

Behavioral Intention Towards Automotive Products in Batam City

Randy Setiawan^{1*}, Renny Christiarini², Edy Yulianto Putra³

Universitas Internasional Batam

Email: ¹renny@uib.ac.id, ²2241163.randy@uib.edu, ³yulianto@uib.ac.id

Diterima: 5 Agustus 2025 | Disetujui: 1 Juni 2026 | Dipublikasikan: 29 Juni 2026

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh dari *perceived brand* terhadap *behavioral intention* produk otomotif yang ada di Kota Batam, dengan mediasi variabel *brand quality*, *prestige*, *brand identity expressiveness*, dan *brand image*. Peneliti menggunakan metode kuantitatif, dengan pengumpulan data melalui kuesioner yang disebarakan kepada 306 responden pengguna produk otomotif di Kota Batam. Analisis data ditempuh melalui *software* SMARTPLS untuk melangsungkan uji SEM-PLS, dalam hal pengujian *inner* dan *outer model*. Temuan penelitian menunjukkan bahwa *perceived brand* memiliki pengaruh yang signifikan terhadap *brand quality*, *prestige*, dan *brand identity expressiveness*. Namun demikian, *perceived brand* tidak menunjukkan pengaruh yang signifikan terhadap *brand image*. Selanjutnya, *brand quality*, *prestige*, dan *brand identity expressiveness* terindikasi berpengaruh signifikan terhadap *behavioral intention*. Selain itu, hasil analisis juga mengindikasikan adanya peran mediasi dari variabel *brand quality*, *prestige*, dan *brand identity expressiveness* dalam menjelaskan hubungan antara *perceived brand* dan *behavioral intention* pada produk otomotif di Kota Batam. Temuan ini merefleksikan adanya hubungan struktural antarvariabel sebagaimana diestimasi dalam model penelitian, tanpa menyiratkan pembuktian kausal secara absolut.

Kata kunci: *Perceived Brand; Brand Quality; Prestige; Brand Identity Expressiveness; Brand Image*

Abstract

This study aims to analyze the influence of perceived brand on behavioral intention of automotive products in Batam City, with mediation variables of brand quality, prestige, brand identity expressiveness, and brand image. The researcher utilized quantitative method, with data obtained from the distribution of survey questionnaires to 306 respondents who use automotive products in Batam City. Data analysis was carried out using SMARTPLS software to conduct SEM-PLS tests, in terms of testing the inner and outer models. The research findings indicate that perceived brand has a significant influence on brand quality, prestige, and brand identity expressiveness. However, perceived brand does not show a significant influence on brand image. Furthermore, brand quality, prestige, and brand identity expressiveness are indicated to have a significant influence on behavioral intention. In addition, the results of the analysis also indicate a mediating role of brand quality, prestige, and brand identity expressiveness variables in explaining the relationship between perceived brand and behavioral intention of automotive products in Batam City. This finding reflects the existence of a structural relationship between variables as estimated in the research model, without implying absolute causal proof.

Keywords: *Perceived Brand; Brand Quality; Prestige; Brand Identity Expressiveness; Brand Image*

INTRODUCTION

The modern era is currently marked by significant changes in the consumer market. A significant force that initiated this transformation is market globalization, which has caused a radical shift from independent multinational markets to a single market that can be practically interconnected (Rambocas & Narsingh, 2022). In this case, market globalization opens up opportunities for the presence of various new international brands that can put competitive pressure on the market share of domestic brands (Han et al., 2023).

Consumers around the world tend to welcome global brands, considering that the availability of their products worldwide is a commitment to their functional value as well as their symbolic benefits (Safeer et al., 2022). In other words, many people believe that products that have entered the global market tend to be more trusted and have a higher value than local products (Cuandra et al., 2025; Ma et al., 2021).

In this context, the trend is in line with market globalization which is reflected in the utilization of various products and brands that are transformative in supporting consumer life (Mandler et al., 2021). This has quite a significant difference with the view related to conventional products which are only considered as a medium to provide satisfaction for functional needs (Park et al., 2021). Consumers in this era tend to start identifying other meanings from owning a particular brand (Boseila et al., 2023). In carrying out an effort to develop a new identity in a market, consumers can use brands as a vehicle to form partner relationships or form their own identity (Cleveland et al., 2022). Consumer relationships now no longer only represent ownership, but resemble other, deeper aspects (Raman & Aashish, 2021).

Various marketing studies have been conducted to prove that brands that successfully develop it with consumers will be able to obtain higher repurchase rates, accompanied by a greater likelihood of news related information between brand consumers, the ability to form premium prices to meet brand loyalty, and resistance to maintaining it, negative quality, and purchase regret (Cleveland et al., 2022; Han, 2023; Safeer et al., 2022). Managerial practices in this era also tend to increasingly want to preserve the transactional view towards the relational view of brands, by conveying the suggestion that consumer relationships with brands must be able to be the main thing in implementing brand strategy (Mansoor & Paul, 2022; Putra & Aprilson, 2022). As a result, many managers have mobilized comprehensive resources to be able to build good brand relationships with consumers.

In this context, it can be said that the success of a brand can be reflected by how consumers perceive and view the global elements in it (Han, 2023). Perceived brand is characterized as a consumer's view of how far a brand's reach is globally. This concept is considered important regarding brands that are considered globally are generally associated with higher quality (Mansoor & Paul, 2022; Srivastava et al., 2023). When consumers see a globally recognized brand, they can perceive better brand quality, which means that the product is considered more reliable and can meet higher standards (Han et al., 2023). Likewise in the formation of brand prestige, where global brands are often considered more exclusive and luxurious, thus increasing their appeal among consumers seeking social status (Boseila et al., 2023).

Then, Perceived brand also affects the expression of brand identity, or how well a brand can express its identity and appeal to consumer emotions, is also greatly influenced by global perceptions (Boseila et al., 2023 ; Lady et al., 2025). Strong global brands often have stories and values that resonate universally, making them more memorable and relatable to consumers across cultures (Cho & Hwang, 2020). In the context of brand

image, brands that are perceived as global tend to have a more emotionally positive brand image, as they are able to meet the diverse needs of consumers around the world (Kautish et al., 2021; Boseila et al., 2023).

All of the above factors also contribute to the formation of behavioral intentions. When consumers perceive that a brand has high brand quality, strong prestige, and the ability to express identity relevantly, they are more likely to purchase and be loyal to the brand. In many cases, consumers are more likely to recommend global brands to others, which in turn strengthens the brand's position in the market (Ma et al., 2021; Mandler et al., 2021). Thus, the relationship between brand perception, brand quality, prestige, brand identity expression, brand identity, and behavioral intentions that are marked can present a mutually supportive ecosystem, where strong global brands not only increase consumer trust but also lead to positive purchasing behavior (Nikhashemi & Delgado-Ballester, 2022).

Preliminary research such as that conducted by Cho & Huang (2020) also discusses the effect of perceptions of the original brand, prestige, brand identity expression on behavioral intentions using different independent variables, where the study places prestige as an independent variable, in contrast to this study which places it in the mediation variable. Likewise, research by Han (2023) on the effect of brand perceptions on customer brand identification, brand positioning, and purchase intentions. Although prior literature acknowledges that perceived brand value is associated with multiple brand-related dimensions, several important gaps remain. Existing studies generally examine mediating variables in isolation and treat them merely as predictors of purchase intention. In contrast, limited research has simultaneously integrates multiple brand-related mediators, namely brand quality, prestige, brand identity expressiveness, and brand image, within a single comprehensive structural framework. Moreover, behavioral outcomes have predominantly been confined to purchase intention, with insufficient attention to broader behavioral intention constructs such as recommendation, information search, and continuance commitment.

This research integrates four key mediating variables, namely brand quality, prestige, brand identity expressiveness, and brand image, simultaneously within a single comprehensive structural model. This integrative approach enables a more holistic understanding of how perceived brand value translates into behavioral intention. Furthermore, the study extends the outcome variable beyond purchase intention by conceptualizing behavioral intention as a multidimensional construct that includes recommendation intention, information search, and continuance commitment. This broader operationalization provides a more comprehensive representation of consumer behavioral responses. In addition, this research contributes contextually by examining perceived brand value within the automotive industry in Batam, an international industrial and trading city that has received limited scholarly attention. Finally, by re-examining the inconsistent findings regarding the relationship between perceived brand value and brand image, this study contributes to clarifying and refining the theoretical understanding of this linkage. Through these contributions, the study positions itself as both a theoretical extension and a contextual enrichment of prior brand research.

In line with the background and gap that has been explained, the researcher is interested in conducting a study entitled "**Behavioral Intentions on Automotive Products in Batam City**". Specifically, this research intended to analyze whether consumers' perceptions of a brand as global indirectly influence purchase intention through perceptual evaluations rather than through a direct effect, investigate the extent to which perceived

global brand quality, brand prestige, brand identity expressiveness, and brand reputation function as mediating variables. In addition, this research also purposed to provide empirical evidence within the context of the automotive industry, where vehicle purchasing decisions are inherently multidimensional and involve functional, symbolic, and reputational considerations.

RESEARCH METHOD

This study employs a quantitative research design using a cross-sectional survey approach. The objective is to examine the structural relationships among variables and to test the proposed research model empirically. Rather than positioning the study as basic research or making strong causal claims, this research aims to analyze associative and predictive relationships among constructs using Structural Equation Modeling. Given that the study is non-experimental in nature, the findings are interpreted as explaining statistical associations and predictive relationships rather than establishing definitive causality (Juliansyach & Christiarini, 2024; Cuandra et al., 2025).

The population of this study consists of automotive users in Batam City. The unit of analysis is individual consumers who use automotive products. The sample was drawn from automotive users in Batam who met the predetermined research criteria. The sampling technique used was non-probability sampling with a purposive sampling approach. Respondents were selected based on specific criteria: (1) individuals who use automotive products in Batam City, and (2) individuals aged at least 17 years. This technique was chosen to ensure that respondents possessed relevant experience and knowledge related to automotive product usage. However, because purposive sampling does not provide equal probability for each member of the population to be selected, the findings of this study cannot be generalized statistically to the entire population of automotive users in Batam. Instead, the results should be interpreted within the context of the selected sample.

Regarding sample size determination, this study follows the guideline proposed by Hair Jr et al. (2021) for Partial Least Squares Structural Equation Modeling (PLS-SEM), which suggests a minimum sample size of 10 times the largest number of structural paths directed at a particular construct or 10 times the number of indicators used to measure a construct, depending on the model complexity. Since this study includes 24 measurement items, the minimum required sample size was 240 respondents. A total of 306 valid responses were collected, exceeding the recommended minimum. While a larger sample improves statistical power and estimation stability, it does not automatically increase generalizability due to the non-random sampling method.

Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) technique with the SmartPLS software. The analysis involved evaluating both the measurement model (outer model) to assess validity and reliability, and the structural model (inner model) to test the hypothesized relationships among constructs (Christiarini & Rahmadilla, 2021).

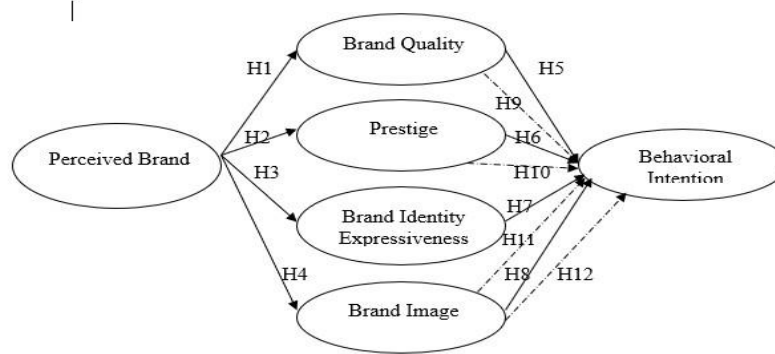


Figure 1. Research Framework

RESULT

Result

The researcher used a questionnaire to collect data, precisely by using a google form, to distribute a survey to 306 research respondents within a period of two months, and stated that all respondents were valid. Therefore, 306 data samples were used for the purposes of this study, as explained in Table 1.

Table 1. Respondent Descriptive Statistics

Criteria	Category	Frequency	Percentage
Gender	Male	248	81,0%
	Female	58	19,0%
	Total	306	100.0%
Age	<18 years old	7	2,3%
	18-25 years old	143	46,7%
	26-30 years old	134	43,8%
	>30 years old	22	7,2%
	Total	306	100.0%
Educational Status	High School	94	30,7%
	Diploma	54	17,6%
	Bachelor Degree	141	46,1%
	Master Degree	17	5,5%
	Total	306	100.0%
Job	College Student	79	25,8%
	Employee	133	43,5%
	Entrepreneur	63	20,6%
	Lecturer	25	8,2%
	Teacher	1	0,3%
	Others	2	0,7%
	Unemployed	3	1%
Total	306	100.0%	

Source: Primary Data Processed by Researcher (2025).

The cross loadings approach stated that the collected indicators should have a value above 0.7, in line with the guidelines explained by (Hair et al., 2019). Based on the results listed in Table 2, it can be concluded that there are indicators that are not yet valid because they are below 0.7.

Table 2. *Cross Loadings*

Variabel	Perceived	Brand	Brand Identity	Brand	Behavioral	
	brand	Quality	Prestige	Expressiveness	Image	Intention
PBG1	0.508	0.475	0.498	0.516	0.673	0.356
PBG2	0.425	0.489	0.525	0.470	0.703	0.493
PBG3	0.601	0.635	0.610	0.566	0.836	0.552
BQ1	0.518	0.502	0.459	0.527	0.699	0.439
BQ2	0.567	0.537	0.481	0.611	0.459	0.756
PR1	0.470	0.509	0.515	0.570	0.452	0.772
PR2	0.675	0.565	0.573	0.640	0.541	0.818
PR3	0.483	0.473	0.453	0.556	0.504	0.742
PR4	0.590	0.540	0.484	0.716	0.500	0.587
IE1	0.436	0.491	0.415	0.639	0.519	0.471
IE2	0.576	0.591	0.471	0.776	0.501	0.580
IE3	0.506	0.508	0.463	0.703	0.491	0.545
IE4	0.559	0.522	0.508	0.577	0.557	0.527
IE5	0.376	0.417	0.451	0.442	0.453	0.437
IE6	0.521	0.488	0.463	0.553	0.567	0.541
BRI1	0.458	0.471	0.512	0.551	0.548	0.513
BRI2	0.454	0.431	0.714	0.462	0.524	0.441
BRI3	0.464	0.409	0.724	0.418	0.525	0.446
BRI4	0.549	0.469	0.764	0.544	0.536	0.556
BRI5	0.614	0.789	0.503	0.636	0.584	0.608
BRI6	0.392	0.721	0.405	0.529	0.502	0.441
BI1	0.476	0.759	0.436	0.538	0.554	0.475
BI2	0.843	0.535	0.564	0.615	0.600	0.566
BI3	0.762	0.566	0.543	0.615	0.549	0.619

Source: Primary Data Processed by Researcher (2025)

The validity criteria used are that a question is considered valid if the outer load value is greater than 0.6, according to the guidelines explained by Hair et al. (2019). Based on the results listed in Table 3, it can be concluded that all constructs produce outer load values of more than 0.6, which indicates the validity of the data used in this study.

Table 3. *Outer Loading*

Item	Outer Loading Factor	Conclusion
PBG1	0.847	Valid
PBG2	0.803	Valid
PBG3	0.813	Valid
BQ1	0.765	Valid
BQ2	0.799	Valid
PR1	0.738	Valid
PR2	0.817	Valid
PR3	0.790	Valid
PR4	0.801	Valid

IE2	0.746	Valid
IE3	0.788	Valid
IE4	0.812	Valid
IE5	0.782	Valid
IE6	0.746	Valid
BRI1	0.809	Valid
BRI2	0.804	Valid
BRI3	0.847	Valid
BRI4	0.837	Valid
BRI5	0.755	Valid
BRI6	0.714	Valid
BI1	0.785	Valid
BI2	0.784	Valid
BI3	0.826	Valid

Source: Primary Data Processed by Researcher (2025)

According to Sahoo (2019), a questionnaire is considered reliable if it can produce data with composite reliability and a Composite Reliability value above 0.7. The results presented in Table 4 state that the CR value is > 0.7, meaning that all items are reliable.

Table 4. Reliability Statistics

Variabel	Composite Reliability	Conclusion
Perceived brand	0.837	Reliable
Brand Quality	0.828	Reliable
Prestige	0.746	Reliable
Brand Identity	0.758	Reliable
Expressiveness		
Brand Image	0.772	Reliable
Behavioral Intention	0.745	Reliable

Source: Primary Data Processed by Researcher (2025)

This test aims to test the direct influence between independent variables on dependent variables directly without mediation. The criteria, if the t-value is > 1.96, and p < 0.05, indicates a significant influence between the variables in question (Hair et al., 2019). The results are presented in Table 5.

Tabel 5. Hasil Uji Path Coefficients

Path	T	P Values	Conclusion
Statistics			
Perceived brand -> brand quality	2.892	0.006	Accepted
Perceived brand -> prestige	6.015	0.000	Accepted
Perceived brand -> brand identity expressiveness	4.351	0.000	Accepted
Perceived brand -> brand image	1.790	0.067	Rejected
Brand quality -> behavioral intention	4.614	0.000	Accepted
Prestige -> behavioral intention	4.113	0.000	Accepted
Brand identity expressiveness -> behavioral intention	2.114	0.032	Accepted
Brand image -> behavioral intention	0.625	0.492	Rejected

a. H1 Testing

Source: Primary Data

Processed by

Researcher (2025)

- The findings reveal that perceived brand has a significant effect on brand quality. This is evidenced by the T-value of 2.892 and the p-value of 0.006.
- b. H2 Testing
The findings revealed that perceived brand have a significant effect on prestige. This is evident from the T-value of 6.015 and the p-value of 0.000.
 - c. H3 Testing
The findings reveal that perceived brand has a significant effect on brand identity expression. This is evidenced by the T-value of 4.351 and the p-value of 0.000.
 - d. H4 Testing
The findings revealed that perceived brand did not have a significant effect on brand image. This is evident from the T-value of 1.790 and the p-value of 0.067.
 - e. H5 Testing
The findings revealed that brand quality has a significant effect on behavioral intention. This is evidenced by the T-value of 4.614 and the p-value of 0.000.
 - f. H6 Testing
The findings revealed that prestige has a significant effect on behavioral intentions. This is evidenced by the T-value of 4.113 and the p-value of 0.000.
 - g. H7 Testing
The findings revealed that brand identity expression has a significant effect on behavioral intentions. This is evident from the T-value of 2.114 and the p-value of 0.032.
 - h. H8 Testing
The findings revealed that brand image does not have a significant effect on behavioral intention. This is evidenced by the T-value of 0.625 and the p-value of 0.492.

The researcher also employed indirect effects testing to test the relationship between independent and dependent variables through the role of mediator. The results are displayed in Table 6.

Table 6. *Indirect Effects*

Path	T Statistics	P Values	Conclusion
Perceived brand -> brand quality -> behavioral intention	2.998	0.002	Accepted
Perceived brand -> prestige-> behavioral intention	4.510	0.000	Accepted
Perceived brand -> brand identity expressiveness-> behavioral intention	5.672	0.000	Accepted
Perceived brand -> brand image-> behavioral intention	1.016	0.193	Rejected

Source: Primary Data Processed by Researcher (2025)

- a. H9 Testing
The findings reveal that brand quality has a significant mediating effect to a certain extent between perceived brand on behavioral intention. This is evidenced by the T-value of 2.998 and the p-value of 0.002.
- b. H10 Testing
The findings revealed that prestige has a significant mediating effect between perceived brand on behavioral intention. This is evidenced by the T-value of 4.510 and the p-value of 0.000.

c. H11 Testing

The findings reveal that brand identity expression has a significant mediating effect to some extent between perceived brand on behavioral intention. This is evident from the T-value of 5.672 and the p-value of 0.000.

d. H12 Testing

The findings revealed that brand image does not have a significant mediating effect within a certain limit of between perceived brand on behavioral intention. This is evident from the T-value of 1.016 and the p-value of 0.193.

The coefficient of determination is a method for predicting variations in influence on dependent variables (Sahoo et al., 2019). Based on Sahoo et al. (2019) the influence are considered low if below 0.33; moderate between 0.33 – 0.67; and high if above 0.67. The *R-Square* findings are displayed in Table 7.

Table 7. *R-Square*

Variabel	Adjusted R-Square	Category
<i>Brand Quality</i>	0.471	Moderate
<i>Prestige</i>	0.565	Moderate
<i>Brand Identity Expressiveness</i>	0.560	Moderate
<i>Brand Image Behavioral intention</i>	0.372	Moderate
	0.571	Moderate

Source: Primary Data Processed by Researcher (2025)

Based on the results above, it can be interpreted that the adjusted R-Square brand quality value of 0.471 gives the impression that the independent variable is able to provide an explanation of the brand quality variable of 47.1% (moderate). Then the Adjusted R-Square Prestige of 0.565 is obtained, indicating that the independent variable is able to provide an explanation of the dependent variable of 56.5% (moderate). Then, the Adjusted R-Square Brand Identity Expression of 0.560 means that the independent variable provides an explanation of 56.0%, indicating that its influence is relatively moderate. Meanwhile, the adjusted R-Square brand image of 0.372 means that the variable can be explained/stated by the independent research variable with a value of 37.2% (moderate). This shows that the influence of the variables brand perception, brand quality, prestige, brand identity expression, brand image, is able to explain the behavioral intention variable of 57.1%, indicating that its influence is relatively moderate.

Groskurth et al. (2023) stated that the GoF value criteria are Weak GoF = 0.10, Medium = 0.25, or Large ≥ 0.36. The GoF value obtained is 0.556 indicating a large influence, since the value is higher than 0.36.

$$\begin{aligned}
 & \text{GoF Index} \\
 & = \sqrt{\text{Average AVE} \times \text{Average R}^2} \\
 & \text{Average AVE} = \frac{0.684 + 0.682 + 0.596 + 0.604 + 0.614 + 0.596}{6} \\
 & \text{Average AVE} = 0.629 \\
 & \text{Average R}^2 = \frac{0.471 + 0.565 + 0.560 + 0.372}{4} = 0.492 \\
 & \text{GoF Index} = \sqrt{0.629 \times 0.492} \\
 & \text{GoF Index} = 0.556
 \end{aligned}$$

The Goodness of Fit (GoF) value of 0.556 indicates a high level of suitability for the structural model. This value is above the threshold of ≥ 0.36 , which is categorized as a high GoF, so the research model is considered capable of explaining the relationships between variables well. Thus, the overall PLS-SEM model used in this study can be considered to have a strong fit in describing the phenomena studied.

DISCUSSION

This study advances the understanding of how perceived brand value translates into behavioral intention by examining multiple brand-related mechanisms simultaneously within a comprehensive structural framework. Consistent with prior literature (Han et al., 2023; Mansoor & Paul, 2022; Srivastava et al., 2022), the findings indicate that perceived brand significantly enhances brand quality. This supports the argument that favorable brand perceptions function as quality signals that reduce consumer uncertainty and strengthen reliability evaluations. Cho & Hwang (2020) as well as Cleveland et al. (2022) similarly emphasize that positive brand perception often leads consumers to infer superior product standards. In the automotive context, where purchases involve high financial and functional risk, perceived brand appears to operate as a cognitive shortcut that shapes quality judgments.

In addition to quality, perceived brand significantly influences prestige, aligning with prior findings that global or well-recognized brands are frequently associated with exclusivity, luxury value, and higher social status (Boseila et al., 2023; Mansoor & Paul, 2022; Cleveland et al., 2022). Although Raman & Aashish (2021) and Cho & Hwang (2020) discuss prestige as being closely tied to consumers' evaluation of optimal brand standards, the present findings suggest that perceived brand strengthens these prestige associations more directly within the automotive setting. This reinforces the notion that brand perception does not only generate functional evaluations but also symbolic value, particularly in markets where product ownership may signal socioeconomic positioning.

Similarly, the significant effect of perceived brand on brand identity expressiveness confirms prior arguments that strong brand perceptions facilitate emotional and symbolic resonance (Cho & Hwang, 2020; Cleveland et al., 2022). Brands perceived positively tend to carry narratives, values, and cultural meanings that allow consumers to express aspects of their self-concept. While some studies (Boseila et al., 2023; Mansoor & Paul, 2022; Mao et al., 2020) suggest that trust and perception may construct identity over time, the present findings indicate that perceived brand directly strengthens the expressive function of the brand. This supports self-expressive branding perspectives, which argue that consumers adopt brands as symbolic resources for identity construction.

However, the relationship between perceived brand and brand image was not statistically significant, which contrasts with earlier studies (Kautish et al., 2021; Boseila et al., 2023; Tuncer et al., 2021; Luna-Cortes et al., 2024; Mao et al., 2020). Prior research generally posits that favorable brand perception contributes to a more emotionally positive and coherent brand image. The current findings suggest that, in the automotive context, brand image may be shaped more strongly by accumulated experiences, long-term interactions, and market communication rather than by perception alone. This divergence contributes to clarifying inconsistencies in the literature and suggests that brand image may operate as a more complex associative construct that is not automatically activated by perceived brand value.

With respect to behavioral outcomes, brand quality significantly influences behavioral intention, corroborating prior evidence that high perceived quality increases

satisfaction, trust, and repeat purchase tendencies (Han et al., 2023; Mandler et al., 2021). Furthermore, quality perceptions are linked to positive word-of-mouth and recommendation behavior (Safeer et al., 2022; Luna-Cortes et al., 2024; Ma et al., 2021). In high-involvement industries such as automotive products, quality appears to serve as a rational foundation for both continuance commitment and advocacy behavior.

Prestige also demonstrates a significant influence on behavioral intention, consistent with findings that consumers are motivated to purchase prestigious brands to enhance self-image and social recognition (Safeer et al., 2022; Boseila et al., 2023). Mansoor & Paul (2022), Raman & Aashish (2021), and Mandler et al. (2021) similarly emphasize that prestige, which reflects luxury value and perceived optimal standards, which plays a critical role in shaping long-term brand usage and loyalty intentions. This suggests that symbolic and status-related motivations are particularly relevant in shaping recommendation and continued engagement behaviors.

Brand identity expressiveness likewise exerts a significant effect on behavioral intention, reinforcing prior findings that identity alignment enhances emotional attachment and action motivation (Cho & Hwang, 2020; Raman & Aashish, 2021). Supporting evidence from Boseila et al. (2023); Islam et al. (2022); Kautish et al. (2021), which indicates that when consumers perceive a brand as effectively expressing values aligned with their own, they are more inclined to engage in purchase, advocacy, and long-term usage behaviors. This finding underscores the importance of symbolic congruity in influencing multidimensional behavioral intention.

In contrast, brand image does not significantly influence behavioral intention, which differs from previous findings suggesting that positive brand image encourages purchasing decisions and behavioral engagement (Qadri & Sitompul, 2022; Boseila et al., 2023; Lady et al., 2025; Cleveland et al., 2022; Tuncer et al., 2021). The absence of a significant effect in this study may indicate that in the automotive market, generalized brand associations are less influential than concrete evaluations of quality and symbolic benefits. This suggests that consumers prioritize tangible performance signals and identity relevance over broader reputational impressions when forming behavioral commitments.

The mediation analysis further clarifies the structural mechanism. Brand quality significantly mediates the relationship between perceived brand and behavioral intention, consistent with Mansoor & Paul (2022); Srivastava et al. (2023); Han (2023); Tuncer et al. (2021); Alvarado Karste & Guzmán (2020), who argue that perceived global or strong brands are often associated with high quality, which subsequently increases purchase intention. Prestige also functions as a significant mediator, aligning with Liu et al. (2020); Boseila et al. (2023); Raman & Aashish (2021); Mandler et al. (2021); and Mansoor & Paul (2022), who emphasize that prestige enhances self-image and social value, thereby strengthening behavioral commitment. Similarly, brand identity expressiveness significantly mediates the relationship, supporting findings from Cho and Hwang (2020), Safeer et al. (2022); Raman & Aashish (2021); Ma et al. (2021); and Han et al. (2023), which highlight that identity resonance fosters emotional attachment and purchase intensity.

Conversely, brand image does not mediate the relationship between perceived brand and behavioral intention, diverging from studies by Kautish et al. (2021) and Boseila et al. (2023). This suggests that within this empirical setting, brand image does not function as a primary transmission mechanism linking perception to behavior (Tuncer et al., 2021; Mansoor & Paul, 2022; Raman & Aashish, 2021). Instead, the pathway from perceived

brand to behavioral intention appears to operate predominantly through functional evaluation (quality) and symbolic value (prestige and identity expression).

Overall, the integrated model demonstrates that perceived brand influences behavioral intention indirectly through specific value-enhancing mechanisms rather than through generalized image associations. By synthesizing functional and symbolic dimensions within a single structural framework, this study refines prior fragmented findings and provides a more coherent explanation of how perceived brand value operates within the automotive industry context of Batam.

CONCLUSION

Theoretical Contribution

This study contributes to the global branding and consumer behavior literature by demonstrating that the influence of perceived brand globality on behavioral intention operates primarily through perceptual and symbolic mechanisms rather than through direct effects. Specifically, the findings confirm that brand quality, brand prestige, and brand identity expressiveness serve as significant mediating variables in shaping consumers' behavioral intentions in the automotive context. Conceptually, this research reinforces the multidimensional nature of global brand perception. It shows that consumers do not respond to global brand positioning in isolation; instead, they translate perceptions of globality into evaluations of functional superiority (quality), symbolic value (prestige), and self-expressive meaning (identity expressiveness). Interestingly, the non-significant effect on brand image suggests that general brand associations alone may not be sufficient to drive behavioral intention without stronger functional and symbolic reinforcement.

By empirically validating this mediation framework within the automotive industry in Batam City, this study extends prior global branding research into a high-involvement product category where purchasing decisions involve complex functional and psychological considerations.

Practical Implications

From a managerial perspective, the findings suggest that automotive companies should not rely solely on communicating global presence. Instead, firms need to translate global positioning into tangible and symbolic value. First, companies should emphasize internationally recognized quality standards, technological innovation, and global certifications to strengthen perceived brand quality. Second, prestige can be enhanced through premium product design, exclusive service programs, and marketing strategies that signal social status. Third, strengthening brand identity expressiveness through storytelling, community engagement, and digital interaction can foster deeper psychological connections with consumers.

Limitations

This study has several limitations. The cross-sectional design limits the ability to observe changes in consumer perceptions over time. The use of non-probability purposive sampling restricts statistical generalization beyond the sampled population. The dominance of respondents aged 18–30 may bias findings toward younger consumers. Additionally, the reliance on self-reported data introduces potential response bias. Moreover, the research model focused on selected perceptual mediators and did not incorporate other relevant psychological constructs such as brand trust, brand love, or brand experience.

Recommendations for Future Research

Future studies are encouraged to adopt longitudinal designs to examine how perceptions of global brands evolve over time. Expanding the demographic composition of respondents

would enhance representativeness. Researchers may also integrate additional psychological constructs to develop a more comprehensive explanatory model. Comparative studies across different cities or between global and local automotive brands could provide deeper insights into contextual differences. Finally, mixed-method approaches may help uncover richer emotional and experiential dimensions underlying consumer behavioral intentions.

GRATITUDE

The researcher would like to express his deepest gratitude to all parties who have helped the researcher in designing this article from beginning to end. The researcher would like to thank the Supervisor for the guidance, input, and Direction that is very meaningful for the researcher. The researcher would also like to thank the parents, fellow researchers for their invaluable support.

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