



## The Effect Of Need For Uniqueness And Bandwagon Effect On Purchase Intentions Through The Hedonic Function Of Attitude As An Intervening Variable In Purchasing An Iphone 15 Promax Smartphone(Study On Generation Z Pontianak)

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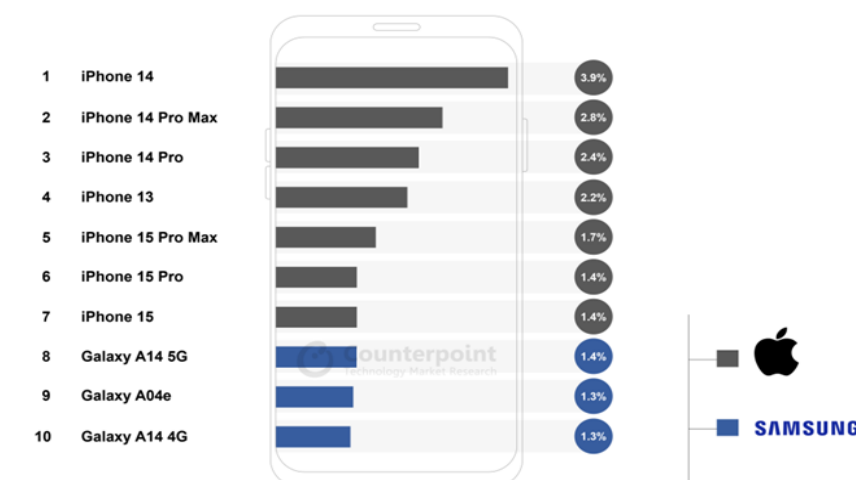
### ABSTRACT

This study aims to analyse the effect of Need for Uniqueness and Bandwagon Effect on Purchase Intentions with Hedonic Function of Attitude as an intervening variable in the purchase of iPhone 15 Pro Max. The sample was taken using purposive sampling, with a total of 150 respondents. The data analysis method uses a Structural Equation Model (SEM) based on Partial Least Square (PLS) with WarpPLs 8.0. The results showed that Need for Uniqueness and Bandwagon Effect have a significant effect on Purchase Intention through the mediation of Hedonic Function of Attitude. These findings emphasise the importance of marketing strategies that focus on product uniqueness and consumers' hedonic experiences.

### INTRODUCTION

The trend of purchasing luxury goods is a significant phenomenon among consumers, especially in Generation Z who grew up with digital technology. Brands such as iPhone appeal to Generation Z because of its status symbol, technological innovation and exclusivity. In West Kalimantan, especially Pontianak, iPhones are favoured in all circles. Apple continues to innovate with new features, such as advanced cameras, 5G integration, and increasingly powerful artificial intelligence, which increases the iPhone's appeal in the market. Millennials (born 1981-1995) and Gen Z (born 1996-2010) are driving the growth of the luxury goods market, which is expected to represent 55% of the global market by 2025 (D'Arpizio et al., 2020).

**Figure 1** Top 10 Best-selling Smartphone 2023  
Share of Global Top 10 Best-selling Smartphones, 2023



Source: Counterpoint's Global Monthly Handset Model Sales (Sell-Through) Tracker, Dec 2023

In 2023, Apple dominates the global smartphone market, with 7 of the top 10 best-selling models coming from the iPhone series. The iPhone 14 leads as the best-selling smartphone with a market share of 3.9%, followed by the iPhone 14 Pro Max and iPhone 14 Pro which also take second and third place. Despite being newly released, the iPhone 15 and iPhone 15 Pro models made it to the top 10 list. Meanwhile, Samsung came in at 8th to 10th place through its Galaxy A14 (5G and 4G) and Galaxy A04e models, each with a market share between 1.3% to 1.4%. Luxury brand image, including the iPhone, plays an important role in fulfilling Generation Z consumers' need for uniqueness and personal identity through exclusive characteristics and iconic design (Chevalier & Mazzalovo, 2021).

The iPhone, known for its technological innovation and exclusive image, attracts Generation Z as a symbol of status and desirable lifestyle. The bandwagon effect, where consumers are compelled to follow trends due to the influence of others, also influences iPhone purchase decisions. Generation Z, influenced by trends on social media, sees the iPhone as a status symbol adopted by celebrities and influencers (Mainolfi, 2020; Sabir et al., 2020). Hedonic functions, i.e. the pleasurable emotional experience of using luxury brands, also play an important role in the consumption of goods such as iPhones (Schade et al., 2016). Generation Z seeks emotional gratification through the advanced features and social status provided by these products. Purchase intention is defined as a consumer's tendency to purchase a product after thorough evaluation (Lin & Lu, 2010; Rezvani et al., 2012). Brand image, innovation, and positive user experience make Generation Z have a high purchase intention towards iPhone.

## LITERATURE REVIEW

### Need For Uniqueness

Research (Schiffman & Wisenblit, 2015) says that the need for uniqueness is a personal trait to pursue differences from others by acquiring and utilising products with the aim of improving social image and identity. According to Fromkin (1992) in Mitra Nugraha Yatma (2018), consumers have a need to seek uniqueness as a way to express their self-identity and personality. This need is an urge to be different and stand out from others, regardless of existing social norms and expectations.

**Bandwagon Effect**

Trends can motivate others to try and follow them, known as the bandwagon effect, according to Mainolfi (2020). Sabir et al. (2020) also state that consumers may intend to buy a product due to the bandwagon effect of others, such as close family members and friends, or even from a large group of strangers, which can create a trend.

**Hedonic Function Of Attitude**

The hedonic function refers to the experience of value (e.g. entertainment, and fun) gained from buying or owning a luxury brand. Dubois & Laurent (1994) in the research of Schade et al (2016), have shown that the hedonic function is very important in the consumption of luxury brands because it reflects the sensory satisfaction and pleasure gained from the experience with the product.

**Purchase Intention**

Purchase Intentions are consumer plans to buy a certain product and how many products are needed within a certain period of time according to (Howard, 1994) in research (Aztiani et al 2019). According to Hung et al (2011) in Mitra Nugraha Yatma's research (2018), purchase intention has a great influence on a person's behaviour. According to Bethon and Tsai in Hung et al (2011) buying interest in branded goods is strongly influenced by a person's personality and also the outside world in consuming branded goods.

**Relationship Between Need For Uniqueness And Hedonic Function Of Attitude**

Luxury brands help customers fulfil the need for uniqueness through exclusive characteristics and distinctive designs (Chevalier & Mazzalovo, 2021). According to Cho et al. (2021), consumers tend to seek uniqueness to express self-identity. Based on previous research, the need for uniqueness has a positive influence on functional attitudes towards luxury brands. On the iPhone, the need for uniqueness can influence the hedonic function of attitude, increasing users' desire for unique and enjoyable experiences in product consumption.

- H1: Need for uniqueness has a significant effect on the hedonic function of attitude.

**Relationship Between Bandwagon Effect And Hedonic Function Of Attitude**

This phenomenon is common in the consumption of luxury goods (Bahri-Ammari et al., 2020). In the digital age, especially among Gen Z who are active on social media, the bandwagon effect is getting stronger in the evaluation and purchase of luxury goods (Pentina et al., 2018). The Bandwagon Effect on the iPhone may influence the Hedonic Function of Attitude by increasing users' hedonic experience, as popular products tend to create positive perceptions.

- H2 : Bandwagon effect has a significant effect on the hedonic function of attitude

**Relationship Between Need For Uniqueness And Purchase Intention**

The results of previous research according to Meydiawati et al (2024) state that need for uniqueness has a significant effect on purchase intention. Individuals with a high need for uniqueness often feel higher satisfaction when they successfully find and buy unique products. Need for Uniqueness on the iPhone can influence Purchase Intention by increasing consumer motivation to buy the product because they are looking for a unique experience and differentiate themselves from others through the use of an iPhone.

- H3 : Need for uniqueness has a significant effect on purchase intention

**Relationship Between Bandwagon Effect And Purchase Intention**

The bandwagon effect directs their attention to associations with reference groups, including friends and family. As a result, the intention to purchase luxury goods becomes a way to reflect the behaviour of the group (Shammout et al., 2022). The bandwagon effect on the

iPhone may influence consumers' purchase intentions, especially when the popularity and support for the product is increasing among the public.

- H4 : Bandwagon effect has a significant effect on purchase intention.

### Relationship Between Hedonic Function Of Attitude And Purchase Intention

Schade et al. (2016), social adjustment, hedonic, and utilitarian attitude functions directly influence the purchase intention of luxury brands among young people. Consumers are between 16 and 25 years old. Consumers tend to buy luxury brands that model their own identity with characteristics such as success and sophistication (Mazzalovo, 2021). The Hedonic Function of Attitude on the iPhone can influence Purchase Intention by increasing consumers' desire to buy the product because of the experience of entertainment value, fun, or pleasure provided by using the iPhone.

- H5 : Hedonic function of attitude has a significant effect on purchase intention

### The Effect Of Need For Uniqueness On Purchase Intention Through Hedonic Function Of Attitude

In research conducted by Cho et al. (2021), it was found that Need for uniqueness has a positive influence on the hedonic function of Gen Z consumers' attitudes towards luxury fashion brands. In addition, the results also show that the hedonic function of these attitudes has a significant influence on purchase intentions towards luxury fashion brands. Specifically, in the context of the relationship between Need for uniqueness, hedonic function of attitude, and purchase intention, the results show that hedonic function of attitude acts as a significant mediator between Need for uniqueness and purchase intention.

- H6 : Need for uniqueness has a significant effect on purchase intention through the hedonic function of attitude.

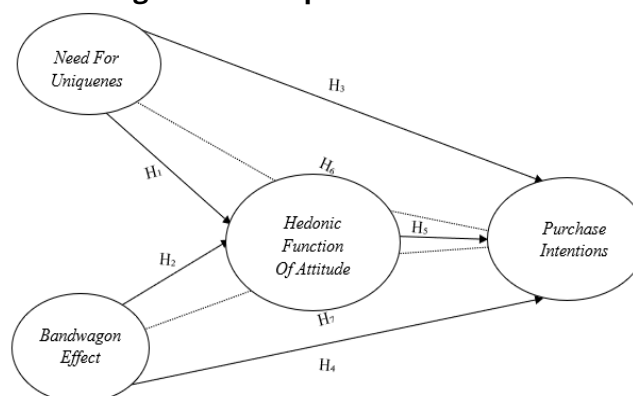
### Effect Of Bandwagon Effect On Purchase Intention Through Hedonic Function Of Attitude

Cho et al (2021) concluded that the Bandwagon effect has a significant effect on purchase intention through the hedonic function of attitude. Consumers affected by the Bandwagon effect enjoy positive emotional and social experiences from popular products, which increase their positive attitudes and ultimately strengthen their intention to buy the product. Bandwagon effect affects Gen Z consumers' purchase intention towards iPhone.

- H7 : Brand consciousness has a significant effect on purchase intention through the hedonic function of attitude.

Based on the description of the research conceptual framework and the formulation of the hypothesis stated above, a picture of the conceptual framework of this study can be presented as follows:

**Figure 2 Conceptual Framework**



Source: Researcher Study (2024)

## METHODS

This study uses a survey method with a questionnaire as a data collection tool. The purpose of the questionnaire, according to Rangkuti (2002), is to obtain information relevant to the survey, as well as a high level of reliability and validity. Answers are given directly by respondents without the help of researchers, and questions are clearly structured so as not to confuse. This research was conducted on Generation Z in Pontianak, with the population taken using purposive sampling, which is a non-probability technique with certain considerations (Sugiyono, 2018). Based on the sample calculation, a minimum of 96 respondents were required, but the number was rounded up to 150 to increase data precision. Sample criteria include:

1. Generation Z Pontianak respondents
2. iPhone users
3. Potential to buy an iPhone
4. 18-27 years old

## RESULTS AND DISCUSSION

**Table 1 Mean Variable**

N0	Variable	Total Score	Mean	Description
1	Need For Uniqueness	12.85	4.28	Agree
2	Bandwagon Effect	12.2	4.67	Disagree
3	Hedonic Function Of Attitude	19.89	3.98	Agree
4	Purchase Intention	11.49	3.83	Agree

Source: Researcher Study (2024)

Based on the results of the study, respondents showed a very high level of agreement with the Need for Uniqueness (mean 4.28) and Bandwagon Effect (mean 4.67) variables, indicating that the desire to appear unique and follow social trends plays an important role in the decision to buy an iPhone 15 Pro Max. In addition, the Hedonic Function of Attitude (mean 3.98) shows that emotional satisfaction and pleasure are also important factors in shaping attitudes towards this product. Finally, Purchase Intention (mean 3.83) indicates that the purchase intention of iPhone 15 Pro Max is quite high among respondents.

### Validity & Reliability Test

**Table 2 Validity Testing Based On Loading**

Questions Item	Loading	P-Value
X1.1	0.819	<0,001
X1.2	0.857	<0,001
X1.3	0,908	<0,001
X2.1	0.904	<0,001
X2.2	0.918	<0,001
X2.3	0.721	<0,001
M1	0.736	<0,001
M2	0.748	<0,001
M3	0.725	<0,001
M4	0.847	<0,001
M5	0.830	<0,001
Y1	0.903	<0,001
Y2	0.769	<0,001
Y3	0.842	<0,001

Source: Researcher Study (2024)

Based on testing the validity of factor loading in the table, all loading values are  $> 0.7$  and  $p\text{-value} < 0.001$ , which means that it meets the validity requirements based on the loading value.

**Table 3 Validity Testing Based On Average Variance Extrac (AVE) And Composite Reliability (CR)**

Variable	Composite Reliability (CR)	Average Variance Extrac (AVE)
Need For Uniqueness	0.896	0.743
Bandwagon Effect	0.887	0.726
Hedonic Function Of Attitude	0.885	0.607
Purchase Intention	0.877	0.706

Source: Researcher Study (2024)

Based on the results of validity and reliability testing, all variables in this study have met the specified validity and reliability requirements. The Average Variance Extracted (AVE) values of all variables are above 0.5, indicating adequate convergent validity, while the Composite Reliability (CR) values are all above 0.7, indicating excellent reliability. Thus, all constructs in this study are considered valid and can be used in measuring the research model.

**Table 4 Discriminant Validity Testing**

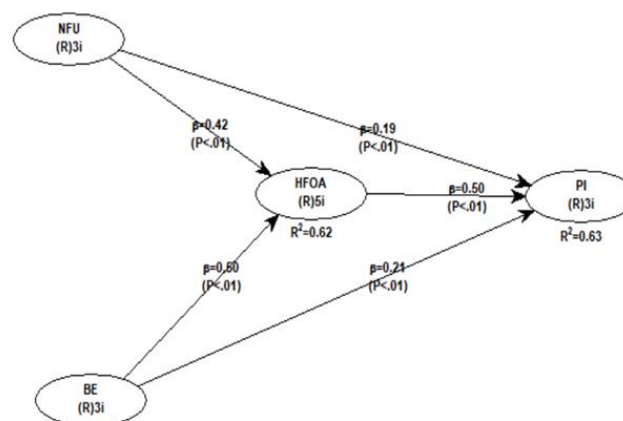
Variabel	Need For Uniqueness (X1)	Need For Uniqueness (X2)	Need For Uniqueness (M)	Purchase Intention (Y)
Need For Uniqueness	(0.862)			
Bandwagon Effect	0.369	(0.853)		
Hedonic Function Of Attitude	0.610	0.685	(0.779)	
Purchase Intention	0.534	0.617	0.762	(0.840)

Source: Researcher Study (2024)

In testing discriminant validity, it is known that the AVE square root value for each latent variable is greater than the correlation value between the latent variable and other latent variables. So it is concluded that it meets the requirements of discriminant validity.

## Hypothesis Testing

**Figure 3 Structural Model**



Source: Researcher Study (2024)

**Table 5 Significance Test Of Influence**

Path	Path Coefficient	P-Values	R-Square
NFU→HFOA	0.420	<0,001	0.623
BE→HFOA	0.502	<0,001	
NFU→PI	0.193	0.007	
BE→PI	0.214	0.003	
HFOA→PI	0.501	<0,001	0.633

Based on the results of the influence significance test in Figure 1.4 and Table 1.8 are as follows:

1. Need For Uniqueness (NFU) has a positive effect on Hedonic Function Of Attitude (HFOA) with a path coefficient value of 0.420 and is significant with a P-Values value <0.001, which means <0.05 (Hypothesis Accepted).
2. Bandwagon Effect (BE) has a positive effect on Hedonic Function Of Attitude (HFOA) with a path coefficient value of 0.502 and is significant with a P-Values value of 0.007, which means <0.05 (Hypothesis Accepted).
3. Need For Uniqueness (NFU) has a positive effect on Purchase Intentions (PI) with a path coefficient value of 0.193 and is significant with a P-Values value of = 0.001 <0.05 (Hypothesis Accepted).
4. Bandwagon Effect (BE) has a positive effect on Purchase Intentions (PI) with a path coefficient value of 0.214 and significant with a P-Values value of 0.003, which means <0.05 (Hypothesis Accepted).
5. Hedonic Function Of Attitude (HFOA) has a positive effect on Purchase Intentions (PI) with a path coefficient value of 0.501 and is significant with a P-Values value of 0.003, which means <0.05 (Hypothesis Accepted).

Known:

1. R-Square (HFOA) = 0.623 indicates that 62.3% of the variation in Hedonic Function of Attitude (HFOA) can be explained by Need for Uniqueness (NFU) and Bandwagon Effect (BE), with the remaining 37.7% influenced by other factors outside the model.
2. R-Square (PI) = 0.633 means 63.3% of the variation in Purchase Intentions (PI) is explained by NFU, BE, and HFOA, indicating a strong model in explaining purchase intentions.

Overall, R-Square values above 0.60 indicate a fairly strong model, although there is still room for other variables that have not been included.

**Table 6 Mediation Testing**

Path	Pengaruh Tidak Langsung	P-Values
NFU→ HFOA→PI	0.210	<0,001
BE→ HFOA→PI	0.252	<0,001

Source: Researcher Study (2024)

Based on the results of mediation testing in the table are as follows:

1. Indirect Influence: NFU → HFOA → PI  
The results showed that Need for Uniqueness (NFU) has an indirect effect on Purchase Intentions (PI) through Hedonic Function of Attitude (HFOA), with an effect value of 0.210 and p-value <0.001. This means that consumers' desire to appear unique can increase their purchase intention indirectly by first influencing their hedonic attitude towards the product. Since this effect is statistically significant ( $p < 0.001$ ), the hypothesis is accepted.

## 2. Indirect Effect: BE → HFOA → PI

The study also found that Bandwagon Effect (BE) has a significant indirect influence on Purchase Intentions (PI) through Hedonic Function of Attitude (HFOA), with an influence value of 0.252 and p-value < 0.001. This means that a person's tendency to follow.

## CONCLUSION

This study shows that Need for Uniqueness (NFU) has a significant influence on Hedonic Function of Attitude (HFOA) and Purchase Intentions (PI). Consumers who have a high desire to appear unique tend to have a higher hedonic attitude towards products, with a path coefficient of 0.420 and p-value <0.001. In addition, NFU also has a positive effect on purchase intention with a coefficient of 0.193 and a p-value of 0.007, indicating that the higher consumers' desire to appear unique, the stronger their intention to buy the product.

Meanwhile, Bandwagon Effect (BE), or the tendency to follow social trends, also has a significant influence on HFOA (coefficient 0.502, p-value <0.001) and PI (coefficient 0.214, p-value 0.003). This means that a strong social influence/following effect can increase consumers' hedonic attitude towards the product, which in turn increases purchase intention.

Hedonic Function of Attitude (HFOA) was also shown to significantly influence Purchase Intentions, with a coefficient of 0.501 and p-value <0.001. This hedonic attitude mediates the effect of NFU and BE on PI, with effect values of 0.210 and 0.252 respectively (p-value < 0.001), indicating that hedonic attitude plays an important role in bridging the relationship between the desire to appear unique, the bandwagon effect, and consumer purchase intentions.

## SUGGESTION

Apple companies need to conduct more in-depth market segmentation to identify consumers with high Need for Uniqueness. Product offerings in the form of special editions or products that can be personalised can attract the attention of this segment. In addition, Apple must continue to innovate in technology and present unique features not found in other brands, in order to strengthen the competitiveness of the iPhone in the market. An integrated marketing approach between online and offline is also important to create a consistent and engaging experience for consumers, including through social media optimisation to increase their engagement.

For future research, it is recommended to explore other variables, such as Brand Image, Social Influence, and Consumer Involvement, which can provide a deeper understanding of the influence of Need for Uniqueness and Bandwagon Effect on Purchase Intentions. Future research can also examine the influence of social media and electronic Word of Mouth (eWOM) on Need for Uniqueness and purchase intentions, as well as how content shared on digital platforms affects consumer attitudes and purchasing decisions.

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