

The effect of hedonic value, brand personality appeal, and attitude towards behavioral intention

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ABSTRACT

Changing consumer purchasing decision behavior is not easy. Consumers are now classified as intelligent consumers who are supported by the development of information and technology. Especially the decision to purchase products that are not widely known in the community, particularly environmentally friendly products or natural products (green products). One of the environmentally friendly products that attract public attention lately is *Loloh cemcem* brand from Penglipuran Village Bangli. The objectives of this study are a) to explain the effect of hedonic value, brand personality appeal, and attitude towards behavioral intention, and to explain the role of brand personality appeal as a mediator of the relationship between the hedonic value towards attitude and behavioral intention. The study is conducted in all districts in Bali from September 2018 to June 2019. The analysis technique used is path analysis. The research findings show that all variables have positive and significant effects on behavioral intention. However, brand personality appeal only acts as a mediating variable in part of the relationship between hedonic value towards attitude and the relationship between hedonic value towards behavioral intention. It means that there are other variables that play as mediator which are not examined in this study. The results of the analysis are expected to be used as a consideration by the producers of *Loloh cemcem* of Penglipuran Village Bangli so that they will be able to deal with further competition and the study results can be used as an alternative strategy to implement a green business. In addition, the study results can be used by the government as an input in making policies that encourage the rapid growth of the Balinese local wisdom industry.

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1. Introduction

The needs of consumers who are able to be satisfied through the consumption of goods or services will affect their decisions further. Decisions that are formed from consumer behavior can be affected by many factors (Chatopadhyay, 2013). One of them is the attitude of consumers towards something. The formation of attitude towards something will be different for each individual. Consequently, the attitude of each person will also be different, although they go through the same development process (Babin et al., 2005). Attitude is a tendency to act obtained from the results of learning with a consistent intention, which shows preference or aversion of an object (Schiffman & Kanuk, 2008:200). Especially the attitude that is formed on environmentally friendly products or brands. The attitude of concern for the environment starts from the extent to which an individual feels that he/she is part of the natural environment and then how he/she seeks to protect the environment by consuming environmentally friendly products and brands (Suasana & Ekawati, 2018). This research integrates several points of views and defines attitude as something unpredictable from consumers preference. Particularly the attitude that is formed towards the need for an environmentally friendly brand, which are not widely known yet by the society. Overall evaluation is conducted from the environmentally friendly brand to get actual attitude from the society. In addition to attitudes that become an important part of consumer behavior, behavioral intention also become one of consideration in making a decision. Intention is regarded as the desire of someone to act in a certain way. Theory of Reasoned Action (Ajzen & Fishbein, 1975:129) which further developed to Theory of Planned Behavior (Ajzen, 1991:179), stated that someone's behavior is affected by

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intention to behave in a certain way. Consumer behavioral intention towards products and services which are the result of the process of satisfaction which is experienced by the customer towards products and services provided by the supplier of products and services. Behavioral intention is a proposition that connects someone with the future behavior (Peter and Olson, 2013:331). Thus, behavioral intention is an indication of how people are willing to try and believe a company in order to achieve their own satisfaction. Ability to change consumer behavior is primarily affected by the ability of a brand to attract consumers. The brand is considered capable of acting as a medium of communication, able to show the characteristics of product prices and assist in the distribution (O'Cass & Ngo, 2011). Brands become an important factor in marketing activities. The facilities provided by a brand will be able to show the function of a brand and other important benefits (Brodie, 2009). This indicates that the service of a brand is able to mediate marketing activities with the view to create consumer experience and encourage the creation of brand value (Brodie *et al.*, 2006:373).

Specifically, this study explores the concept of a brand that is introduced recently, namely the concept of brand personality appeal. Brand personality appeal is the ability of a brand to attract consumers through a combination of human characteristics associated with it. Brand personality appeal is represented by three factors namely favorability, originality, and clarity. There are some research findings stating that brand personality appeal has a direct and positive effect on consumers' behavioral intention to make purchases (Freling *et al.*, 2011). Until now, there is not much research on the relationship of brand personality appeal in the context of marketing activities including services and social marketing (Freling *et al.*, 2011). Such research offers a greater conceptual understanding and implementation of the brand personality appeal theory. Furthermore, given the lack of research on brands in social marketing (Gordon *et al.*, 2008), this study also examines the impact of brand personality appeal on consumer attitudes and behavioral intentions in marketing activities. Brand personality appeal will also be formed on various brands, including the hedonic value perceived out of a brand. Hedonic consumption can be defined as a behavioral component related to multisensory, fantasy and emotional matters in the consumption process. In such a process of consumption, consumers usually prefer the pleasant experience, the fantasy, entertainment, and sensory simulation obtained from the use of the product or service purchased (Benerjee & Namboodiri, 2018). Hedonic value is related to the desire for pleasure and self-expression that is related to the emotional needs of individuals for a pleasant and interesting shopping experience (Rahmayanti *et al.*, 2018). A brand with hedonic value provides a pleasant, happy, and engaging consumer experience. Hedonic values also provide motivation to consumers because the values perceived, such as use value, practical, the function of a product or brand (Dhar & Wertenbroch, 2000). The formation of attitude and behavioral intention from consumers due to the brand personality appeal and hedonic value of a brand also appears in meeting the needs of natural brands. One of the natural brands that began to develop in Bali is *Loloh cemcem*. *Loloh cemcem* is one of Bali's local wisdom products in Penglipuran Village is one of the cleanest villages in the world and in Bali. A hedonic value of a brand should not only become an impression, but the brand also has to occupy a special position in consumer's mind to truly become a brand personality appeal (Eisend & Stokburger-Sauer, 2013). The brand personality appeal formed is expected to be able to create an attitude and intention to behave positively in the future. Therefore, hedonic values, brand personality appeal, attitude and behavioral intention are important variables in maintaining the survival of a brand. To maintain the viability of this brand of this Balinese local wisdom product, and in order to keep maintaining its existence, then it needs to be investigated further about the brand of *Loloh cemcem* in Penglipuran Village Bangli as a brand that has a hedonic value and its effect towards the brand personality appeal that is formed, and whether brand personality appeal produces positive attitude and behavioral intention. Until now, no one has done research on the existence of environmentally friendly brands in Bali, especially *Loloh cemcem* of Penglipuran Village Bangli, a brand which is associated with hedonic values, brand personality appeal, attitude and behavioral intention.

2. Literature review

2.1 Hedonic value

Hedonic value can show a variety of features or characteristics such as a description which is configured to a brand or product. Hedonic values are feelings of pleasure, comfort, safety, comfort, and relaxation generated from using a particular brand. Hedonic values inherent in a brand can create brand personality appeal where it can affect consumer perceptions of a product or service attribute in accordance with consumers expectation. A brand can be expected to fulfill its function well but the symbol attached to a brand can give special meaning is another way to differentiate between brands. Hedonic value emphasizes the subjectivity and experience felt by consumers of a product or brand (Solomon, 2002: 105). Consumers can depend on a product to meet the needs of happiness, self-confidence, fantasy, and others. Ailawadi *et al.* (2001) explained that there are several factors that influence consumers in maximizing hedonic value, namely: 1) Entertainment: Entertainment or amusement relevant to people who enjoy shopping. Consumers will get pleasure and entertainment due to the purchase and use of a product. 2) Exploration: Exploration provides characteristics such as being innovative, excited for new things, and impulsive. Exploration provides benefits that can provide learning about new experiences that consumers enjoy from the purchase and use of a product.

2.2 Brand personality appeal

The personality of a brand will be formed and affected by the direct or indirect contact which emphasize that consumers have their own preferable brand. With regards to the natural approach which shows that personality is a set of characteristics that are defined as each important component that is unique or distinctive and is relatively distinguished, where each person is different from another. This tendency shows how the brand is able to influence the behavior of others (Bouhleb *et al.*, 2011).

Brand personality is a key element in understanding a brand. Therefore, brand personality can be developed through various marketing strategies and tools, such as user image, packaging or wrapping, sponsorship, symbols and advertising (Phau and Cheen Lau, 2001). The brand personality is able to attract the consumers through the combination of human characteristics which are related to it. The research which combines the theory of attitude and measurement models with insights from brand personality appeal found a three-factor model namely favorability, originality and clarity (Freling et al., 2011). There are three concepts of brand personality appeal. First, brand personality appeal favorability. This concept defines the extent to which consumers perceive brand personality positively to assess attractiveness and it is not sufficient to know how consumers see the personality traits of a brand. It is also necessary to understand the evaluative aspects of personality. The evaluative aspect of trust held about objects is equated with the good or bad of the attribute and it can be conceptualized as the satisfaction derived from the attribute (Freling et al., 2011). Satisfying attributes will be seen as more beneficial and will result in a more positive attitude towards the object. Conversely, attributes that are less satisfactory will be considered as less good and will produce negative things about the attitude towards the object.

Second, originality of brand personality appeal. The concept that defines the extent to which consumers perceive the brand personality to be different from other brands in the same product category. Original brands contribute to consumers, especially the tendency to respond positively to a brand, which will force consumers to buy alternative brands. This situation shows that the original brand is perceived as a personality that can help brands overcome the interference effects that characterize the advertising process in creating situations when there are many similarities of competing products in the same product category. In fact, an original brand personality may be a determinant of the attributes of features that really relate to or determine purchasing behavior (Freling et al., 2011). Third, clarity of brand personality appeal. Brand personality must be accessed and recognized by target consumers to attract them and ultimately influence purchasing decisions. This concept defines the extent to which a brand's personality is clear and recognizable by consumers. Every effort to measure or comparing brand personality must have a calculation, explaining how individuals stand out or see a brand personality clearly. Thus, it is important to consider how different dimensions affect consumer perceptions, attitudes, and behavior.

2.3 Attitude

Attitude as a level of positive or negative traits that are associated with psychological objects, so that there will be a positive attitude if you like and negative attitudes if you don't like it. Consumer attitude is an important factor that will influence consumer decisions. The attitude model consists of three components, namely: cognitive component, affective component, and conative component. The cognitive component includes consumer knowledge and perceptions (beliefs) about various products and services. The affective component focuses on the emotions or feelings of consumers towards certain products or services. The conative component is related to the likelihood that consumers will act in a certain way towards attitude objects. The conative component is often treated as a statement of the intention of consumers to buy (Schiffman & Kanuk, 2008: 248). The formation of consumer attitudes (customer attitude formation) often configures the relationship between trust, attitude, and behavior. Trust, attitude, and behavior are also related to the concept of product attributes (Mowen & Minor, 2001: 249). There are several previous research opinions regarding the characteristics of attitude. Attitude is the tendency to act, perceive, think, and feel something in the face of objects, ideas, situations or values. Attitude is not merely behavior but is a tendency to behave in certain ways that differ from one another to the object attitude (Pervin et al., 2005: 39). The attitude that arises has the driving force or motivating movement. Attitude is not just a recording of the past but also determines whether people have to take a side or against something; attitude determines what do you like, expect, and want; attitude reflects what is desired, what must be avoided (Solomom, 2004: 39). Attitude is relatively more settled in the minds of consumers. Studies show that the political attitudes of groups tend to be sustained and rarely change. Attitude contains evaluative, which means that in attitude contains pleasant or unpleasant values. Attitude arises from previous experience, it is not carried from birth, instead, it is the result of a learning process. Therefore, attitude can be strengthened or changed, so that attitude can be dynamic.

2.4 Behavioral intention

Repurchase intentions and willingness to recommend rely on trust and satisfaction (Shivaprasad & Savitha, 2019). Behavioral intention as the desire of consumers to behave in certain ways in order to own, dispose of and use products or services (Mowen, 2012: 159). Behavioral intention is a proportion that connects itself with future actions (Peter & Olson, 2008: 331). Behavioral intention is the frequency of purchases or the proportion of total purchases from buyers who are loyal to a particular brand (Schiffman & Kanuk, 2010: 235). Behavioral intent is the result of the satisfaction process, which can be classified into two groups: economic behavior and social behavior (Anderson & Mittal, 2000). Based on several statements about the behavioral intention that have been outlined, it can be stated that behavioral intention indicates the process of someone willing to try, accept and instill consumer trust in an object so that it can lead to its own satisfaction. Some dimensions of consumer behavioral intention will be formed as expressed by (Parasuraman et al., 1993), namely: 1) Word of Mouth (WOM) is the next behavioral intention that appears on each individual consumer is different. WOM tends to be considered more effective to be persuasive because in general WOM formed is the result of direct experience. Moreover, it is supported by consumer behavior where most of the processes of communication between humans are done through word of mouth. This happens because information from friends, relatives and family will be more reliable than information obtained from advertisements. 2) Price sensitivity is a condition that is very sensitive to price changes, the price of a product offered will be quite influential on behavioral intention. Price sensitivity is the attitude or feeling of a customer in paying for a product at a certain price offered

by the company for the product they want. Price sensitivity can be used to measure the level of customer movement to a competitor, any changes made by the company in terms of price changes or anything that aims to win price competition, would be better explained to customers who are price sensitive compared to customers who are satisfied with company performance. 3) Repurchasing (repeat purchasing) as a reflection of satisfaction and intention to behave further. Purchase intention is defined as the possibility of a consumer interested in buying a particular product that he sees, if someone wants a product and feel interested in owning that product then they are trying to buy the product (Diksha & Kokil, 2019), other than that another factor is the recommendation of another party is very important because it can affect someone for the buying process. 4) Customer loyalty is also a continuation of consumer behavioral intention. Especially for consumers who are satisfied with all their needs and desires. Loyalty is the desire of customers to continue to subscribe to the company for a long period of time, and recommend the product to friends and colleagues (Lovelock & Wirtz, 2011: 338). Meanwhile according to Zeithaml et al. (1996) there are five dimensions of behavioral intention, namely: 1) The loyalty dimension consists of saying positive things about the company, recommending the company to people who need opinions, encouraging friends or relatives to do business with the company, considering the company as the first choice, do more business with the company in the future. 2) The switch dimension, consisting of doing less business with the company in the future, diverts some business to competitors who offer better prices. 3) The dimension of pay more, which consists of continuing to do business with the company despite price increases and being willing to pay a price higher than the competitor's price for the same value. 4) The dimension of external response, the external response dimension consists of moving to another company if there is a service problem with the company, complaining to other consumers if experiencing service problems with the company, complaining to other parties such as consumer institutions if experiencing service problems with the company. 5) The internal response dimension consists of complaining to company employees if they experience service problems with the company.

2.5 Hypothesis

There are four hypotheses suggested in this study, namely:

- H₁: There is a positive and significant relationship between hedonic values and brand personality appeal.
- H₂: There is a positive and significant relationship between brand personality appeal and attitude.
- H₃: There is a positive and significant relationship between brand personality appeal and behavioral intention.
- H₄: There is a positive and significant relationship between hedonic value and attitude.
- H₅: There is a positive and significant relationship between hedonic value and behavioral intention.
- H₆: Brand personality appeal can mediate relationship between hedonic value and attitude.
- H₇: Brand personality appeal can mediate relationship between hedonic value and behavioral intention.

The conceptual framework in this study is as follows.

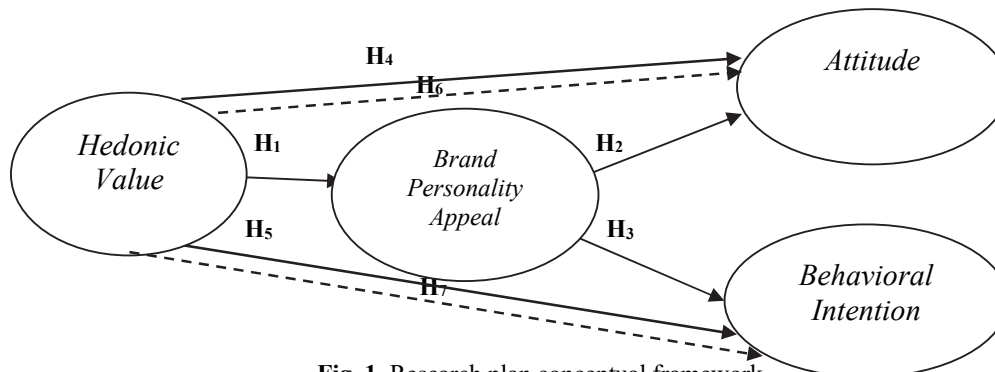


Fig. 1. Research plan conceptual framework

3. Research method

The location of the study is conducted towards the community in Bali. Consideration of choosing Bali because *Loloh cemcem* is one of the local wisdom products that is well known throughout Bali. This product is expected to continue to exist. In addition, with the view to support the provincial government of Bali in implementing clean and green Bali requires the support from all parties including consumers, producers, and marketers. This research is conducted in September 2018 to June 2019. The study population is the entire population of the Province of Bali consisting of eight districts including one municipality. The sample is a part, or subset, of a population that aims to obtain information about the population (Nugroho, 2005: 36). Sampling using a purposive random sampling technique, where not all populations have the same opportunity as respondents and they must meet the criteria needed in this study. Some sample criteria are needed, namely, respondents who are at least 17 years old, minimum has a high school diploma or equivalent, know the existence of *Loloh cemcem* products, and have already consumed *Loloh cemcem* products in the past three months.

4. Research results and discussion

4.1 Description of hedonic value variable (X_1)

An environmentally friendly product termed a green product will require producers to be able to implement green innovations well (Ekawati et al., 2017). Environmentally friendly products are expected to have a certain hedonic value that is enjoyed by consumers. Hedonic value is one important factor for consumers to create an impression of the brand and its effect on attitude and intention to behave further. Measurement of hedonic value variables in this study consisted of five indicators namely safe natural ingredients ($X_{1.1}$), use of natural dyes ($X_{1.2}$), use of natural preservatives ($X_{1.3}$), enjoyment of taste ($X_{1.4}$) and comfort in consuming ($X_{1.5}$). The following results are a description of the hedonic value variable, presented in the form of a percentage and mean value at Table 1.

Table 1

Description of Respondents' Perceptions of Hedonic value Indicators (X_1)

Variable indicator	Respondents' Perceptions					Average
	1	2	3	4	5	
Safe natural ingredients ($X_{1.1}$)	1	8	36	97	68	4.06
The use of natural dyes ($X_{1.2}$)	2	11	34	87	76	4.07
The use of natural preservatives ($X_{1.3}$)	6	12	37	87	68	3.95
Enjoyment of taste ($X_{1.4}$)	3	18	35	93	61	3.91
Comfort in consuming ($X_{1.5}$)	7	10	44	84	65	3.90
Average hedonic value variable (X_1)						3.98

Table 1 demonstrates the distribution of respondents' perceptions of the five indicators of measurement. The average score for the service mix variable or construct strategy is 3.98. This means that most of the respondents agree that these indicators are needed to grow hedonic value which is the characteristic of the hedonic value of environmentally friendly products. The indicator that has the highest response is the safety of natural ingredients with an average of 4.06, which means that the respondent agrees that they are comfortable in consuming a product which made of natural ingredients. The natural ingredients in question are using fresh raw materials in the sense that they are not rotten or damaged. The respondents agree that fresh raw materials should be used in producing *Loloh cemcem*. The main raw material is in the form of cemcem leaves which have been cultivated by the surrounding community. Overall respondents' assessment in this study demonstrates that for the hedonic value variable, it can be said that the majority of respondents agree that growing a hedonic value requires an extraordinary entrepreneurial commitment in producing environmentally friendly products. Because growing hedonic value requires a high commitment to be able to create safety, comfort and other health benefits of this product.

4.2. Description of brand personality appeal variable (X_2)

The measurement of brand personality appeal referred to is related to consumer love for the brand personality of *Loloh cemcem*, Penglipuran Village, Bangli which has been consumed so far. Brand personality appeal consists of three indicators namely popularity ($X_{2.1}$), originality ($X_{2.2}$) and clarity ($X_{2.3}$). A summary of respondents' responses to the brand personality appeal variable is presented in Table 2. Indicator of originality has the highest average score of 3.99, which means that respondents agree that brand personality appeal is formed if consumers feel the originality of the brand. In particular, brand personality appeal to *Loloh cemcem* of Penglipuran village Bangli is formed if consumers consider brand originality to be justified. The brand's originality grew because the brand was able to provide uniqueness, namely as an environmentally friendly product. It is able to provide its own satisfaction to consumers.

Table 2

Description of Respondents' Perceptions of Brand Personality Appeal Indicators (X_2)

Variable indicator	Percentage of Respondents' Perceptions					Average
	1	2	3	4	5	
Favorability ($X_{2.1}$)	5	19	37	82	67	3.89
Originality ($X_{2.2}$)	4	15	36	80	75	3.99
Clarity ($X_{2.3}$)	7	15	36	81	71	3.92
Average brand personality appeal variable (X_2)						3.93

Overall, a descriptive analysis of the brand personality appeal variable indicates that respondents agree that creating a brand personality appeal requires favorability, originality, and clarity about the brand. Brands that have originality clearly will be easier to be able to penetrate the competitive market. For instance, *Loloh cemcem* of Penglipuran village Bangli which has been able to create originality in the minds of consumers and is able to compete with other brands. This is evident from the average score of brand love variables which reaches 3.93. Furthermore, it was perceived that the brand personality appeal of *Loloh cemcem* of Penglipuran Village Bangli is still strong today.

4.3 Description of attitude variable (Y_1)

Attitude is formed by beliefs that originate from instinct and the results of the assessment (evaluation), then form perceptions in good or bad notation, happy or unhappy. Attitude is a reflection of previous experience, it is not brought from birth, so it is the result of the learning process. Therefore, attitude can be strengthened or changed, and thus, attitude can be dynamic.

Attitude formed from the product brand in this study was measured using six measurement indicators, namely a positive response to the presence of *Loloh cemcem* brand of Penglipuran Village Bangli (Y1.1), a positive response to the benefits of the brand (Y1.2), a positive response to brand features (Y1.3), negative responses to brand presence (Y1.4), negative responses to brand benefits (Y1.5), and negative responses to brand features (Y1.6). A summary of respondents' perceptions of attitude variables is presented in Table 3.

Table 3
Description of Respondents' Perception of Attitude Indicators (Y₁)

Variable indicator	Percentage of Respondents' Perception (%)					Average
	1	2	3	4	5	
Y _{1.1} positive response to the brand presence	8	8	38	74	82	4,02
Y _{1.2} positive response to brand benefits	4	20	32	84	70	3,93
Y _{1.3} positive response to brand features	6	21	39	87	57	3,80
Y _{1.4} negative response to the brand presence	16	43	46	86	19	3,23
Y _{1.5} negative response to brand benefits	13	42	52	77	26	3,29
Y _{1.6} negative response to brand features	4	41	57	80	28	3,41
Average attitude variable (Y ₁)						3,62

Table 3 shows the average for the attitude variable is 3.62. It means that respondents agree that attitude is formed by six indicators in this study. Indicators that are above the average score are positive response indicators to the presence of the brand with an average value of 4.02. This means that so far, the respondents of *Loloh cemcem* of Penglipuran village Bangli have a positive attitude which able to accept the presence of *Loloh cemcem* of Penglipuran village Bangli as an environmentally friendly product with all of its benefits.

4.4 Description of behavioral intention variable (Y₂)

There are many factors that can foster an intention to behave in a certain way. The behavioral intention will arise as a result of satisfaction or dissatisfaction from the previous experience. The behavioral intention will affect the next action and loyalty of consumers. The behavioral intention that is formed from the existing brand product in this study was measured using seven measurement indicators, namely tell others positive things about *Loloh cemcem* (Y2.1), recommend it to others (Y2.2), inviting friends/ family (Y2.3), willing to pay a premium price (Y2.4), loyalty to the brand (Y2.5), reduce spending (Y2.6), shift to other brands (Y2.7). Recapitulation of respondents' perceptions of behavioral intention variables is presented in Table 4.

Table 4
Description of Respondents' Perceptions of Behavioral intention Indicators (Y₂)

Variable indicator	Percentage of Respondents' Perception (%)					Average
	1	2	3	4	5	
Y _{2.1} tell others positive things about <i>Loloh cemcem</i>	3	16	38	86	67	3,94
Y _{2.2} recommend the brand to others	4	17	36	96	57	3,88
Y _{2.3} inviting friends/ family	2	11	33	92	72	4,05
Y _{2.4} willing to pay a premium price	3	20	39	86	62	3,88
Y _{2.5} loyalty to the brand	4	13	33	90	70	4,00
Y _{2.6} reduce spending	1	10	35	88	76	4,09
Y _{2.7} shift to other brands	9	12	28	91	70	3,96
Average behavioral intention variable (Y ₂)						3,97

Table 4 shows that the average respondent's perception of the behavioral intention variable was 3.97. It means that respondents agree that behavioral intention is formed from the indicators used in this study. The indicator that has the highest score is the indicator of reducing spending with an average score of 4.09. This means that the activities to reduce spending on *Loloh cemcem* of Penglipuran village Bangli are most strongly affect the intention to behave further. In addition, behavioral intention also has a strong effect because of the allegiance of loyalty to the brand, this is apparent in the answer score above. The statistic test results by using Path Analysis technique are presented in Table 5, Table 6 and Fig. 2.

Table 5
Direct and Indirect Effect as well as Overall Effect of Hedonic Value (X₁), Brand personality appeal (X₂), and attitude (Y₁)

Variable Effect	Direct Effect	Indirect Effect (ρ_{mx1}) × (ρ_{ym})	Overall Effect
Hedonic Value → brand personality appeal	0,434	-	0,434
Brand personality appeal → attitude	0,412	-	0,412
Hedonic Value → attitude	0,234	0,179	0,413

The research findings show that the direct effect between hedonic value on brand personality attractiveness with a value of 0.434, the direct effect of brand personality attractiveness on attitude is 0.412, and the direct effect of hedonic value on attitude is 0.234. However, the indirect effect of hedonic values on attitudes mediated by brand personality appeal is 0.179. The total effect is 0.413 which shows that the attractiveness of the brand personality is capable as a mediating variable. The results of the mediation test are presented in Table 6.

Table 6

Direct and Indirect Effect as well as Overall Effect of hedonic value (X_1), brand personality appeal (X_2), and behavioral intention (Y_2)

Variable Effect	Direct Effect	Indirect Effect (ρ_{mx2}) \times (ρ_{ym})	Overall Effect
hedonic Value \rightarrow brand personality appeal	0,434	-	0,434
Brand personality appeal \rightarrow behavioral intention	0,628	-	0,628
Hedonic value \rightarrow behavioral intention	0,422	0,116	0,538

The direct effect relationship between the hedonic value towards brand personality appeal with a value of 0.434, the direct effect of brand personality appeal on attitude is 0.628, and the direct effect of hedonic value on behavioral intention is 0.422. However, the indirect effect of hedonic values on behavioral intention mediated by brand personality appeal is 0.116. The total effect of 0.538 indicates that brand personality appeal is able as a mediating variable. The results of the hypothesis path coefficient in accordance with the previous explanation are presented in Fig. 2 below.

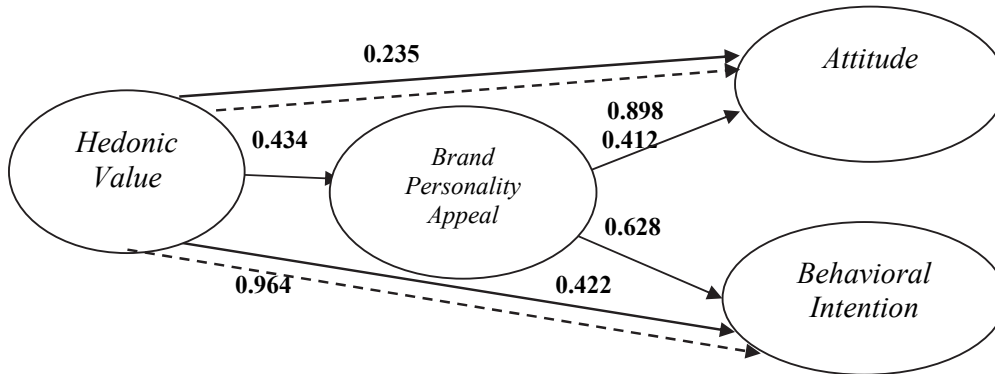


Fig. 2. Hedonic Value Coefficient Diagram towards attitude and behavioral intention through brand personality

The results of the first mediation test with the VAF method in this study is 0.43 or 43 percent or more than 20 percent, it can be explained that there is a partial mediation effect which means that not only brand personality appeal variable which can affect the relationship of hedonic values towards attitude but there are other variables which are not examined in this study. The results of the strong VAF mediation test showed results of 0.38 or 38 percent or more than 20 percent. It can be explained that there is a partial mediating effect which means that not only the brand personality appeal variable which can affect the relationship of hedonic values to behavioral intention, but there are other variables which are not examined in this study.

5. Conclusion

With regard to consumer behavior activities in consuming environmentally friendly brand products, it can be concluded that the hedonic value has a positive and significant effect on brand personality appeal. This means that the more *Loloh cemcem* of Penglipuran village Bangli provides hedonic value, the more positive the brand personality appeal that is formed in the community. Brand personality appeal affects attitude, it can be interpreted that the effect of brand personality appeal towards attitude is in line. This means that the more *Loloh cemcem* of Penglipuran village Bangli shows identity as a brand personality appeal, the greater the chance of creating a positive attitude in the minds of its consumers. Brand personality appeal affects behavioral intention, which states that the better brand personality appeal of *Loloh cemcem* of Penglipuran Bangli Village is formed in the minds of consumers, the higher the chance of creating behavioral intention to buy the product. Hedonic value affects attitude, which states that the better the hedonic value perceived by consumers by consuming *Loloh cemcem* of Penglipuran Bangli brand formed in the minds of consumers, the higher the chance of creating an attitude to buy the product. Hedonic value affects behavioral intention, which states that the better the hedonic value of *Loloh cemcem* of Penglipuran village Bangli formed in the minds of consumers, the higher the chance of creating behavioral intention to buy products. Brand personality appeal mediates positively and significantly the effect of hedonic values on attitude. It means that the better attitude of consumers towards *Loloh cemcem* of Penglipuran village Bangli which is affected by hedonic values, but it is not necessarily affected by brand personality appeal. This means that brand personality appeal in this study only has a role as a partial mediating variable. Brand personality appeal mediates positively and significantly the effect of hedonic values on behavioral intention. It means that the better the behavioral intention of consumers to consume *Loloh cemcem* of Penglipuran village Bangli which is affected by hedonic values, but it is not necessarily also affected by brand personality appeal. This means that brand personality appeal has a role as a partial mediator only in this study.

6. Limitations of the study and suggestions for future research

The study was restricted to Bali and its suburban areas, and as such, it has a limitation in terms of its impact on all the urban places due to geo-demographic diversity. The study is based on the perception of the consumers, which is subject to change

both from place to place and from time to time, and may even change in case of different product categories. Changing consumer behavior in Bali in the future might warrant more studies in this area. Time constraints acted as another major limitation of this study. Further empirical studies are expected to carry out other environmentally friendly brands by using different variables.

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