

# BRAND AWARENESS, PRICE IN DETERMINING PURCHASING DECISION PRODUCT ASBHOEL

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## **ABSTRACT**

*The Asbhoel brand is still unknown to the surrounding community and the average price offered by Asbhoel is higher than competitors. So asbhoel needs to plan or take action to increase Brand Awareness to be at the top of product distribution and can improve purchasing decisions. The purpose of this study is to describe Asbhoel Brand Awareness and the high prices offered from asbhoel products and also to obtain analytical results related to the reasons why the Asbhoel Purchase Decision is high even though the Asbhoel brand is unknown and the price offered is expensive. compared to competitors. The research method used is descriptive- verification. Descriptive method is used to obtain the results of the Brand Awareness study, Price in determining the Purchasing Decision of Asbhoel products. While the verification method is used to determine the effect of Brand Awareness, Price in determining the Purchasing Decision of Asbhoel products. The results showed that the relationship of Brand Awareness was less closely related to purchasing decisions. While the price relationship is closely related to the purchase decision of Asbhoel products. The Asbhoel brand can better introduce its product variants by having different characteristics such as color, design and material identity. Asbhoel should promote via social media advertisements by listing the price of each product variant up to date and making an active and informative website also more active on Facebook so that it can improve Purchasing Decisions.*

**KEYWORDS:** Brand Awareness, Price and Purchasing Decision.

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## **1. INTRODUCTION**

The city of Bandung is already well-known as a shopping center among tourists, many famous national and even international fashion products come from the city of Bandung. These opportunities make a lot of new shops or distributions appear in the city of Bandung, causing high competition and making consumers more selective to make purchasing decisions. Brand awareness is a factor that can increase purchasing decisions, because it is one of the most important factors in business because it can not only invite consumers to buy from your business for the first time, brand awareness also allows consumers to buy back a product.

The selling price of distro products is also one of the factors that can influence purchasing decisions, because many distro that make discounts or provide other special offers to attract many consumers and increase sales. The Asbhoel brand itself is still unknown to the surrounding community and the average price offered by Asbhoel is higher than that of competitors. So asbhoel needs to plan or take action to increase brand awareness in order to be the top of mind product distribution and can increase purchasing decisions.

## **2. LITERATUR REVIEW**

### **2.1 Brand Awareness**

Aaker in Siahaan [1] says that Brand awareness means the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category

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Kotler in Sunarti [2] says that Brand is a name, term, sign, design symbol, or combination that can identify the goods or services of a person or group of sellers in order to distinguish the product from competing products.

Humdiana in Saputro [3] says that Brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular product category .

Aaker in Muzaqqi [4] Brand equity is a set of assets (and liabilities) linked to a brand's name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and or that firm's customers. The major asset categories are : Brand Awareness; Perceived Quality; Brand Association and Brand Loyalty.

## 2.2 Price

Kotler [5] says The amount of money charged for a product or service, the sum of the values that costumers exchange for the benefit of having or using the product or service.

The price of tjiptono in saputro [6] can be measured in four dimensions: Fairness, Suitability, Propriety And Appropriate benefits

## 2.3 Purchase Decision

Amirullah in sedho [7] says that Decision making can be interpreted as a process of evaluation and selection of various alternatives in accordance with certain interests by determining a choice that is considered most beneficial.

According to Hsu in Adiwidjaja [8] the purchasing decision indicators are as follows:

1. The desire to use the product
2. The desire to have a product
3. Interest in the product
4. Take the time to get the product
5. Know the function of the product well

## 2.4 The Relation Between Brand Awareness, Price, and Purchase Decision

Lee [9] says Findings have showed that there are positive relationships between brand awareness, brand association, perceived quality and brand loyalty and consumers' purchase intention towards skin care products. Furthermore, it is concluded that perceived quality is the most significant factor in influencing consumers' purchase intention (Saudi [11], 2018).

Brata [10] says The price of influence on purchase decisions Nitchi products at PT. Jaya Swarasa Agung in Central Jakarta. It shows more and more discounts, it will increase the purchasing decisions become better. The influence is shown by the dimensions of price conformity with the dimensions of post-purchase behavior.

Based on the above exposure, the research paradigm is as follows:

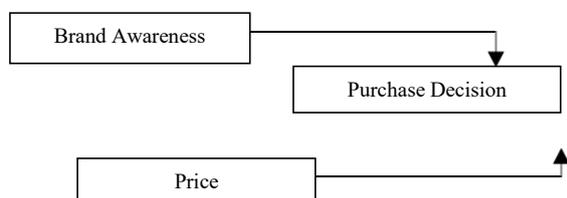


Figure 1. Research Paradigm

## 3. HYPOTESIS

Hypothesis in this research is as follows:

Brand awareness has a significant effect on the decision to buy asbhoel products and Price has a significant effect on the decision to buy asbhoel products and Brand awareness and price have a significant effect on the decision to

buy asbhoel products.

#### 4. METHODOLOGY

This research was conducted in Bandung, West Java, Indonesia and used asbhoel consumers as respondents. The number of consumers can be known. But the number of consumers who buy cannot be known. Therefore, this study population is unknown. Based on the iteration method, this survey needs to collect at least 98 data. This survey collected 150 data analyzed. the questionnaire can be relied upon based on Cronbach's Alpha scores. This means that the questionnaire can be understood and targeted at the right audience. For data collection, sampling is done randomly. This means that all Asbhoel consumers have the same opportunity to participate in this research

#### 5. DISCUSSION

##### 5.1 Demographic Profile the Respondents

From 150 data that is analyzed, 95.3% were male and 4.7% were female. Most of the respondents who were found were members of the soccer and futsal sports communities. These members are dominated by men compared to women. The age of consumers who often buy asbhoel products is between the ages of 26-35 years, where the age is an active member of the football and futsal community.

##### 5.2 Information About Brand Awareness

The majority of consumers stated that customers of Asbhoel products expressed interest and easily found information about Asbhoel products, finding Asbhoel stores and the ease of buying and recommending them to others.

**Table 1. Information about Brand Awareness**

Indicator	Score	Category
<i>How aware are you of the existence of the Asbhoel brand?</i>	494	Unaware
<i>How do you know that Asbhoel has a shop in Bandung city?</i>	472	Unaware
<i>How well do you know the Asbhoel brand manufactures various types of clothing?</i>	482	Unaware
<i>How aware are you of the existence of the asbhoel brand because many artists use it?</i>	472	Unaware
<i>How much do you recognize your brand asbhoel just by looking at the model and variants / types?</i>	468	Unaware
<i>How well did you know when you mentioned the clothing brand, Asbhoel was the first to appear in my mind?</i>	469	Unaware
<i>How much do you remember the asbhoel brand is the clothing brand that comes to mind?</i>	497	Don't Remember
<i>How much do you remember the asbhoel brand is the clothing brand that comes to mind?</i>	469	Don't Know
<i>How well do you know Make History For This Country is the</i>	469	Don't Know

<i>asbhoel tagline?</i>		
<i>Avarage</i>	<i>477</i>	<i>Unaware</i>

from the recapitulation table, the results of the above table can explain that the asbhoel product customers do not know, recognize and remember the asbhoel brand, even though the asbhoel brand has done promotions, has been used by homeland artists and has a shop in an area that is often skipped and is known as a distribution center in the city Bandung.

### 5.3 Information About Price

The majority of consumers stated that they did not know the price of the product and Asbhoel's T-shirt and hoodie price variations, the price of the Asbhoel brand was less affordable, although some respondents stated that the price of Asbhoel products was reasonable and reasonable compared to competitors with quality and in accordance with perceived benefits.

**Table 2. Information about Price**

<b>Indicato r</b>	<b>Score</b>	<b>Category</b>
<i>How much do you know the price of Asbhoel products when buying?</i>	<i>486</i>	<i>Don't Know</i>
<i>How much do you know about Asbhoel's t- shirt and hoodie price variations?</i>	<i>483</i>	<i>Don't Know</i>
<i>How affordable is the price of Asbhoel products?</i>	<i>501</i>	<i>Less Affordable</i>
<i>How reasonable is the price of Asbhoel products to be expensive compared to competitors?</i>	<i>534</i>	<i>Fair</i>
<i>How reasonable is the price of asbhoel in accordance with the quality provided?</i>	<i>559</i>	<i>Fair</i>
<i>How reasonable is the price of Asbhoel products purchased with perceived benefits?</i>	<i>553</i>	<i>worthy</i>
<b><i>Avarage</i></b>	<b><i>520</i></b>	<b><i>Fair</i></b>

### 5.4 Information About Purchase Decision

Customers of Asbhoel's products expressed interest and it was easy to find information on Asbhoel products,

<b>Indicator</b>	<b>Score</b>	<b>Category</b>
<i>How much do you want to recommend to others after buying asbhoel products?</i>	<i>628</i>	<i>Sure</i>
<b><i>Avarage</i></b>	<b><i>601</i></b>	<b><i>Sure</i></b>

### 5.5 Hypotesis Testing

Hypothesis testing was performed using Lisrel. The results can be seen in the following table :

**Table 4. Results of Hypotesis Testing**

<b>Hypotesis</b>	<b>Fcount</b>	<b>Ftable</b>	<b>Result</b>	<b>Statistic al</b>
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				<b>Concl on</b>
Brand Awareness and Price have no significant effect on Purchasing Decisions	58,69	1,65	Fcount > Ftable H0 Rejected Significant	Brand Awareness and Price have a significant effect on Purchasing Decisions
<b>Hypotesis</b>	<b>tcoun t</b>	<b>ttable</b>	<b>Resul t</b>	<b>Statistic al Concl on</b>
Brand Awareness has no significant effect on Purchasing Decisions	6,848	1,65	Tcount > ttable H0 Rejected Significant	Brand Awareness has a significant effect on Purchasing Decisions
Price influences the Purchasing Decision	7,581	1,65	Tcount > ttable H0 Rejected Significant	Price has a significant effect on Purchasing Decisions

The results from the table above state that both of these

find an Asbhoel store and the convenience to buy and recommend it to others.

**Table 3. Information about Purchase Decision**

Indicator	Score	Category
<i>How interested are you in searching information on the internet about asbhoel products?</i>	558	Easy
<i>How easily do you get information about asbhoel products?</i>	585	Easy
<i>How easy do you find asbhoel shops in Bandung?</i>	586	Easy
<i>When looking at asbhoel products, how steady are you to buy asbhoel brand distributions?</i>	595	Interested
<i>How confident are you that you decide to keep buying asbhoel products after knowing the price is expensive?</i>	593	Easy
<i>How much do you want to always buy various variants of asbhoel products?</i>	613	Easy
<i>How satisfied are you after buying asbhoel products?</i>	619	Great
<i>How confident are you in repurchasing asbhoel products?</i>	629	Sure

variables affect the Purchasing Decisions made by respondents in determining the decision to purchase Asbhoel products.

This shows that there are new differences and findings where the research paradigm does not describe the relationship between Brand Awareness and Price, but the table and correlation results show that the two variables are closely related.

**Table 5. Variabel Impact**

	Coefficient	Impact	Residual Factor
Brand Awareness of Purchasing Decisions	0,423	24,26	55,49%
Prices of Purchasing Decisions	0,468	20,25	

The table above can explain that the variable Brand Awareness directly affects 21.9 percent and 2.36 percent indirectly, Brand Awareness has the lowest direct effect, which is only 24.26 percent. It can be found that Asbhoel consumers do not know, realize and recognize the Asbhoel brand even though there are already many well-known artists in the country who use products from the Asbhoel brand and have done promotion through social media, it still does not increase Asbhoel's Brand Awareness. With this problem, it can be argued that the Asbhoel Brand Awareness variable has a very low factor.

Price variable directly affects 17.89 percent and 2.36 percent indirectly, in which case it can be explained with a total of 20.25 percent. The direct effect has a small percent and this can be due to the price offered by the Asbhoel brand which is higher than that of competitors is considered reasonable because the price offered is in accordance with the product provided by Asbhoel.

## 6. CONCLUSION

From the series of information that has explained about brand Awareness, the price in determining the decision to purchase Asbhoel products, can be concluded at the conclusion below:

1. Respondents are dominated by men aged 26-35 years who are active in the football and futsal community. The majority of the respondents are less aware and aware of the Asbhoel Brand.
2. The price offered by the Asbhoel brand which is higher than that of competitors is considered reasonable, because the price offered is in accordance with the product provided by Asbhoel. The majority of respondents also stated that they did not know the price of the T-shirt and hoodie from the Asbhoel brand because there were too many variations in the price of each product.
3. The majority of respondents are interested in searching information from Asbhoel products. Customers of the Asbhoel brand also want to recommend to others, this is evidenced by the large number of consumers who mark the Asbhoel brand on their personal Instagram.
4. Based on the results of the questionnaire, the effect of brand awareness on purchasing decisions is only 3.1 percent. So the relationship of brand awareness variables in determining purchasing decisions does not significantly influence or is not strong enough.
5. The relationship of the price variable in determining the purchase decision to increase the results of the questionnaire by 32.37 percent. Then it can be seen that the effect of prices on purchasing decisions is included in the category of low but certain.
6. Based on the results of the questionnaire, it can be seen that the influence of brand awareness and price in determining the purchase decision of asbhoel products is 56.1 percent. This shows that the influence of brand awareness and price has a very strong influence on the purchase decision of asbhoel products.

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