The Influence of Brand Image and Advertising Claims on Purchase Decision

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ABSTRACT

The buying decision-making process will be influenced by brands and advertising. The term "brand image" relates to how people view a specific brand, whereas "advertising factors" refers to marketing methods used to sell items. The goal of this study is to determine whether Marina Hand and Body Lotion purchase decisions are influenced by brand perception, whether those decisions are also influenced by advertising claims, and whether those decisions are influenced by both brand perception and advertising jointly, particularly for Gen Z consumers who live in the city of Bogor. 130 respondents were chosen using a purposive selection technique, and the Hair et al. formula was applied. Respondents' responses provided the information needed. The Statistical Package for the Social Sciences (SPSS), which employs the Multiple Linear Regression Analysis approach, was used to process the 130 respondents' survey responses. The study discovered that: (1) Brand image significantly and favorably influenced customers' decisions to buy Marina hand and body lotion; (2) Advertising claims significantly and favorably influenced customers' decisions to buy Marina hand and body lotion; and (3) Overall, Marina's brand image and advertising claims significantly and favorably influenced customers' decisions to buy Marina hand and body lotion.

Keywords: Brand Image, Advertising, Purchase Decisions, Consumer Behavior, e-Commerce

ABSTRAK

Merek dan iklan akan mempengaruhi proses keputusan pembelian. Faktor iklan adalah alat pemasaran untuk mempromosikan produk, sedangkan citra merek merujuk pada bagaimana konsumen melihat merek tertentu. Tujuan dari penelitian ini adalah untuk mengetahui apakah keputusan untuk membeli Hand and Body Lotion Marina dipengaruhi oleh citra merek, apakah keputusan tersebut juga dipengaruhi oleh iklan dan apakah keputusan tersebut dipengaruhi oleh citra merek dan iklan secara bersama, khususnya untuk pelanggan Gen Z yang tinggal di Kota Bogor. Metode pengambilan sampel purposive digunakan untuk memilih 130 responden, dan rumus Hair et al. digunakan. Data yang digunakan berasal dari jawaban responden. Jumlah data yang dikumpulkan dari kuesioner berjumlah 130 orang dan diproses menggunakan Statistical Package for the Social Sciences (SPSS), yang menggunakan metode Analisis Regresi Linier Berganda. Studi menemukan bahwa: (1) Keputusan pelanggan untuk membeli hand and body lotion Marina dipengaruhi secara signifikan dan positif oleh citra merek.; (2) Keputusan pelanggan untuk membeli hand and body lotion Marina dipengaruhi secara positif dan signifikan oleh iklan.; dan (3) Secara keseluruhan, citra merek dan iklan Marina berdampak positif dan signifikan pada keputusan pelanggan untuk membeli hand and body lotion Marina.

Kata kunci: Citra Merek, Iklan, Keputusan Pembelian, Perilaku Konsumen, e-Commerce

INTRODUCTION

Every woman desires to enhance her beauty by using cosmetics because a beautiful face and healthy skin are attention-grabbing. Cosmetic products are designed to meet these needs. Presently, the cosmetics industry is rapidly growing and has become a staple for personal care among a wide consumer base (Bom et al., 2019). Given this context, cosmetic companies are striving to enhance the quality of their products to stay competitive. Their goal is to create high-quality products that align with the preferences and requirements of customers.

In today's increasingly stable global market, cosmetic companies, both in Indonesia and worldwide, find themselves immersed in fierce competition. To navigate this challenging landscape, companies must not only carefully select products for the market but also adeptly employ effective marketing strategies. Maintaining a solid market share is crucial for sustaining growth and success. This can be achieved by leveraging their well-established brand image and persuasive advertising as influential sources of consumer knowledge (Craig et al., 2008).

Brand image and advertising play pivotal roles in influencing consumer purchasing decisions. To expand and maintain market share successfully, companies must cultivate a strong brand image. Kim & Chao (2019) state that brand image is central to marketing, and it is a critical component of an organization's marketing success. Well-known brands in the market provide comprehensive and persuasive information, instilling a sense of trust and security among consumers.

Effective advertising, in synergy with a robust brand image, possesses the remarkable ability to captivate and entice customers into making a purchase (Robinson & Veresiu, 2021). Advertising serves as a vital conduit for capturing consumer interest, inspiring them to act, and ultimately making informed purchasing decisions (Escalas, 2003). When advertising is compelling and efficiently conveys essential information, it not only piques consumer interest but also persuades them to choose products that perfectly align with their specific needs and desires.

One of the subsidiaries of PT Tempo Scan Pacific Tbk, PT Barclay Products, produces a hand and body lotion known as Marina. The Tempo Scan Group offers a wide range of cosmetics and personal care products, including Women's Personal Care, Face Care, and Makeup lines. *Marina*'s hand and body lotion, designed for everyday use, caters to active women, and Generation Z represents a suitable demographic with busy lifestyles. Generation Z, comprising individuals aged 13-26, born between 1996 and 2009, is characterized by their active engagement in both indoor and outdoor activities.

Data from the Top Brand Award 2022 reveals that Marina ranks among the top five brands in the hand and body lotion category, competing alongside Citra, Vaseline, Nivea, and BodyShop. Consequently, Marina's hand and body lotion is deemed one of the finest and most competitive products in the market, primarily due to Marina's well-established brand image, as indicated in Table 1.

Table 1. Lotion Hand and Body Top Brand Index

No	Brand		Number of Percentages	
	2021	2022	2021	2022
1	Citra	Citra	(29.1%)	(29.6%)
2	Marina	Vaseline	(16.2%)	(16.5%)
3	Vaseline	Marina	(14.8%)	(13.6%)
4	Nivea	Nivea	(8.8%)	(8.9%)
5	BodyShop	BodyShop	(5,6%)	(3.7%)

Source: Top Brand Award (2022)

As per Table 1, it's evident that *Marina* experienced multiple declines in the Top Brand Index for the year 2022. The data indicates that in 2022, Marina saw a decrease of 2.6% compared to the previous year, with a score of 16.2% in 2021 dropping to 13.6% in 2022. Furthermore, Marina slipped in the Top Brand ranking from second to third place, being surpassed by its competitor, *Vaseline*. Interestingly, despite Marina's new product

launches in 2022, an increase in their brand image should have been anticipated. However, the Top Brand report reveals a decline from 2021 to 2022.

The competition in the hand and body lotion market is becoming increasingly fierce, necessitating that companies maximize their product marketing efforts to expand their market share and endeavor to attract customers by reshaping their perceptions to ensure ongoing purchases. In the highly competitive current market, businesses must employ effective marketing strategies to maintain their market share. It's insufficient for companies to only develop products that align with customer needs and desires; they must also effectively introduce and communicate their products to their target market (Cahill, 1997). If potential customers are unaware of a product, even if it's of high quality, they are unlikely to make a purchase simply because they lack awareness of it.

Therefore, marketing communication is both highly beneficial and necessary for the information delivery process. Marketing communication programs should encompass a range of strategies, including advertising, sales promotions, personal selling, public relations, and direct marketing (Kotler, 2012). According to a study by Syarif (2017), individual factors such as product quality, price, and brand image have a positive and significant impact on consumer decisions to purchase products. Conversely, consumer decisions to purchase products are significantly influenced by factors like price, product quality, and brand perception.

Today, advertising takes various forms, including television commercials with broad reach and entertainment value that contribute to shaping consumer perceptions of products. In addition to television, advertising is now extensively utilized on social media platforms, such as Instagram. Advertising plays a pivotal role in influencing purchasing decisions (Siti, 2022). This is consistent with Suhandi's research (2020), which established that advertising has a positive and significant impact on purchasing decisions.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Brand image is what people believe about a brand based on the associations they have with it. Additionally, the coherence and consistency of a brand are crucial because the image will determine how easily consumers remember brand associations and additional responses about the brand in their memory (Keller, 2013).

A brand's image is its personality and position concerning other brands in its category that are of equal or comparable quality (Blakeman, 2018). Brand image is a state in which customers think and feel about the brand's attributes, encouraging their desire to purchase the product and enhancing the brand's value (Khuong & Tran, 2018). Based on these three definitions, the author concludes that a brand image is the brand's personality perceived by consumers when compared to similar products from other competitors, formed by factors including quality, leading to an intention to purchase the product.

Advertising is a way to meet the needs of a customer or marketer by finding innovative ways to sell a product or advertise a service (Blakeman, 2018). Advertising is the most effective and cost-efficient sales message aimed at potential buyers for a specific product, service, or item (Jefkins, 1997). Advertising is something that businesses, non-profits, professionals, and social agencies can use to promote and make an impact on various target audiences (Kotler and Armstrong, 2018). Based on the definitions of advertising above, the author concludes that advertising is a way to attract customers by delivering a message to individuals expected to become customers.

Customers make actual purchases when they make purchase decisions (Kotler and Armstrong, 2013). Consumers make purchase decisions between two or more alternatives (Tjiptono, 2015). A purchase decision is when an individual has multiple choices to decide. Based on the definitions from the experts above, the author concludes that a purchase decision is the process in which customers choose a product or service after going through various procedures, seeking information and alternatives.
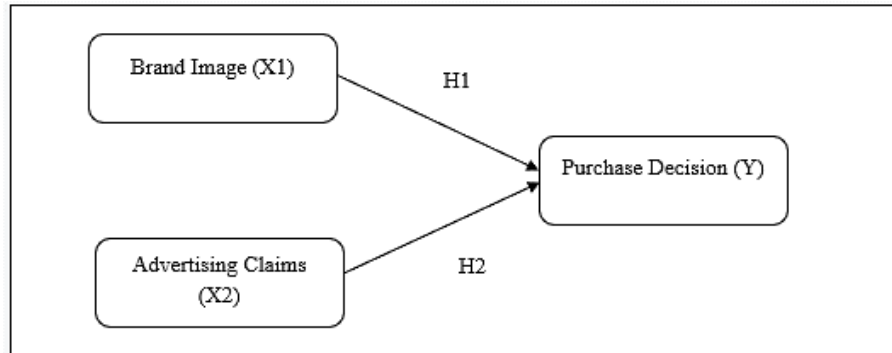
Figure 1. Research Framework

RESEARCH METHOD

This research was conducted using a quantitative method, which means it involved the use of numerical data. Quantitative research extensively relies on numerical data throughout the processes of data collection, interpretation, and result analysis. The population refers to a general area comprised of objects and subjects with specific characteristics that are defined by the researcher for examination and for drawing conclusions. (Sugiyono, 2015). To determine the sample size for this study, we followed the guidelines set by Hair et al. (2014), which recommend that the number of sample respondents should be adjusted based on the number of research indicators. Assuming that there are n x 5 observed variables (indicators) to an x 10 observed variables (indicators), a sample of 130 individuals is needed.

This research involved the distribution of surveys to Marina hand and body lotion users in the city of Bogor from August 2022 to June 2023. The research sample specifically targeted Generation Z in Bogor. In this study, we employed a quantitative descriptive method to ascertain the extent to which purchasing decisions regarding Marina hand and body lotion are influenced by brand image and advertising. Data collected from 130 respondents will provide valuable support for our findings and explanations.

RESULTS AND DISCUSSION

Table 2. Validity Test Results

Item	r-Count	r-Critical (n=37, a=5%)	Sign	Confirmation
X1.1	0.693	0.325	0.000	Valid
X1.2	0.556	0.325	0.000	Valid
X1.3	0.703	0.325	0.000	Valid
X1.4	0.637	0.325	0.000	Valid
X2.1	0.569	0.325	0.000	Valid
X2.2	0.516	0.325	0.000	Valid
X2.3	0.602	0.325	0.000	Valid
Y1	0.761	0.325	0.000	Valid
Y2	0.794	0.325	0.000	Valid
Y3	0.331	0.325	0.000	Valid
Y4	0.752	0.325	0.000	Valid
Y5	0.587	0.325	0.000	Valid
Y6	0.737	0.325	0.000	Valid

Table 2 presents the results of a validity test for various items related to Brand Image (X1), Advertising Claims (X2), and Purchase Decision (Y). Within the context of Brand Image, the results indicate that all four items are considered "Valid." This signifies that these items demonstrate strong internal consistency, making them reliable measures for assessing the concept of brand image. Similarly, in the case of Advertising Claims, all three items are also classified as "Valid." This suggests that they exhibit good internal consistency and can reliably measure the concept of advertising claims within your

research context. Moving on to the Purchase Decision category, encompassing six items, all of them are found to be "Valid" as well. This implies that these items are dependable measures for assessing the concept of purchase decisions within the scope of your study.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	No of Items	Confirmation
Brand Image	0.613	4	Reliable
Advertising Claims	0.621	3	Reliable
Purchase Decision	0.786	6	Reliable

Table 3 presents the results of a reliability test for three key variables in the study: Brand Image, Advertising Claims, and Purchase Decision. The reliability test evaluates the internal consistency and stability of the items within each variable, providing insight into their reliability as measures. Brand Image, consisting of four items, achieves a Cronbach's Alpha of 0.613, indicating moderate internal consistency but still earning the label "Reliable." Similarly, Advertising Claims, comprised of three items, achieves a Cronbach's Alpha of 0.621, signifying moderate internal consistency and receiving the classification "Reliable." The Purchase Decision variable, which includes six items, achieves the highest Cronbach's Alpha of 0.786, signifying strong internal consistency and earning the designation "Reliable."

Table 4. Normality Test Results

		Unstandardized Residual
N		130
Normal Parameters	Mean	.000000
	Std. Deviation	1.74970612
Most Extreme Differences	Absolute	.092
	Positive	.064
	Negative	-.092
Test Statistic		.092
Sig. (2-tailed)		.008
Monte Carlo Sig. (2-tailed)	Sig	.204
	Lower Bound	.194
	99% ConfidenceInterval Upper Bound	.215

In the One-Sample Kolmogorov-Smirnov test, the Monte Carlo Sig. (2-tailed) value is 0.204. This result indicates that the test outcome exceeds the significance threshold of 0.05. Consequently, it can be inferred that the research data successfully satisfies the normality test and demonstrates a normal distribution pattern, as depicted in Table 4.

Table 5. Multicollinearity Test Results

		Coefficients^a						
		Unstandardized Coefficients		Standardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.	Tolerancee	VIF
1	(Constant)	2.348	1.598		1.469	.144		
	Brand Image	.703	.097	.470	7.261	.000	.686	1.458
	Advertising Claims	.894	.134	.432	6.679	.000	.686	1.458
a. Dependent Variable: Purchase Decision								

The results from Table 5 reveal that there are no independent variables with a tolerance value of ≤ 0.1. This is in line with the calculations provided in Table 6 for the multicollinearity test mentioned earlier. Specifically, when we examine the Brand Image variable, a tolerance value of 0.686 is obtained. The VIF value, which is 1.458, confirms this result, signifying that there are no VIF values ≥ 10. The Advertising claims variable produces similar results with a tolerance of 0.686 and a VIF of 1.458. Consequently, it

can be inferred that this study's regression model does not exhibit multicollinearity and is deemed suitable for use.

Table 6. Heteroskedasticity Test Results

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.897	1.086		2.669	.009
	Brand Image	-.069	.066	-.112	-1.052	.295
	Advertising Claims	-.035	.091	-.040	-.381	.704

Referring to Table 6, the brand image variable records a value of 0.295, while the advertising claims variable registers a value of 0.704. These values suggest that the regression model in this study does not display any signs of heteroskedasticity.

Table 7. Multiple Linear Regression

	Unstandardized Coefficients		Standardized Coefficients
Model	B	Std. Error	Beta
1(Constant)	2.348	1.598	
Brand Image	.703	.097	.470
Advertising Claims	.894	.134	.432

The multiple linear regression equation for this study can be found as follows, as shown in Table 7.

$$Y = 2.348 + 0.703 \text{ Brand Image} + 0.894 \text{ Advertising Claims} + e$$

The equation reveals that when X_1-X_2=0, Y has a constant value of 2.348. If Brand Image X_1 increases by 1 unit, Purchase Decision Y can increase by 0.703 when other variables are considered constant. Similarly, if Advertising Claims X_2 increases by 1 unit, Purchase Decision Y can increase by 0.894 when other variables are considered constant.

Table 8. t-Test (Partial)

Coefficients[a]		
	Unstandardized Coefficients	
Model	t	Sig.
1 (Constant)	1.469	0.144
Brand Image	7.261	.000
Advertising Claims	6.679	.000
a. Dependent Variable: Purchase Decision		

To demonstrate the relationships between Brand Image (X_1) and Purchase Decision (Y) and Advertising Claims (X_2) and Purchase Decision (Y), a t-table with α=5% was employed, resulting in a critical value of 1.656 for the degrees of freedom (df- n-k-1 or df=130; α=5%). Two sets of hypotheses were tested.

The first set of hypotheses examined the partial relationship between X_1 (Brand Image) and Y (Purchase Decision). The null hypothesis (Ho) stated that β = 0, indicating no significant relationship between brand image and purchase decisions. The alternative hypothesis (H1) proposed that β ≠ 0, suggesting a meaningful influence of brand image on purchase decisions. This finding aligns with previous research (Novansa & Ali, 2017; Agmeka et al., 2019), which also emphasized the impact of brand image on purchase decisions. Table 9 revealed a computed t-value of 7.261, significantly exceeding the critical t-table value of 1.656. Furthermore, the significance value (0.000) was below the 0.05 threshold. Consequently, the initial hypothesis (Ho) was rejected, and the alternative hypothesis (H1) was accepted, signifying that brand image indeed plays a pivotal role in influencing purchase decisions.

The second set of hypotheses explored the partial relationship between X2 (Advertising Claims) and Y (Purchase Decision). The null hypothesis (Ho) suggested that there is no substantial effect of advertising on purchase decisions, while the alternative hypothesis (H2) posited that advertising does influence purchase decisions. This observation is consistent with findings from prior studies (Peterson et al., 1992; Bambauer-Sachse & Heinzle, 2018), which highlighted the influence of advertising on purchase decisions. Table 8 indicated a computed t-value of 6.679, exceeding the critical t-table value of 1.656. Additionally, the significance value (0.000) fell below the 0.05 threshold. Consequently, the null hypothesis (Ho) was rejected, and the alternative hypothesis (H2) was upheld, indicating that advertising claims significantly impact purchase decisions.

Table 9. F-test (Simultaneous)

	Model	Sum of Squares	df	Mean Square	F	Sig.
	ANOVA					
1	Regression	687.447	2	343.724	110.533	.000
	Residual	394.930	127	3.110		
	Total	1082.377	129			

Table 9 illustrates the relationship between the independent variables, Brand Image (X1) and Advertising Claims (X2), and the dependent variable, Purchase Decision (Y). H0: $\beta = 0$ Brand Image (X1) and advertising (X2) do not jointly influence purchase decisions. H1: $\beta \neq 0$ Brand Image (X1) and advertising (X2) jointly influence purchase decisions. The calculated F-value is 110.533, and the critical F-table value is 3.07, obtained from Table 10. As a result, the calculated F-value exceeds the F-table value, with 110.533 being greater than 3.07. Additionally, the significance value is less than 0.05. Therefore, the third hypothesis is accepted, H0 is rejected, and H3 is accepted, indicating that Brand Image (X1) and Advertising Claims (X2) jointly influence purchase decisions.

Table 10. Coefficient of Determination (R2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
		Coefficient of Determination[a]		
1	.797	.635	.629	1.763

a. *Predictors: (Constant), Advertising Claims, Brand Image*

All variables (Brand Image, Advertising Claims, and Purchase Decision) exhibit a significant level of correlation or relationship, as indicated by the results presented in Table 10 of the model summary output. The R2 test results in this study reveal an R value of 0.797 and a coefficient of determination (r-square) of 0.635. This signifies that Brand Image and Advertising Claims can account for 63.5% of the variability in Purchase Decisions. The remaining 36.5% of Purchase Decision variance is influenced by variables not examined in this research.

CONCLUSION

Generation Z in the city of Bogor is making more informed purchase decisions, thanks to the existing brand image. Advertising claims have had a positive and tangible impact on Generation Z's decisions to purchase Marina Hand and Body Lotion in Bogor. Overall, the brand image and advertising claims of Marina Hand and Body Lotion in Bogor have had a favorable influence on Generation Z's choices to buy this product. Recommendations to enhance Marina Hand and Body Lotion sales include the following: The brand image of Marina Hand and Body Lotion should always be carefully maintained and improved, especially for Generation Z consumers. Advertising claims for Marina Hand and Body Lotion should be consistently upheld to continually pique the interest of Generation Z, thereby motivating them to keep using the company's products.

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