THE IMPACT OF BRAND SIMILARITY ON BRAND PERSPECTIVE AMONG FPEB STUDENTS AT THE UNIVERSITAS PENDIDIKAN INDONESIA: A CASE STUDY OF PORTEE GOODS

Moch Rizky Alfandri Suherman
Puspo Dewi Dirgantari

TABLE OF CONTENT

ABSTRACT

The rapid growth of digital marketing has changed how consumers evaluate brands, not only by product quality but also by perceived similarity with competitors. Brand similarity refers to consumers' perceptions of how closely a local brand resembles global ones in terms of visual design and positioning. Previous studies on perceived brand localness and globalness show mixed results: some report positive outcomes linked to global appeal (Safeer, Abrar, Liu, & Yuanqiong, 2022), while others emphasize authenticity as a key factor in sustaining consumer trust amid similarity (Vo, Mai, Nguyen, Thuan, & Dang-Pham, 2024). Yet, limited research examines the effect of brand similarity on brand perspective, especially in cases of potential imitation among local brands. This study investigates the impact of brand similarity on brand perspective among faculty of economics and business education (FPEB) students at Universitas Pendidikan Indonesia, using Portee Goods a local footwear brand often compared to Dr. Martens as a case. A quantitative approach was used with 100 student respondents selected through purposive sampling. Data were gathered via an online questionnaire using stimulus images and analyzed with simple linear regression and PLS-SEM.

INTRODUCTION

In today’s highly competitive fashion industry, where digitalization and rapid innovation have blurred brand distinctions, perceived brand similarity—consumers’ tendency to see brands as sharing similar attributes—has become a crucial factor shaping brand perception. While such similarity can foster familiarity and trust, it may also diminish uniqueness and cause brand confusion. This study examines how perceived brand similarity influences brand perspective—consumers’ cognitive, emotional, and evaluative interpretation of a brand—by focusing on Portee Goods, a local Indonesian fashion brand known for its minimalist and authentic identity. Amid growing competition from brands with comparable aesthetics, understanding how consumers, particularly FPEB students at Universitas Pendidikan Indonesia, perceive Portee Goods provides insight into how similarity affects brand cognition and differentiation. Grounded in Brand Schema Theory, Brand Distinctiveness Theory, and Consumer Confusion Theory, this research aims to clarify the cognitive mechanisms linking similarity and brand perspective, offering both theoretical contributions and practical implications for maintaining distinctiveness in Indonesia’s increasingly homogeneous fashion market.

HYPOTHESIS

Brand Similarity ⟶ Brand Perspective

H1a: Brand Similarity negatively affects Brand Perspective, where consumers perceive Portee Goods as a viable alternative to international brands.

H1b: Brand Similarity positively affects Brand Perspective, where consumers perceive Portee Goods as an imitation or copy of international brands.

METHODOLGY

The research instrument consisted of a 5-point Likert scale questionnaire with 6 items for Brand Similarity and 12 items for Brand Perspective, with expected internal reliability >0.70. Before answering the questionnaire, respondents were exposed to stimuli including images of Portee Goods products, reference brands (Dr. Martens, Clarks, Keen), and Instagram posts from Portee Goods to ensure sufficient visual exposure. Data were collected through self-administered online surveys, allowing respondents to objectively evaluate their perceptions without researcher intervention. The questionnaire was tested for content validity and internal reliability to ensure each item consistently measured the intended variables.

RESULTS AND DISCUSSION

The reliability test results in Table 1 show that all research variables meet the reliability standard, with Cronbach's Alpha values above 0.70. The Brand Similarity variable recorded a value of 0.821, which indicates high internal consistency among its six measurement items. This means that respondents' perceptions of similarity between brands were relatively consistent, showing that the items effectively measured the same underlying construct. Meanwhile, the Brand Perspective variable obtained a Cronbach's Alpha of 0.702, categorized as acceptable reliability. Although slightly lower, it still meets the minimum threshold of 0.70, suggesting that the construct is measured reliably.

Reliability Statistics

Cronbach's Alpha	N of Items
.821	6

Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.702	6

RESULTS AND DISCUSSION

The regression analysis results in Table 2 show a correlation coefficient (R) of 0.821, indicating a strong positive relationship between Brand Similarity and Brand Perspective. The R Square value of 0.674 means that 67.4% of the variation in Brand Perspective can be explained by Brand Similarity, while the remaining 32.6% is influenced by other factors not included in this model. The Adjusted R Square value (0.671) confirms the model's stability and reliability for generalization. These findings demonstrate that students' perceptions of brand similarity significantly influence how they view or interpret a brand (brand perspective). This trend likely occurs because when consumers perceive one brand as similar to another well-known or established brand, they transfer the existing associations and trust to the imitating brand.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821[a]	.674	.671	2.309

a. Predictors: (Constant), Brand Similarity

Simple Linear Regression

RESULTS AND DISCUSSION

Based on the ANOVA test in Table 3, the obtained F-value of 202.908 with a Sig. value of 0.000 (< 0.05) indicates that the regression model is statistically significant. This means that Brand Similarity significantly affects Brand Perspective, showing that perceived similarities among brands influence how consumers view brand image and authenticity. The high F-value demonstrates that variations in Brand Perspective are largely explained by Brand Similarity. This supports Rahman & Lee (2023), who found that brand resemblance strongly shapes consumer perception, especially when a local brand mirrors global design cues. Likewise, Nguyen et al. (2021) noted that consumers transfer positive associations from familiar brands to similar ones, enhancing credibility and recognition.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1082.114	1	1082.114	202.908	.000[b]
	Residual	522.636	98	5.333		
	Total	1604.750	99			

a. Dependent Variable: Brand Perspective

b. Predictors: (Constant), Brand Similarity

ANOVA Test

RESULTS AND DISCUSSION

Based on the coefficient test results in Table 4, the Brand Similarity variable shows a t-value of 14.245 with a significance level of 0.000 (<0.05), indicating a significant positive effect on Brand Perspective. The unstandardized coefficient (B = 0.919) means that higher perceived similarity leads to a 0.919-point increase in Brand Perspective. This suggests that when consumers view Portee Goods as resembling global brands, their perception of the brand becomes more favorable. The standardized coefficient (β = 0.821) indicates a strong influence, showing that Brand Similarity is a dominant predictor of Brand Perspective. This finding supports associative learning theory, where consumers transfer positive associations from familiar brands to similar ones

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.444	1.569		.283	.778
	Brand Similarity	.919	.065	.821	14.245	.000

a. Dependent Variable: Brand Perspective

Coefficient Test

CONCLUSION

The findings of this study conclude that Brand Similarity significantly and positively influences Brand Perspective among Business Education students at Universitas Pendidikan Indonesia, confirming both hypotheses and addressing the research objective. The relationship between the two variables reveals that perceived similarity is not merely a matter of visual resemblance but serves as a cognitive mechanism through which consumers assess brand credibility, authenticity, and quality in digital environments. This implies that local brands like Portee Goods can leverage similarity as a strategic positioning tool to gain legitimacy and consumer trust when the similarity is perceived as aspirational rather than imitative. consumer ethnocentrism, or digital engagement intensity to better explain the boundary conditions under which similarity strengthens or weakens brand perception in online marketplaces.

THANK YOU