

# Perbandingan durasi, persepsi kecocokan, dan status consumption terhadap perilaku konsumen: Sebuah studi eksperimen kolaborasi retailer-brand = An experimental study of retailer-brand collaboration: Duration, perceived fit, and status consumption toward consumer behavior.

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## Abstrak

Retailer seperti department store cenderung menggunakan strategi sales promotion dengan memberikan potongan harga. Hal ini menyebabkan konsumen untuk belajar menunda pembelian dan lebih memilih untuk membayar tidak dengan harga penuh. Untuk itu, penelitian ini bertujuan untuk mengetahui pengaruh dari strategi limited edition dalam kolaborasi retailer-brand pada perilaku konsumen seperti urgency to buy, willingness to pay price premium, dan intention to share advertisement berdasarkan karakteristik status consumption. Analisis kovarians dilakukan untuk menguji 2 (collaboration duration: limited edition vs ongoing collection) x 2 (perceived retailer-brand fit: high fit vs low fit) x 2 (status consumption: high vs low) dengan menggunakan desain eksperimen between-subject (n=277). Hasil penelitian menunjukkan bahwa urgency to buy, willingness to pay price premium, dan intention to share advertisement lebih tinggi pada partisipan yang memiliki karakteristik high-status consumption dan dengan kondisi strategi limited-edition pada kolaborasi yang dipersepsikan memiliki kecocokan yang tinggi. Penelitian ini memberikan kontribusi akademik mengenai perbedaan pengaruh strategi limited edition dalam kolaborasi retailer-brand dengan mempertimbangkan faktor karakteristik konsumen. Selain itu, penelitian ini juga memberikan implikasi manajerial berupa masukan dalam merancang strategi pemasaran dan menembangkan cara baru untuk meningkatkan kunjungan dan kinerja penjualan.

.....Retailers such as department stores tend to use sales promotion by discounting items, which has caused the consumer to be less likely to pay at full price and learn to postpone their purchase. Therefore, this study aims at investigating the effects of status consumption and limited-edition strategy in a retailer-brand collaboration on consumer behaviours, i.e., the urgency to buy, willingness to pay a price premium, and sharing intention. Analysis of covariance was conducted to test a 2 (collaboration duration: limited edition vs ongoing collection) x 2 (perceived retailer-brand fit: high fit vs low fit) x 2 (status consumption: high vs low) between-subjects design (n=277). The result shows that the urgency to buy, willingness to pay a price premium, and sharing intention are favourable among the high-status consumption participants when the collaboration product is offered as limited-edition and has a high perceived retailer-brand fit. This study contributes to marketing literature in the space of the influence of consumer characteristics on the effectiveness of brand alliances and limited-edition strategy. Further, this study provides insights for managers to design competitive marketing strategies by considering the consumers' characteristics and to develop new ways to increase in-store traffic by exciting consumers to make a purchase right away without marking the product on sale.