



THE INFLUENCE OF CULTURAL CONTEXT ON LUXURY VALUE PERCEPTION AND PURCHASE INTENTION: A COMPARATIVE STUDY BETWEEN INDONESIA AND AUSTRALIA IN THE AFFORDABLE LUXURY FASHION SEGMENT

PENGARUH KONTEKS BUDAYA TERHADAP PERSEPSI NILAI LUXURY DAN NIAT BELI: SEBUAH STUDI PERBANDINGAN ANTARA INDONESIA DAN AUSTRALIA DI SEGMENTASI FASHION LUXURY TERJANGKAU

Lucky Roy Saputra^{1*}, Putu Nina Madiawati², Mahir Pradana³

^{1*}Telkom University, Email: luckyroys@student.telkomuniversity.ac.id

²Telkom University, Email: pninamad@telkomuniversity.ac.id

³Telkom University, Email: mahirpradana@telkomuniversity.ac.id

*email koresponden: luckyroys@student.telkomuniversity.ac.id

DOI: <https://doi.org/10.62567/micjo.v3i1.2281>

Abstract

The rapid growth of the global affordable luxury fashion segment presents a critical paradox, as luxury brands increasingly target culturally diverse consumers who interpret the meaning of luxury in fundamentally different ways. This phenomenon becomes particularly evident when comparing collectivist markets such as Indonesia with individualistic markets such as Australia, where uniform value propositions often fail to resonate equally. This study aims to examine the influence of cultural context on Luxury Value Perception (LVP) and Purchase Intention, as well as the moderating role of Individualism–Collectivism orientation among affordable luxury fashion consumers in Indonesia and Australia. A quantitative survey-based approach was employed and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), complemented by Measurement Invariance of Composite Models (MICOM) and Multi-Group Analysis (MGA). The findings are expected to provide empirical insights into how cultural differences shape luxury value perceptions and purchase intentions, offering strategic implications for affordable luxury fashion brands in developing culturally adaptive value propositions.

Keywords : Cultural Context; Luxury Value Perception; Purchase Intention; Individualism–Collectivism; Affordable Luxury Fashion.

Abstrak

Pertumbuhan pesat segmen affordable luxury fashion di pasar global menunjukkan paradoks penting, di mana merek yang mengusung simbol kemewahan justru ditujukan bagi konsumen dengan latar budaya dan orientasi nilai yang sangat beragam. Fenomena ini menimbulkan perbedaan cara konsumen



memaknai kemewahan, khususnya antara pasar kolektifis seperti Indonesia dan pasar individualistis seperti Australia, sehingga strategi nilai dan pemasaran yang seragam menjadi kurang efektif. Penelitian ini bertujuan untuk menganalisis pengaruh cultural context terhadap Luxury Value Perception (LVP) dan Purchase Intention, serta menguji peran moderasi orientasi Individualism–Collectivism pada konsumen affordable luxury fashion di Indonesia dan Australia. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM), dilengkapi dengan Measurement Invariance of Composite Models (MICOM) dan Multi-Group Analysis (MGA). Hasil penelitian diharapkan mampu memberikan pemahaman empiris mengenai perbedaan pembentukan nilai kemewahan dan niat beli lintas budaya, serta menjadi dasar strategis bagi merek affordable luxury fashion dalam merancang proposisi nilai yang kontekstual dan adaptif.

Kata Kunci : Konteks Budaya; Persepsi Nilai Kemewahan; Niat Beli; Individualisme–Kolektivisme; Affordable Luxury Fashion.

1. INTRODUCTION

The global fashion industry is undergoing a profound structural transformation, in which fashion products are no longer perceived merely as functional items but as vehicles for self-expression, social identity formation, and emotional experience (Kapferer & Bastien, 2012). This shift has led to a redefinition of luxury, moving away from traditional exclusivity toward a more inclusive and aspirational form of consumption (Hennigs et al., 2012). As a result, the affordable luxury segment has emerged, offering premium design, quality, and brand symbolism at prices accessible to middle-class consumers (Truong et al., 2009).

Affordable luxury has become a key driver of growth in the global fashion market. Market research reports consistently indicate strong expansion, although estimates vary due to differences in operational definitions, product scope, and geographic coverage. Despite these variations, the overall trend confirms that affordable luxury fashion represents one of the most dynamic segments of the industry, driven by consumers' increasing emphasis on quality, aesthetics, emotional value, and symbolic meaning.

This growth is further accelerated by digital transformation, including e-commerce platforms, virtual try-on technologies, and AI-driven style recommendations, which allow brands to scale globally with lower physical investment. In parallel, rising consumer awareness of sustainability has pushed brands to adopt environmentally friendly materials, transparent supply chains, and circular design principles, strengthening consumer trust and brand loyalty. However, global success in the affordable luxury segment depends not only on product attributes but also on the ability of brands to adapt their value propositions to different cultural contexts. The meaning of luxury is culturally constructed; a luxury fashion item may symbolize professional success in one country while being perceived as unnecessary extravagance in another (Shukla & Purani, 2012). This underscores the limitations of a one-size-fits-all marketing strategy in cross-cultural markets.

These differences can be explained through the concept of Luxury Value Perception (LVP), which refers to consumers' evaluations of luxury-related values such as quality, status, exclusivity, and emotional gratification (Vigneron & Johnson, 2004; Wiedmann et al., 2007).



The relative importance of these value dimensions is not universal but is strongly shaped by cultural norms and value orientations (Hennigs et al., 2012).

To capture these cultural variations, Hofstede's cultural dimensions particularly Individualism versus Collectivism provide a robust analytical framework (Hofstede, 2011). Individualistic societies emphasize personal achievement, independence, and self-expression, whereas collectivistic societies prioritize group harmony, social recognition, and conformity. These fundamental differences are expected to influence which dimensions of luxury value dominate consumers' purchase decisions.

Indonesia and Australia are selected as the empirical contexts of this study because they represent two culturally contrasting yet strategically important markets in the Asia-Pacific region. Indonesia exhibits a strongly collectivistic orientation, where fashion consumption is closely linked to social status, group approval, and symbolic recognition. In contrast, Australia represents a highly individualistic society, where consumers tend to prioritize personal satisfaction, functional quality, and authentic self-expression over social signaling.

Despite the growing body of research on luxury consumption, significant gaps remain. First, most cross-cultural studies focus on countries with relatively similar cultural profiles or on developed markets, while direct comparisons between highly collectivistic developing countries and highly individualistic developed countries remain limited, particularly within the affordable luxury segment. Second, existing literature predominantly examines traditional luxury brands, which differ conceptually from affordable luxury in terms of accessibility, consumption motives, and value evaluation. Third, although Luxury Value Perception has been widely studied, its interaction with cultural orientation as a moderating factor in shaping purchase intention across countries is still underexplored.

Addressing these gaps, this study conducts a comparative analysis of consumers in Indonesia and Australia to examine how cultural context influences Luxury Value Perception and purchase intention in the affordable luxury fashion segment, with individualism–collectivism serving as a key moderating variable. The findings are expected to provide both theoretical insights into cross-cultural luxury consumption and practical implications for global affordable luxury brands in designing culturally adaptive value propositions.

2. RESEARCH METHOD

Based on the research objectives, this study adopts a quantitative approach with a cross-sectional research design, in which data are collected at a single point in time to examine existing phenomena (Nugraha, 2025). This design is appropriate for analyzing relationships among variables and capturing consumer perceptions within a specific temporal context.

The study is explanatory in nature, as it seeks to explain the causal relationships among the examined variables. Luxury Value Perception (LVP) is treated as the independent variable, Purchase Intention (PI) as the dependent variable, and Individualism–Collectivism (IC) as the moderating variable. The conceptual model is grounded in well-established theoretical frameworks, including the six-dimensional model of Luxury Value Perception (Akarsu et al.,



2025b), theories of purchase intention (Ajzen, 2020; Zhang et al., 2024), and Hofstede's cultural dimensions theory (Hofstede, 2011).

In addition, the study is descriptive, aiming to portray consumer characteristics and perceptions of luxury value in the context of affordable luxury fashion in two countries, Indonesia and Australia, without manipulating any variables (Sugiyono, 2022). This descriptive aspect provides an overview of how consumers in each country perceive luxury value in brands that are relatively accessible yet symbolically prestigious.

For data analysis, the study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4 software (Hair et al., 2022). PLS-SEM is particularly suitable for analyzing multidimensional constructs, moderation effects, and data that do not strictly meet normality assumptions. Furthermore, the study adopts a comparative approach by examining differences in structural relationships between two cultural groups—Indonesia and Australia—using Multi-Group Analysis (MGA) (Cheah et al., 2020). In this analysis, cultural context is not modeled as an independent variable but is treated as a categorical grouping variable to compare the two populations.

Overall, this study can be classified as quantitative, cross-sectional, explanatory, descriptive, and comparative, with the integrated objective of understanding and comparing consumer perceptions of luxury value and their effects on purchase intention across two distinct cultural contexts..

3. RESULT AND DISCUSSION

a. Reliability Test

Table 1. Reliability Test

Konstruk	Cronbach's alpha (>0,6)	Composite reliability (>0,7)	Kesimpulan
Luxury Value Perception	0.978	0.980	Reliabel
Purchase Intention	0.910	0.930	Reliabel
Individualism Collectivism	0.952	0.961	Reliabel

Source: Author's Processed Data (2025)

Based on the results of construct reliability testing, all variables in this study demonstrated excellent levels of internal consistency. The Luxury Value Perception variable had a Cronbach's Alpha value of 0.978, a Composite Reliability (ρ_a) of 0.978, and a Composite Reliability (ρ_c) of 0.980. These values exceed the recommended minimum limit of 0.70, indicating that the indicators in the Luxury Value Perception variable have a very high level of reliability.



b. R Square

Table 2. R Square Test Results

Variabel Endogen	R-square	R-square adjusted
<i>Purchase Intention</i>	0.726	0.724

Source: Author's Processed Data (2025)

Based on the results of the coefficient of determination (R-square) test, the Purchase Intention variable has an R-square value of 0.726 and an adjusted R-square of 0.724. This R-square value indicates that 72.6% of the variation in Purchase Intention can be explained by the variables Luxury Value Perception, Individualism–Collectivism, and the interaction construct Individualism–Collectivism × Luxury Value Perception in the research model.

c. Q Square

Table 3. Q Square Test Results

	Q ² predict	RMSE	MAE
<i>Purchase Intention</i>	0.720	0.533	0.432

Source: Author's Processed Data (2025)

Based on the results of the predictive relevance test using the Q²predict method, the Purchase Intention variable has a Q²predict value of 0.720. A Q²predict value greater than zero indicates that the research model has good predictive ability, where the exogenous variables in the model are able to accurately predict Purchase Intention.

d. Path Coefficient

Table 4. Path Coefficient Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
IC → PI	0.307	0.308	0.027	11.182	0.000
IC x LVP → PI	-0.101	-0.099	0.032	3.143	0.002
LVP → PI	0.810	0.808	0.028	28.489	0.000

Source: Author's Processed Data (2025)

e. Effect Size (f²)

Table 5. Results of Effect Size (f²) Direct Effect

	IC	LVP	PI	IC x LVP
IC			0.343	
LVP			2.375	
PI				
IC x LVP			0.038	



Source: Author's Processed Data (2025)

f. Hypothesis Testing

Hypothesis and significance testing were conducted after testing the measurement (outer) model and testing the structural (inner) model. The following are the results of the hypothesis and significance testing:

1) Direct Effect Test

The following are the results of the hypothesis and significance testing of the direct effect:

Table 6. Hypothesis Test Results and Significance of the Direct Effect

Hipotesis	Connection	Path Coefficient	T Statistic	P Value	Hasil
H3	<i>Luxury Value Perception</i> -> <i>Purchase Intention</i>	0.810	28.489	0.000	Diterima

Sumber: Data Olahan Penulis (2025)

Berdasarkan Tabel 6, berikut penjelasan terkait hasil pengujian pada hipotesis:

Hasil pengujian menunjukkan bahwa hubungan antara *Luxury Value Perception* terhadap *Purchase Intention* memiliki nilai *path coefficient* sebesar 0.810 yang bernilai positif, nilai *t-statistic* sebesar 28.489 ($>1,96$), serta *p-value* sebesar 0.000 ($<0,05$). Hasil ini menunjukkan bahwa *Luxury Value Perception* berpengaruh positif dan signifikan terhadap *Purchase Intention*. Dengan demikian, H3 diterima.

g. Moderation Test

Table 7. Moderation Test Results

Hipotesis	Connection	Path Coefficient	T Statistic	P Value	Hasil
H4	<i>Individualism Collectivism</i> <i>x Luxury Value Perception</i> -> <i>Purchase Intention</i>	-0.101	3.143	0.002	Signifikan

Source: Author's Processed Data (2025)

Based on Table 7, the following is an explanation of the moderation test results: The test results show that the relationship between $IC \times LVP \rightarrow$ Purchase Intention has a negative path coefficient of -0.101, with a t-statistic of 3.143 (greater than 1.96) and a p-value of 0.002 (less than 0.05).

These results indicate that the Individualism–Collectivism orientation significantly moderates the relationship between *Luxury Value Perception* and *Purchase Intention*, thus accepting H4.

h. MICOM Test

a. Configural Invariance

Configural invariance is met because the structural model, indicators, estimation algorithm, and data treatment used in both groups are identical.

b. Compositional Invariance

**Table 8. MICOM Test Results**

Konstruk	Correlation (c)	P Value	Conclusion
<i>Luxury Value Perception</i>	> 0,95	> 0,05	Invariant
<i>Purchase Intention</i>	> 0,95	> 0,05	Invariant
<i>Individualism–Collectivism</i>	> 0,95	> 0,05	Invariant

Source: Author's Processed Data (2025)

Test results indicate that all constructs meet the criteria for compositional invariance, thus partial measurement invariance has been met.

a. Equality of Mean Values (MICOM – Mean)

This step is used to test the differences in the means of latent constructs between groups, which directly answers hypotheses H1 and H2.

Table 9. Results of MICOM Step 3a: Differences in Means of Constructs

Hipotesis	Konstruk	Original Difference	P p-value	Results
H1	<i>Luxury value Perception</i>	0,032	0,767	Rejected
H2	<i>Purchase Intention</i>	0,123	0,285	Rejected

Source: Author's Processed Data (2025)

Based on these results, the permutation p-value for all constructs is greater than 0.05, indicating that there is no significant difference in averages between Indonesian and Australian consumers. Therefore, H1 and H2 are rejected.

i. Multi-Group Analysis (MGA) Test

Table 10. MGA Results: Differences in Structural Relationships

Hipotesis	Konstruk	β Indonesia	β Australia	Difference (Indonesia-Australia)	2-tailed p-value	Results
H5	<i>Luxury value Perception -> Purchase Intention</i>	0,838	0,783	0,055	0,305	Rejected

Source: Author's Processed Data (2025)

Based on Table 10, the test results show that the path coefficient of Luxury Value Perception on Purchase Intention for the Indonesian respondent group ($\beta = 0.838$) is higher than that for the Australian respondent group ($\beta = 0.783$). This difference in coefficient values results in a difference of 0.055, which descriptively indicates that the influence of luxury value perception on purchase intention tends to be stronger for Indonesian consumers.



j. Discussion

H1: Differences in Cultural Context and Luxury Value Perception

Hypothesis H1 was tested using MICOM Step 3a (mean comparison) with a permutation approach to examine differences in Luxury Value Perception (LVP) between Indonesian and Australian consumers. The results show a permutation p-value of 0.767, exceeding the 0.05 significance threshold. Thus, no significant difference in LVP was found between the two groups, leading to the rejection of H1. This finding suggests that consumers in both countries perceive luxury value in affordable luxury fashion in a relatively similar manner. The result aligns with the Global Consumer Culture perspective, which argues that globalization of brands, media, and lifestyles has led to increasingly homogeneous luxury perceptions across countries (Alden et al., 1999; Steenkamp, 2019).

H2: Differences in Cultural Context and Purchase Intention

H2 was also tested using MICOM Step 3a to assess differences in Purchase Intention (PI) between Indonesian and Australian consumers. The analysis yielded a permutation p-value of 0.285, indicating no significant difference between the two groups. Therefore, H2 is rejected. This result implies that consumers in Indonesia and Australia exhibit comparable purchase intentions toward affordable luxury fashion. Consistent with prior studies (Ko et al., 2019; Dubois et al., 2021), purchase intention toward globally positioned luxury brands appears increasingly cross-cultural due to standardized brand symbolism and consumer experiences.

H3: Effect of Luxury Value Perception on Purchase Intention

The results support H3, showing that Luxury Value Perception has a positive and significant effect on Purchase Intention ($\beta = 0.808$, $p < 0.05$). This finding indicates that higher perceived luxury value—encompassing functional, emotional, social, and symbolic dimensions—leads to stronger purchase intention. The result is consistent with prior research identifying luxury value perception as a key determinant of purchase intention across different cultural contexts (Wiedmann et al., 2009; Hennigs et al., 2015).

H4: Moderating Role of Individualism–Collectivism

H4 is supported, as Individualism–Collectivism significantly and negatively moderates the relationship between Luxury Value Perception and Purchase Intention. This indicates that stronger cultural value orientations weaken the impact of luxury value perception on purchase intention. The finding aligns with cultural theory (Triandis, 2018) and prior empirical studies suggesting that cultural values shape how consumers interpret symbolic and social meanings embedded in luxury products (Sharma, 2010; Eastman et al., 2021).

H5: Structural Differences between Indonesia and Australia

H5 was tested using bootstrapping Multi-Group Analysis (MGA) to examine differences in the structural relationship between LVP and PI across the two countries. The results show a two-tailed p-value difference of 0.305, indicating no significant structural differences between Indonesian and Australian consumers. Consequently, H5 is rejected. This finding suggests that despite contrasting cultural contexts, the mechanism through which luxury value perception



influences purchase intention remains relatively stable across both markets, supporting previous cross-cultural luxury consumption studies (Ko et al., 2019; Dubois et al., 2021).

4. CONCLUSION

Based on the results of data analysis and discussion regarding the influence of cultural context on Luxury Value Perception and Purchase Intention among affordable luxury fashion consumers in Indonesia and Australia—while considering the moderating role of Individualism–Collectivism and employing SEM-PLS, MICOM, and Multi-Group Analysis (MGA)—several conclusions can be drawn.

- a. There is no significant difference in Luxury Value Perception between Indonesian and Australian consumers. The MICOM Step 3a (mean comparison) results indicate that the average Luxury Value Perception does not differ significantly between the two groups (p -value > 0.05). This finding suggests that consumers' perceptions of luxury value in the affordable luxury fashion segment are relatively homogeneous across cultures. The globalization of brands, exposure to international media, and the standardization of luxury symbols are likely contributing factors that equalize luxury value perceptions in both countries.
- b. There is no significant difference in Purchase Intention between Indonesian and Australian consumers. The mean comparison test using MICOM also shows that consumers' purchase intentions toward affordable luxury fashion products are relatively similar in Indonesia and Australia (p -value > 0.05). This indicates that despite differences in cultural context, consumers in both countries exhibit comparable tendencies to purchase products positioned as affordable luxury.
- c. Luxury Value Perception has a positive and significant effect on Purchase Intention. The structural (inner) model results demonstrate that Luxury Value Perception is a key predictor of Purchase Intention. The higher consumers perceive luxury value—whether from functional, emotional, social, or symbolic aspects—the stronger their intention to make a purchase. This finding confirms that perceived luxury value remains a critical factor in shaping consumer purchasing behavior, including within the affordable luxury category.
- d. Individualism–Collectivism significantly and negatively moderates the relationship between Luxury Value Perception and Purchase Intention. The moderation analysis indicates that Individualism–Collectivism weakens the influence of Luxury Value Perception on Purchase Intention. This suggests that cultural values affect how consumers interpret and translate the meaning of luxury in their purchasing decisions, implying that the role of perceived value does not operate linearly across all cultural contexts.
- e. There is no significant difference in the structural relationship between Indonesian and Australian consumers. The bootstrapping-based Multi-Group Analysis (MGA) shows that the difference in the path coefficient from Luxury Value Perception to Purchase



Intention between Indonesia and Australia is not statistically significant (p-value difference > 0.05). Thus, although differences in coefficient strength may exist, the underlying relationship mechanism among constructs in the research model is relatively similar in both countries.

Overall, the findings indicate that the influence of luxury value on purchase intention operates across cultures, while cultural factors primarily function as contextual elements that modify the strength of relationships rather than serving as key differentiators of perception levels or purchase intentions.

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