

**THE EFFECT OF BRAND ORIGIN, BRAND AWARENESS, BRAND
PERSONALITY, AND BRAND IMAGE TOWARD PURCHASE INTENTION
ON LOCAL BEER BRAND
(STUDY ON POTENTIAL CONSUMER OF BEER BINTANG “RADLER” IN
MALANG CITY)**

By:

Moch Bisma Rian Ristanto

Management Department. Faculty of Economics and Business, Universitas Brawijaya

Moch.bismarian@gmail.com

Supervisor:

Dian Ari Nugroho, SE., MM

Abstract

This research aims to examine the influence of the four variables that consist of Brand Origin, Brand Awareness, Brand Personality, and Brand Image on the evaluation on Purchase Intention either partially and dominant on potential consumer of beer Bintang “Radler” in Malang city. The type of research is explanatory research. This research was conducted in Malang city. There are 110 questionnaires distributed to every consumer who has known and bought beer Bintang “Radler”. The sampling technique was purposive sampling and the research instruments were tested using Validity Test, Realibility Test and Classical Assumption Test. The data analysis testing used Multiple Regression Analysis. The hypothesis testing used was T test. Result showed that Brand Origin, Brand Awareness, Brand Personality and Brand Image influence consumer intention significantly to purchase beer Bintang “Radler” in partially. Therefore, Brand Personality is the dominant factor in creating consumer purchase intention.

Keywords: Brand Origin, Brand Awareness, Brand Personality, Brand Image, Purchase Intention, Beer Bintang, Radler

INTRODUCTION

People of Indonesia have already been familiar with a kind of beverage called beer that is one of alcoholic drinks. Currently, PT Multi Bintang Indonesia is a leading beer producer in Indonesia which currently circulates its products in both local market and national market with products like Bintang, Bintang Radler, Zero, Heineken, Guinness, and Green Sands. Multi Bintang Indonesia has many problems in distributing its products as the majority of Indonesians

are moslems. These moslems population who inhabit Indonesia around 90% or about 240 million populations strictly oppose the distribution of beer Bintang as Islamic religion strictly prohibited to consume beers thus it affects the company’s sales. In distributing its products, MLBI only takes a small part of domestic consumption but as the time goes by the sales increases as well from Rp 1,85 trillion in 2012 into Rp 2,41 trillion or there is an increase of 30,27% but it’s still huge market potential for Multi Bintang Indonesia. Kotler (2009) stated

that brand is the name, the term, a sign, a symbol, and the design which serves as an effort to be able to distinguish products or services with aims to identify a certain product by a certain company to products or services from its rival.

PT Multi Bintang Indonesia Tbk has produced alcoholic drinks that is beer Bintang Radler since the middle of august last year 2014. Beer Bintang “Radler” is a kind of beer having the fragrance of lemon flavor containing alcohol 2% abv. That product was launched for the first time. Bintang Radler was also highly promoted through fascinating out-of-home events to consumer and its brand used innovative channel of communication; digital and social media is used to engage with Bintang Radler consumer.

Bintang Radler quickly received positive attention of the Indonesia consumers. Beer Bintang “Radler” is designed in such a way as it has milder and more succulent characteristics as the majority of the Indonesia are fond of a sweet drink accompanied by sour taste. The presence of Beer Bintang Radler beer is expected to become a part of style for beer people can drink beer with this lemon taste instead of drinking lemon drink like lemon ice which is usually consumed at lunch or dinner. The more powerful a brand is, the stronger is the interaction between consumers and the brands which later can form a kind of strong association of the brand (Durianto, 2004). Bintang Radler is such innovation has been proven effective as demonstrated by Beer Bintang’s brilliant success in Indonesia while driving Bintang Radler to become a new favourite product for market potential in Indonesia.

Bintang Radler and brand’s origin has indicated the relationship because the origin of Bintang Radler

was made in Indonesia by Multi Bintang Indonesia, which could make consumers in Indonesia have perception on product produced was made. Bintang Radler and brand’s awareness has indicated the relationship because MBI still increasing awareness on this brand till consumer know or recall of this brand to make purchase intention.

Bintang Radler and brand’s personality has indicated the relationship because Bintang Radler has personality as consumer needed with the same characteristics of this brand, which could make them become satisfying what their need is given by MBI. Bintang Radler and brand’s image has indicated the relationship because this brand already attracted many new consumer in Indonesia so Bintang Radler have a good image and consumer think that this brand is good then there is a purchase intention. Based on the description, the researcher is interested in finding out and examining more about brand origin, brand awareness, brand personality, and brand image in relation purchase intention of Bintang Radler.

LITERATURE REVIEW

Brand

Understanding brand according to American Marketing Association in Kotler and Keller (2009) refers to a name, term, sign, symbol, or design, or a combination thereof, are intended to identify the goods or services of a seller or group of sellers and to differentiate from the goods or competitor services. Brand distinguishes goods or services of a company from other rival products. Brand can ensures that the buyesr will acquire the quality of the goods or services of the same if they buy again.

Kotler (2009) argues that brand can help us in identifying the source or manufacturer's brand product and allows the consumer (individual or group) to assign responsibility on the manufacturer or distributor of certain product. Consumers can evaluate the identical product differently, depending on how the product is branded. Consumers learn about brands through past experience with products and its marketing program.

Brand Origin (BO)

According to Thakor and Kohli (1996), brand origin refers to the country to which the brand is associated with and linked by the brand's target group. Brand's origin can be defined as the place, region or country where the brand is perceived to belong by its target customers or target group. Brand's origin is most likely to be used if a country is considered to possess certain qualities or resources that the brand will benefit to associate with (Thakor and Kholi, 1996).

Brand's origin is different from country of origin in several ways. One way is through the fact the brand's origin emphasises that it is the perceived location, and not the actual location that the brand is from. This perceived origin association can be created either through advertising or through the language associated with the brand's name (Thakor & Lavack, 2003). Another differences is that the concept brand's origin is more connected to brand's image than country-of-origin (Jin et al., 2006). It has been found that brand's origin has a greater impact on consumer's purchasing behavior than where the brand is manufactured, especially in emerging markets.

Brand Awareness (BA)

Describing the existence of brand's awareness on the minds of consumers can be dominated in several categories and usually have a key role in brand's equity. Increasing the awareness is a mechanism to expand the market's brand. Awareness also influences the perceptions and behavior. Brand awareness according to Aaker in Ranguti (2004) is the ability of a potential buyer to know or recall that a brand is a part of a particular product category. The role of brand awareness depends on the extent to which the level of awareness is achieved by a brand.

According to Keller (2013), brand's awareness consists of brand's recognition and brand's recall. Brand's recognition requires consumers to identify the brand under a variety of circumstances and can rest on the identification of any of the brand elements. The most basic recognition test gives consumers a set of individual items visually or orally and asks them whether they think they have previously seen or heard of these items.

Brand's recall is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue.

Brand Personality (BP)

Brand personality refers to the communication objectives relating to the attributes attached in a product and also profiles received by consumer's perceptions about the brand specifically. Brand's personality according to Aaker (1997) is defined as a set of human characteristics associated with the brand. For example, human characteristics such as sex, socioeconomic class, the nature of

human personality as very sentimental, and attentive.

Measuring instrument valid and reliable was found in 1997, which resulted in 5 dimensions which consists of Sincerity, Excitement, Competence, Sophistication, and ruggedness. Sincerity dimension explains a type of personality which has the characteristics of down-to-earth, generosity, and earnestness. Excitement dimension is shown by a pleasant personality or even exciting personality. Competence which is described in reliable and tough personality. Sophistication is personality's dimension in the form of experience satisfaction, high status, the upper classes and flirty. Ruggedness is depicting harsh personality.

Brand's personality as well as human personality where one could have perceived personality is influenced by everything to do with these people, such as friends, activities, clothes, or style of interaction. One of the main drivers of the formation of brand's personality is the product's characteristics, even the class of products can also affect personality.

Brand Image (BI)

Brand's image represents the whole perception of a brand and which is formed by some information and past experience of the brand. Brand image is a set of brand associations formed and embedded in the minds of consumers. Consumers are accustomed to using a particular brand tend to have the consistency of the brand's image (Rangkuti, 2004: 43).

According to Kotler (2009) effective image does three things as confirming the characteristics of a product and the proposed value, delivering the character in a different

way so consumers will not be confused with the product's characteristics of other competitors, and providing more emotional strength. Biels in Consuegra (2006: 137), found the image of the brand can be described as having three contributing sub-images; the image of the provider of the product / service, or corporate image; the image of the user; and the image of the product / service itself.

Purchase Intention (PI)

Purchase intention is something that represents consumers who have the possibility, will, plan who are willing to buy a product or service in the future. Increased purchase intention means an increased likelihood of purchase (Doods et al, 1991; Schiffman and Kanuk, 2007). Researchers also can use a buyer's intention as an important indicator to predict consumer's behavior. Purchase intention is divided into two namely the first product or brand which is fully planned to purchase, although by no means it always results in high involvement and problem solving expansion. While the second is a class of products which is a planned purchase on a certain brand's choice made in place of sale (Engel, 1994). When consumers have a positive intention to buy, this forms a commitment to a brand, that brand is positive and good.

According to Till and Busler (2000:6), 3 items are used to measure purchase intention, which are unlikely/likely, improbable/probable and definitely would not/definitely would. In this study, positive statement is used to measure potential consumer's intention to purchase. They are explained as follow:

1. Likely refers to the consumers' plan in purchasing a product.

2. Probable refers to the probability in purchasing a product.
3. Definitely would refers to the certainty in purchasing.

Hypotheses:

H1: Brand's origin has significant influence on purchase intention of beer Bintang "Radler".

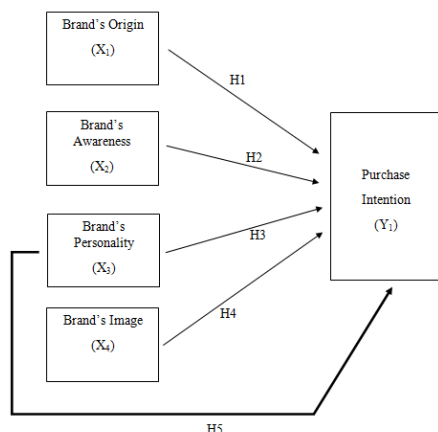
H2: Brand's awareness has significant effect to influence on purchase intention of beer Bintang "Radler".

H3: Brand personality has significant effect on purchase intention of beer Bintang "Radler".

H4: Brand image has significant influence on purchase intention of beer Bintang "Radler".

H5: Brand personality is a dominant factor affecting purchase intention of beer Bintang "Radler".

Figure 1. Research Hypotheses Model



RESEARCH METHODOLOGY

This research is conducted using quantitative approach and is categorized as an explanatory research, which describes the casual relationship of

variables through hypothesis testing (Singarimbun and Effendi, 2006:8). The proposed population is all potential consumer of beer Bintang "Radler" in Malang who have known Radler brand and must age of 21 years or more because regulations in Indonesia declare to sale of alcoholic beverages only given to consumers was 21 years or more. The study was conducted by distributing 110 questionnaires with 22 questions to consumer of beer Bintang "Radler" in Malang city. The sampling technique used was non-probability sampling in which the element of the population does not have any probabilities attached to them being chosen as the sample subjects (Sekaran, 2003). Simple regression analysis and hypotheses test was conducted for data analysis and to examine the hypotheses.

DATA ANALYSIS AND RESULTS

Reliability Analysis

Reliability refers to an understanding that an instrument fairly can be trusted to be used as a means of collecting data because the instrument is good (Arikunto, 2010:221). Technique of reliability test is done by using the coefficient value of Cronbach Alpha reliability. The decision making criteria is if the coefficient value of the Cronbach Alpha reliability is more than 0.6 then the variable can be said as reliable. Therefore, it is concluded that all of the question items in the questionnaire for all variables are reliable is shown in Table 1.

Table 1. Frequency Distribution and Cronbach's Alpha

Variable	Items	Mean	Cornbach's Alpha
BO (X ₁)	2	2.80	.786
BA (X ₂)	3	3.36	.804
BP (X ₃)	11	2.96	.930
BI (X ₄)	3	3.25	.856
BO (X ₁)	3	3.01	.843

Simple Regression Analysis

This study use simple regression analysis to examine the relationship between brand origin, brand awareness, brand personality, brand image, and purchase intention. As seen in Table 2, brand origin will be an increase in the total score of purchase intention in 0.194, brand awareness will be an increase in the total score of purchase intention in 0.224, brand personality will be an increase in the total score of purchase intention in 0.243, and brand image will be an increase in the total score of purchase intention in 0.228.

$$Y = 0.194 X_1 + 0.224 X_2 + 0.243 X_3 + 0.228 X_4 + e$$

Table 2. Multiple Regression Analysis Results

Variables	Standardized Coefficients	t	Sig.
	Beta		
BO (X ₁)	.194	2.342	.021
BA (X ₂)	.224	2.029	.045
BP (X ₃)	.243	2.557	.012
BI (X ₄)	.228	2.086	.039

*p<0.05

Hypotheses Test

Partial regression model testing is used to determine whether each of the independent variables forming the regression model individually has a significant effect on the dependent variable. As seen in Table 2, brand origin has positive influence on purchase intention (t= 2.342, sig.= 0.021), brand awareness has positive influence on purchase intention (t= 2.029, sig.= 0.045), brand personality has positive influence on purchase intention (t= 2.557 sig.= 0.012), and brand image has positive influence on purchase intention (t=2.086, sig.= 0.039).

To determine the independent variables that most influence PI variable, it can be done by comparing the regression coefficient (β) of one variable to another variables. The variable that gives the most dominant influence on variable PI variable is a variable that has the greatest regression coefficients. Based on Table 2, it shows that among the independent variables of brand origin (X₁), brand awareness (X₂), brand personality (X₃), and brand image (X₄), it was found out that brand personality (X₃) has the largest Standardized Beta (β) Coefficient of (0.243). Therefore, it can be concluded that brand personality (X₃) is the most dominant compared to other variables in influencing consumer's Purchase Intention.

CONCULTIONS & SUGGESTIONS

Based on a multiple liner regression analysis and Hypotheses, it can be concluded that brand origin (X₁), brand awareness (X₂), brand personality (X₃), and brand image (X₄) has significant effect on purchase intention partially and brand personality (X₃) is

the most dominant variable that affects consumer's purchase intention.

The result of this study reveals that brand's personality is the most dominant variable affecting consumer's purchase intention of beer Bintang "Radler". Therefore, a company should put more emphasis on how to maintain brand's personality so that it is getting stronger. Establishing a stronger brand's personality is not easy. Consumers perceive product of beer Bintang "Radler" against brand personality with its own characteristic featuring the plus value of this product. For that reason, the company can withstand the heat of competition in the market. MBI as a company must continue to do product's innovation on beer Bintang "Radler" by taking into account the development of the market both in economic growth and the market. This will get a positive responses from consumers.

The result of this study can become a valid information on the data related to quality, awareness, and the image of beer which is expected to help the company to know the condition of beer Bintang "Radler" in the eyes of consumers. Brand's origin has partial significant effect on consumer's purchase intention. By referring to the result of this study, it is expected the company can increase the sales of beer Bintang "Radler" in Indonesia as one of the brands that has the quality which is not far different from other competing famous brands in Indonesia such as Bud Light Lime: beer margarita, Wild Blue: blueberry lager, Wells Banana Bread beer, Samuel Smith Organic Strawberry, and Raspberry Redemption.

It is hoped that the company always pays attention to the quality of products offered, because the product is most considered factor affecting

consumers' purchase intention. The presence of good quality is actually an attempt to create optimum consumer's purchase intention.

REFERENCES

- Aaker, Jennifer L. 1997. Dimensions of Brand Personality. *Journal of Marketing Research*, vol.34.
- Arikunto, S. 2010. *Prosedur penelitian: Suatu Pendekatan Praktik*. (Edisi Revisi). Jakarta : Rineka Cipta.
- Aryani, Tri. 2015. *The Role of Perceived Product Attributes and Brand Awareness in Creating Consumer Purchase Intention on Local Fashion Brand, Malang*
- Bary, Berman, 2001, *Retail Manajemen: A Strategic Approach*, Pearson Education.
- Batey, Ian. 2003. *Asian Branding: A Great Way to Fly*. PT Bhuana Ilmu Populer, Jakarta.
- Consuegra, Octavia Ibarra. 2006. Own Labels In The United Kingdom A Source Of Competitive Advantage In Retail Business, *Universidad del Norte, Colombia*, (online), (<http://www.google.com>, accessed on June, 2015).
- Cooper, D. R., and Schindler, P. S. 2011. *Business Research Method 11ed*. New York. McGraw Hill.
- Das, G. 2014. Linkages of Retailer Awareness, Retailer Association, Retailer Perceived Quality and Retailer Loyalty with Purchase Intention: A

- Study of Indian Food Retail Brands. *Journal of Retailing and Consumer Services*, 21, 284-292.
- Durianto dan C. Liana, 2004, Analisis Efektivitas Iklan Televisi Softener Soft di Jakarta dan Sekitarnya dengan menggunakan Consumer Decision Model, *Jurnal Ekonomi Perusahaan* Vol 11 No 1.
- Durianto, D., Sugiarto, & Sitinjak, T. 2004. Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek. Jakarta: PT. Gramedia Pustaka Utama.
- Dodds, W.B., Monroe K.B., Grewal, D., 1991. Effect of price, brand, and store information on buyers product evaluation. *Journal of Marketing Research* 28 (3), 307-319.
- Engel, J.F., Blackwell, R.D., & Miniard, P.W. 1994. Perilaku Konsumen Jilid 2 Edisi Bahasa Indonesia, Binarupa Aksara, Jakarta,
- Grace, D., A. O' Cass. 2004. Exploring Consumer Experiences with a service brand. *Journal of Product Management*, 13 (4): 257-268.
- Ghozali, Imam. 2011. Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19, Edition 5. Semarang: Universitas Diponegoro.
- Gujarati, Damodar. 2003. *Ekonometrika Dasar : Edisi Keenam*. Erlangga, Jakarta.
- Hadi, Sutrisno. 2004. *Metodologi Research 3*. ANDI Yogyakarta.
- Hamzaoui-Essoussi, L. (2010). Technological Complexity and Country-of-Origin Effects on Binational Product Evaluation: Investigation in an Emerging Market. *Journal of Global Marketing*, 23, 3063-320.
- Hamzaoui, L., Merunka, D. 2007. Consumers' product evaluations in emerging markets does country of design, country of manufacture, or brand image matter. *Int Mark. Rev*, 24(4), p.409-26.
- Hair, J. F. Jr., Black, W. C., Babin, B. J., Anderson, R. E. 2009. *Multivariate Data Analysis 7ed*. USA. Prentice Hall.
- Hermawan, Kartajaya. 2003. *MarkPlus On Strategy*, PT Gramedia Pustaka Utama, Jakarta.
- Hess J. (1995). Construction and assessment of a scale to measure consumer Trust, Conference AMA Educators' Enhancing Knowledge development in Marketing, Editions B.B. Stern et G.M. Zinkhan, 6, 20-25.
- Himawan, Wijanarko. 2004. *Power Branding: Membangun Merek Unggul dan Organisasi Pendukungnya*. Quantum Bisnis, Jakarta.
- Hiscock, Jennifer. (2001). Most Trusted Brands. *Marketing*, March 1st, 32-33.
- Homburg, Christian., Klarman, Martin., Schmitt, Jens. 2009. Brand Awareness in Business Markets: When is it Related to Firm Performance?. *Intern. J. of Research Marketing* 27 pp. 201-212.

- Hsin, Huery, Ya. 2009. *The Impact of Brand Awareness on Consumer Purchase Intention: the Mediating Effect of Perceived Quality and Brand Loyalty*. The Journal of International Management Studies, Volume 4, Number 1.
- Jin, Z., Chansarkar, B. & Kondap, N.M. (2006) Brand origin in an emerging market: perceptions of Indian consumers. *Asia Pacific Journal of Marketing and Logistics*, Vol. 18, No. 4, pp. 283-302.
- Keller, K. L. 2013. *Strategic Brand Management*, 4th ed., Upper Saddle River, NJ: Pearson Prentice-Hall.
- Kotler, Philip. 2009. *Marketing Management*: Pearson One. Pearson Prentice Hall.
- Kotler, P and Keller, K. L., 2009. *Marketing Management 12ed*. New Jersey. Pearson Prentice Hall
- Lee, D. & Schaninger, C. 1996. "Country of Production/Assembly as a new Country Image Construct: A Conceptual Application to Global Transplant Decision", *Advances in International Marketing*, 7, pp.233-254.
- Multi Bintang Indonesia. 2014. *Annual Report*. Multi Bintang. (Online) (<http://www.multibintang.co.id/>, accessed on July, 2015).
- Olfa B., Nabil M., Dorsaf H., and Ichrak B. S. (2011). Brand Personality's Influence on the Purchase Intention: A Mobile Marketing Case. *International Journal of Business and Management* Vol. 6, No. 9.
- Ouwensloot, Hans, and Anamaria Tudorica (2001), "Brand Personality Creation Through Advertising," MAXX Working Paper 2001-01.
- Peter J.Paul, Olsen, Jerry C. 2000. *Consumer Behavior – Perilaku Konsumen dan Strategi Pemasaran*, Edition Four. Erlangga, Jakarta.
- Rangkuti, Freddy. 2004. *The Power of Brand*. PT. Gramedia Pustaka Utama, Jakarta.
- Roscoe, J. T. 1975. *Fundamental Research Statistics For The Behavioral Sciences*. New York: Holt, Rinehart and Winston.
- Samiee, Saeed & Shimp, Terence & Sharma, Subhash (2005). Brand Origin Recognition Accuracy: Its Antecedents and Consumers' Cognitive Limitations. *Journal of International Business Studies*. 36, 379-397.
- Schiffman, L.G., Kanuk, LL. 2007. *Consumer Behaviour*, ninth ed. Prentice-Hall Inc, NJ.
- Sekaran, U., 2003. *Research Methods For Business: A Skill-Building Approach 4ed*. New York. John Willey & Sons Inc.
- Singarimbun, Masri., Effendi, Sofian. 2006. *Metodie Penelitian Survei*, Edition 18. Pustaka LP3ES, Jakarta.
- Sugiyono. 2014. *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Bandung : Alfabeta.

- Shukla, Paurav. 2010. *Impact of Interpersonal Influence, Brand Origin and brand Image on Luxury Purchase Intention: Measuring Interfunctional Interaction and a Cross-National Comparison*. Journal of World Business 46, pp. 242-252.
- Susanto A.B., Wijarnako, Himawan,. 2004. Power Branding: Membangun Merek Unggul dan Organisasi Pendukungnya. Quantum Bisnis & Manajemen. Jakarta
- Sutisna., Prawita., Teddy. 2001. Perilaku Konsumen dan Komunikasi Pemasaran. PT Remaja Rosdakarya, Bandung.
- Thakor, Mrugank V. and Kohli Chiranjeev S. 1996. Brand Origin: Conceptualization and Review, Journal of Consumer Marketing 13 (3): 27-42.
- Thakor, M.V., Lavack A.M. (2003) Effect of perceived brand origin associations on consumer perceptions of quality. Journal of Product & Brand Management, Vol. 12 No. 6, pp. 394-407.
- Till, B. D., and Busler. 2000. The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising*. 29(3), p.1-13.
- Tjiptono, Fandy. 2005. Strategi Pemasaran, Edisi Kedua. Andi Offset, Yogyakarta.
- Zhang, Kem Z.K.; Wang, Sasa; and Zhao, Sesia J., (2014). *Effect of Brand Personality on Brand Loyalty in Companies' Microblogs*. PACIS 2014 Proceedings. Paper 203.
- Zhuang, G., Wang, X., Zhou, L., & Zhou N. (2008). Asymmetric effects of brand origin confusion: Evidence from the emerging market of China. *International Marketing Review*, Vol. 25 No.4, pp. 441-457.