



## The Role of Brand Attitude in Mediating the Influence of Perceived Brand Foreignness and Brand Prestige on Purchase Intention of Tenue de Attire in Indonesia

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### ABSTRACT

Global fashion brands are increasingly favored by Indonesian consumers. This study examines the influence of Perceived Brand Foreignness and Brand Prestige on Purchase Intention toward Tenue de Attire, with Brand Attitude as a mediating variable. Data were collected through an online survey of 185 respondents selected using purposive sampling. The analysis was conducted using Structural Equation Modeling (SEM) with SmartPLS software. The results indicate that both Perceived Brand Foreignness and Brand Prestige have a significant effect on Purchase Intention, both directly and indirectly through Brand Attitude. These findings highlight the importance of marketing strategies that enhance the brand's international image and exclusivity to increase consumer purchase intentions. This suggests a positive relationship between perceptions of brand foreignness and prestige and consumer purchase intention, both directly and through brand attitude as a mediator. The results confirm that building a strong brand attitude is key to transforming the perception of global and prestigious brands into actual purchasing decisions.

## INTRODUCTION

The fashion industry in Indonesia continues to grow, driven by the increasing consumer preference for brands with a global image. One brand that reflects this trend is Tenue de Attire, a local fashion label that adopts an international aesthetic. Founded by Renaldi Perdana Kesuma in 2014, the brand is known for its design philosophy that emphasizes flexibility in dressing, allowing consumers to easily mix and match items for various occasions (Kumparan, 2021). Tenue de Attire's success was further solidified after winning the Best Fashion SME award at the Local Brand Editor's Choice Festival UMKM Kumparan 2021, demonstrating its competitiveness in the domestic market.

With the rapid development of globalization and e-commerce, consumer perceptions of brands are undergoing significant transformation. Perceived Brand Foreignness, or the belief that a brand has an international image, is becoming an increasingly important factor in shaping trust and attractiveness in the local market. Wang et al. (2023) revealed that in cross-border e-commerce transactions, consumer perceptions of brands—including trust in the brand's origin—greatly influence purchase decisions. The higher the perceived value of a brand and the lower the perceived risk, the greater the purchase intention among consumers.

On the other hand, Brand Prestige, which reflects the exclusivity and social status associated with a brand, also plays a role in enhancing product appeal in the eyes of consumers. Tenue de Attire, for instance, continues to build its reputation as a premium brand through creative strategies. In 2019, the brand collaborated with Hari Merdeka on a collection titled *L'INDÉPENDANCE INDONÉSIENNE*, which highlighted Indonesian culture and democracy. This collection gained widespread attention after being worn by Kaesang Pangarep, the son of President Joko Widodo, significantly boosting the brand's popularity and capital (Kumparan, 2021). Furthermore, innovation continues with collections such as "Nouveau Contour" in 2022, which explored material textures and color variations, and involved talented creatives like Marshella Jastine and Vicky Tanzil in the development process (Hypebeast, 2022).

Although Perceived Brand Foreignness and Brand Prestige have the potential to increase Purchase Intention, several studies suggest that mediating factors also play a crucial role in the success of a brand's marketing strategy. Brand Attitude, or consumers' attitude toward a brand, can either strengthen or hinder purchase intention. Wang et al. (2023) emphasized that consumer trust and attitude toward a brand serve as significant mediators between external factors and Purchase Intention. In addition, research by Sang & Cuong (2025) showed that Brand Experience also contributes to building trust and customer loyalty, particularly in the e-commerce industry. The dimensions of brand experience—comprising sensory, emotional, intellectual, and behavioral aspects—can enhance brand equity, ultimately reinforcing the relationship between Brand Attitude and Purchase Intention.

A brand's identity and reputation also play a key role in increasing consumer appeal. Foroudi et al. (2020) found that place image and heritage can enhance a retail brand's competitiveness by improving its reputation and consumer perception. In the fashion industry, a strong reputation not only boosts a brand's attractiveness but also fosters customer loyalty. Similarly, Husain et al. (2022) found that social media-based marketing strategies contribute to strengthening brand equity and consumer trust in luxury fashion brands, which in turn has a direct impact on Purchase Intention.

Despite the numerous studies exploring the relationship between Perceived Brand Foreignness, Brand Prestige, Brand Attitude, and Purchase Intention, research gaps remain—particularly in the context of local brands adopting a global image. Previous findings have shown varied results, where factors such as perceived risk and consumer trust can either strengthen or hinder Purchase Intention (Micevski et al., 2021). In the fashion industry specifically, subjective elements such as brand associations and emotional appeal have played a greater role than objective factors like price or product quality (Tahir et al., 2024).

This study aims to analyze the influence of Perceived Brand Foreignness and Brand Prestige on Purchase Intention, with Brand Attitude as a mediating variable, focusing on *Tenue de Attire* products in Indonesia. A deeper understanding of these dynamics is expected to provide insights for marketers in developing more effective branding strategies to enhance consumer appeal and loyalty toward fashion brands with a global image.

## LITERATURE REVIEW

### **Perceived Brand Foreignness on Brand Attitude**

Perceived Brand Foreignness plays an important role in shaping consumer attitudes toward a brand, as it often reflects associations with superior quality, advanced technology, and global prestige. Consumers tend to develop more favorable attitudes toward brands they perceive as foreign, especially if the brand originates from a country with a strong reputation in a particular industry. For example, luxury brands from Europe or technology brands from Japan and South Korea often elicit positive brand attitudes due to their well-established excellence (Montanari et al., 2020). As a result, higher perceived brand foreignness enhances consumers' emotional and cognitive evaluations, leading to a more positive brand attitude.

H1: Perceived Brand Foreignness has a positive and significant influence on Brand Attitude.

### **Brand Prestige on Brand Attitude**

Brand Prestige significantly enhances brand attitude by strengthening consumers' perceptions of exclusivity, superior quality, and social status. Consumers associate prestigious brands with higher reliability and exceptional craftsmanship, fostering trust and admiration (Hashem E et al., 2023). As a result, they develop more favorable attitudes toward the brand, driven by both emotional appeal and rational evaluation. This effect is particularly evident in

high-end product categories such as luxury fashion, premium automobiles, and exclusive electronics, where perceived prestige plays a crucial role in shaping consumer attitudes.

H2: Brand Prestige has a positive and significant influence on Brand Attitude.

### **Brand Attitude on Purchase Intention**

Brand Attitude is a key determinant of purchase intention, as consumers with a positive attitude toward a brand are more likely to make a purchase. When consumers perceive a brand positively, they develop stronger emotional connections and trust, which helps reduce the perceived risks associated with buying (Chen et al., 2020). A strong brand attitude enhances consumer confidence in the product's quality, leading to a higher likelihood of purchase. Furthermore, positive word-of-mouth and brand advocacy reinforce this attitude, further increasing the chances of actual buying behavior.

H3: Brand Attitude has a positive and significant influence on Purchase Intention.

### **Perceived Brand Foreignness on Purchase Intention**

Perceived Brand Foreignness influences purchase intention by shaping consumers' perceptions of quality, innovation, and desirability. Consumers often prefer foreign brands due to their associations with superior expertise and global reputation (Bai et al., 2021). This effect is particularly strong in industries where the country of origin plays a critical role in consumer decision-making, such as luxury goods, electronics, and automobiles. When consumers perceive a brand as foreign and reputable, they are more willing to make a purchase, believing they are obtaining a product of higher value.

H4: Perceived Brand Foreignness has a positive and significant influence on Purchase Intention.

### **Brand Prestige on Purchase Intention**

Brand Prestige directly impacts purchase intention by enhancing consumer trust in the product's quality, exclusivity, and status-enhancing attributes. Prestigious brands create a sense of aspiration, motivating consumers to make purchases as a means of self-expression or social recognition (Dash et al., 2021). This psychological appeal leads consumers to be more willing to pay a premium for products associated with well-established prestigious brands. As a result, the stronger the perception of brand prestige, the greater the likelihood that consumers will exhibit higher purchase intention.

H5: Brand Prestige has a positive and significant influence on Purchase Intention

### Perceived Brand Foreignness on Purchase Intention Mediated by Brand Attitude

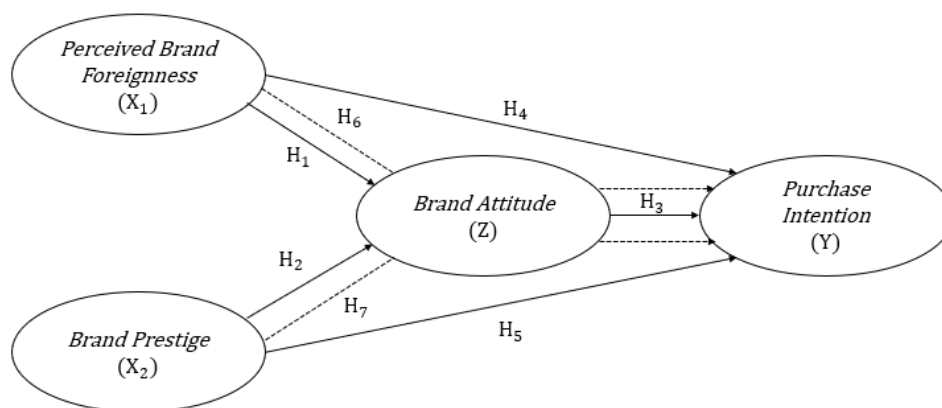
Brand attitude serves as a mediating variable in the relationship between Perceived Brand Foreignness and Purchase Intention by enhancing consumers' perceptions of trust and preference. When consumers perceive a brand as foreign, they are more likely to form a positive attitude toward the brand, which in turn strengthens their intention to purchase (Yilmaz & Kurdoglu, 2023). This indirect effect suggests that Perceived Brand Foreignness alone may not be sufficient to drive purchases; rather, a favorable brand attitude acts as a crucial link in transforming perception into actual buying behavior.

H6: Perceived Brand Foreignness has a positive and significant influence on Purchase Intention through Brand Attitude.

### Brand Prestige on Purchase Intention Mediated by Brand Attitude

The influence of brand prestige on purchase intention is significantly mediated by brand attitude, as consumer admiration for prestigious brands enhances their emotional attachment and trust in making a purchase. When consumers perceive a brand as prestigious, they tend to develop a more positive attitude toward it, which ultimately increases the likelihood of making a purchase (Commer et al., 2021). This highlights the importance of brand perception in driving consumer behavior, indicating that prestige alone does not guarantee purchase intention unless supported by a strong and positive brand attitude.

H7: Brand Prestige has a positive and significant influence on Purchase Intention through Brand Attitude.



Picture 1. Research Framework

### METHODOLOGY

This study employed a quantitative approach with a causal research design, in which data were collected through an online survey using a questionnaire distributed to respondents who met specific criteria. A five-point Likert scale was used, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The research instrument for Perceived Brand Foreignness was measured using 3 indicators based on the reference by Padmali et al. (2023). Brand Prestige was

assessed with 4 indicators as referenced in the study by Mayasari & Wiadi (2021). Brand Attitude was measured using 7 indicators from Afandi (2023), while Purchase Intention was measured using 6 indicators from Bhutto et al. (2020). The research sample consisted of 185 respondents, selected through purposive sampling based on specific criteria, including: 1) a minimum age of 17 years, 2) residing in Indonesia, and 3) having knowledge of the Tenue de Attire brand.

Data analysis was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software to construct and evaluate both the measurement and structural models. Model fit was assessed using several indicators, such as Average Variance Extracted (AVE) > 0.5, outer loading > 0.708, Composite Reliability (CR) between 0.70–0.90, and Cronbach’s Alpha. Hypothesis testing was performed using t-statistics and p-values, with hypotheses accepted if the t-statistic > 1.65 or the p-value < 0.05. The results of this study are expected to provide insights into the influence of Perceived Brand Foreignness, Brand Prestige, and Brand Attitude on consumers' Purchase Intention toward Tenue de Attire in Indonesia.

**RESEARCH RESULT**

**Convergent Validity**

To ensure that each indicator in the research model has adequate convergent validity, validity and reliability testing was conducted as follows:

**Table 1. Validity and Reliability Test Results**

Variable	IC	Items	Validity Test	Reliability Test		
			LF	CA	CR	AVE
<i>Perceived Brand Foreignness</i>	PBF1	The name Tenue de Attire makes me think that it is a foreign brand.	0,860	0,864	0,867	0,648
	PBF2	I feel attracted to Tenue de Attire because of its foreign impression.	0,829			
	PBF3	I am interested in learning more about Tenue de Attire because it seems like a foreign brand.	0,773			
	PBF4	When I see Tenue de Attire products, I feel an elegant and classy impression.	0,791			
	PBF5	I have visited Tenue de Attire's social media	0,768			

Variable	IC	Items	Validity Test	Reliability Test		
			LF	CA	CR	AVE
		account because of its foreign image.				
<i>Brand Prestige</i>	BP1	I feel confident when imagining wearing Tenue de Attire products.	0,792	0,859	0,861	0,640
	BP2	I feel that using Tenue de Attire products will make me look more stylish in social settings.	0,817			
	BP3	I enjoy talking about Tenue de Attire with others.	0,803			
	BP4	I would like to provide suggestions or feedback to Tenue de Attire.	0,823			
	BP5	I am attracted to Tenue de Attire because the brand reflects a high status.	0,765			
<i>Brand Attitude</i>	BA1	I believe that the quality of Tenue de Attire products is very good.	0,808	0,839	0,839	0,608
	BA2	I feel that Tenue de Attire products are relevant to my daily needs.	0,793			
	BA3	I feel that Tenue de Attire products offer value for the price I pay.	0,775			
	BA4	Tenue de Attire products are desired by people in my age group.	0,766			

Variable	IC	Items	Validity Test	Reliability Test		
			LF	CA	CR	AVE
	BA5	I feel that wearing Tenue de Attire products gives a pleasant impression.	0,755			
<i>Purchase Intention</i>	PI1	I intend to purchase Tenue de Attire products in the future.	0,843	0,752	0,767	0,666
	PI2	I will consider purchasing Tenue de Attire products.	0,817			
	PI3	I do not feel financially burdened when purchasing Tenue de Attire products.	0,788			

Source: Processed with SEM PLS 4.0

In the convergent validity test, the reference values used are the loading factor and Average Variance Extracted (AVE). According to Hair et al. (2021), an indicator is considered valid if it has a loading factor greater than 0.708 and an AVE of at least 0.50. The results in Table 1 show that all indicators meet these criteria, with loading factors ranging from 0.755 to 0.843 and AVE values between 0.608 and 0.666, indicating that convergent validity has been achieved.

**Discriminant Validity**

**Table 2. Discriminant Validity - Fornell-Larcker Criteria**

	<i>Brand Attitude</i>	<i>Brand Prestige</i>	<i>Perceived Brand Foreignness</i>	<i>Purchase Intention</i>
<i>Brand Attitude</i>	0,805			
<i>Brand Prestige</i>	0,672	0,821		
<i>Perceived Brand Foreignness</i>	0,654	0,701	0,828	
<i>Purchase Intention</i>	0,598	0,615	0,640	0,832

Source: Processed with SEM PLS 4.0

The discriminant validity test based on the Fornell-Larcker criterion shows that each construct has a square root of AVE value that is higher than the correlations with other constructs. This is evident in the table, where the diagonal values (square root of AVE) for each construct – Brand Attitude (0.805), Brand

Prestige (0.821), Perceived Brand Foreignness (0.828), and Purchase Intention (0.832) – are all higher than their respective correlations with other constructs. For example, the correlation between Brand Attitude and other constructs ranges from 0.598 to 0.672, while the highest correlation with any other construct remains lower than the AVE of that particular construct. These results indicate that each construct in the model has sufficient discriminant validity and can be clearly distinguished from one another.

**Table 3. Cross Loading Test**

	<b>BA</b>	<b>BP</b>	<b>PBF</b>	<b>PI</b>
<b>BA1</b>	0.822	0.512	0.493	0.421
<b>BA2</b>	0.810	0.578	0.525	0.460
<b>BA3</b>	0.835	0.570	0.548	0.433
<b>BA4</b>	0.801	0.556	0.511	0.418
<b>BA5</b>	0.788	0.844	0.480	0.402
<b>BP1</b>	0.531	0.814	0.601	0.473
<b>BP2</b>	0.574	0.829	0.642	0.501
<b>BP3</b>	0.558	0.840	0.637	0.495
<b>BP4</b>	0.543	0.815	0.611	0.489
<b>BP5</b>	0.500	0.797	0.588	0.476
<b>PBF1</b>	0.475	0.601	0.856	0.466
<b>PBF2</b>	0.481	0.604	0.867	0.470
<b>PBF3</b>	0.452	0.577	0.843	0.459
<b>PBF4</b>	0.433	0.550	0.822	0.443
<b>PBF5</b>	0.441	0.563	0.835	0.450
<b>PI1</b>	0.421	0.462	0.499	0.807
<b>PI2</b>	0.398	0.448	0.472	0.824
<b>PI3</b>	0.379	0.427	0.453	0.802

Source: Processed with SEM PLS 4.0

Discriminant validity testing through the cross-loading approach shows that each indicator has a higher correlation with its designated construct than with other constructs. The results in the table indicate that the highest cross-loading value for each indicator belongs to its intended construct, with all main loading values exceeding 0.7. The indicators for the Brand Attitude (BA) variable

have loading values ranging from 0.788 to 0.835, while the Brand Prestige (BP) indicators range from 0.797 to 0.840. For the Perceived Brand Foreignness (PBF) construct, the indicator loadings fall within the range of 0.822 to 0.867, and for the Purchase Intention (PI) construct, the loading values range from 0.802 to 0.824.

**Reliability**

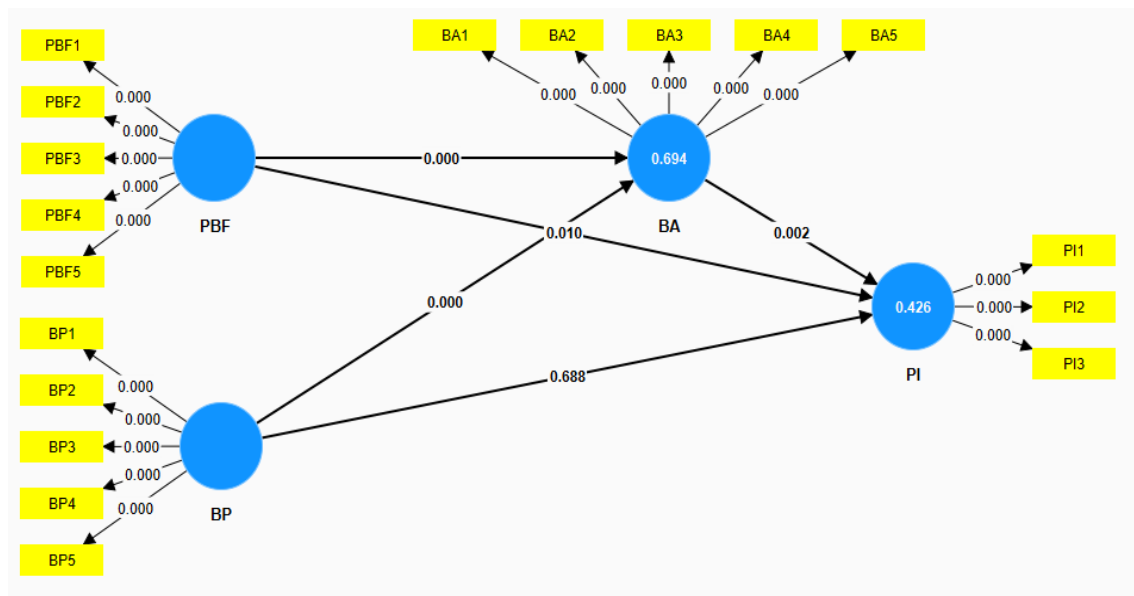
In addition to validity testing, an evaluation of construct reliability was also conducted to ensure the internal consistency of the measurement instrument. This reliability test refers to the values of Cronbach’s Alpha and Composite Reliability (CR), as presented in Table 4 below

**Table 4. Cronbach’s Alpha (CA) and Composite Reliability (CR) Test**

Variable	CA	CR
<i>Perceived Brand Foreignness</i>	0,864	0,867
<i>Brand Prestige</i>	0,859	0,861
<i>Brand Attitude</i>	0,839	0,839
<i>Purchase Intention</i>	0,752	0,767

Source: Processed with SEM PLS 4.0

In the construct reliability evaluation, assessments were conducted on Cronbach’s Alpha (CA) and Composite Reliability (CR). All constructs demonstrated CA and CR values above 0.70, which align with the recommended standards. This indicates that the instruments used possess good internal consistency and are reliable in measuring their respective constructs.



**Picture 2. Bootstrapping Model Result**

**R Square**

**Table 5. R-Square**

Variables	R-Square	R-Square Adjusted
<i>Brand Attitude</i>	0,694	0,690
<i>Purchase Intention</i>	0,426	0,417

Source: Processed with SEM PLS 4.0

Referring to the data in Table 5, the R-Square value for the Brand Attitude variable is recorded at 0.690, indicating that 31% of its variability can be explained by the preceding constructs in the model. Meanwhile, the Purchase Intention variable has an R-Square value of 0.417, signifying that 58.3% of its variation is influenced by other independent variables present in this research model.

**Path Coefficients Test**

**Table 6. Hypothesis Testing Results**

Hyphotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
H1: PBF → BA	0,500	0,495	0,085	5,889	0,000	Accepted
H2: BP → BA	0,364	0,368	0,085	4,280	0,000	Accepted
H3: BA → PI	0,329	0,333	0,106	3,103	0,002	Accepted
H4: PBF → PI	0,309	0,309	0,119	2,583	0,010	Accepted
H5: BP → PI	0,053	0,048	0,131	0,402	0,688	Rejected

Source: Processed with SEM PLS 4.0

Referring to the hypothesis testing results in Table 6, Perceived Brand Foreignness (PBF) has been proven to have a positive and significant influence on both Brand Attitude (BA) and Purchase Intention (PI), as indicated by t-statistics of 5.889 and 2.583, respectively, with p-values < 0.05, thus H1 and H4 are accepted. Furthermore, Brand Prestige (BP) also shows a significant influence on BA (t = 4.280; p < 0.001) and PI (t = 3.106; p = 0.002), supporting the acceptance of H2 and H3.

However, H5 is rejected because the direct effect of BA on PI is not significant (t = 0.402; p = 0.688). This indicates that Brand Attitude does not independently influence Purchase Intention. Theoretically, this may be due to a full mediation effect of other constructs, such as Perceived Brand Foreignness and Brand Prestige, suggesting that the influence of Brand Attitude on purchase intention may only occur indirectly rather than directly.

**Indirect Effect Test**

**Table 7. Indirect Effect Result**

Hyphotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Result
H6: PBF → BA → PI	0,165	0,166	0,062	2,648	0,008	Accepted
H7: BP → BA → PI	0,120	0,123	0,050	2,401	0,016	Accepted

Source: Processed with SEM PLS 4.0

Referring to the results of the mediation effect analysis in Table 7, Brand Attitude (BA) significantly mediates the effect of Perceived Brand Foreignness (PBF) on Purchase Intention (PI) (H6), with a t-statistic value of 2.648 and a p-value of 0.008. A similar finding applies to H7, where BA significantly mediates the effect of Brand Prestige (BP) on PI ( $t = 2.401$ ;  $p = 0.016$ ). These results confirm the mediating role of Brand Attitude in strengthening the relationship between perceptions of foreign brand origin and brand prestige with consumer purchase intention toward Tenue de Attire products in Indonesia.

**DISCUSSION**

This study confirms that Perceived Brand Foreignness and Brand Prestige contribute positively to the formation of Brand Attitude, which in turn drives Purchase Intention for Tenue de Attire products. These findings are consistent with Montanari et al. (2020), who stated that the perception of a brand’s foreignness creates emotional appeal, and Hashem E et al. (2023), who showed that brand prestige enhances perceptions of quality and social status, thereby shaping positive brand attitudes.

Firstly, the analysis shows that Perceived Brand Foreignness and Brand Prestige significantly influence Brand Attitude (H1 and H2 accepted), in line with the findings of Montanari et al. (2020) and Hashem E et al. (2023). This indicates that Indonesian consumers tend to associate foreign and prestigious brands with superior quality and high social status. In the context of fashion brands like Tenue de Attire, the image of being foreign-inspired and highly prestigious becomes a key element in shaping consumers' positive attitudes toward the brand.

Secondly, Brand Attitude is proven to significantly affect Purchase Intention (H3 accepted), aligning with the findings of Chen et al. (2020), who argued that a positive attitude toward a brand strengthens purchase intention through increased confidence, emotional value, and trust in the product. Therefore, creating a positive brand attitude can be a key strategy in driving purchasing decisions.

Moreover, Perceived Brand Foreignness also has a direct positive effect on Purchase Intention (H4 accepted), indicating that consumers view foreign brands as symbols of quality and excellence, thereby increasing their intention to

buy. In contrast, Brand Prestige does not directly influence Purchase Intention (H5 rejected), suggesting that while brand prestige is important in shaping attitude, its direct effect on purchase intention is not strong enough without being mediated by Brand Attitude.

Subsequent mediation tests reveal that Brand Attitude significantly mediates the effects of both Perceived Brand Foreignness and Brand Prestige on Purchase Intention (H6 and H7 accepted), consistent with the studies by Yilmaz & Kurdoglu (2023) and Commer et al. (2021). This highlights that the formation of a positive brand attitude is the key link between perceptions of a brand's foreignness or prestige and consumers' purchase intentions. Thus, marketing strategies that effectively strengthen Brand Attitude will be highly effective in converting perception into actual buying behavior.

## CONCLUSIONS AND RECOMMENDATIONS

Based on the research findings, it can be concluded that Perceived Brand Foreignness and Brand Prestige have a positive influence on Brand Attitude, and that Brand Attitude plays a significant role in increasing Purchase Intention toward *Tenue de Attire* products in Indonesia. In addition to the direct effect of Brand Foreignness, the results also indicate that Brand Prestige alone is not strong enough to influence Purchase Intention without being supported by a positive attitude toward the brand. This highlights Brand Attitude as a crucial mediating element in the relationship between brand perception and consumer purchase intention, in line with the study by Yilmaz & Kurdoglu (2023).

The implications of these findings suggest that fashion business players – especially *Tenue de Attire* – should direct their marketing strategies not only toward building an image as a foreign or premium brand, but also toward shaping a positive and emotional perception of the brand in consumers' minds. This approach can be implemented through brand storytelling, promotional efforts that reflect exclusivity and global quality, and strengthening brand identity on digital platforms. By doing so, the brand can transform perception into loyalty and drive stronger purchasing decisions among increasingly selective young Indonesian consumers.

Based on the research findings, several recommendations can be considered to strengthen marketing strategies and enhance consumer purchase intention toward the *Tenue de Attire* brand in Indonesia. Fashion brands should focus on reinforcing consumer perceptions of foreign and prestigious brands by building a positive emotional connection through storytelling that emphasizes exclusivity and international quality, supported by consistent digital campaigns. Marketers and brand strategists are encouraged to go beyond symbolic values such as prestige and foster meaningful emotional engagement to strengthen brand perception and influence purchase decisions. Future research is recommended to apply this model to different product sectors or demographic segments and explore other mediating or moderating variables to deepen the understanding of consumer decision-making processes related to foreign brands in domestic markets.

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