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Analysis of the Effect of Brand Awareness and Purchase Intention on Customer

Advocacy (Case Study of Milk Product by Mixue in Malang City)

Hermawan Syafrizal Wahyu Nurdiantoro*, Rosihan Asmara, Dwi Retno Andriani

Department of Socio Economic, Faculty of Agriculture, Brawijaya University,

Indonesia

*h.nurdiantoro@yahoo.com

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ABSTRACT

This study examines the effect of Brand Awareness on Purchase Intention and the effect of Purchase Intention on Customer Advocacy among Mixue consumers in Malang City. Using a purposive sampling method, the study involved 174 respondents collected through online questionnaires and analyzed using SEM-PLS (WarpPLS). The results showed that Brand Awareness does not have a significant effect on Purchase Intention with a significance level of 1%, indicating that brand awareness is less influential compared to perceived value in influencing purchase intentions. Conversely, Purchase Intention has a significant effect on Customer Advocacy with a significance level of 58%. However, the jingle proved to be a significant moderating variable between Brand Awareness and Purchase Intention, strengthening the influence of brand awareness on purchase intention when consumers have heard or are aware of the Mixue jingle. This study provides important insights for Mixue's marketing strategy, especially in utilizing jingles to increase purchase intention and customer advocacy.

Keywords: Brand Awareness, Purchase Intention, Customer Advocacy, Jingle, Marketing, Consumer Behaviour

1. INTRODUCTION

The increase in internet users in Indonesia has provided many benefits for various activities such as online shopping, entertainment, and digital transactions. Additionally, internet users utilize it to access information and conduct transactions. Information provided through the internet can be divided into two categories: information shared through specific forums and information provided by companies through digital business forums. This helps consumers make the right decisions regarding the products or services they need. Furthermore, 80% of businesses in Indonesia use the internet to sell their products through various platforms such as social media, websites, online marketplaces, Google ads, email marketing, blogs, GrabFood, GoFood, and TikTok Shop. Through this marketing, companies can provide relevant information to consumers about the products or services they sell and help consumers understand this information. To achieve business targets and gain more attention, online marketing strategies are important by promoting products and services through digital media that can influence customer decisions (Ahmed et al. 2019). The bubble tea market in Indonesia has high value, so companies need to develop new strategies.

Mixue is a food and beverage company with a variety of menus and products. Despite selling a wide range of products and brands, Mixue struggles to gain traction due to the lack of market demand. After overcoming competition, Mixue continues to sell its products and attract consumers, especially in Indonesia. The company's popularity is largely due to viral marketing on various digital media platforms. Viral marketing promotes certain products or categories, providing information about

products, prices, and other details. Positive experiences with these products also influence people's behavior.

Viral marketing used by several F&B companies as digital media is very helpful for consumers to find and share information (Riel et al. 2022). The internet helps companies and consumers connect, making it easier for them to communicate. Competitors often face challenges such as competition and rivalry in attracting consumers and promoting their products. This can help companies evaluate and develop their strategies such as creating brand awareness, image, and perceived value to achieve customer advocacy (Graciola et al. 2020).

Brand awareness is very important for consumers to recognize and understand a product or service. Brand awareness involves identifying products through various elements such as slogans, logos, and product descriptions (Chandran et al. 2020). For example, jingles are often used in promotional campaigns to make a product stand out and be recognized by consumers. Unique and catchy jingles can attract consumers' attention and increase their trust in the product. The frequency of consumers interacting with a product also affects its popularity, with viral marketing platforms such as TikTok, Instagram, and YouTube playing an important role.

Brand awareness is an important factor for consumers to understand and make the right decisions about a product or service (Yohana F. C. P. Meilani Innocentius Bernarto & Ian N. Suryawan 2020). It is a new concept in consumer behavior that determines whether a consumer will become a loyal customer or an unreliable one. Consumers' desire to buy a product or service can influence their purchase intentions and affect their brand image. This can be a strategic advantage for companies because having loyal consumers can help them increase their customer base. This study examines the effect of brand awareness on customer advocacy, which can help companies develop strategies to achieve customer advocacy.

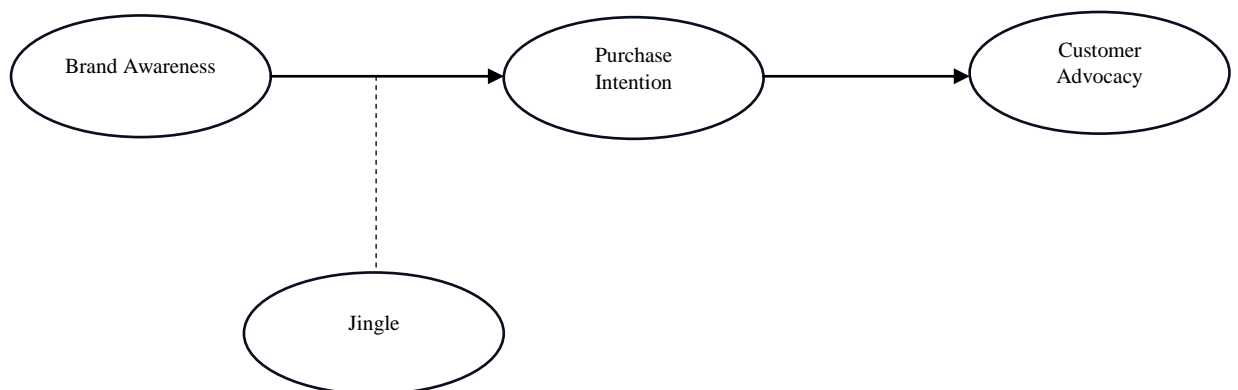
The research questions in this paper focus on how brand awareness affects consumers' purchase intentions and how jingles moderate this effect. Specifically, the research questions can be broken down into the following key points:

1. Does Brand Awareness have an effect on Purchase Intention?
2. Does Purchase Intention have an effect on Customer Advocacy?
3. Does Jingle moderate the relationship between Brand Awareness and Purchase Intention?

2. RESEARCH METHODS

2.1 Conceptual Framework

This research focuses on the impact of brand awareness as a variable, purchase intention as a mediating variable, and jingle as a moderating variable. The research structure is as follows:



2.2 Research Hypotheses

Based on the literature review and the research framework, the research hypotheses proposed are:

- H1: It is hypothesized that Brand Awareness has a significant effect on

Purchase Intention.

- H2: It is hypothesized that Purchase Intention has a significant effect on Customer Advocacy.
- H3: It is hypothesized that Jingle moderates the relationship between Brand Awareness and Purchase Intention.

3.3 Population and Sampling Methods

This study is based on Mixue consumers in Malang City, particularly those who have made repeated purchases. This study adopts a purposive sampling method, with 174 respondents using the Cohen table. Data was collected through the distribution of online questionnaires via Google Forms and analyzed using SEM-PLS (WarpPLS).

3. RESEARCH RESULTS

3.1 Characteristics of Respondents

This study involved 174 respondents who filled out the questionnaire and were aware of Mixue's jingle. The questionnaire was filled out online via Google Form with a Likert scale ranging from 1 to 4. Respondents were categorized based on gender, age, educational status, occupation, and income.

Table 1. Respondents by Gender

Gender	Frequency	Percentage (%)
Perempuan	105	60.34
Laki-laki	69	39.66
Total	174	100

The study revealed that a larger percentage of respondents are more likely to be involved in the company's marketing strategy than with its customers. This is supported by research by Syauki & Avina (2020) which shows that company

marketing strategies are more effective than customer marketing strategies. Consumers often associate Mixue with marketing strategies to increase their satisfaction with the company's products. Social factors such as preferences for food or recreational activities also play a role in consumer behavior (Widiatmoko et al. 2023). According to Sadewa and Ariani (2022), the consumptive lifestyle of consumers is very important in decision-making processes such as purchasing products.

Table 2. Respondents by Age

Age	Frequency	Percentage (%)
17-25	112	64.37
26-35	54	31.03
36-45	8	4.60
Total	174	100

The study revealed that young adults aged 17-25 in Indonesia make up a significant proportion of the younger respondents with a preference of 64.37% for the internet. According to Larasati et al. (2024), young adults tend to spend more time on the internet compared to older adults. Data from APJII (2023) shows that Indonesians use the internet for various purposes, including work, learning, entertainment, information, social interaction, and communication. However, young adults aged 25 years tend to use the internet for work and information and tend to prioritize other needs such as food or entertainment.

Table 3. Respondents by Marital Status

Marital Status	Frequency	Percentage (%)
Belum Menikah	141	81.03
Menikah	33	18.97

Total	174	100
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Data from Table 3 shows that consumers with lower status tend not to buy Mixue products, with 81.03% of respondents having lower status. This is due to the importance of family support for consumers with lower status, such as providing necessary needs for their children and parents. Conversely, those with higher status have more leisure time and more specific needs, so they tend not to buy Mixue products or other products. Table 3 also supports the statement by Bizarrias et al. (2024) which states that low-status consumers do not have a better lifestyle because of their desire to develop and expand in society. As a result, low-status consumers do not make more purchases for products.

Table 4. Respondents by Education

Education	Frequency	Percentage (%)
Middle School	2	1.15
High School	26	14.94
Diploma/Degree	146	83.90
Total	174	100

From Table 4, it is shown that 83.90% of consumers with higher education or educational levels such as diplomas/degrees/masters are the most affected by the internet because Malang City has many resources to educate and connect with others. The rapid growth of knowledge among the population aged 20 years is largely due to the internet's ability to provide information, learning, entertainment, and other activities (Szymkowiak et al. 2021). This technology also helps companies like Mixue in implementing product or brand marketing such as jingles that can ensure the safety and value of products for consumers..

Table 5. Respondents by Occupational

Occupation	Frequency	Percentage (%)
Student	42	24.14
Employee	72	41.38
Entrepreneur	34	19.54
Unemployed	26	14.94
Total	174	100

The data shows that the majority of respondents come from the labor market with a preference of 41.38% for labor-related jobs. This is due to higher levels of education, employment, and unemployment. According to Gesmundo et al. (2022), respondents with employee status have high purchase intentions because the brand already has a steady and stable income, different from students and entrepreneurs who have percentages of 24.14% and 19.94%.

Table 6. Respondents by Income

Income (Rp.)	Frequency	Percentage (%)
<1,000,000	23	13.22
1,000,000-2,000,000	25	14.37
2,000,000-3,000,000	26	14.94
3,000,000-4,000,000	50	28.74
4,000,000-5,000,000	35	20.11
>5,000,000	15	8.62
Total	174	100

The data shows that the percentage of consumers with high food intake is 28.74% with a value of Rp 3,000,000-Rp 4,000,000, indicating that food intake is not the only or main factor for consumers in purchasing products. Consumers with high food intake have more important needs and are more likely to prioritize

consuming fast food (Irshad Ahmad Reshi et al. 2023). Factors such as time, lifestyle, family, economic situation, and personal needs also play an important role in food decision-making (Mamula Nikolić et al. 2021).

3.2 Hypothesis Testing Results

Table 7. Hypothesis Testing Analysis of Brand Awareness on Purchase Intention

No.	Relationship between Variables		Path	P-Value	Note
	(Explanatory Variables – Response Variables)		Coefficient		
1.	Brand Awareness	Purchase Intention	0.01 ^{ns}	0.44	Not Accepted

The study found that the relationship between Brand Awareness and Purchase Intention had a negative and significant impact of only 1%. This shows that Brand Awareness is less influential compared to perceived value in influencing purchase intention. The study also found that Brand Awareness does not have a significant positive impact on Purchase Intention in accordance with the research by Fenetta & Keni (2020). This indicates that consumers may be aware of brands like Mixue, but this does not necessarily drive them to make future purchases. There is a relationship between brand trust and perceived value that cannot be ignored. This highlights the importance of understanding consumer behavior and motivation in making purchasing decisions. Mixue's marketing strategy should focus on building emotional relationships, providing value, and offering meaningful value to consumers. This can be achieved through testimonials, promotional offers, and excellent customer service.

Table 8. Hypothesis Testing Analysis of Purchase Intention on Customer Advocacy

No.	Relationship between Variables		Path	P-Value	Note
	(Explanatory Variables – Response Variables)		Coefficient		
1.	Purchase Intention	<i>Customer Advocacy</i>	0.58***	<0.001	Accepted

The study found a significant relationship of 58% between Purchase Intention and Customer Advocacy, indicating that consumers' willingness to buy a product

has a significant impact on Customer Advocacy, that is, their willingness to recommend a product or service to others. This relationship is also significant in terms of the impact of word-of-mouth or referral promotional efforts. This increases consumer trust and loyalty, which can enhance the company's reputation and improve their market position (Paparoidamis et al. 2019). These findings indicate that the relationship between Purchase Intention and Customer Advocacy is positive and significant.

Table 9. The Effect of Brand Awareness on Purchase Intention with Jingle as a Moderating Variable

No.	Relationship between Variables			Path Coefficient	P-Value	Note
	Explanatory Variables	Moderating Variables	Response Variables			
1.	Brand Awareness	Jingle	Purchase Intention	0.15***	0.021	Accepted

According to Shakil & Siddiqui (2018), the use of jingles in marketing strategies can significantly impact brand awareness and purchase intention. The application of this variable can be achieved through the use of engaging, memorable, and easy-to-understand messages. Jingles with engaging and memorable messages can create an emotional connection with consumers and increase their trust in Mixue's products or services.

To optimize the use of jingles in Mixue's marketing strategy, several key aspects can be focused on. First, identify the right jingle that can accurately represent Mixue's identity and make it easily understood by consumers. This process involves the use of music, lyrics, and everything that fits Mixue's image and can effectively communicate with the target audience.

Second, identify the right jingle that can convey Mixue's goals, values, preferences,

and needs. By having an engaging and memorable jingle (Saad et al. 2024), Mixue can show that the products they sell can be easily understood and comprehended by the target audience. This helps in enhancing Mixue's identity and creating a lasting impression on consumers during marketing campaigns.

Finally, Mixue can use jingles as an element to enhance their marketing efforts and expand their customer base in creative and strategic ways. For example, creating engaging and memorable jingles can make consumers emotionally connected to Mixue when they interact with them. Jingles with a unique audio identity can also be used in various marketing campaigns.

5. CONCLUSION

The conclusions of this study based on the research results and discussion are as follows:

1. Brand Awareness does not have a positive effect on Purchase Intention, indicating that consumers may be aware of brands like Mixue, but this does not necessarily drive them to make future purchases.
2. Purchase Intention has a positive and significant effect on Customer Advocacy, meaning that if consumers have purchase intentions for Mixue products, they are more likely to recommend Mixue to others.
3. Jingle is a moderating variable for the exogenous variable Brand Awareness on Purchase Intention, so the variable can more strongly influence consumers' purchase intentions if they have heard or are aware of the Mixue jingle.

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