



IMPLICATIONS OF PRICE CONSCIOUSNESS AND PRODUCT QUALITY ON IPHONE USERS' PURCHASE INTENTION: THE ROLE OF SALE PRONENESS AS A MEDIATION FACTOR

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ABSTRACT

The iPhone is a premium smartphone product that has a higher price than competing brands. So not everyone can afford it. Therefore, someone who wants to use an iPhone can find ways to get the product at a cheaper price. This study was conducted to determine the extent to which price consciousness and product quality contribute to purchase intentions, as well as the role of sale proneness as a mediating variable. The objects of this study are Generation Z and Millennials who have an interest in the old version of the iPhone. With sample criteria: consumers who buy their own iPhone, live in Semarang City, and are aged 17-44 years. The method used in this study is quantitative, with data collection carried out through questionnaires answered by 144 respondents. The analytical tool used in this study is SmartPLS software. The results of this study indicate that price consciousness has a positive and significant effect on sale proneness. In addition, product quality is also proven to have a positive and significant effect on sale proneness. Furthermore, both price consciousness and product quality have a positive and significant effect on purchase intention. Meanwhile, sale proneness also has a positive and significant effect on purchase intention. These findings indicate that both price consciousness, product quality, and sale proneness play an important role in shaping consumer purchase intention.

Keywords: *Price Consciousness, Product Quality, Sale Proneness, Purchase Intention*

ABSTRAK

Iphone merupakan produk *smartphone* premium dengan harga yang tinggi dibanding dengan merek lain. Sehingga tidak semua kalangan bisa membelinya. Untuk itu, seseorang yang ingin menggunakan iphone dapat melakukan cara untuk mendapatkan produk tersebut dengan harga yang lebih murah. Tujuan penelitian untuk mengetahui pengaruh *price consciousness* dan *product quality* terhadap *purchase intention* dengan *sale proneness* sebagai variabel mediasi. Objek penelitian ini adalah generasi Z dan Milenial yang memiliki ketertarikan pada iphone versi lama (lawas). Dengan kriteria sampel yaitu konsumen yang membeli iphone sendiri, tinggal di Kota Semarang, dan usia dari 17- 44 tahun.

Penelitian ini menggunakan metode kuantitatif dengan kuesioner sebagai instrumen utama dalam pengumpulan data dengan jumlah 144 responden. Alat analisi yang digunakan dalam penelitian ini adalah perangkat lunak SmartPLS. Hasil penelitian ini menunjukkan bahwa *price consciousness* berpengaruh positif dan signifikan terhadap *sale proneness*. Selain itu, *product quality* juga terbukti berpengaruh positif dan signifikan terhadap *sale proneness*. Lebih lanjut, baik *price consciousness* maupun *product quality* memiliki pengaruh positif dan signifikan terhadap *purchase intention*. Sementara itu, *sale proneness* juga berpengaruh positif dan signifikan terhadap *purchase intention*. Temuan ini mengindikasikan bahwa baik *price consciousness*, *product quality* maupun *sale proneness* memainkan peran penting dalam membentuk niat beli konsumen.

Kata kunci: *Price Consciousness, Product Quality, Sale Proneness, Purchase Intention*

INTRODUCTION

In an era of increasingly fierce business competition, price is seen as a marketing strategy variable that influences customer purchasing behavior and, consequently, contributes to a company's sales revenue (Faruk 2015). Furthermore, because consumers are attracted to low prices, businesses can use price knowledge to entice them to make purchases (Iriani et al. 2024). This is intended to ensure customers receive the best deals when purchasing at discounts, thereby providing consumers with value and benefits, especially when compared to the original price. Customer perceptions of price vary depending on their culture, and each culture has a significant impact on how consumers perceive prices (Meng 2011).

Lichtenstein, Bloch, and Black (1988) explored the cognitive processes consumers use to understand product prices and translate them into meaningful thoughts or actions, or how consumers interpret or are moved by prices. Even though consumers physically notice the same price signals, each individual actually interprets the message received in a different way, giving their own meaning to the objective price and turning it into a more personal or psychological value. Research (Monroe and Krishnan, 1985; Sinha and Batra 1999) suggests that consumers' levels of price consciousness do vary across product categories. In other words, the level of consumer price consciousness can vary depending on the type of product purchased, which is influenced by differences in the level of perceived risk in making purchasing decisions across product categories as well as other factors.

Sinha and Batra (1999), consider price consciousness to be an enduring, attitude-like tendency whose intensity varies across individuals: some individuals are more conscious of the price they pay than others. Therefore, different consumer segments can be distinguished based on their price consciousness (e.g., high vs. low). For consumers with lower levels of price consciousness, perceived value and purchase intentions are more likely to be influenced by the size of discounts (Alford and Biswas 2002).

When purchasing, quality is crucial for consumers. Product quality is a specific characteristic of a product that can meet consumer expectations (Mukhlis and Budiarti 2022). Therefore, good quality indicates that the product is reliable and performs its function effectively (Wang, Pham, and Dang 2020). By fulfilling the product's desires and needs, consumers can be attracted to it.

Today's society is inseparable from small devices, namely gadgets or mobile phones. These technologies are sold at varying prices and come in varying qualities. In their use, mobile phones support daily life. Technology plays a crucial role because people are required to think more progressively and move faster (Hadi 2021). Over time, mobile phone manufacturing has become more innovative than ever. Currently, the Indonesian market offers various mobile phone brands for all age groups, one of which is the iPhone.

Data from Goodstats 2024 shows that mobile phone ownership is widespread among all age groups. This age group divides us into various generations. The percentages show that late adolescence and adulthood dominate in terms of cell phone ownership. This is followed by adulthood and the productive age group. Therefore, late adolescence and adulthood are the ones who most need cell phones. This age group falls within Generation Z and millennials.

Mobile phones meet various needs, with the availability of a wide variety of applications. This is useful for facilitating activities. The technology in mobile phones is used for various activities such as entertainment, education, shopping, communication, and health. Furthermore, Generation Z and millennials are closely connected to social media. Therefore, the technology used must support content creation, such as camera, audio, and security features.

The iPhone is a mobile phone brand designed to meet consumer needs. Its sophistication attracts people to purchase this product. The iPhone itself has an elegant design and features that are suitable for a lifestyle. Furthermore, the phone also boasts a premium design and uniqueness, which distinguishes it from other brands. To maintain its exclusive image, the iPhone releases new versions periodically. This entices people to purchase the product to keep up with the competition.

The purchase price of the iPhone is higher than other mobile phone brands, but the quality offered is commensurate with the price. This product boasts innovations and unique features that set it apart from most Android phones. The iPhone is popular in various countries, so its price is no surprise. Furthermore, iPhones are imported from other countries. This increases the price due to taxes, production costs, certification, and so on.

Many people want to buy an iPhone, but find it expensive. This can lead consumers to delay purchasing the product in anticipation of future deals (Hähnchen and Baumgartner 2020). People are often aware of the high price, making them willing to make sacrifices to obtain something. This includes comparing iPhones sold in various online and offline stores, or comparing them with other versions.

Interested people usually save up to buy the desired item due to their socioeconomic status. Another way to obtain the latest iPhone is by participating in a trade-in program. This can be done online in the Greater Jakarta area using the Trade-In Online application, which can be downloaded from the Play Store or App Store, and by purchasing a used or second-hand phone.

When the latest iPhone is sold, the price offered is still relatively high, so people tend to wait or choose a product with a reduced price on the older version. This allows users to still enjoy some of the iPhone's quality. Furthermore, iPhones for resale or second-hand sales still have a higher selling price than Android devices. Rational consumers, who have hedonic or utilitarian shopping values, understand that after purchasing a discounted product, they will gain an economic benefit (Çavuşoğlu, Demirağ, and Durmaz 2020).

Table 1. iPhone Product Index 2022 to 2024

Brand	2022	2023	2024
Samsung	33.00%	32.90%	32.70%
Oppo	20.60%	23.40%	22.90%
iPhone	12.00%	12.40%	14.40%
Xiomi	11.20%	10.60%	7.00%
Vivo	9.70%	9.70%	8.50%

Source: Top Brand Award (www.topbrand-award.com)

Based on the Top Brand Index, the iPhone still lags behind its competitors, namely Samsung and Oppo. The iPhone is a premium smartphone with a high price tag compared to

other brands. Therefore, not everyone can afford it. Therefore, those who want an iPhone can find ways to get the product at a lower price. Purchasing an iPhone is expected to have a longer lifespan, allowing for wiser spending for future needs.

One study found conflicting results between existing studies and the current study. Price consciousness positively impacted sale proneness in a study (Chairy et al. 2020), while price consciousness negatively impacted purchase intention in a study (Nouvali et al. 2024). Furthermore, a study (Chairy et al. 2020) found sale proneness positively impacted purchase intention, while a study (Faruk 2015) found sale proneness negatively impacted purchase intention. Furthermore, research conducted by (Chairy et al. 2020) found that sale proneness had a positive effect on purchase intention, while research by (Iriani et al. 2024) found that sale proneness had a negative effect on purchase intention.

A study by (Faruk 2015) identified two factors: price consciousness and sale proneness. However, the authors were unable to prove a relationship between sale proneness and purchase intention for perishable food, known as Expiration Date-Based Pricing (EDBP). According to (Chairy et al. 2020), the reason for the lack of a relationship between the two variables is that the authors did not attempt to determine the food category. Furthermore, in the study by (Chairy et al. 2020), the relationship between the two variables was determined by determining the food category, namely whole wheat bread. The factors examined in this study were price consciousness, sale proneness, and product quality, which are thought to influence purchase intention when bread is nearing its expiration date. Unlike previous research that focused on food products, this study focused on electronics, specifically older iPhones.

The iPhone is a hedonic product because it has a premium brand image. Research (Arruda-Filho, Cabusas, and Dholakia 2010) reveals that the use of hedonic technology is prominent in the context of the iPhone. The key features that stand out in purchasing an iPhone are the device's design, display, and multi-touch interface (an innovative feature introduced at the product's launch) (Thompson, Hamilton, and Rust, 2005); (Arruda-Filho et al. 2010) Products evaluated hedonistically are desirable due to the potential for heightened arousal, increased participation, perceived freedom, the realization of fantasies and exaggerations, and relaxation. This leads consumers to desire a direct experience using Apple products. Therefore, hedonistic purchasing by consumers highlights the emotional aspect of the consumer purchasing experience (Hirschman and Holbrook, 1982); (Owusu Kwateng, Yobanta, and Amanor 2021).

The research focuses on the younger generations, namely Generation Z and Millennials. According to (Rakib et al. 2022), smartphone price is the most influential factor influencing young consumers' intention to purchase a smartphone. Khan and Dhar (2010):1095; Çavuşoğlu et al., 2020) state that price reductions provide an important basis for consumers to reduce guilt about purchasing hedonic products. Therefore, by purchasing an older iPhone, consumers gain savings on their hedonic product purchases. According to (Sinha and Verma 2020), savings are important for price-conscious consumers and those with financial constraints; such consumers are more likely to engage in utility behavior.

LITERATURE REVIEW

Price Consciousness

According to Levrimi and Dos Santos (2021), price consciousness refers to a consumer's interest in saving money and, consequently, paying lower prices. Price-conscious individuals are willing to shop around for the best deals on a particular product or item (Çavuşoğlu et al. 2020). Price consciousness is defined as "a consumer's tendency to focus exclusively on paying low prices" (Lichtenstein et al. 1993); (Chairy et al. 2020). Price-conscious consumers can be described as those who carefully shop for lower prices and products on sale (Eriksson et al. 2021). For price-conscious consumers, low prices are more important than for consumers who are price-conscious when purchasing products (Faruk 2015).

Product Quality

Kotler and Keller (2016); (Chairy et al. 2020) define product quality as the ability of a product's characteristics to satisfy consumer needs. Product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs (Safitri, Yacob, and Yuniarti, 2022); (Viorentina and Santoso 2023). Product quality is the product's ability to fulfill its functions, such as durability, reliability, accuracy, and ease of processing (Baehaqi et al., 2022); (Saputro 2023). In addition, research by France et al. (2020) suggests that quality is the customer's perception and acquisition of value from brand performance.

Sale Proneness

Sale proneness refers to a consumer's tendency to purchase goods and services when they are offered at a discounted price (Moore and Carpenter 2006). Sale proneness is an increased tendency to respond to a purchase offer because the sales presentation, in which the price is presented, positively influences purchase evaluations (Lichtenstein et al., 1993); (Faruk 2015). Sale proneness also refers to a discount from the regular price. There are two classic types of discounts: the first is a quantity discount, which consumers receive on average. The second is a business volume discount, where consumers receive a discount on the total value of all products ordered (Arunkumar et al., 2006; Chairy et al., 2020). Discount pricing means that a business offers goods or services at a price below the price previously offered to consumers, i.e., an amount of money is deducted from the total price (Çavuşoğlu, Demirağ, and Durmaz 2020). Consumers with sale proneness tend to evaluate prices more favorably, due to the discounted purchase price (Sulkifli and Luthfi 2022).

Purchase Intention

Yimer et al. (2023) explain that purchase intention is formed due to the client's likelihood of purchasing a product or service in the near future and is closely related to the consumer's perspective. The possibility that a consumer has a plan or tendency to purchase a particular product or service in the future is known as purchase intention (Terblanche, Boshoff, and Human-Van Eck 2023). Purchase intention is the likelihood that a customer will buy a particular product based on how their needs, attitudes, and perceptions toward the product interact (Dodanwala and Weerasekera 2023). Stronger purchase intention directs the consumer's desire to purchase a product (Islam and Hani 2021).

Conceptual Framework & Hypothesis

The research model consisting of four variables was formulated based on the results of theoretical studies from previous research, with price consciousness, product quality and sale proneness as mediating factors in the process of forming purchase intention.

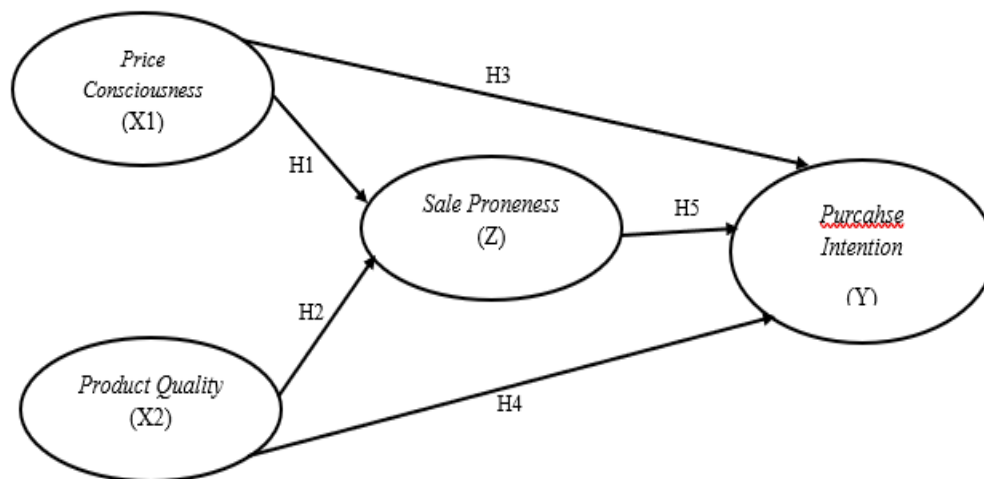


Figure 1. Conceptual Framework
Source: (Chairy et al. 2020) and (Faruk 2015)

The Influence of Price Consciousness on Sale Proneness

Consumer response to price can be measured using the concept of the demand curve, which is a negatively sloping relationship between the quantity demanded of a good or service and its price (Leavitt 1954; Zolfagharian, Weisstein, and Firat, 2017; Chairy et al., 2020). This supports the theory of Lichtenstein et al. (1993); (A and Biswas 2002) who proposed that negative price perceptions tend to increase consumers' search for lower prices. This is because the perceived uniqueness of a product, service, or activity can create hedonic value (pleasure) for consumers (Spangenberg et al., 1997: 238); (Çavuşoğlu, Demirağ, and Durmaz 2020).

When making payments, consumers seek the best price when purchasing products. This motivates them to purchase products or services at lower prices. To attract consumers, stores typically offer discounts. Sale proneness is a consumer's tendency to purchase goods or services when they are on sale (Faruk, 2015; Sulkifli and Luthfi, 2022). According to S. K. Sinha and Verma (2020b), utility products are attractive with discount promotions, in other words, saving consumers money, reducing the pain of paying.

This aligns with the findings of Chairy et al. (2020) that price consciousness has a positive and significant effect on sale proneness. Therefore, the authors propose the following hypothesis:

H1: Price consciousness has a positive effect on sale proneness

The Influence of Product Quality on Sales Proneness

A study by Reid et al. (2014) and Chairy et al. (2020) highlighted the relationship between a product's utilitarian aspects and sale-proneness. Their product's utilitarian aspects included monetary savings, product quality, and shopping convenience. There is an implicit relationship between product quality and sale-proneness.

Chairy et al. (2020) argue that the higher the perceived product quality (and thus higher price expectations), the greater the consumer's willingness to respond to a purchase offer. This is because a price reduction in a quality product attracts consumers because it's the right time, as they previously couldn't afford it due to its relatively high price. Therefore, a price reduction has financial benefits. A product's reliability and convenience make it an attractive purchase factor.

Product quality is highly valued by consumers because it directly relates to user convenience. This is consistent with a study by Chairy et al. (2020), which found that product

quality has a positive and significant effect on sale-proneness. Therefore, we propose the following hypothesis:

H2: Product quality has a positive effect on sale proneness

The Influence of Price Consciousness on Purchase Intention

According to Moore and Carpenter (2006) and Andriani (2016), high price consciousness tends to lead consumers to purchase lower-priced products. When consumers are in the decision-making process, price is the most frequently considered product attribute when evaluating products (Thabit & Raewf, 2018; Simanjuntak et al., 2020; Pham & Huynh, 2020). Armstrong and Chen (2017) and Çavuşoğlu, Demirağ, and Durmaz (2020) state that price reductions generally increase consumers' purchase intention. This is because the greater the monetary savings, the greater the perceived price appeal (Chen et al., 1998); and Büyükdağ, Soysal, and Kitapci, 2020).

This aligns with the findings of Chairy et al. (2020) that price consciousness influences purchase intention. Therefore, we propose the following hypothesis:

H3: Price consciousness has a positive effect on purchase intention

The Influence of Product Quality on Purchase Intention

Product quality is defined as the ability of a product's characteristics to satisfy consumer needs (Kotler and Keller, 2016) (Chairy et al., 2020). Products with higher quality are more preferred by consumers, resulting in higher purchase intentions. Perceived quality is crucial in measuring consumer needs, particularly purchase intentions (Islam and Hani, 2021). This is because a product possesses value or advantages that attract consumers to purchase it. Products with good quality are long-lasting and reliable, making people more comfortable and motivated to purchase and use them.

This aligns with findings by Chong et al. (2022) that product quality significantly influences the purchase intention of halal food products among urban non-Muslims. Therefore, we propose the following hypothesis:

H4: Product quality has a positive effect on purchase intention

The Influence of Sale Proneness on Purchase Intention

Alford and Biswas (2002) and Chairy et al. (2020) proposed and demonstrated that consumers who are highly sales-sensitive express greater purchase intentions when exposed to discount advertisements. This theory suggests that discounts make consumers aware of the lower price of a product compared to the previous one. This creates an opportune moment for consumers to purchase their desired item. Price-responsive consumers tend to respond well to promotions and even participate in them (Ye, Liu, and Zhou, 2010; Iriani et al., 2024). Therefore, consumers will not pass up the opportunity to purchase a desired product before it runs out, thus enticing them to buy.

This research is supported by Qazi et al. (2021), who found that price discounts have a positive relationship with consumer purchase intention. This encourages purchase because the discount provides an opportunity to meet consumer needs. Furthermore, a person is eager to purchase an item they already want, and is encouraged by the previously high price. Therefore, we propose the following hypothesis:

H5: Sale proneness has a positive effect on purchase intention

METHOD

This research uses a quantitative approach as its methodology. One technique for testing a theory is to examine how variables are interconnected. The respondents in this study were iPhone consumers with Generation Z and millennials in Semarang City. Millennials and Gen Z

are generations that rely heavily on technology and social media platforms to communicate and meet their needs (Pramudita, Achmadi, and Nurhaida 2023). The sampling technique used in this study was purposive sampling, considering certain factors according to criteria such as:

1. Consumers who purchased an iPhone
2. Live in Semarang
3. Ages 18-44 (Generation Z and Millennials)

The characteristics of Generation Z and Millennials focused on older iPhones due to their limited income. This is because this generation values superior features, and the iPhone's premium image, which conveys its own unique qualities, such as status, pride, and lifestyle.

This study involved 144 respondents in Semarang City, comprising Generation Z and Millennials, using a questionnaire distributed online using Google Forms.

The questionnaire consisted of two parts. The first part asked questions about gender, age, education, and filtering criteria to determine the participants' demographic characteristics. The second part consisted of 18 statements to determine purchase decisions based on scales developed by previous researchers. The price consciousness measure consisted of five items adapted from research conducted by (Lichtenstein et al. 1993; Chung & Pysarchik 2000; I. Sinha and Batra 1999). Campbell, DiPietro, and Remar 2014) which consists of attention to price, dependence on price, effort in price search, perception of benefits and savings, and perception of efficiency in price search.

. Product quality consists of four items adapted from research conducted by Walsh et al. (2012); Vo and Nguyen (2015); and (Chairy et al. 2020): durability, aesthetic quality, additional features, and the ability to meet consumer needs (customer fit).

Sale proneness consists of five items adapted from research conducted by (R. Lichtenstein et al. 1993); and (Chairy et al. 2020): response to promotions, perceived value of promotions, emotional satisfaction, promotions as decision reinforcement, and general tendencies during promotions. Purchase intention consists of four items adapted from research conducted by (Ferdinand 2014); and (Muharman and Felicia 2023): transactional interest, referential interest, preferential interest, and exploratory interest.

The expressions used to determine responses to the statements in the second part of the questionnaire were adjusted to a five-point Likert scale. Measurement of strongly disagree-strongly agree, with a scale of 1-5. For the strongly disagree scale it has a value of 1, disagree with a value of 2, neutral has a value of 3, agree is 4 and strongly disagree has a value of 5. In addition, to analyze an assessment, the author uses the SEM-PLS analysis approach method using SmartPLS 3 software.

RESULTS AND DISCUSSION

Based on 144 valid samples, respondents consisted of Generation Z and millennials in Semarang City, distributed using a Google Form questionnaire. The results obtained were as follows:

Table 2. Respondent Personal Data Table

Variable	Description	Frequency	(%)
Gender	Male	53	37%
	Female	91	63%
Age	18-24 years old	36	25%
	25-31 years old	77	53%
	32-38 years old	24	17%
	39-44 years old	7	5%
Education	Senior high school	17	12%
	Advanced diploma	25	17%
	Bachelor's degree	90	63%
	Master's degree	12	8%

The table shows that of the 144 respondents, 91 (63%) were female, and the remaining 53 (37%) were male. The results above indicate that iPhone users are predominantly female compared to male. Furthermore, the majority of Generation Z and Millennial respondents are aged 25-31 (53%). These results indicate that the majority of iPhone users are young. And the majority of iPhone users in the city of Semarang are dominated by those who have a college education, advanced diploma, bachelor's and master's degree, as many as 126 respondents (87%). Meanwhile, 18 respondents (13%) had a senior high school education. The results above indicate that the majority of iPhone consumers or users have a bachelor's degree.

Outer Model Evaluation

The measurement model (Outer Model) can be used to provide an assessment of the validity and reliability tests.

Table 3. Validity and Reliability Test Results

Variabel	Item	Loading Factor	CR	AVE
Price Consciousness (X1)	PC_1	0.767	0.858	0.602
	PC_2	0.797		
	PC_3	0.778		
	PC_5	0.761		
Product Quality (X2)	PQ_1	0.715	0.851	0.588
	PQ_2	0.792		
	PQ_3	0.773		
	PQ_4	0.785		
Purchase Intention (Y)	PI_1	0.722	0.825	0.542
	PI_2	0.706		
	PI_3	0.802		
	PI_4	0.713		
Sale Proneness (Z)	SP_1	0.829	0.881	0.649
	SP_2	0.826		
	SP_3	0.747		
	SP_5	0.816		

Source: SmartPLS 3 Data Processing Results (2025)

From the table above, we have previously performed elimination steps on the outer loadings and obtained the results of the composite reliability and AVE. From the data, it can be seen that the test results indicate that each indicator has a loading value of more than 0.7, so it is stated that the value is valid and can be used as an indicator in the research variable. From the table above, it is known that the composite reliability value of all variables has met the threshold of > 0.7 , thus meeting the reliability requirements. The AVE value from the table is greater than 0.5, thus having good convergent validity.

Table 3. Fornell Larcker Criterion dan HTMT

Fornell Larcker Criterion	Variabel	PC (X1)	PI (Y)	PQ (X2)
	PC (X1)	0.776		
	PI (Y)	0.606	0.737	
	PQ (X2)	0.412	0.650	0.767
	SP (Z)	0.518	0.611	0.436

Heterotrait-Monotrait (HTMT)	Variabel	PC (X1)	PI (Y)	PQ (X2)
	PC (X1)			
	PI (Y)	0.796		
	PQ (X2)	0.533	0.877	
	SP (Z)	0.640	0.779	0.523

Source: SmartPLS 3 Data Processing Results (2025)

The Fornell-Larcker Criterion table shows that the value of each item relative to its construct is greater than the cross-loading value. This concludes that the construct or latent variable demonstrates adequate discriminant validity, with the marked indicators having higher values than the other block indicators.

The HTMT table also shows that no correlation between variables exceeds 0.9. Therefore, it can be concluded that the constructs in the research model have been proven valid according to the HTMT criteria.

Inner Model Evaluation

After conducting validity and reliability tests, the next step is to test the structural model. This model is used to predict causal relationships between latent variables.

Table 4. Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Direct Effect					
PC (X1) -> PI (Y)	0.292	0.293	0.075	3.900	0.000
PC (X1) -> SP (Z)	0.408	0.417	0.109	3.732	0.004
PQ (X2) -> PI (Y)	0.406	0.408	0.070	5.791	0.000
PQ (X2) -> SP (Z)	0.267	0.265	0.094	2.834	0.005
SP (Z) -> PI (Y)	0.283	0.284	0.071	3.968	0.000
Indirect Effect					
PC (X1) -> SP (Z) -> PI (Y)	0.116	0.120	0.049	2.381	0.018
PQ (X2) -> SP (Z) -> PI (Y)	0.076	0.075	0.032	2.358	0.019

Source: SmartPLS 3 Data Processing Results (2025)

- a. Hypothesis Test 1: Price Consciousness has a positive effect on Sales Proneness
The table shows that the relationship between Price Consciousness (PC) and Sales Proneness (SP) has a p-value of 0.004, less than 0.05 (<0.05), and a t-statistic of 3.734, greater than 1.96, indicating a significant relationship. The original sample (OS) value is 0.408, indicating a positive relationship. Therefore, it can be concluded that Hypothesis 1, which states that Price Consciousness has a positive and significant effect on Sales Proneness, is accepted and H_0 is rejected.
- b. Hypothesis Test 2: Product Quality Influences Sales Proneness
The table shows that the relationship between Product Quality (PQ) and Sales Proneness (SP) has a p-value of 0.005, less than 0.05 (<0.05), and a t-statistic of 2.834, greater than 1.96, indicating a significant relationship. The original sample (OS) value is 0.267, indicating a positive relationship. Therefore, it can be concluded that Hypothesis 2, which states that Product Quality has a positive and significant effect on Sales Proneness, is accepted and H_0 is rejected.
- c. Hypothesis Test 3: Price Consciousness influences Purchase Intention.
The table shows that the relationship between Price Consciousness (PC) and Purchase Intention (PI) has a p-value of 0.000, less than 0.05 (<0.05), and a t-statistic of 3.900, greater than 1.96, indicating a significant relationship. The original sample (OS) value is 0.292, indicating a positive relationship. Therefore, it can be concluded that Hypothesis 3, stating that Price Consciousness has a positive and significant effect on Purchase Intention, is accepted, and H_0 is rejected.
- d. Hypothesis Test 4: Product Quality Influences Purchase Intention.
The table shows that the relationship between Product Quality (PQ) and Purchase Intention (PI) has a p-value of 0.000, less than 0.05 (<0.05), and a t-statistic of 5.791, greater than 1.96, indicating a significant relationship. It also has an original sample (OS) value of 0.406, indicating a positive relationship. Therefore, it can be concluded that Hypothesis 4, which states that Product Quality has a positive and significant effect on Purchase Intention, is accepted and H_0 is rejected.
- e. Hypothesis Test 5: Sale Proneness (SP) has a positive effect on Purchase Intention.
The table shows that the relationship between Sale Proneness (SP) and Purchase Intention (PI) has a p-value of 0.000, less than 0.05 (<0.05), and a t-statistic of 3.968, greater than 1.96, indicating a significant relationship. It also has an original sample (OS) value of 0.283, indicating a positive relationship. Therefore, it can be concluded that Hypothesis 5, which states that Sale Proneness has a positive and significant effect on Purchase Intention, is accepted, and H_0 is rejected.
- f. Hypothesis Test 6: Price Consciousness has a positive and significant effect on Purchase Intention, with Sale Proneness as a mediating variable.
The table shows that the relationship between Price Consciousness (X1) and Purchase Intention (Y), mediated by Sale Proneness (Z), has a positive original sample value of 0.116, with a p-value of 0.018 <0.05 , and a T-statistic of 2.381, which is greater than 1.96. Therefore, it can be concluded that Price Consciousness has a positive and significant mediation effect on Sale Proneness.
- g. Hypothesis Test 7: Product Quality has a positive and significant effect on Purchase Intention, with Sales Proneness as a mediating variable.
The table shows that the relationship between Product Quality and Purchase Intention (Y), mediated by the Sales Proneness (Z) variable, has a positive original sample value of 0.076, with a p-value of 0.019 <0.05 , and a T-statistic of 2.358, which is greater than 1.96. Therefore, it can be concluded that Product Quality has a positive and significant mediation Sale Proneness on Purchase Intention.
- h. Testing the Indirect Relationship Between Variables Through Mediating
The table shows that the indirect relationship between Price Consciousness (PC) and Purchase Intention (PI) via Sale Proneness (SP) is more effective than the path from Product Quality (PQ) to Purchase Intention (PI) via Sale Proneness (SP). This is indicated by the original sample value of 0.116 and the sample mean of 0.120 for the $PC \rightarrow SP \rightarrow PI$ path,

which is higher than the original sample value of 0.076 and the sample mean of 0.075 for the $PQ \rightarrow SP \rightarrow PI$ path. Furthermore, both paths are statistically significant, with p-values of 0.018 for the $PC \rightarrow SP \rightarrow PI$ path and 0.019 for the $PQ \rightarrow SP \rightarrow PI$ path, respectively. Thus, it can be concluded that the mediation path from Price Consciousness through Sale Proneness is more effective in influencing Purchase Intention than the path from Product Quality through the same mediator.

R-Square Value

To measure the extent to which the model has predictive power, the coefficient of determination R^2 and adjusted R^2 are used. This model is used in research to estimate the magnitude of the impact between the independent and dependent variables. The value for measuring R^2 is if the R-Square value is >0.67 then it will be considered good, if the R-Square value is >0.33 it will be considered moderate, and if the R-Square value <0.19 then it is categorized as weak (Hair et al., 2017) (Lomanorek, Worang, and Gunawan 2024).

Table 5. Results of R-Square

	<i>R Square</i>	<i>R Square Adjusted</i>
PI (Y)	0.614	0.606
SP (Z)	0.328	0.318

Source: SmartPLS 3 Data Processing Results (2025)

From the table, the endogenous variable PI has an R-square value of 0.614 and an adjusted R-square of 0.606, indicating a moderate level of reliability. The endogenous variable SP has an R-square value of 0.328 and an adjusted R-square of 0.318, indicating a weak level of reliability. Therefore, it can be concluded that:

- The R-Square value for Purchase Intention (Y) is 0.614, indicating that Price Consciousness and Product Quality variables have a 61.4% (moderate) influence on Purchase Intention. The remaining 38.6% is influenced by other factors not included in this study.
- The R-Square value for Sale Proneness (Z) is 0.328, indicating that Price Consciousness and Product Quality variables have a 32.8% (weak) influence on Sale Proneness. The remaining 67.2% is influenced by other factors not included in this study.

F2 coefficient

F-Square is a method that aims to assess the relative impact (effect) of an independent variable on a dependent variable. The F-square criteria according to Choen (1988) are:

If the f^2 value = 0.02 then it is considered small, if the f^2 value = 0.15 then it is considered medium, if the f^2 value = 0.35 then it is considered large/good.

Table 6. F-Square Results

	PC (X1)	PI (Y)	PQ (X2)	SP (Z)
PC (X1)		0.152		0.205
PI (Y)				
PQ (X2)		0.327		0.088
SP (Z)		0.140		

Source: Processed primary data, 2025

Based on the table, it can be seen that:

- The F-square value of the Price Consciousness (X1) variable on Purchase Intention (Y) is 0.152, indicating a moderate effect (moderate significance).

- b. The Price Consciousness (X1) variable on Sale Proneness (Z) has an F-square value of 0.205, indicating a moderate effect (moderate significance).
- c. The Product Quality (X2) variable on Purchase Intention (Y) has an F-square value of 3.27, indicating a strong moderate effect, or approaching a large effect (significant significance).
- d. The Product Quality (X2) variable on Sale Proneness (Z) has an F-square value of 0.088, indicating a small effect (significant significance).
- e. The Sale Proneness (Z) variable on Purchase Intention (Y) has an F-square value of 0.140, indicating a small effect (significant significance).

Discussion

The Influence of Price Consciousness on Sales Proneness

The results of the hypothesis test indicate an influence between price consciousness and sales proneness. The results of the test show that H_0 is rejected and H_a is accepted, meaning that price consciousness has a partial positive and significant effect on sales proneness. This supports the theory of Lichtenstein et al. (1993); (A and Biswas 2002) who proposed that negative price perceptions encourage consumers to seek lower-priced options. This occurs because consumers often derive hedonic value from the uniqueness they perceive in a product, service, or experience (Spangenberg et al., 1997: 238); (Çavuşoğlu, Demirağ, and Durmaz 2020).

A price reduction makes the product utilitarian due to the savings in payment. In this case, the iPhone is a product with a premium image, making it popular and coveted by Generation Z and Millennials. A lower price can attract consumers to purchase an iPhone for reasons such as limited income, the desire to save, and the desire to economize. According to (S. K. Sinha and Verma 2020b) utilitarian products are attractive with discount promotions, in other words, savings for consumers, to reduce the pain of paying.

This is in line with the findings of research by Chairy et al. (2020) that price consciousness has a positive and significant effect on sale proneness. Therefore, when purchasing an older iPhone, consumers who are highly price-conscious will prefer discounted products to obtain a lower price. When consumers are highly price-conscious, they will make more selective purchases and save more money. Furthermore, consumers with a high level of sale proneness will be willing to make extra efforts to find lower prices. The time required to find a low price is usually considered commensurate with the effort expended, so consumers tend to wait for specific opportunities, such as discounts or promotions, before purchasing a product. The cost savings from finding a lower price are often perceived as worth the time and effort expended, thus increasing confidence in purchasing an iPhone.

The Influence of Product Quality on Sales Proneness

The results of the hypothesis test indicate that product quality has an intermediary effect on sale proneness. The test results show that H_0 is rejected and H_a is accepted, meaning that product quality has a positive and significant effect on sale proneness. This supports the theory (Chairy et al. 2020) that the higher the perception of product quality (and thus higher price expectations), the greater the consumer's willingness to respond to a purchase offer when the product is on sale. This is due to the utilitarian aspect of a product with sale proneness. The utilitarian aspects of their products consist of monetary savings, product quality, and shopping convenience. There is an implicit relationship between product quality and sale proneness (Reid et al. 2014).

Someone who buys an older version of the iPhone has specific reasons, such as the product's hedonic and utilitarian benefits. According to Batra et al. (2000); (Owusu Kwateng, Yobanta, and Amanor 2021), consumers make product and brand choices based on emotional satisfaction (e.g., the display of status, wealth, and prestige) and utilitarian benefits (e.g., quality and low price). The iPhone is a popular brand in various countries, especially Indonesia.

Furthermore, the iPhone has good features to meet lifestyle needs. Due to limited income, Generation Z and Millennials choose older versions of the iPhone because the features and quality are still adequate for use. In addition, consumers consider the function and efficiency of the product, as well as the availability of price cuts or discounts. Consumer purchases focused on utilitarian goals primarily focus on functional quality, system performance, and efficiency. The utilitarian approach considers products based on the premise of needs, not self-gratification (O'Curry and Strahilveitz, 2001);(Owusu Kwateng, Yobanta, and Amanor 2021). This is in line with the findings of research conducted by Chairy et al (2020) which found that product quality has a positive and significant effect on sales proneness. Therefore, iPhone products offered in the form of discounts can meet needs, because they still get good quality at a more affordable price. Second, consumers who buy iPhone products during discounts will feel attracted because they still get good features at a low price. Third, when iPhone products have an attractive appearance, they are more encouraged to make a purchase because they feel they are getting a good quality product that is visually appealing with good colors and designs and is available at a lower price. Fourth, when consumers buy an iPhone during a discount with good durability, consumers get a good deal because it is sold at a lower price.

The Influence of Price Consciousness on Purchase Intention

The results of the hypothesis testing indicate that price consciousness influences purchase intention. The results of the H0 test are rejected and Ha is accepted, meaning that price consciousness has a partial positive and significant effect on purchase intention. This supports the theory (Moore and Carpenter, 2006) and (Andriani, 2016) that high price consciousness tends to make consumers purchase lower-priced products. According to (Thabit & Raewf, 2018; Simanjuntak et al., 2020; Pham & Huynh, 2020), when consumers are in the decision-making process, price is the product attribute most often considered when evaluating products.

These findings support the theory of Armstrong and Chen (2017); (Çavuşoğlu, Demirağ, and Durmaz 2020) who stated that price reductions will increase consumers' desire to buy in general. This is because in purchasing an older version of the iPhone, Generation Z and Millennials with limited incomes are closer to the product to be purchased and there are savings for other needs. Price Consciousness has control in purchasing so that it does not spend a lot of money and is more economical in purchasing, thus attracting consumers to buy. According to Chen et al. (1998); (Büyükdağ, Soysal, and Kitapci 2020) stated that the greater the amount of monetary savings, the greater the perceived price appeal.

This is in line with the findings conducted by Chairy et al (2020) that price consciousness has a positive and significant effect on purchase intention. In this case, consumers who have the intention to buy, consumers with a high level of price consciousness tend to like to seek more in-depth information about iPhone products before purchasing such as features, specifications and others. Secondly, consumers with a high level of price consciousness will show interest in the iPhone because it is considered to be in accordance with their preferences, thirdly, when consumers have a price consciousness attitude, they will delay the purchase until they have sufficient funds and they assess the price of the product according to the value offered (low price), only then will they immediately make a purchase. Fourthly, consumers with high price consciousness will recommend iPhone products if the product offers an affordable price.

The Influence of Product Quality on Purchase Intention

The results of the hypothesis test indicate an influence between product quality and purchase intention. The results of the test, H0, were rejected and Ha, accepted, meaning that product quality partially has a positive and significant effect on purchase intention. This supports the theory of Kotler and Keller (2016) (Chairy et al., 2020). Product quality is the

ability of a product's characteristics to satisfy consumer needs. Perceived quality is very important in measuring consumer needs, especially purchase intentions (Islam and Hani, 2021). This is because the product has value or advantages that will attract consumers to buy it. By purchasing an older version of the iPhone, consumers, especially Generation Z and Millennials, can experience the pleasure and enjoyment of using the iPhone's features and fulfilling users' emotional needs. Thus, they can meet expectations and experience Apple products directly.

This research aligns with findings by Chong et al. (2022) that product quality significantly influences the purchasing intention of halal food products among urban non-Muslims. Therefore, in this study, a high-quality iPhone encourages consumers to seek information before purchasing. Furthermore, consumers may seek information related to their preferences before purchasing, purchase immediately when they have sufficient funds, and recommend the iPhone to others. This indicates that product quality is a factor driving purchase intention.

The Influence of Sale Proneness on Purchase Intention

The results of the hypothesis test indicate an influence between sale proneness and purchase intention. The results of the test show that H0 is rejected and Ha is accepted, meaning that sale proneness has a positive and significant effect on purchase intention. This supports the theory proposed by Alford and Biswas (2002); Chairy et al. (2020) suggests that consumers who are highly susceptible to sales express greater purchase intentions when exposed to discount advertisements. This is the right moment for consumers to purchase their desired items. Price-responsive consumers tend to respond well to promotions and even participate in them (Ye, Liu, and Zhou, 2010; Iriani et al., 2024).

Therefore, with discounts on older iPhones, consumers gain value by purchasing lower prices than the regular price. The previously (initial) higher price of an iPhone is now lower. Therefore, consumers, especially Generation Z and Millennials who are still price-conscious, will benefit from the savings on older iPhones.

This research is supported by Qazi et al., (2021) who found that price cuts have a positive relationship with consumer purchasing interest. In this study, consumers' purchase intention towards the iPhone increased when the product provided better value than buying at the normal price, discounted iPhones felt like a reason to buy them, sold at a reduced price or discount, with promotions they were more confident in buying an iPhone and were happy to buy a discounted iPhone because they got a more economical price. This shows that sale proneness is one of the factors that drives purchase intention.

RESEARCH CONCLUSIONS AND SUGGESTIONS

Price consciousness has a positive and significant effect on iPhone sales proneness. Consumers who are highly price-conscious tend to respond favorably to discounts. Consumers perceive that purchasing a discounted or reduced-price iPhone offers better value than purchasing at the full price. Furthermore, for consumers who choose an iPhone based on price considerations, price promotions are a primary driver of purchase intention.

Product quality has a positive and significant effect on iPhone sales proneness. Purchasing an iPhone that maintains high quality makes price reductions or discounts more attractive to consumers. This creates purchasing opportunities, particularly due to the more affordable price and the emergence of opportune moments, such as when consumers have previously postponed purchases for various reasons.

Price consciousness has a positive and significant effect on purchase intention for iPhones. Consumers who intend to buy an iPhone will research the product beforehand, considering price as a primary factor. Consumers who prioritize iPhones tend to wait for the right time to make a purchase, typically when they find a lower price.

Product quality has a positive and significant effect on purchase intention. iPhones offer excellent features, attracting consumers because they align with their preferences. Furthermore, the color and design of the iPhone match consumer preferences. This indicates that product quality is a factor driving purchase intention.

Sale proneness has a positive and significant effect on purchase intention for iPhones. Consumers who plan to buy an iPhone by saving up their money in advance will be pleased to find the product at a discount because the price offered is more economical. Furthermore, consumers who prefer to buy an iPhone will feel more confident in their choice when they make a discount because it offers a better price than the regular price.

From a further research perspective, the original sample and sample mean values were lowest for the Product Quality variable, which had a positive but smaller effect on Sale Proneness. This indicates that product quality's influence on promotion is not particularly strong. Therefore, future researchers are expected to use or consider customer satisfaction as a psychological link that strengthens product quality and purchasing behavior.

From a practical perspective, the analysis revealed that the original sample and sample mean values were highest for the Purchase Intention variable, specifically for the Product Quality channel. This indicates that iPhone consumers have a high level of product quality in their purchase intentions. Therefore, companies need to maintain and improve product quality in terms of durability and design. Furthermore, companies can innovate in sustainable technology so that unused mobile phones can be recycled into component recycling programs and thus not be wasted.

Furthermore, the highest original sample and sample mean values were found in the sale proneness variable, specifically the Price Consciousness pathway. This suggests that promotions such as discounts or special price reductions are more effective in attracting purchase interest from price-conscious consumers. Therefore, companies should focus on designing promotions by considering the benefits offered by the technology and the perceived value offered by customers related to the discounts.

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