

MEASURING THE EFFECTS OF BRAND AWARENESS AND PERCEIVED QUALITY ON CONSUMERS' PURCHASE INTENTION TOWARDS ORGANIC BODY CARE PRODUCTS. A CASE STUDY IN JAKARTA

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Abstract---This is paper is about a research related to customer purchase intention towards organic body care in Indonesia. The consumption of organic products based increased every year. Customer starts to think of the benefits of organic products compared to the previous generation. This paper is measuring the role of brand awareness and perceived quality towards the purchase intention. As this is a quantitative study so the data collection was done using survey form. 300 students were approached from the selected top five universities in Indonesia. Young generation was chosen because they are the one who will be the target market in the next one to two years. The result of data collection exercise revealed that the response rate is only 249. The results indicate that beta values for brand awareness is 0.396, while for the perceived quality is 0.875. The outcomes of this study can be used by manufacturer, marketing managers to incorporate the result in their marketing strategies especially focusing on the young consumers in Indonesia.

Keywords---Brand awareness, purchase intentions, organic based products

I. Introduction

Recent world consumer pattern organized by a consumer association based in US early 2019 indicates that 20 percent of consumer are interested to buy organic based products. The response of customer towards organic based products increased gradually year by year. Consumer today is more concern about their health. Consumer especially among the young generation are concern towards environment and the important of taking care of their health by consuming non chemical based products. Many studies on organic products was done to measure the acceptance of organic based products among people across the world. The findings indicate that young generation is among the group of people that concerns about the contents and the benefits of consuming the products. Marketers for organic products need to do a continuous campaign, promotion and awareness activities to communicate the benefits and features about the products. Research also indicates that most of customer perceived that the organic products is expensive. People have the wrong mindset associate to the organic based products. They perceived that the products are expensive. Recent marketing activities and awareness campaign somehow managed to create a better information that can change the perception of consumer.

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II. Literature review

Purchase Intention

Purchase intention is the final stage of consumer in decision making towards a products or services. Customer may make decision based on various type of ways. (Asif, Xuhui, Nasiri, & Ayyub, 2018a) stated that customer will start their process of decision to purchase by conducting the product search and evaluating. (Basha & Lal, 2018) stated that customer in the 21st century is very smart and knowledgeable. Customer can gather all the information before making decision, Purchase intention according to (Escobar-lópez & Espinoza-ortega, 2017) derived from a few factors that influence the customer to purchase the items. (Grubor & Djokic, 2016) emphasis that the first factors that may influence customer to purchase a product is the product awareness. Customer should be made known that there is such a product available in the market. That communication parts are organized by the supplier to attract more customer and gain market share.

Decision to purchase will also depends on customer needs and wants. That is the basic elements of purchase intention (Hsu et al., 2016). Customer will evaluate and choose the best that meets their demand. (Hwang & Chung, 2019) stated that the demand is representing the ability of customer to pay or purchase the products. Purchase intentions also derived from the perception about the products (Khare & Varshneya, 2017). The products must be good and benefits to the customer. Organic based products for example need to proofed that it is long lasting with effective formula. Such information will influence customer to make a purchase intention.

(Khare & Varshneya, 2017) stated that purchase intentions related to organic based products may depends on the products content. The products must be free from chemical and any synthetic contents that may bring harm to the user. (Liang, 2016) stated that Malaysia imposed a halal certificates for halal products. The same goes to the organic based products. It should have a body that can verified the genuine of the products that claimed to be organic. Past research in organic based products (Mainardes et al., 2017) recommended that supplier to review their marketing plan in terms of communication and presentations. (Massey, Cass, & Otahal, 2018) highlighted that customer may have the intention to purchase but not able to execute because of the high price.

Purchase intention according to (Rana & Paul, 2017) is the results of all the factors to influence towards the consumption of the products. Supplier need to inform customer about the products in details especially the quality. Customer will later evaluate and make their first purchase before may decide to stay with the products or switch to another brand (C. Teng & Lu, 2016).

The result in many past studies across the world us varies related to purchase intention (Basha, Mason, Shamsudin, Hussain, & Salem, 2015). It reflects the various type of people in the geographically areas, their culture and many more. This study will have focused on the purchase intention towards the organic body care among the students in top five universities in Indonesia.

Brand awareness

Brand awareness is the situation where the brand is being recognized by the customer or potential market. (Trudeau H & Shobeiri, 2016) mentioned that it is also means that customer is able to associate the brand correctly with the type of products or services. Brand awareness is important especially to a new product in the market (Davčik, 2013). Brand awareness is necessary to inform or make known to the customer about the product or services.

The concept of marketing as explained by (Kotler, 2017) illustrates that supplier need to make sure that customer is aware about the existing of the brand. Communication must be made to ensure that customer know that there is such a brand in the market. (Sharifi, 2014) stated that the job of communication through advertisement is getting difficult if there is a competitor for the same category of product or services (Mohd Farid Shamsudin, Ishak, et al., 2019). Brand awareness is to create some

information about the product and services, its features and benefits (M. F. Shamsudin, Razak, & Salem, 2018). Supplier need to be informed about the characteristics about the product or services and to attract the customer using a unique selling point or interesting tagline.

Brand awareness according to (Trudeau H & Shobeiri, 2016) will attract interest of the potential customer to know about the product. Customer will start searching for the product or asked around about it in order to know more details. At this level customer is aware about the product but they still did not get a clear picture or inspire to buy the products (Davčik, 2013). Customer is fond of looking and ask around whether there is any feedback related to the mentioned brand (Thaker et al., 2020).

(Wesana, Schouteten, Van Acker, Gellynck, & De Steur, 2019) highlighted that brand awareness can reach more coverage through advertising especially electronic media. The purpose of the brand awareness to make sure that customer is aware about the product (M. F. Shamsudin, Shabi, & Salem, 2018). Supplier should make use of the opportunity of the advertisement to explain about the product. It should be able to attract customer using the benefits and features (Mohd Farid Shamsudin, Esa, & Ali, 2019). Seller should think of something about the benefits of the product that other competitor doesn't have it.

Brand awareness according to (Sharifi, 2014) should promote the tagline that can be easily to remember and recall. The tagline should be repeated in order to attract customer and inspire customer to purchase (Šerić & Gil-Saura, 2019). Brand awareness after certain level will turn to action which is the purchase intention. Supplier should also have stressed on the logo so that it can be easily remember and visualized (M. Razak, Hidayat, Launtu, Kusuma Putra, & Bahasoan, 2020). Brand awareness should spark the interest of customer to purchase. It should also have managed to create the desire to purchase upon understanding about the product or services. The desire to purchase is partially the success of the supplier in creating the brand awareness. At this level what is important is the number of channel and touch point that customer can easily purchase the said product or services that has been advertised (Barreto & Ramalho, 2019).

Success brand awareness should end with the purchase. The brand awareness should be able to convert the intention into action. (Chakraborty, 2019) stated that regular effort is needed to ensure that the brand awareness is success and create a positive impact to the brand and increase in sales. Brand awareness according to (Barreto & Ramalho, 2019; Chakraborty, 2019; Kakalej & Bucko, 2020) is part of the important factors in determining the purchase intention. Past study recorded that brand awareness have positive relationship towards purchase intention.

The success of brand awareness can be measure through brand recall. Customer will immediately recall the brand once the specific products or benefits is mentioned to them. (M. F. Shamsudin, Razak, et al., 2018) stated that customer will associate the prominent benefits or unique characteristic of the products or services to the brand name itself. Brand awareness is also leading to brand recognition. (M. Razak et al., 2020) stated that brand recognition enables customer to associate the symbol or color or design to the specific brand. The ultimate cusses of brand awareness are that the brand will be at the top of mind every customer. Customer not only have the purchase intention about the products but will always remember the brand when the type of products or category is mentioned (Hassan & Shamsudin, 2019).

Purchase intention according to (Šerić & Gil-Saura, 2019) should derived from the brand awareness. Past research (Khan, Razzaque, & Hazrul, 2017; Khan et al., 2017) however, stated that there is a possibility that customer did not purchase the products or services because of the customer limitation. It could be within the needs or wants but not to the demand stage. Premium product or services may have a very good brand name but not the sales. (Mohd Farid Shamsudin, Esa, et al., 2019) the success of brand name is when the awareness is able to convert into purchase intention. There is various result from past research related to brand awareness and purchase intention. The result indicates that brand awareness is positively related to

purchase intention in certain products from certain geographically areas. (Naeem, 2019) surprisingly, there are also negative result on the same scope of research but with a different product types and category.

(Davčik, 2013) stated that good brand awareness should lead generation through the process. The process of brand awareness started by exposure where customer will be made known about the products. The next steps are to influence the customer that the product is actually good and worth to buy. (Sharifi, 2014) suggested that supplier to conduct brand engagement to potential customers. Customer may know the organic cosmetic but they have not gain any experienced that may create the desire or purchase intention. Past research emphasis that brand awareness is important and should be measured against selected products in order to measure the purchase intention level (Santos Corrada, Flecha, & Lopez, 2020).

Perceived quality

Perceived quality by definition according to (Grönroos, 1996) is the perception of customer on the overall quality of the products. Perceived quality includes the end result of the products based on the benefits and features. (Yilmaz, Ari, & Gürbüz, 2018) stated that perceived quality should meet the purpose of the product and the purpose of it to the user. Past research indicates that perceived quality emphasis and influence customer on the purpose of buying the products. Organic products or green products should be able to brings positive benefits to the end user based on the features and advantage of consuming it. Perceived quality according to past research (Eberle, Milan, & Dorion, 2016; Forsythe, 2016; Moghavvemi, Lee, & Lee, 2018), should be able to convince customer or user the differentiation of the products against the competitor. Supplier should be able to communicate the advantage of the products in order to influence the perceived quality of the product itself (Lau, Cheung, Pires, & Chan, 2019; Nguyen, Nisar, Knox, & Prabhakar, 2018).

(M. F. Shamsudin, Shabi, et al., 2018) mentioned that perceived quality is determined by the customer perceptions and the values. (Mohd Farid Shamsudin, Esa, et al., 2019) stated that it can be concluded that perceived quality as the customer belief measurement. How the belief could be derived from the brand awareness or product information that have been communicated through any channels that come to customers. Past research (Shih-Tse Wang & Chen, 2019; Yadav & Pathak, 2016) indicates that perceived quality may be influences by a set of dimensions that lead to the important measurement on the level of quality at the end user perspective. Product performance is one of the factors that may influenced perceived quality. Supplier need to emphasis the performance of organic cosmetics to the user by promoting the performance based information. (Bamberg, 2002; Sreen, Purbey, & Sadarangani, 2018) claimed that performance have positive relationship towards purchase intention. Supplier need to proofed that the product is highly performed and the effectiveness is far better than other product in the market (Hasanov & Khalid, 2015). Customer value the performance as important elements as they may consider the investment or cost of purchased against the effectiveness of the products to their usage experience. (Ghali-Zinoubi & Toukabri, 2019; Hwang, 2016; C. C. Teng & Lu, 2016) stressed that customer can only value the performance upon purchased or used the products.

(Bamberg, 2002; Sreen et al., 2018) claimed that beside performance, features are important elements to influences customer perceived quality. The products should have a good feature in order for customer to determine on the perceived quality. The overall customer experience will be the benchmark of how the perceived quality will be measured by customer. Most of the brand awareness campaign or advertisements will focused on the features. Customer may have got influenced by the information and decided to purchase the product. It is stated by (Basha & Lal, 2019) that customer buy product because of it features and benefits. The features and benefits have strong relationship towards purchase intention according to (Basha et al., 2015). Purchase intention is very much depending on how the customer perceived quality about the products. (Koklic, Golob, Podnar, & Zabkar, 2019) claimed that features have positive relationship towards purchase intention.

According to (A. A. Razak & Shamsudin, 2019) perceived quality is associated to the conformance with specifications of the products. Organic based products should be clean and free from chemical (Basha et al., 2015). Customer looked at the point that the products should follow exactly as what it was promoted. Products should according to the standard that it has been advertised or communicated to customer. Products should also be representing the tagline or logo that have been publicize to the market. (A. A. Razak & Shamsudin, 2019) stated that customer purchase intention will be made based on the information that communicated to them. Customer satisfaction upon purchased will be based on the overall customer experienced of using the product or services. (Mohd Farid Shamsudin, Esa, et al., 2019) stated that customer may get satisfaction should the overall experience is more than expectations. (M. F. Shamsudin, Razak, et al., 2018) claimed that service provided below the expectation upon purchase may resulted to dissatisfaction. (A. A. Razak & Shamsudin, 2019) mentioned that supplier should managed their products and communication so that it will not be over promised to avoid high expectations from customer upon purchase intention.

Perceived quality is about the reliability of a products (Mohd Farid Shamsudin, Ishak, et al., 2019). Customer is expecting that products to be reliable as per the brand awareness and promotions (Mohd Farid Shamsudin, Ali, Nadzri, & Wahid, 2019). Products reliability means that the products is able to performs within the time or duration mentioned to customers. It is also should be dependable. Customer interested to know whether the products is dependable or not. In the case of organic cosmetic reliable may influence purchase intention based on previous study conducted in several western countries (Molinillo, Vidal-Branco, & Japutra, 2020). The products must be reliable in order to meet the customer perceived quality. Other than the above, it is also recorded by (Huang, Bai, Zhang, & Gong, 2019; Lin, Guo, Turel, & Liu, 2019) that reliable should reflects the accurate records and times promised. Customer intentions towards purchased may be influenced by the transparency and details of the ingredients and contents (Asif, Xuhui, Nasiri, & Ayyub, 2018b; Kapuge, 2016; Xu, Hua, Wang, & Xu, 2020). Organic products for example should be free from a mixed chemical that may dismiss the purpose of purchasing the organic brand.

(Khamis & AbRashid, 2018) recently stated that perceived quality is associated to durability. The durability of the products may influence customer perceived quality. The products should be robust, tough and steady as per claimed by the supplier. (Ahmed, Tarique, & Arif, 2017; Famiyeh, Asante-Darko, & Kwarteng, 2018; Janahi & Al Mubarak, 2017) stated that purchase intention come from the information transmitted to customer through various channel. The first time experience is very much important in order to determined that the customer will be participate in the next purchase or not (M. Shamsudin et al., 2015). It is also recommending that the products should be serviceability. Supplier needs to ensure that the products is manageable within their capability. (Famiyeh et al., 2018; Nguyen et al., 2018) warned that customer will not even switch or churn to other products should they are not satisfied but they will also tell their family and friends (Aw & Chong, 2019; Cheng, Lee, & Choi, 2019; Han, Back, & Barrett, 2009). Such situation may bring negative impact to other customer and will have negative relationship towards the purchase intention.

Past research (Moghavvemi et al., 2018; Yilmaz et al., 2018) highlighted that perceived quality is also associated to fitness of the products. The products should be able to be used as advertised. It should carry the same results as what it supposed to be (Eberle et al., 2016; Forsythe, 2016). Results from previous research related to fitness lead to mixed results. There are statements from (Michaelidou & Hassan, 2008; Shashi, Kottala, & Singh, 2015) that claimed fitness have positive relationship towards purchase intentions. On the same note, there are also researcher that did not agreed with the findings and result tabled for other people or customer to know (Prakash, Singh, & Yadav, 2018; Silva, Bioto, Efraim, & Queiroz, 2017).

III. Methodology

This is a quantitative research and the data collection was conducted using survey form. This study is focusing on university students only. 300 survey form distributed at 5 top universities in Indonesia. Survey form was distributed equally among the 5 universities. Respondent was chosen from Universitas Indonesia, Bandung Institute of Technology, Gadjah Mada University, Universitas Padjadjaran and Bogor Agricultural University. Only undergraduate students were selected. The list of names obtained from the student affairs department. The list contains the final semester student. Selection of students was based on the total numbers of student given. The total number will be divided into 60. And the selection will be based on the interval of the answer. By doing that selection of students will be comprehensive. There are 22 items in the questionnaire. The questionnaire is using five-point Likert scale with 1 = strongly disagree and 5 = strongly agree. Out of 300 forms distributed only 270 was returned. 21 forms were found incomplete resulted to only 249 usable data.

IV. Findings and Discussion

Table 1: Summary of respondent

Universities	Percentage of respondent	Total male	Total female
Universitas Indonesia	19.27	24	24
Bandang Institute of Technology	19.67	26	23
Gadjah Mada University	20.89	31	21
Universitas Padjadjaran	19.68	23	26
Bogor Agricultural University	20.49	35	16
Total	100	139	110

Table 1 shows the breakdown of respondent by universities and gender. Overall male is 55% and female is 45%. Highest respondent derived from Gadjah Mada University which is 52 students. All students are currently at their final semester undergraduate program.

Table 2: Model; summary

Model	R	R ²	Adjusted R ²	SE of the estimate
1	0.938 ^a	0.921	0.920	0.37081
Note: ^a Predictors (constant), brand awareness, perceived quality				

Table 3 shows that the independent variables influencing the dependent variable are significant with a p-value of 0.00. It implies that if p is less than 0.001, there is 99 per cent certainty of a linear relationship between the variables.

Table 3: Significance of independent variables on dependent variable

Anova ^a						
	Sum of squares	Df	Mean square	F	Sig.	
Model 1						
Regression	726.486	5	163.297	979.181	0.000 ^b	
Residual	22.514	131	0.163			
Total	748.000	156				

Notes: ^aDependent variable: purchase intention; ^bpredictors: (constant), brand awareness, perceived quality.

Table 4 shows that the VIF of the two independent variables is equal to 1.000. It implies that the value illustrates a complete lack of multicollinearity. It is evident that all tolerance values, which must be higher than 0.5 to prevent multicollinearity, are 1.000. As a result, it can be said that the two independent variables are unaffected by each other and verifying the appropriateness of conducting the regression analysis. Moreover, the results shown in Table 4 also indicate that the significance of the independent variables is 0.000 which is less than 0.05. Therefore, it can be concluded that the two independent variables have an influence on the dependent variable (customer satisfaction). Based on the β -values, if brand awareness and perceived quality factor change one unit, purchase intention will change 0.396, and 0.875 units, respectively.

Table 4: Coefficients

	Unstandardised coefficients		Standardized coefficients		Collinearity Statistics		
	B	SE	B	t	Sig	Tolerance	VIF
<i>Model 1</i>							
Constant	5.276	00.32		164.065	0.00		
Brand awareness	0.419	00.32	0.396	66.132	0.00	1.000	1.000
Perceived quality	2.508	00.32	0.875	17.939	0.00	1.000	1.000

Note: Dependent variable: purchase intention

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