of respondent demographics, including age, gender, education level, and occupation. These characteristics indicate that the sample is appropriate for examining perceived social value and brand-related constructs in the context of a premium lifestyle product.

Measurement Model Evaluation (Outer Model)

The evaluation of the measurement model was conducted to assess the validity and reliability of the research instruments before testing the structural relationships. Convergent validity was examined using indicator loadings and Average Variance Extracted (AVE). The results show that all indicator loadings exceeded the recommended threshold of 0.70, indicating that each indicator adequately represents its corresponding latent construct.

In addition, the AVE values for perceived social value, brand trust, brand reputation, and product competitiveness were all above 0.50. This confirms that each construct explains more than half of the variance of its indicators, thereby meeting the criteria for convergent validity. These findings suggest that the measurement items used in this study are conceptually sound and empirically robust.Reliability was assessed using Composite Reliability and Cronbach's Alpha. The results indicate that all constructs achieved Composite Reliability values above 0.70, demonstrating internal consistency among indicators. Cronbach's Alpha values also exceeded the minimum acceptable level, further confirming the reliability of the measurement scales. Table 2 summarizes the results of the convergent validity and reliability tests.

Table 2. Cronbach's Alpha & Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Perceived Social Value (X)	0.929	0.929
Brand Trust (M1)	0.892	0.893
Brand Reputation (M2)	0.892	0.892
Daya Saing Produk (Y)	0.885	0.887

Source: SmartPLS output

Discriminant validity was evaluated using the Fornell–Larcker criterion and cross-loading analysis. The square root of AVE for each construct was greater than its correlations with other constructs, indicating adequate discriminant validity. This result confirms that each construct is empirically distinct and captures a unique aspect of consumer perception.

Structural Model Evaluation (Inner Model)

After confirming the adequacy of the measurement model, the structural model was evaluated to examine the hypothesized relationships among constructs. The assessment focused on the coefficient of determination (R-square), path coefficients, and predictive relevance.The R-square value for brand trust indicates that perceived social value explains a substantial proportion of variance in brand trust. Similarly, the R-square value for brand reputation demonstrates that perceived social value significantly contributes to the formation of brand reputation. The R-square value for product competitiveness shows that brand trust and brand reputation jointly explain a moderate to high proportion of variance in perceived competitiveness. These results suggest that the proposed model has satisfactory explanatory power.

Table 3. R-Square Values of Endogenous Constructs

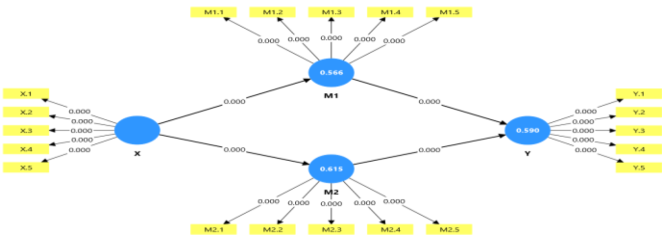
Variable	R-square	R-square adjusted
M1	0.566	0.564
M2	0.615	0.613
Y	0.590	0.586

Source: SmartPLS output

The predictive relevance of the model was further assessed using the Q-square value obtained through the blindfolding procedure. All Q-square values were greater than zero, indicating that the model has acceptable predictive relevance for the endogenous constructs.

Figure 2 illustrates the structural model results, including standardized path coefficients and R-square values for each endogenous variable.

Figure 2. Structural Model Results (SEM-PLS)



Hypothesis Testing Results

Hypothesis testing was conducted using the bootstrapping procedure with a significance level of 5 percent. The results show that perceived social value has a positive and significant effect on brand trust, as indicated by a t-statistic greater than 1.96 and a p-value below 0.05. This finding supports the first hypothesis, suggesting that higher perceived social value enhances consumers' trust in the brand.Perceived social value also exhibits a positive and significant effect on brand reputation, supporting the second hypothesis. This result indicates that products perceived as socially valuable tend to develop stronger reputational evaluations among consumers.

Furthermore, brand trust has a significant positive effect on product competitiveness, confirming the third hypothesis. This finding implies that consumers who trust the brand are more likely to perceive the product as superior to competing alternatives. Similarly, brand reputation shows a significant positive effect on product competitiveness, supporting the fourth hypothesis. A favorable reputation strengthens the perceived market position of the product.The detailed results of hypothesis testing, including path coefficients, t-statistics, and p-values, are presented in Table 4.

Table 4. Descriptive Hypothesis Testing Results

Hypothesis	Path	Original Sample	Sample Mean	T statistics	P values	Information
H1	X → M1	0.752	0.752	25.168	0.000	Accepted
H2	X → M2	0.785	0.784	27.407	0.000	Accepted
H3	M1 → Y	0.427	0.427	7.531	0.000	Accepted
H4	M2 → Y	0.436	0.437	7.545	0.000	Accepted

Source: SmartPLS output

Mediation Analysis

Mediation analysis was conducted using the bootstrapping procedure in SEM-PLS to examine the indirect effects among the constructs. The results of the mediation test are presented in Table 5.

Table 5. Descriptive Hypothesis Testing Results

Hypothesis	Path	Original Sample	Sample Mean	T statistics	P values	Information
H5	X → M1 → Y	0.321	0.321	7.158	0.000	Accepted
H6	X → M2 → Y	0.342	0.343	7.104	0.000	Accepted

Source: SmartPLS output

The findings indicate that brand trust significantly mediates the relationship between perceived social value and product competitiveness ($\beta = 0.321$; $t = 7.158$; $p < 0.001$). This result suggests that higher perceived social value strengthens consumers' trust in the brand, which in turn enhances product competitiveness in the market.

Similarly, brand reputation was also found to significantly mediate the relationship between perceived social value and product competitiveness ($\beta = 0.342$; $t = 7.104$; $p < 0.001$). This indicates that perceived social value contributes to building a favorable brand reputation, which subsequently reinforces the competitive position of the product.

Overall, both mediating variables demonstrate significant indirect effects, confirming that brand trust and brand reputation play important roles in transmitting the influence of perceived social value on product competitiveness. These results highlight the importance of psychological and reputational mechanisms in strengthening competitive advantage through social value perceptions.

DISCUSSION

This study provides empirical evidence on the role of perceived social value in shaping product competitiveness through the mediating mechanisms of brand trust and brand reputation in the context of premium lifestyle products, specifically Stanley Tumbler in Indonesia. The discussion elaborates the findings by integrating them with relevant theories and prior empirical studies, thereby strengthening the theoretical contribution of this research to the consumer behavior and branding literature.

The results indicate that perceived social value has a positive and significant effect on brand trust. This finding supports the notion that social value functions as a powerful symbolic cue that reduces uncertainty and enhances consumers' confidence in a brand. When consumers perceive that a product is socially admired, widely used, and associated with positive social recognition, they are more likely to believe that the brand is reliable and credible. This aligns with the signaling theory perspective, which suggests that socially visible attributes act as signals of quality and legitimacy, particularly in markets characterized by experiential and symbolic consumption (Keller, 2013). The finding is also consistent with previous studies that emphasize the importance of social value in building consumer trust toward premium and lifestyle-oriented brands (Choedon & Lee, 2020). In the context of Stanley Tumbler, the strong association between perceived social value and brand trust can be explained by the product's positioning as a lifestyle symbol rather than merely a functional beverage container. Ownership of the product often reflects environmentally conscious behavior, modern lifestyle orientation, and affiliation with certain social groups. These symbolic associations strengthen consumers' emotional attachment and trust, as the brand becomes embedded within their social identity. This result reinforces the argument that trust in premium products is not formed solely through functional performance but is significantly influenced by social and symbolic meanings attached to the brand.

Furthermore, the study finds that perceived social value positively and significantly influences brand reputation. Brand reputation is inherently social in nature, as it represents a collective evaluation formed through repeated social interactions, word-of-mouth communication, and public discourse over time. Products that carry strong social value tend to receive greater visibility and discussion within social networks, which contributes to the accumulation of a favorable reputation. This finding is consistent with the brand equity literature, which emphasizes that socially valued brands are more likely to develop strong reputational capital due to continuous reinforcement through consumer communities and social endorsement (Puma-Flores & Rosa-Díaz, 2024).

The empirical support for this relationship highlights the strategic role of perceived social value as an antecedent of reputational strength. In the case of Stanley Tumbler, its reputation as a premium, durable, and lifestyle-oriented product is closely linked to its social visibility and symbolic appeal. Consumers not only evaluate the brand based on personal experience but also rely on social narratives and shared perceptions when forming judgments about reputation. This underscores the importance of social value in reputation-building processes, particularly in markets where symbolic consumption dominates.

The findings also demonstrate that brand trust has a significant positive effect on product competitiveness. This result confirms that trust functions as a critical mechanism through which brands achieve and sustain competitive advantage. Consumers who trust a brand are more likely to perceive it as superior to alternatives, exhibit loyalty, and resist switching behavior, even when faced with competing offers. This finding supports prior research suggesting that trust reduces perceived risk and increases consumers' willingness to commit to a brand, thereby strengthening its competitive position (Sharma & Mishra, 2023).

In premium lifestyle markets, competitiveness is not solely determined by price or functional attributes but by consumers' willingness to maintain long-term relationships with brands they trust. For Stanley Tumbler, brand trust enhances competitiveness by fostering repeat purchases and strengthening consumers' preference despite the availability of lower-priced substitutes. This finding reinforces the argument that trust is a key intangible asset that enables brands to differentiate themselves and maintain market dominance.

Similarly, the results indicate that brand reputation has a positive and significant effect on product competitiveness. A favorable reputation serves as a strategic resource that enhances perceived product superiority and strengthens consumers' confidence in their purchase decisions. Brands with strong reputations are often perceived as more reliable, prestigious, and socially desirable, which enhances their ability to compete in saturated markets. This finding aligns with the resource-based view, which posits that intangible assets such as reputation contribute to sustainable competitive advantage by being valuable, rare, and difficult to imitate (Keller, 2013).

The role of brand reputation in shaping competitiveness is particularly salient in the context of premium lifestyle products, where consumers are highly sensitive to symbolic cues and social evaluations. For Stanley Tumbler, its established reputation amplifies its competitive strength by reinforcing consumers' perceptions of quality, authenticity, and lifestyle congruence. This finding highlights that reputation is not merely an outcome of past performance but an active driver of current and future competitive positioning.

The mediation analysis further reveals that brand trust and brand reputation partially mediate the relationship between perceived social value and product competitiveness. This finding provides important theoretical insight into the mechanism through which social value perceptions are transformed into competitive outcomes. Rather than exerting a direct influence alone, perceived social value operates through consumers' psychological evaluations of trust and reputation, which then enhance competitiveness. This supports the argument that social value is an indirect source of competitive advantage, functioning through brand-related cognitive and affective processes.The partial mediation effect suggests that while perceived social value directly contributes to competitiveness, its impact is substantially strengthened when accompanied by high levels of brand trust and reputation. This result is consistent with integrated branding models that emphasize the interplay between social value, trust, and reputation in shaping consumer preference and market performance. It also reinforces the importance of adopting a holistic branding strategy that simultaneously cultivates social value, trust, and reputational capital.From a theoretical perspective, this study extends value-based consumption theory by empirically demonstrating how social value influences competitiveness through brand-related mediators. While previous studies have largely examined the direct effects of social value on purchase intention or loyalty, this research provides a more nuanced explanation by incorporating trust and reputation as intervening variables. This contributes to the literature by clarifying the psychological pathways through which symbolic and social meanings are converted into tangible competitive outcomes.

Moreover, the findings support and enrich brand equity theory by highlighting perceived social value as a foundational antecedent of brand trust and brand reputation. The results suggest that brand equity in premium lifestyle markets is not solely driven by functional performance or marketing communications but is deeply rooted in social perceptions and shared meanings. This insight underscores the growing importance of social value in contemporary branding strategies.

Overall, the discussion demonstrates that perceived social value plays a central role in shaping consumers' trust and reputational evaluations, which in turn enhance product competitiveness. In the context of Stanley Tumbler, the findings illustrate how premium lifestyle brands can leverage social value to strengthen their competitive position through intangible brand assets. These results provide a strong theoretical foundation for understanding competitiveness in symbolic consumption markets and offer valuable insights for future research on social value, branding, and consumer behavior.

CONCLUSION

This study concludes that perceived social value plays a pivotal role in enhancing the competitiveness of Stanley Tumbler products in Indonesia through the mediating effects of brand trust and brand reputation. The findings demonstrate that competitive advantage in premium lifestyle markets is not solely determined by functional product attributes, but is strongly shaped by consumers' social perceptions and brand-related evaluations. Perceived social value acts as a strategic stimulus that strengthens consumers' trust in the brand and reinforces favorable reputational assessments, which ultimately translate into higher levels of product competitiveness.

The results further indicate that brand trust and brand reputation function as critical psychological mechanisms that convert social value perceptions into sustainable competitive outcomes. This highlights the importance of intangible brand assets in explaining market superiority, particularly in product categories characterized by symbolic consumption and lifestyle orientation. From a managerial standpoint, the findings suggest that firms should emphasize social value–driven marketing strategies, develop authentic and socially resonant brand communication, and maintain reputational consistency to reinforce consumer trust. By integrating social value creation with trust-building and reputation management, companies can establish enduring competitive advantages and strengthen long-term relationships with consumers in increasingly competitive premium lifestyle markets.

LIMITATION

This study has several limitations that should be considered when interpreting the findings. First, the research employed a cross-sectional design, which captures consumer perceptions at a single point in time. As a result, the study does not account for potential changes in perceived social value, brand trust, or brand reputation over time, nor does it capture dynamic shifts in consumer behavior.

Second, the scope of the study is limited to Stanley Tumbler products in the Indonesian market. While this focus provides contextual depth, it may restrict the generalizability of the findings to other premium lifestyle products or different cultural and market settings. Additionally, the use of self-reported survey data may introduce response bias, as respondents' answers are based on subjective perceptions rather than observed behavior.

Future research is encouraged to adopt longitudinal designs, incorporate additional variables such as perceived risk or brand identification, and extend the analysis to other product categories or live-style brands across different markets to enhance the robustness and generalizability of the findings.

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