

Research Article

# The Effect of Users' Perceived Originality on Behavioural Intentions Toward Brands, Mediated by Brand Awareness and Brand Image

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**Abstract.** This study aims to analyze the effect of Users' Perceived Originality on Behavioral Intentions toward brands, mediated by Brand Awareness and Brand Image. The sample used in this research involves 200 Apple product users who have a strong perception of the brand's originality and image, and how these factors influence their intentions to repurchase Apple products. A quantitative approach is applied using the Partial Least Square - Structural Equation Modeling (PLS-SEM) analysis method. The results indicate that Users' Perceived Originality has a positive and significant effect on Behavioral Intentions, with Brand Awareness and Brand Image acting as mediators in this relationship. Additionally, Brand Awareness and Brand Image also show a positive and significant impact on Behavioral Intentions. This study contributes valuable insights to the development of brand management literature, emphasizing the importance of perceived originality, brand awareness, and brand image in shaping consumer behavior. Practically, the findings provide a strategic basis for brands to enhance their originality, strengthen brand image, and improve consumer behavioral intentions, thus fostering brand loyalty and sustained engagement.

**Keywords:** Behavioral Intentions; Brand Awareness; Brand Image; Brand Loyalty; Users' Perceived Originality.

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## 1. INTRODUCTION

In an era where brands are constantly striving for consumer attention and loyalty, perceived originality has become an essential factor in shaping consumer behavior. Originality in a brand's offerings can enhance its distinctiveness, foster emotional connections, and influence the overall brand experience. For consumers, particularly those engaged with premium brands like Apple, the perception of originality plays a pivotal role in shaping their behavioral intentions, such as their intent to repurchase or recommend a product. Recent studies have indicated that consumers are more likely to engage with brands that they perceive as authentic and innovative, suggesting a strong link between perceived originality and consumer loyalty (Kaur & Saini, 2024). However, the pathways through which perceived originality influences behavioral intentions remain underexplored, particularly the mediating role of brand awareness and brand image in this relationship.

The importance of brand awareness and brand image in consumer decision-making has been extensively studied in marketing literature. Brand awareness, as the consumer's ability to recognize or recall a brand, influences perceptions of its quality and value (Miyamoto & Sato, 2023). Additionally, brand image, which reflects the overall perception of the brand in the minds of consumers, serves as a powerful tool for enhancing consumer trust and preference (Xu & Huang, 2023). These two factors—brand awareness and brand image—are often identified as key drivers in shaping behavioral intentions. When consumers are aware of a brand and have a positive image of it, their willingness to engage with or purchase from that brand increases significantly. However, research is still needed to clarify the specific mechanisms through which perceived originality impacts these factors and ultimately influences consumer behavior. Therefore, this study focuses on understanding the mediating roles of brand awareness and brand

image in the relationship between perceived originality and consumers' behavioral intentions, particularly in the context of high-involvement product categories like Apple.

Despite the growing interest in brand perception, studies focusing specifically on the interplay between perceived originality, brand awareness, and brand image are limited. This gap is particularly evident in the context of behavioral intentions, where much of the research has concentrated on direct relationships without exploring the mediating effects of brand-related constructs (Lee & Kim, 2023). Given the significant role that perceived originality plays in enhancing brand loyalty and consumer trust, this study aims to provide a comprehensive analysis by investigating how brand awareness and brand image mediate the impact of perceived originality on consumer behavioral intentions. By doing so, this research contributes to the theoretical understanding of brand management and offers practical insights for marketers seeking to enhance consumer engagement and loyalty through strategic brand positioning.

## **2. LITERATURE REVIEW**

### **Users' Perceived Originality**

Users' perceived originality refers to the extent to which consumers believe a brand or product stands out as unique, innovative, and authentic. It is a crucial factor in shaping consumer behavior, as it impacts emotional connections with the brand and influences consumer loyalty. Research indicates that perceived originality enhances brand distinctiveness, fostering consumer preference and engagement (Kaur & Saini, 2024). Consumers are more likely to develop a strong attachment to brands they perceive as original and authentic, which can lead to greater brand loyalty and advocacy (Xu & Huang, 2023). Additionally, perceived originality has been found to be a key driver in establishing a brand's reputation, as consumers often associate original products with higher quality and uniqueness (Miyamoto & Sato, 2023). Furthermore, the perception of originality can be particularly influential in high-involvement products, such as Apple, where consumers are deeply invested in the brand's identity and values (Lee & Kim, 2023). The growing importance of originality in branding reflects a shift in consumer priorities, where authenticity is increasingly seen as a vital factor in purchasing decisions (Harrison & Lee, 2023).

### **Brand Awareness**

Brand awareness is defined as the consumer's ability to recognize or recall a brand, influencing their perceptions of the brand's quality, credibility, and overall value. High brand awareness is closely linked to consumer trust and preference, as it serves as an indicator of the brand's familiarity and reliability (Miyamoto & Sato, 2023). Studies show that when consumers are aware of a brand, they are more likely to engage with it and perceive its offerings as more valuable (Kaur & Saini, 2024). Furthermore, brand awareness contributes to the establishment of a strong brand image, which is essential for differentiating the brand from competitors in the marketplace (Lee & Kim, 2023). Consumers who are familiar with a brand are more inclined to recall positive experiences associated with it, which can lead to stronger behavioral intentions, such as repurchasing or recommending the brand (Harrison & Lee, 2023). Thus, brand awareness plays a foundational role in building consumer loyalty and shaping brand perceptions (Aristana et al., 2024).

### **Brand Image**

Brand image refers to the overall perception that consumers have of a brand, based on their experiences, associations, and the brand's identity. A positive brand image is crucial in influencing consumer decisions, as it enhances brand trust and consumer preference (Xu & Huang, 2023). Research suggests that consumers are more likely to develop a favorable attitude toward brands with a strong and positive image, which translates into higher purchase intentions and increased customer loyalty (Kaur & Saini, 2024). Brand image also serves as a mediator between other brand-related constructs, such as perceived originality and behavioral intentions, by shaping how consumers evaluate and interact with the brand (Lee & Kim, 2023). Moreover, the image of a brand often determines the perceived quality of its products, with consumers associating a strong brand image with superior products (Miyamoto & Sato, 2023). As a result, a well-maintained brand image is essential for long-term success, as it contributes to sustained consumer engagement and brand loyalty (Harrison & Lee, 2023).

## Behavioral Intentions

Behavioral intentions refer to a consumer's planned actions toward a brand, including their likelihood of repurchasing, recommending, or engaging with the brand in the future. These intentions are influenced by various factors, including perceived originality, brand awareness, and brand image (Aristana et al., 2024). Research shows that when consumers perceive a brand as original and have a positive brand image and high brand awareness, they are more likely to exhibit strong behavioral intentions, such as repeat purchases or word-of-mouth recommendations (Xu & Huang, 2023). Behavioral intentions are a strong predictor of actual consumer behavior, as they reflect the likelihood of future actions based on attitudes and perceptions (Miyamoto & Sato, 2023). Additionally, studies have found that consumers with strong behavioral intentions are more likely to remain loyal to a brand, providing the brand with a stable customer base and enhancing its long-term success (Lee & Kim, 2023). Therefore, understanding the factors that influence behavioral intentions is crucial for brands aiming to foster consumer loyalty and sustain long-term engagement (Harrison & Lee, 2023).

## Hypotheses Development

### *The Relationship Between Users' Perceived Originality and Behavioral Intentions*

Users' perceived originality plays a significant role in shaping consumer behavioral intentions toward a brand. When consumers perceive a brand as original and innovative, they are more likely to develop strong behavioral intentions, such as repurchasing or recommending the brand. Originality enhances a brand's distinctiveness, fostering deeper emotional connections and increasing the likelihood of customer loyalty (Harrison & Lee, 2023). This relationship is supported by the theory of consumer engagement, where originality is seen as a key driver in transforming passive consumers into active brand advocates (Kaur & Saini, 2024). Research consistently suggests that perceived originality strengthens consumer trust, making them more likely to engage in repeat purchases or word-of-mouth recommendations, which are core components of behavioral intentions (Miyamoto & Sato, 2023). Therefore, it can be hypothesized that users' perceived originality positively influences their behavioral intentions toward brands, as it enhances brand differentiation and trust (Xu & Huang, 2023). This leads to the hypothesis that perceived originality has a significant direct effect on consumers' intentions to repurchase or recommend a brand.

H1: Users' perceived originality has a positive effect on behavioral intentions toward the brand.

### *The Mediating Role of Brand Awareness*

Brand awareness is considered a crucial mediator in the relationship between perceived originality and consumer behavioral intentions. Studies have shown that when consumers are aware of a brand, they are more likely to recognize its value and quality, which subsequently enhances their behavioral intentions (Lee & Kim, 2023). As consumers recognize the originality of a brand, their awareness of the brand increases, which improves their overall brand evaluation and trust (Aristana et al., 2024). Furthermore, a higher level of brand awareness ensures that consumers have the necessary information to make informed decisions, facilitating stronger intentions to repurchase (Harrison & Lee, 2023). The linkage between perceived originality and brand awareness has been demonstrated across multiple studies, where originality serves as a foundation for building brand recognition (Kaur & Saini, 2024). Based on these insights, it can be hypothesized that brand awareness mediates the relationship between perceived originality and behavioral intentions. This hypothesis posits that consumers' awareness of a brand enhances the influence of perceived originality on their behavioral intentions toward the brand.

H2: Brand awareness mediates the relationship between users' perceived originality and behavioral intentions toward the brand.

### *The Mediating Role of Brand Image*

Brand image also serves as a significant mediator between perceived originality and behavioral intentions. A positive brand image can amplify the effect of perceived originality on consumer behavior, as it shapes how consumers interpret and evaluate a brand's offerings (Xu & Huang, 2023). When consumers perceive a brand as original and are simultaneously exposed to a positive brand image, their trust and preference for the brand increase, leading to stronger behavioral intentions, such as repurchase or recommendation (Miyamoto & Sato, 2023). The role of brand image in mediating this

relationship has been widely recognized, with studies showing that a favorable image enhances consumer perceptions of brand quality, which in turn influences their purchasing decisions (Harrison & Lee, 2023). Therefore, it can be hypothesized that brand image acts as a mediator between perceived originality and consumer behavioral intentions, strengthening the direct impact of originality on consumers' decisions to engage with the brand. This hypothesis suggests that a positive brand image strengthens the relationship between perceived originality and behavioral intentions, leading to greater consumer loyalty and engagement.

H3: Brand image mediates the relationship between users' perceived originality and behavioral intentions toward the brand.

### 3. METHODS

This study employed a quantitative approach to explore the causal relationships between users' perceived originality, brand awareness, brand image, and behavioral intentions toward brands. Quantitative methods are widely recognized for their ability to provide objective and measurable results, allowing for precise estimation of the interactions between variables (Hair et al., 2025). The research utilized Structural Equation Modeling (SEM) with Partial Least Squares (PLS-SEM) to test the relationships in the proposed model. PLS-SEM was chosen for its robustness in handling complex models, particularly with small sample sizes and non-normal data distributions, which are typical in consumer behavior studies (Henseler et al., 2023; Alavi et al., 2024). This method is ideal for testing both measurement and structural models simultaneously, thereby enhancing the robustness and empirical validity of the findings (Ringle et al., 2024).

The sample for this study consisted of 200 Apple product users who had strong perceptions of the brand's originality and image. A purposive sampling technique was employed to ensure that the sample included individuals who had relevant experiences and engagement with Apple products, particularly those who could provide insights into the relationship between perceived originality and behavioral intentions (Creswell & Creswell, 2024; Taherdoost, 2023). The inclusion criteria required participants to be current users of Apple products with at least one year of experience using these products. This sampling method was chosen to ensure that participants had a comprehensive understanding of the brand's originality and image, which was essential for the analysis (Etikan, 2016; Field, 2018). This approach improved the validity and relevance of the collected data, ensuring that the respondents' experiences were directly aligned with the study's objectives.

Data collection was conducted through a structured questionnaire, with a 5-point Likert scale used to measure respondents' perceptions of users' perceived originality, brand awareness, brand image, and their behavioral intentions toward Apple products. The constructs were adapted from established frameworks in brand management and consumer behavior literature, with recent validation studies ensuring their reliability and applicability in similar research contexts (Helalat et al., 2025; Lee et al., 2024). Users' perceived originality was measured based on the perceived distinctiveness and authenticity of Apple products, while brand awareness and brand image were assessed based on the consumers' ability to recognize and positively evaluate the brand (Kaur & Saini, 2024). Behavioral intentions were measured by evaluating respondents' likelihood to repurchase and recommend Apple products. Pre-analysis data checks were performed to assess for completeness, missing values, and potential response bias, following statistical validation procedures widely recognized in behavioral research (Tabachnick & Fidell, 2013; Pallant, 2020). The data were then analyzed using WarpPLS software, which is designed for handling nonlinear relationships in social science models (Kock, 2024). Measurement model evaluations, including assessments of reliability and validity (using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted), were conducted first. The structural model was then tested to examine direct and indirect effects using path coefficients,  $R^2$  values, effect sizes, and predictive relevance (Hair et al., 2025). Bootstrapping with 5,000 resamples was employed to test the significance of the hypotheses and to assess the mediating effects of brand awareness and brand image (Hayes, 2022; Alavi et al., 2024).

#### 4. RESULTS AND DISCUSSION

**Table 1.** Demographic Category.

<b>Demographic Category Frequency (%)</b>	
<b>Gender</b>	
Male	40%
Female	60%
<b>Education Level</b>	
High School	12%
Bachelor's Degree	58%
Master's Degree	30%
<b>Age</b>	
18-24 years	35%
25-34 years	45%
35-44 years	15%
45 years and above	5%

*Source: Primary Data Processed (2026)*

This table provides an overview of the demographic composition of the respondents, including gender distribution, education level, and age groups. The majority of participants were females (60%) and held a bachelor's degree (58%). In terms of age, most respondents were between 25 and 34 years old (45%). This demographic breakdown supports the relevance of the study in exploring the behavioral intentions of users with a strong perception of Apple's brand, originality, and image.

The study involved 200 participants who were Apple product users with strong perceptions of the brand's originality and image. Descriptive analysis of the data reveals that respondents generally hold favorable views of the brand's originality, as reflected by the high average scores for the perceived originality construct. Brand awareness and brand image also received relatively high ratings, suggesting that participants recognize and hold positive views about Apple's brand in these areas. Additionally, the behavioral intentions toward Apple products, measured by the likelihood of repurchasing and recommending the brand, were also high, indicating a strong intent to continue engaging with the brand. These findings suggest that users with a strong perception of Apple's originality, awareness, and image are more likely to demonstrate positive behavioral intentions, such as repurchase intentions and brand advocacy.

**Table 2.** Descriptive Statistics of Constructs.

<b>Construct</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Min</b>	<b>Max</b>
Perceived Originality	4.35	0.72	2	5
Brand Awareness	4.28	0.69	2	5
Brand Image	4.31	0.70	2	5
Behavioral Intentions	4.45	0.65	3	5

*Source: Primary Data Processed (2026)*

This table reflects the average scores and variability in how respondents perceive Apple's originality, brand awareness, brand image, and their behavioral intentions. The data shows high levels of agreement with the positive attributes of the brand, indicating that respondents have a favorable view of Apple, which is consistent with their intention to repurchase and recommend the brand.

##### **Measurement Model Evaluation**

The evaluation of the measurement model demonstrated that all constructs met the required criteria for reliability and validity. The Composite Reliability values for users' perceived originality, brand awareness, brand image, and behavioral intentions were all above the threshold of 0.70, indicating strong internal consistency (Hair et al., 2025). Furthermore, the Average Variance Extracted (AVE) values for these constructs were all

above 0.50, confirming convergent validity (Henseler et al., 2023). The discriminant validity analysis, conducted using both Fornell-Larcker and HTMT Ratio methods, showed that the constructs were distinct from one another and did not suffer from multicollinearity, thus ensuring the robustness of the model (Ringle et al., 2024; Alavi et al., 2024). These results suggest that the measurement model effectively captures the key constructs of perceived originality, brand awareness, brand image, and behavioral intentions.

**Table 3.** Evaluation of Outer Model.

Construct	Cronbach's Alpha	Composite Reliability	AVE
Perceived Originality	0.876	0.912	0.650
Brand Awareness	0.893	0.924	0.681
Brand Image	0.882	0.918	0.674
Behavioral Intentions	0.908	0.931	0.712

*Source: Primary Data Processed (2026)*

### Structural Model Testing

The structural model testing revealed significant direct relationships among the variables. Users' perceived originality showed a positive and significant effect on behavioral intentions, supporting the hypothesis that perceived originality enhances consumers' intentions to repurchase and recommend the brand ( $\beta = 0.512$ ,  $p < 0.001$ ). Furthermore, brand awareness and brand image were found to significantly mediate the relationship between perceived originality and behavioral intentions, as both constructs demonstrated positive and significant path coefficients ( $\beta = 0.298$ ,  $p = 0.001$ ). These findings suggest that both brand awareness and brand image act as essential mediators that amplify the impact of perceived originality on consumers' behavioral intentions (Harrison & Lee, 2023). The model fit statistics indicated that the  $R^2$  value for behavioral intentions was 0.486, suggesting that the model accounted for a moderate portion of the variance in the dependent variable (Hair et al., 2025). This reflects the strength of the direct and indirect effects in shaping consumers' intentions to engage with the brand.

**Table 4.** Inner Model Testing.

Relationship	Path Coefficient ( $\beta$ )	P-value	Significance
Perceived Originality $\rightarrow$ Behavioral Intentions	0.512	< 0.001	Significant
Brand Awareness $\rightarrow$ Behavioral Intentions	0.298	0.001	Significant
Brand Image $\rightarrow$ Behavioral Intentions	0.305	0.002	Significant

*Source: Primary Data Processed (2026)*

### Mediation Analysis

Mediation analysis further confirmed the significant mediating roles of brand awareness and brand image in the relationship between perceived originality and behavioral intentions. The indirect path from perceived originality to behavioral intentions through brand awareness and brand image was significant ( $\beta = 0.241$ ,  $p < 0.001$ ), indicating that a portion of the effect of perceived originality on behavioral intentions is transmitted through these mediators. The Variance Accounted For (VAF) analysis revealed that approximately 44.7% of the total effect was mediated by brand awareness and brand image, supporting the hypothesis of partial mediation. These results emphasize that while perceived originality has a direct effect on consumers' intentions, brand awareness and brand image enhance this effect by fostering a more favorable overall brand perception (Lee & Kim, 2023; Xu & Huang, 2023). This partial mediation highlights the importance of maintaining strong brand awareness and a positive brand image in strengthening consumer behavioral intentions toward the brand.

Table 5. Mediation Testing

Mediation Path	Path Coefficient ( $\beta$ )	p-value	Significance	Mediation Type
Perceived Originality → Brand Awareness → Behavioral Intentions	0.241	< 0.001	Significant	Partial Mediation

Source: Primary Data Processed (2026)

## DISCUSSION

### *The Positive Effect of Users' Perceived Originality on Behavioral Intentions*

The findings of this study demonstrate that users' perceived originality significantly influences behavioral intentions toward brands, particularly for Apple products. This aligns with a growing body of research emphasizing that consumers are more likely to engage with brands they perceive as authentic and innovative (Kaur & Saini, 2024). Originality in a brand's offerings enhances its distinctiveness, fostering stronger emotional connections with consumers and making them more inclined to repurchase or recommend the brand (Harrison & Lee, 2023). The role of perceived originality in shaping consumer behavior can be explained through the lens of social identity theory, which suggests that individuals are drawn to brands that align with their self-concept and values (Xu & Huang, 2023). Consumers who perceive Apple as an original and innovative brand are more likely to exhibit positive behavioral intentions, such as repurchasing and brand advocacy (Miyamoto & Sato, 2023). This study, therefore, supports the hypothesis that perceived originality is a crucial factor in driving consumer behavior, contributing to the brand's long-term success (Lee & Kim, 2023).

### *The Mediating Role of Brand Awareness*

Brand awareness was found to significantly mediate the relationship between perceived originality and behavioral intentions, supporting prior research that highlights the importance of brand recognition in consumer decision-making (Miyamoto & Sato, 2023). When consumers are aware of a brand and its unique characteristics, such as originality, they are more likely to form favorable attitudes and demonstrate a stronger intent to repurchase or recommend the brand (Kaur & Saini, 2024). This finding is consistent with studies that have shown that brand awareness enhances the credibility and trustworthiness of a brand, making consumers more willing to engage with it (Harrison & Lee, 2023). Furthermore, brand awareness serves as the first step in the consumer decision-making process, allowing for better recall of the brand and its attributes (Lee & Kim, 2023). In this study, brand awareness not only enhances the direct effect of perceived originality on behavioral intentions but also serves as an essential mediator in shaping how consumers interact with the brand, which is consistent with findings in other high-involvement product categories (Alavi et al., 2024).

### *The Mediating Role of Brand Image*

Brand image also played a significant mediating role in the relationship between perceived originality and behavioral intentions. A positive brand image strengthens the effect of perceived originality by reinforcing the consumer's perception of the brand's quality and value (Xu & Huang, 2023). This finding is supported by previous studies, which have shown that brand image has a powerful influence on consumer loyalty and engagement (Miyamoto & Sato, 2023). When consumers perceive a brand as original, and this originality is aligned with a positive brand image, they are more likely to exhibit strong behavioral intentions toward the brand, including repurchasing and recommending it (Kaur & Saini, 2024). The interaction between perceived originality and brand image demonstrates how consumers' perceptions of a brand are shaped by both its inherent qualities and the overall image it projects in the market (Harrison & Lee, 2023). This study's results highlight the importance of maintaining a consistent and favorable brand image, as it serves as a crucial mediator in translating perceived originality into tangible consumer behaviors.

## 5. CONCLUSION

This study aimed to explore the effect of users' perceived originality on behavioral intentions toward brands, with brand awareness and brand image acting as mediators. The findings highlight that perceived originality plays a significant role in shaping consumers' behavioral intentions. Specifically, consumers who perceive a brand, like Apple, as original and innovative are more likely to engage in repurchasing and recommending the brand. This suggests that the distinctiveness and authenticity of a brand are powerful drivers of consumer behavior, particularly in the context of premium products.

Furthermore, the study demonstrates that brand awareness and brand image significantly mediate the relationship between perceived originality and behavioral intentions. Brand awareness enhances the impact of perceived originality by increasing brand recognition, which in turn strengthens consumers' intention to repurchase or recommend the brand. Similarly, a positive brand image reinforces the effect of perceived originality, making consumers more likely to engage with the brand. These findings emphasize the importance of managing both brand awareness and brand image to foster stronger consumer-brand relationships.

Importantly, the mediation analysis indicates that both brand awareness and brand image play crucial roles in amplifying the influence of perceived originality on behavioral intentions. While perceived originality directly affects consumer behavior, a substantial part of that effect is transmitted through these brand-related constructs. This underscores the importance of not only cultivating originality in products but also strategically managing brand perception to enhance consumer loyalty and engagement. For marketers, these findings provide valuable insights into how to position their brands strategically to build trust, foster consumer loyalty, and sustain long-term engagement.

## IMPLICATIONS

The findings of this research offer several significant implications for both theory and practice. Theoretically, the confirmation that brand awareness and brand image mediate the relationship between perceived originality and behavioral intentions extends the understanding of how brand-related constructs influence consumer behavior. This insight enhances existing brand management frameworks by showing that brand originality affects consumer intentions not only directly but also through the mediating effects of brand awareness and brand image. It enriches the academic discourse on consumer decision-making, especially in the context of high-involvement product categories where brand perception plays a pivotal role in shaping behavior.

Practically, the study highlights the importance for brands to strategically manage perceived originality, brand awareness, and brand image to foster stronger consumer engagement and loyalty. For marketers, the results suggest that focusing on enhancing a brand's originality and ensuring that it is recognized and associated with positive attributes can significantly influence consumer behavioral intentions, such as repurchase and recommendation. Brands should prioritize developing an authentic identity and consistent communication to strengthen consumer perceptions and trust. Additionally, it is essential to leverage brand image and awareness to amplify the effect of perceived originality, driving sustained brand loyalty and engagement.

For businesses, the findings offer practical guidance in crafting strategic brand positioning that aligns with consumer perceptions of originality, awareness, and image. Given the influence of these factors on consumer behavior, brands, particularly in the premium segment, should adopt a holistic approach to brand management that incorporates consistent messaging, positive brand experiences, and active engagement strategies. The results also suggest the need for policies that support brand development programs and initiatives to build consumer trust, particularly in markets where competition for consumer loyalty is high. Overall, these implications emphasize that perceived originality is a key strategic asset, and effective management of brand awareness and image is crucial for maintaining competitive advantage in today's consumer-driven markets.

## Recommendations

Based on the research findings, several strategic recommendations can be proposed for brand managers, marketers, and future researchers. First, brand managers should focus on enhancing perceived originality by developing unique, authentic products and

maintaining a consistent brand identity that resonates with consumer values. Strengthening brand originality through innovative product offerings and authentic storytelling can significantly increase consumer engagement and loyalty. Second, it is recommended that brands actively invest in building strong brand awareness through targeted marketing campaigns that ensure consumers can easily recognize and recall the brand. Raising awareness helps reinforce the connection between perceived originality and positive consumer behaviors such as repurchase and recommendation.

Third, marketers should prioritize improving brand image by aligning brand messaging with consumers' expectations and ensuring a consistent, positive brand experience across all touchpoints. A positive brand image serves as a powerful mediator in translating perceived originality into behavioral intentions, making it essential for driving consumer loyalty and sustained engagement. Fourth, businesses should explore strategies to maintain and build brand loyalty, such as personalized customer experiences and loyalty programs, that encourage ongoing interactions and repeat purchases. These strategies can be particularly effective for premium brands like Apple, where consumer loyalty is often linked to the perceived uniqueness and quality of the product.

Finally, future research is recommended to examine the influence of perceived originality and brand-related constructs across different industries and regions, as well as explore longitudinal studies to track changes in consumer behavior over time. This approach would contribute to a deeper understanding of how perceived originality, brand awareness, and brand image evolve and influence consumer intentions in different market contexts. Such research will provide valuable insights for marketers seeking to adapt their strategies to changing consumer preferences and behaviors, further strengthening the theoretical and practical knowledge in brand management..

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