

# Theory of Planned Behavior (Revised)

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## The Moderation Role of Subjective Norm on Apple iPhone Purchase Intention: A Study on Generation Z Consumers in Indonesia

### Abstract

With the widespread adoption of digital technology and the emergence of various smartphone brands worldwide, this research explores how these brands should adapt to the current consumer demands, particularly in a developing country like Indonesia. Gen Z has played a significant role among other generations in the Indonesian smartphone market, particularly favoring luxury brands like the Apple iPhone. Given the limited existing research on luxury consumption behavior in this market, this study aims to investigate the factors influencing the purchase intentions of Indonesian Gen Z consumers towards Apple iPhones. The research will discuss the significance of attitude, subjective norm, and perceived behavioral control in shaping consumer purchase intentions. 80 responses were gathered from Generation Z who knew about Apple iPhone and live in Indonesia. The study will use PLS-SEM to prove the research hypotheses using a quantitative approach with a simple random sampling method. The findings of this study highlight the pivotal role of subjective norm as the primary determinant of purchase intention for Apple iPhone products. Furthermore, the subjective norm moderates the relationship between attitude and perceived behavioral control on purchase intentions.

**Keywords:** Attitude, Subjective Norm, Perceived Behavioral Control, Purchase Intention, Generation Z, Luxury Brand, Theory of Planned Behavior

### 1. Introduction

Indonesia is one of the largest mobile markets in the world. The number of smartphone users in Indonesia reached an estimated 199.2 million in 2021, resulting in Indonesia becoming the most prominent smartphone user in Southeast Asia and the world's fourth-largest smartphone market after China, India, and the United States (Statista, 2022). In addition, the Indonesian smartphone market was also the region's largest, accounting for 45% of all smartphone users in Southeast Asia and 40% of the country's total population (CounterPoint Search, 2022). Not to mention, the overall growth trend of smartphones has been going up throughout the years despite a slight decline in sales growth due to the pandemic that hit in early 2020 (Statista, 2022).

According to Statista (2022), Apple ranked as the fifth top brand of smartphones in Indonesia. Among these top five smartphone brands in Indonesia, Apple is considered to be the most luxurious smartphone brand. The Wall Street Journal and Business Insider (2015) have confirmed that brand experts worldwide agree that Apple Inc. is a technology luxury brand and more of a 'luxury-goods company' than a consumer electronics company. According to Guerrieria (2022), Apple sat on top of the Kantar BrandZ Most Valuable Global Brands 2022 and was on track to become the first trillion-dollar brand, with a brand value of \$947.1 billion. The company stands out for its high degree of differentiation and continued diversification across its hardware, software, and services portfolio. Moreover, Purcher (2018) and Purnell (2018) also mentioned that Apple was considered a luxurious brand that could only be afforded by the Indonesian market's middle-to-upper-economy class. According to Jain (2020), luxury goods like Apple were highly desirable and usually associated with

status and self-worth. It symbolizes different meanings to different societies based on the culture existing in that society. Collectivists buy these products primarily to show off, while individualists buy them to attain inner satisfaction and self-pleasure.

Apple only accounted for 9.92% of the total smartphone market in Indonesia (Statista, 2022). As Indonesia's most luxurious smartphone brand, Apple should target certain generations who prefer to buy luxury smartphones at premium prices (Frick and Berinato, 2014). More than 50% of Apple iPhone users in Indonesia were from Generation Z (Start, 2022). Thangavel et al. (2019) explained that Generation Z was considered to be more careless about the prices of the smartphone devices they buy. Generation Z is people born between 1995-2012 who grew up with smartphone devices which often causes them to value technology (Deloitte, 2020). This generation tends to focus on the products' materials and demands high value and prestige. Without considering their financial situation, Generation Z focuses on the value they want to perceive from smartphone devices. As these characteristics of Generation Z are linked to Apple, researchers are eager to delve deeper to understand Generation Z's intention to purchase Apple iPhone products in Indonesia.

Understanding the behavior of Generation Z in purchasing the Apple iPhone is essential, considering that Generation Z has many similarities with the emerging generation in the use of digital technology, including smartphones (McCrindle, 2022). Generation Z and its similar upcoming generations are said to have a higher level of comfort with technology and smart devices, making them the most digitally sophisticated future generation, which demands more practical and prestigious technology devices like luxury smartphones (Petrock, 2021). Gen Z and the emerging generations would dominate Indonesia's population as high as 70.72%

(Kemendikbud, 2021). Hence, with this huge generation population favorable for Apple's market in the near future, researchers are eager to investigate how Apple can increase its market share in Indonesia by obtaining more customers from Generation Z and emerging generation.

The theory of planned behavior was applied to this research to understand what factors would significantly affect the purchase intention of Apple iPhone by Generation Z customers. In the theory of planned behavior, Garcia et al. (2020) described that a person's purchase intention of a product was mainly influenced by the person's attitude, subjective norms, and behavioral control. Jain dan Khan (2017) described that a person's attitude toward a brand reflected the psychological image that the individual had. As a result, the attitude might influence consumers' luxury purchase intentions. Besides attitude, subjective norm also affects a person's purchase intention. Jain and Khan (2017) stated that subjective norm described the social pressure given to individuals to do a behavior. When an individual's social environment supports the individual, the purchase intention of a product will likely form. Moreover, Jain (2020) mentioned that perceived behavioral control was a predictor of the formation of behavioral intention, which was contained in many types of behavior, such as purchase intention, visit intention, and other behavior intentions (Wan et al., 2017).

In addition, Jain (2020) and Wan et al. (2017) explained that subjective norm could moderate the relationship between attitude and purchase intention and perceived behavioral control and purchase intention. The subjective norm will boost the positive attitude and significantly impact purchase intention. Subjective norm can also strengthen an individual's perceived behavior control to trigger a strong purchase intention.

The research aims to understand the relationship between attitude, subjective norms, perceived behavioral control and the purchase intentions of Apple iPhone by Indonesian Generation Z consumers. Moreover, the research would also determine whether subjective norm moderates the relationship between attitude and perceived behavioral control towards the purchase intention of Apple iPhone in Indonesia. Despite similar research conducted in the past, there has been no research about the moderation role of subjective norm on the relationship between attitude, perceived behavioral control, and purchase intention in the case of Generation Z in Indonesia. Considering the importance of Generation Z for Indonesia's economy as well as their behavior on luxury products, a study on Generation Z's luxury product consumption became an interesting topic to be analyzed. The previous research by Swidi et al. (2014) and Jain (2020) also suggested to analyze the moderation role of subjective norm in different country and on different generation to analyze the impact of different culture on the relationship between the four variables.

This research will provide valuable information on understanding consumers' behavior in purchasing

luxury goods, especially in the smartphone industry. By this, Apple can benefit from understanding the key factors to obtain more customers. Moreover, this research would be helpful for the present and emerging smartphone brands to enlarge their market share and maintain sustainability for future generations in the long run.

## 2. Literature Review

### 2.1. Purchase Intention

Khan et al. (2020) defined purchase intention as an individual's conscious plan and desire to purchase an item. Alternatively, Jain (2020) and Al-Swidi et al. (2014) described purchase intention as a subject assessment to measure a consumer's willingness to buy or to recommend to other people to purchase a product or service. Moreover, because purchase intention and a consumer's view of product value are positively associated (Schiffman & Kanuk, 2000), purchase intention could also be defined as the likelihood that a consumer would eventually buy a product since they believed it to be valuable (Dodds et al., 1991). Thus, after considering these previous definitions, the researchers define purchase intention as the effort of an individual to purchase an item and recommend the desired product to others.

### 2.2. Attitude

According to Jain (2020), attitude referred to individual behavior and evaluation of a particular object. Alternatively, Yang and Ahn (2020) defined attitude as a state of mind indicating an individual's intent to take a certain action. Attitudes were evaluations, feelings, and also individual tendencies toward liking or disliking an object (Wan et al., 2017). Moreover, Al-Swidi et al. (2014) described attitude as a psychological construct that was shaped by a person's thoughts, beliefs, and affection towards a particular object. Thus, based on these definitions, the researchers define attitude as an individual's thoughts, affection, and belief towards a particular object as a state of mind to take a certain action.

The theory of planned behavior explains the direct effect of attitude on purchase intention as a behavioral intention (Ajzen, 1991). This study is in line with the research results by Jain (2020), which stated that attitude was an important element in predicting and describing human behavior or actions in purchasing an item. In this case, attitude was also found to positively affect the desire to buy products, especially luxury products. Garcia et al. (2020) also stated that there was a significant effect of an individual's attitude on the purchase intention of products. The research explained that a person's attitude tended to influence the person's interest and desire to buy a product. In addition, Al-Swidi et al. (2014) also indicated that a person's attitude towards a certain brand would strongly shape his/her perceptions and influence his/her purchase intention. The more positive a person's attitude toward the brand, the greater the purchase intention toward that particular brand will be, and vice versa. Hence, this explains that a positive attitude of consumers towards a product will



increase their intent to purchase the product. Based on the findings obtained from previous research, the hypothesis formulated in this research is:

*H<sub>1</sub>: Attitude significantly affects the purchase intention.*

### 2.3. Subjective Norm

Al-Swidi et al. (2014) defined subjective norm as the perceived expectations from others that influenced an individual to perform a particular behavior (Al-Swidi et al., 2014). Additionally, Jain and Khan (2017) also defined subjective norm as perceptions or views of important people around them who expected an individual to do or not to do a behavioral action. This subjective norm is also defined as a person's perception of the social pressures that affect his/her behavior. According to Ajzen (1991), individuals tended to follow the views of the social environment to be accepted by the surrounding environment. Moreover, Eysel and Durmaz (2019) stated that subjective norms influenced the views or perceptions of an individual's immediate environment on his/her behavior. Jain (2020) supported this by saying that subjective norm was determined by the social pressure from others for an individual to behave in a certain way. Considering those definitions, the researchers define subjective norm as a normative belief influenced by a social environment's support and encouragement that affects an individual to perform a particular behavior.

Ajzen (1991) and Jain (2020) indicated that subjective norm as one of the theory of planned behavior variables showed a positive direct effect on an individual's purchase intention. Research conducted by Garcia et al. (2020) showed that subjective norm positively influenced an individual's purchase intention. This is because external factors from their social environment strongly affect a person's behavior to perform a particular action. Complying with approvals from the surroundings has been found to play an important role in the intention to purchase a product. Consumers are often influenced by peer pressure as social factors influence an individual's intention to purchase a product. Another study by Jain (2020) also explained that the subjective norm was positively related to purchase intention in the context of luxury goods. Jain (2020) and Jain et al. (2017) explained that in a more individualistic culture such as Western culture, consumers saw themselves as independent from the group and prioritized personal goals over common goals, which would prioritize personal needs higher than social norms in carrying out behavior or action. On the other hand, in a collective culture such as Muslim culture, consumers tended to think of themselves as interdependent with the group and to strive for group goals rather than personal ones. Based on the findings obtained from previous research, the hypothesis formulated in this research is:

*H<sub>2</sub>: Subjective norm significantly affects the purchase intention.*

### 2.4. Perceived Behavioral Control

Perceived behavioral control was defined as an individual's perception of his/her control in a certain behavior (Wan et al., 2017). Moreover, Al-Swidi et al. (2014) stated that perceived behavioral control reflected an individual's judgment about his/her capacity to perform a behavior or his/her autonomy over the decision to perform the behavior. This is derived from Ajzen (1991) and Jain (2020) research, which stated that perceived behavioral control referred to the ease or difficulty in performing a certain behavior. Additionally, Muzakkir et al. (2019) explained that perceived behavioral control was generated from an individual's belief that they had sufficient resources, abilities, and opportunities to perform a certain behavior. After considering these definitions from various authors, researchers define perceived behavioral control as the degree to which an individual believes that he/she can perform a given behavior through the resources and ability they possess.

As one of the independent variables in the theory of planned behavior model found by Ajzen (1991), perceived behavioral control was also proven to directly affect purchase intention in the context of luxury goods (Jain, 2020, Valentin Vale, 2022). Garcia et al. (2020) also mentioned that perceived behavioral control significantly affected the purchase intention of a product. The individual's perceived behavioral control variables affect an individual's conscious effort and plan to buy a product. If the consumer believes that he has the ability and resources required to purchase a product, the higher the purchase intention will be due to their control over the decision. Jain (2020) explained that perceived behavioral control strongly influenced purchase intention of an individual. Therefore, perceived behavioral control is one of the significant variables in triggering purchase intention. Based on the findings obtained from previous research, the hypothesis formulated in this research is:

*H<sub>3</sub>: Perceived behavioral control significantly affects the purchase intention.*

Jain (2020) mentioned that subjective norm moderated the relationship between attitude and purchase intention, as a person's attitude toward something could intensify when a subjective norm was present. Young consumers under stronger influence of their peers may alter their behaviors, leading to greater purchase intention. Moreover, Al-Swidi et al. (2014) claimed that attitude influenced intentions when the subjective norm was favorable. Sparks and Shepherd (1992) also indicated that people who were influenced by the opinions of important people in their lives were more likely to change their minds about a certain behavior in accordance with their subjective norms. In addition, Wan et al. (2017) explained that support from an individual's social environment would trigger a greater purchase intention toward a particular object. This study is supported by Povey et al. (2000), which demonstrated that when an individual had a favorable attitude toward an item, and its environmental support encouraged it, the

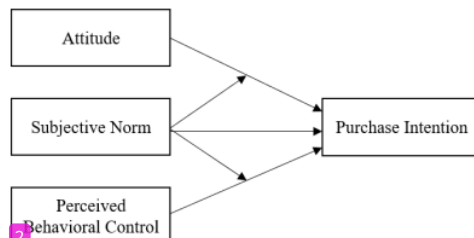
individual was likely to have a higher intention to purchase the item. Similarly, when an individual has a favorable attitude but with little or no encouragement from their surroundings, the individual will likely have a lower intention to purchase the item. Hence, the researchers conclude that subjective norm moderates the relationship between attitude and purchase intention as it intensifies the relationship between the two variables. Based on the findings obtained from previous research, the hypothesis formulated in this research is:

*H<sub>4</sub>: Subjective norm moderates the relationship between attitude and purchase intention.*

Jain (2020) explained that subjective norm would also moderate the relationship between perceived behavioral control and purchase intention. The study also claimed that in Muslim countries with collectivist societies, consumers tended to rely on the approval of their environmental surroundings to make the purchase intention, despite having the capability to purchase a product. Moreover, Wan et al. (2017) claimed that the subjective norm triggered people with perceived behavioral control to have a higher purchase intention. When an individual perceives a higher level of assistance and information through social group support, his/her perceived behavioral control will be a stronger predictor of a purchase intention towards an object. In addition, Al-Swidi et al. (2014) also claimed that perceived behavioral control predicted purchase intentions better when the subjective norm was favorable. When people intend to purchase a particular object, they tend to listen to their surroundings to be involved in the decision-making process. Hence, the researchers concluded that subjective norm moderates the relationship between perceived behavioral control and purchase intention. Based on the findings obtained from previous research, the hypothesis formulated in this research is:

*H<sub>5</sub>: Subjective norm moderates the relationship between perceived behavioral control and purchase intention of Apple iPhone in Indonesian Gen Z.*

Based on the hypotheses above, the theoretical framework can be depicted as in Figure 1.



**Figure 1.** Theoretical Framework

### 3. Methods

#### 3.1. Data Collection Methods and Processes

With the simple random sampling method, data

from 80 respondents who knew about the iPhone, born in 1995-2010, and live in Indonesia were collected using questionnaires. A Likert scale with a five-point scale division with the same interval was used. The weight value of each answer to questions are as follows: 5 = "Totally Agree"; 4 = "Agree"; 3 = "Neutral"; 2 = "Disagree"; 1 = "Totally Disagree". Table 1 shows the data profile of the respondents in this research.

**Table 1.** Profile of Respondents

	Frequency	%
<b>Gender</b>		
Men	36	45.00%
Women	44	55.00%
<b>Year of Birth</b>		
1995-2000	28	35.00%
2001-2005	37	46.25%
2006-2010	15	18.75%
<b>Occupation</b>		
Employee	2	2.50%
Students	62	77.50%
Professional	5	6.25%
Entrepreneur	11	13.75%
<b>Education</b>		
Middle-School	14	17.50%
High-School	44	55.00%
Undergraduate	19	23.75%
> Undergraduate	3	3.75%
<b>Total</b>	<b>80</b>	<b>100.00%</b>

#### 3.2. Measures

This research has four variables, and the items to measure these variables were adopted from Jain (2020) and Al-Swidi et al. (2014). There are three items to measure attitude (AT1–AT3), eight items to measure subjective norm (SN1–SN8), eight items to measure perceived behavioral control (PCB1–PCB8), and six items to measure purchase intention (PI1–PI6). The details can be seen in Table 2.

**Table 2.** Measurement items

Code	Variable	Mean	Standard Deviation
<b>Attitude</b>			
AT1	Purchasing iPhone products is a positive thing.	3.20	0.72
AT2	iPhone products are worth purchasing.	3.21	0.79
AT3	iPhone products are beneficial.	3.13	0.68
<b>Subjective Norm</b>			
SN1	Most people who are important to me think that I should purchase iPhone products.	3.19	0.73
SN2	People around me have iPhone products.	3.19	0.76
SN3	I feel social pressure to purchase iPhone products.	3.18	0.81

SN4	33 The people who I listen to could influence me to buy iPhone products.	3.04	0.85
SN5	9 The trend of purchasing iPhone products among people around me is increasing.	3.14	0.85
SN6	People around me believe that iPhone products are better than other brand's smartphone products.	3.11	0.94
SN7	I feel more appreciated by the people around me if I purchase an iPhone product.	3.18	0.90
SN8	I will get support from the people close to me (money, time, and related information) to purchase iPhone products.	3.06	0.92
<b>Perceived Behavioral Control</b>			
PBC1	I myself decide whether to purchase iPhone products or not.	3.08	0.81
PBC2	I have money to purchase iPhone products.	3.04	0.72
PBC3	Purchasing iPhone products is easy for me.	3.03	0.69
PBC4	It is very possible for me to purchase iPhone products.	3.06	0.66
PBC5	I have the time to purchase iPhone products.	2.95	0.76
PBC6	I have complete information and awareness regarding where to purchase iPhone products.	3.23	0.78
PBC7	iPhone products are readily available in the location where I reside.	3.23	0.83
PBC8	I can handle any (money, time, information related) difficulties associated with my purchasing decision of iPhone products.	3.25	0.75
<b>Purchase Intention</b>			
PI1	I will purchase iPhone products in the future.	3.18	0.69
PI2	5 I intend to purchase iPhone products within the next year.	3.08	0.69
PI3	The probability that I will purchase iPhone products within the next 12 months is high.	3.25	0.74
PI4	I will recommend others to purchase iPhone products.	3.11	0.80
PI5	I always have the urge to purchase the newest series of iPhone products.	3.10	0.79
PI6	I will look for shops that sell iPhone products to buy iPhone.	3.08	0.88

## 2 Result

### 4.1. Reliability and Validity Assessment

All items were proven to be valid and reliable. The outer loadings, composite reliability, and Cronbach's Alpha exceeded 0.7. The AVE values were above 0.5 and the HTMT values were below 0.9.

### 4.2. Collinearity

Table 3 showed that all VIF values were below 5, and thus, there was no significant collinearity problem.

**Table 3.** Collinearity

	VIF	Conclusion
Attitude	2.166	No Collinearity
Perceived Behavioral Control	2.964	No Collinearity
Subjective Norm	3.452	No Collinearity
Subjective Norm x Perceived Behavioral Control	3.655	No Collinearity
Subjective Norm x Attitude	3.664	No Collinearity

### 4.3. Path Coefficient

The results in table 4 showed that all relationships between 26 variables were significant. This means that attitude, subjective norm, and perceived behavioral control significantly influenced purchase intention. Subjective norm was also proven to significantly moderate the relationship between attitude and purchase intention and between perceived behavioral control and purchase intention.

**Table 4.** Path Coefficient

	Coefficient	P-Value	Conclusion
Attitude → Purchase Intention	0.249	0.031	Significant
Subjective Norm → Purchase Intention	0.343	0.018	Significant
Perceived Behavioral Control → Purchase Intention	0.245	0.041	Significant
Subjective Norm x Attitude → Purchase Intention	0.404	0.000	Significant
Subjective Norm x Perceived Behavioral Control → Purchase Intention	-0.415	0.001	Significant

### 4.4. Coefficient of Determination ( $R^2$ Value)

The  $R^2$  value of the model was 0.656, meaning that purchase intention is explained moderately by attitude, subjective norm, and perceived behavioral control.

### 4.5. Predictive Relevance ( $Q^2$ )

The  $Q^2$  value of 0.601 was above 0, indicating that attitude, subjective norm, and perceived behavioral control could predict purchase intention.

## 5. Discussion

### 5.1. Summary of the Findings

The result shows that attitude has a significant impact on purchase intention. This finding is in line with the previous studies by Valentim and Vale (2022) and Jain (2020), which confirm that attitude significantly affects



purchase intention in the context of luxury goods. The research has statistically proven that consumers' attitudes positively affect purchase intention, meaning that the more Generation Z customers think purchasing iPhone is something positive, worthy, and beneficial, the stronger the purchase intention will be. According to Jain (2020) and Al-Swidi et al. (2014), in high-populated developing countries with a collectivist culture (Jain, 2020; Al-Swidi et al., 2014), Generation Z customers tended to purchase an object when they had a positive affection towards an object.

Subjective norm significantly affects the purchase intention of iPhone in the case of Indonesian Generation Z. The result of this research is consistent with the research conducted by Jain et al. (2017) and Jain (2020) in testing the correlation between subjective norm and purchase intention in a collectivist culture. The result in table 4 also showed that subjective norm is found to have the highest effect on purchase intention compared to the other two variables in the theory of planned behavior. In a collectivist culture, people listen to their surroundings before purchasing the desired product (Jain, 2020; Al-Swidi et al., 2014). Thus, a positive encouragement from the surrounding people and the social pressure towards buying an iPhone will encourage Generation Z to buy iPhone. When people are exposed to opinions from their surroundings, they tend to comply with these opinions. This explains why the subjective norm in Generation Z positively affects purchase intention.

Similar to the results of Valentim and Vale's (2022) and Torbati et al.'s (2017) research, perceived behavioral control is proven to impact purchase intention significantly. This means that when Generation Z perceive themselves as having the resources (e.g., money, time, etc.) needed to buy an iPhone, their purchase intention will be higher. In other words, the higher the capability of Generation Z to buy Apple iPhone products, the higher their purchase intention will be.

In terms of the moderation impact, the result shows that subjective norm has a significant moderation impact on the relationship between attitude and purchase intention. This indicates that subjective norm will trigger a stronger influence of attitude toward customers' purchase intention of Apple iPhone products. This finding is consistent with the research from Tarkiainen and Sundqvist (2005), which claimed that when a subjective norm was present in one's environment, the person's attitude would trigger a higher intention to purchase the desired product. The result in the research shows that the moderating effect of subjective norms on the relationship between attitude and purchase intention is positive, meaning that the presence of subjective norm will further strengthen the positive influence of Generation Z's attitude on the purchase intention of Apple iPhone. In countries with collectivist culture, the encouragement and support of the important people and surroundings will encourage a person to have a greater affection towards a product (Jain, 2020; Al-Swidi et al., 2014), leading to higher intention to purchase the desired

product. When a person already possesses a positive attitude to buy a product, the person will be more likely to purchase the product when the people around them support them in buying the product.

The subjective norm is also proven to significantly moderate the relationship between perceived behavioral control and purchase intention. However, different from the previous research by Jain (2020) and Al-Swidi et al. (2014), the moderation impact is negative, indicating that subjective norm will trigger a weaker influence of perceived behavioral control on customers' purchase intention of Apple iPhone products. A study by Povey et al. (2000) described that one's perceived behavior control did not predict the behavioral intention, if others were likely to support the behavior. Discussing about healthy diets, the study found that as people were given more choices to be considered, positive encouragement for healthy eating from their surrounding environment made them feel less convinced to follow the diet behavior as they believed they had their autonomy and responsibility to be more careful to decide what they would eat for themselves, neglecting their surroundings' encouragement. Hence, in the presence of subjective norm, a person's perceived behavioral control is unlikely to engage the behavioral intention effectively. In the context of this research, the researchers suspect that Generation Z consumers with high capability and resources will have less intention to buy Apple iPhone in the presence of increased product support in the marketplace and surroundings. They want to feel prestigious by purchasing different and unique luxury goods. This is described by Dolot (2018), who stated that Generation Z was very independent and mature in making decisions. This confirms that when Generation Z has control over a decision, the realization of the decision will not necessarily be influenced by encouragement from the surrounding environment. When Generation Z has to decide, all the support from a positive environment will make this generation consider whether the Apple iPhone is worth buying. Therefore, they will decrease their intention to purchase luxury goods that are in demand in their surroundings despite the highly valued products. McKinsey (2019) also claimed that Generation Z consumers with more control or options would likely pay a premium price if only the product were unique, despite suggestions by other people regarding their value.

## 5.2. Managerial Implications

The findings of this research will help companies and marketing professionals in similar industries find suitable penetration and expansion strategies in the Indonesian market, especially if the target market is Generation Z. These companies can better understand how to increase their target consumers' purchase intention and implement the theory of planned behavior as an underlying comprehension to consider which factors significantly influence consumers' purchase intention. They can try to promote the values of the product so that Generation Z will feel that purchasing or owning the product is something worthy and beneficial. They can

also try to create a promotional campaign to convince Generation Z that the product is a must-have thing for youngsters in Indonesia, and if you do not have one, you are not following the trend. By doing these, the attitude and subjective norms towards the product are expected to be higher. Considering the significant role of subjective norm on purchase intention, both directly and as a moderator, increasing the effect of subjective norm will highly likely increase purchase intention.

### 5.3. Limitations and Directions For Future Research

Despite the significant results, one limitation in this research can be improved for further studies. The researchers did not differentiate between respondents who have ever bought the products and those who have not. The experience of using an iPhone might influence the respondents' behavior. Thus, further research might want to compare the impact of attitude, subjective norm, and perceived behavioral control on purchase intention and the moderation role of subjective norm between people who have ever bought and have never bought an iPhone.

## 6. Conclusions

The research aimed to know the impact of attitude, subjective norm, and perceived behavioral control on the purchase intention of Indonesian Gen Z on Apple iPhone. Moreover, the research would also determine whether subjective norm moderated the relationship between attitude and perceived behavioral control towards the purchase intention of Indonesian Gen Z on Apple iPhone. After conducting several validity and reliability tests and analyzing the data using the Partial Least Squares Structural Equation Modeling (PLS-SEM), the researchers found that attitude, subjective norm, and perceived behavioral control had a significant impact on purchase intention, with subjective norm had the highest impact. The result also showed that subjective norm significantly moderated the relationship between attitude, perceived behavioral control, and purchase intention.

This research contributes the literature by emphasizing that subjective norm is the most important factor influencing consumers' intention to buy luxury smartphones, particularly for Indonesian Generation Z. Moreover, it also developed a new finding that the subjective norm weakens the relationship between perceived behavioral control and purchase intention. Hence, the study's results will greatly assist business institutions and marketing professionals in formulating better marketing strategies for smartphone brands.

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