

The Relationship Between Marketing Activities, Perceived Quality, Brand Awareness and Brand Associations on Brand Loyalty: An Empirical Study

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Abstract: Marketing activity is an important aspect to be able to support marketing programs. By doing good marketing activities, it can encourage purchases and relationships between consumers and brands. This study aims to examine the linkages between marketing activities, perceived quality, brand awareness, brand associations and brand loyalty. Respondents in this study included 200 people. Questionnaires are distributed by applying a judgmental sampling design. The instrument test was performed on a preliminary study by applying the reliability and validity test. Data were analyzed by using Structural Equation Modeling. The results of the analysis show that of the 19 hypotheses in this study there are 10 supported hypotheses. Managerial implications, limitations and suggestions for further research are also presented in this paper.

Key words: Marketing Activities • Perceived Quality • Brand Awareness • Brand Association • Brand Loyalty

INTRODUCTION

Marketing is essential for business. In the specific, marketing activities are important for much business especially for creating relationships between companies and consumers for obtaining consumer loyalty. Many researches have been conducted to examine the influence of marketing activities to brand loyalty [1-13]. These aspects of marketing activities include of store image, celebrity support, event sponsor, print ads, web ads, sales promotions and non-price promotions. All of the above aspects are the main supporters in the running of a marketing activity. However, non-pricing promotions and event sponsor are two elements in marketing activities which rarely examined in the research of marketing activities [7, 11, 13]. Based on that research gap, this study aims to further investigate the influences of sponsors of non-price events and promotions with other marketing activities variables to examine its relationships with brand associations, brand awareness, quality impression and brand loyalty.

Literature Review: Marketing activity is a company activity in promoting their products by disseminating information, influencing, giving value to a product so that it can enter the target market with products or services provided by the company [14]. Elements of marketing activities that are often used by companies are store

images, celebrity support, event sponsors, print ads, web advertisements, sales promotions and non-price promotions.

Store image is the memory of a shop in the minds of consumers based on the experience gained and felt by consumers from the services and product quality offered by certain brands [15]. Store image is formed from what consumers think about the store, including sensations and attitudes based on sensations through the five senses, usually the store's image provides different services, physical facilities, promotion, convenience and a store atmosphere [16]. Celebrity support is another important element in marketing activities. Celebrity support is a person who is a public figure or person who is known for his popularity who talks about products that will affect consumer attitudes and behavior that shows the products he supports [17].

Marketing activities often use an event sponsorship form. The event sponsor is an agreement that occurs between the two parties, the agreement can be in the form of providing financial assistance and goods to achieve the intended purpose [18]. Another form of marketing activity is print advertising. Print advertising is a communication media that markets and presents information and promotions through media magazines, billboards and brochures [19]. Advertising is one of the most powerful tools for building corporate awareness, products and services. The form of indirect presentation

of information and promotions carried out by sponsors to offer ideas for goods or services, so that advertisements can be concluded as a medium of communication both through mass media, TV, radio, newspapers and magazines [20].

In addition to print ads, there are also advertisements on the web. Web advertising is a medium of indirect communication without direct contact between seller and buyer that refers to internet marketing [21]. Some of the advantages of using web advertising are gaining brand awareness from consumers, increasing sales, being able to know how many people are attracted to the brands sell through one click on web ads and gaining brand perception from consumers [22].

Sales promotion is a form of marketing activity. Sales promotion is a tool used in the short term to get a stronger and faster consumer response [17]. Some activities used in the first sales promotion are examples in the form of product offerings for experiments, both discounts are marked by the manufacturer directly on the packaging label, these three items are offered for free or at a low price. to increase declining sales [20].

While non-price promotion, as another form of marketing activity, is when the seller decides not to focus on the price and vice versa, the seller emphasizes product features, service, product quality, promotion, packaging or other factors that differentiate their products from competing brands. Various forms of non-price promotions such as brochures, free samples, prizes, contests or competitions and guarantees [21].

Marketing activities affect many marketing elements such as perceived quality, brand associations, brand awareness and brand loyalty. The perceived quality can be defined as the perception of a quality and excellence that exists in the minds of consumers of a product or service [23]. Perception of quality is a consumer's assessment of the overall superiority of a product that is different from an objective advantage.

Brand association is the knowledge of a brand that is in the minds of consumers' memories. Brand associations are also something deep in the minds of consumers when consumers think about a brand [24]. While brand awareness is the extent to which a brand is properly recognized by customers by recognizing or remembering a brand that looks at brand performance [24]. Brand awareness is created by anything that makes consumers aware of the presence of a brand. Advertising, promotion, publicity, community relations, one example is social media, social media exposes brands to consumers, thus consumers are increasingly actively involved with social

media activities from a brand [25]. Brand loyalty is one of the main objectives of marketing activities. Brand loyalty is an action taken by a customer to repurchase a product or service from a brand repeatedly, it happens because consumers already have experience that is felt when using a product or service from a particular brand [26].

The results of previous research related to marketing activities show the linkages of marketing activities with perceived quality [5, 13, 27] Furthermore, the results of previous studies also show the linkages of elements of marketing activities with brand awareness, the relationship of elements of marketing activities with brand associations [6, 13, 23, 28] and the relationship between elements of marketing activities with brand [13, 29, 30].

Other research also shows the relationship between brand awareness and perceived quality [13, 31, 32]. Furthermore, the results of previous studies show the relationship between perceived quality with brand associations [13, 32, 33, 34, 41] and brand loyalty [13, 32, 35, 36, 37] and the relationship between brand associations and brand loyalty [36, 38, 39, 42]. Figure 1 shows the research model and hypothesis.

H1: There is a positive relationship between store image and brand association.

H2: There is a positive relationship between store image and perceived quality.

H3: There is a positive relationship between store image and brand awareness.

H4: There is a positive relationship between celebrity support and perceived quality.

H5: There is a positive relationship between celebrity endorsement and brand awareness.

H6: There is a positive relationship between the event sponsor and the perceived quality.

H7: There is a positive relationship between the event sponsor and brand loyalty.

H8: There is a positive relationship between print ads and brand loyalty.

H9: There is a positive relationship between web advertising and brand association.

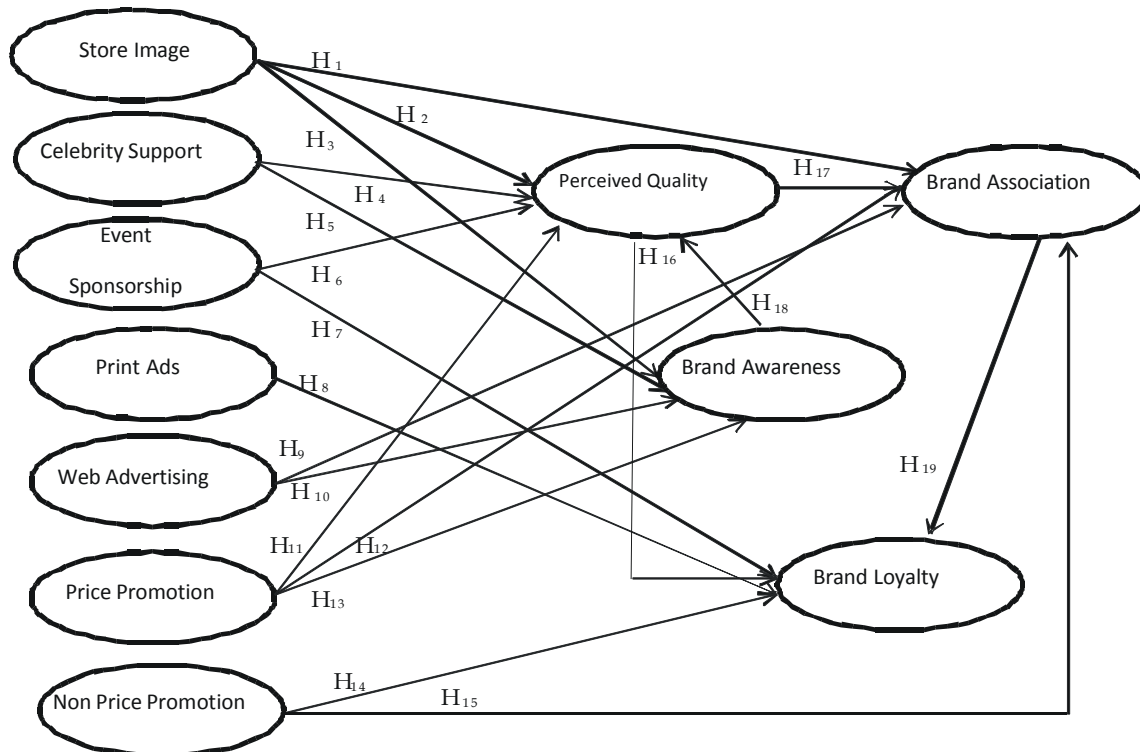


Fig. 1: The Research Model

Source: adapted from Tong and Hawley (2009)

H10: There is a positive relationship between web advertising and brand awareness.

H11: There is a positive relationship between price promotion and perceived quality.

H12: There is a positive relationship between price promotion and brand association.

H13: There is a positive relationship between price promotion and brand awareness.

H14: There is a positive relationship between non-price promotions and brand loyalty.

H15: There is a positive relationship between non-price promotions and brand associations.

H16: There is a positive relationship between perceived quality and brand loyalty.

H17: There is a positive relationship between perceived quality and brand association.

H18: There is a positive relationship between brand awareness and perceived quality.

H19: There is a positive relationship between brand association and brand loyalty.

MATERIALS AND METHODS

This study applied 200 student respondents from a private university in Tangerang. The sampling design applied in this research was judgmental sampling. Specifically, criteria for to be selected as respondents are: (1) ever buy a product brand Nike and (2) ever visited the Nike store in the last 6 months. This study used questionnaire instruments in which indicators of research variables were borrowed and adapted from previous similar research [13].

Testing the research instrument (i.e., the research questionnaire) was conducted by testing the reliability and validity test. Specifically, reliability is measured by calculating the Cronbach's alpha coefficients and corrected item-to-total correlation values [43, 44]. The validity test was conducted by testing construct validity.

The validity of the construct is the extent to which a measurement assesses the theoretical concepts designed to be judged [28]. The validity of the construct is at the core of the overall validity. The validity of the construct is achieved if it meets convergent validity and discriminant validity [45].

The data in this study were analyzed using Structural Equation Modeling (SEM) based on PLS. Structural Equation Modeling (SEM) modeling is a statistical method designed to test conceptual or theoretical models and to explore and confirm the causal relationship between variables [46]. Furthermore, it allows researchers to simultaneously test a range of dependency relationships between measured and latent variables.

RESULTS AND DISCUSSION

Of the 200 questionnaires that can be used, there were 118 men (59%) and 82 women (41%). More than a half of respondents (53.5%) were the age of 21-25 years. Before hypothesis testing was performed, reliability tests (Table 1) and validity (Table 2) was conducted as tools for obtaining the goodness of measure. Reliability test was conducted by applying Composite Reliability. Furthermore, the validity test was performed using Average Variance Extracted (AVE) to test the convergent validity and discriminant validity of Fornell-Lacker (Table 3).

After testing the measurement model, a structural model was tested. A hypothesis will be supported if there is a significant relationship between variables, ie if it has a critical value of ± 1.96 . The result of hypothesis testing with structural model can be seen in Table 4.

There are nine hypotheses that are not supported in this study. Those hypotheses are H_3 , H_4 , H_5 , H_7 , H_{11} , H_{12} , H_{13} , H_{14} and H_{15} . Hypothesis 3 relates to positive relationship between store image and brand awareness. It can be stated that the Nike brand is well known by many that store image no longer affects consumer awareness of the brand. Hypothesis 4 states that there is a positive relationship between celebrity endorsement and perceived quality. Again, the results show that this hypothesis is not supported. The use celebrity endorsements are to make consumers interest to the products from a particular brand. Specifically, celebrity endorsement will create a good impression of the brand for the consumer. But consumers may feel saturation when more and more celebrities are used to endorse the brand. Furthermore, if the company does not carefully choose the celebrity that fit to the brand and then

consumer will have wrong impression to the brand [47].

Hypothesis 5 states there is a positive relationship between celebrity endorsement and brand awareness. The reason why this hypothesis is unsupported is when celebrities do not convey a good and clear message, since the main purpose of using celebrity endorsements is to communicate the experience gained when using a particular product well and clearly, but the messages conveyed by celebrities cannot be clearly understood by consumers. Because with a clear and good message has a function to influence consumers to understand and be aware of a brand [48] Hypothesis 7 states that there is a positive connection between the event sponsor and brand loyalty. The reason why this hypothesis is unsupported is that of the respondents' profiles that the majority of respondents are not interested in the event sponsor held by Nike, but in fact they continue to buy Nike products. This happens because Nike hosts more sports events such as Nike hoop summit, All-American McDonald game, Nike Pick-up games while the majority of buyers of Nike products are not all enthusiastic to follow the event. Therefore the event sponsor has no significant relationship with brand loyalty.

Hypothesis 11 states that there is a positive relationship between price promotion and perceived quality. This hypothesis is not supported for the following reasons. First, consumers may have perceptions that products sold in promotions are products that have unattractive models, color choices are less diverse and the quality of the product. Thus, consumers may have perception that the products sold by Nike through price promotion are a product that has less quality and model in the market.

Hypothesis 12 states that there is a positive relationship between price promotion and brand association. The results show that this hypothesis is not supported. It can be explained that the first reason is because this sales promotion is a short-term incentive to encourage the purchase of one of them by selling some products that do not sell in the market by giving discounts. As a result of frequent promotions, consumers see that many products sold by Nike are not sold in the market due to less attractive models, color choices are less diverse and the price is too high, so consumers can make this as a comparison if you want to make purchases against other brands with promotions that are also done by other brands. Furthermore, this will affect purchasing decisions made by consumers because of the formation of memories that are planted in the consumer's mind for the long term.

Table 1: Reliability analysis (Composite Reliability)

Variable	Composite Reliability
Store image	0.771
Celebrity endorsement	0.800
Event sponsorship	0.758
Print advertising	0.777
Web advertising	0.797
Price promotion	0.770
Non-price promotion	0, 818
Brand awareness	0, 856
Perceived quality	0, 844
Brand association	0, 856
Brand loyalty	0, 869

Source: Data analysis (2018)

Table 2: Convergent validity (AVE)

	Average Variance Extracted
Brand association	0.598
Store image	0.558
Print advertising	0.568
Web advertising	0.567
Perceived quality	0.574
Brand awareness	0.599
Brand loyalty	0.625
Non-price promotion	0.529
Price promotion	0.528
Event sponsorship	0.513
Celebrity endorsement	0.572

Source: Data analysis (2018)

Table 3: Discriminant validity

	AVE	AM	CT	IC	IW	KK	KM	LM	PNH	PP	SA	DS
AM	0.598	0.773										
CT	0.558	0.590	0.676									
IC	0.568	0.526	0.532	0.684								
IW	0.567	0.627	0.551	0.589	0.753							
KK	0.574	0.714	0.604	0.520	0.610	0.758						
KM	0.599	0.617	0.380	0.248	0.446	0.558	0.774					
LM	0.625	0.650	0.606	0.622	0.638	0.615	0.377	0.791				
PNH	0.529	0.546	0.580	0.550	0.537	0.525	0.383	0.718	0.727			
PP	0.528	0.375	0.402	0.492	0.414	0.348	0.290	0.450	0.602	0.727		
SA	0.513	0.455	0.515	0.605	0.547	0.509	0.269	0.493	0.481	0.297	0.717	
DS	0.572	0.460	0.574	0.504	0.475	0.393	0.336	0.458	0.451	0.328	0.546	0.756

Source: Data analysis (2018)

Legend: AVE : Average Variance Extracted

AM: Brand association

CT: Store image

IC: Print advertising

IW: Web advertising

KK: Perceived quality

KM: Brand awareness

LM: Brand loyalty

PNH: Non-price promotion

PP: Price promotion

SA: Event sponsorship

DS: Celebrity endorsement

Hypothesis 13 shows that there is a positive relationship between price promotion and brand awareness. The reason why this hypothesis is unsupported is that Nike passed the lottery as a sales promotion medium; this is done to let consumers know that Nike is promoting to be a differentiator with other brands and increasing consumer awareness. But consumers are less interested in joining the lottery. Furthermore, in order to be able to follow the lottery, consumers are required to meet the requirement that is with a minimum of certain purchases. Consumers only buy products in accordance with their needs and do not want to buy other goods that are not a necessity just to be able to follow the draw held. Therefore sales promotion has no significant relationship with brand awareness.

Hypothesis 14 shows there is a significant relationship between non-price promotion and brand loyalty. These results show there is influence between non-price promotions with brand loyalty, if a company increases non-price promotion then consumers will be loyal to that brand. There are two reasons why this hypothesis is supported. The first reason the better the increase in non-price promotions such as providing membership cards, improve services and multiply product categories. This can certainly give an impact to consumers that consumers feel the brand is not just selling the product alone. Furthermore, it can provide several needs that become customer needs, so that consumers will repeat the purchase of the brand.

The result of the analysis on hypothesis 15 shows that there is no significant relationship between non-price promotion and brand association. The reason why this hypothesis is not supported is that Nike does non-price, long-term intensive promotion aimed at maintaining repeat relationships and purchases. Non-price promotions are done by improving services, improving product quality, packaging that differentiates with other brands and membership cards. However, consumers do not get a direct perceived effect with non-price promotions offered by Nike. This happens because Nike also concurrently uses sales promotions such as discounts that consumers feel more perceived immediate effects. Furthermore, it can affect the creation of brand associations that occur in the minds of consumers. Then non-price promotions are not significantly related to brand associations.

Table 4: Structural Equation Modeling Results

Hypo-theses	Variable Relationship	Path coefficient value	t-value	p-value	Conclusion
H ₁	Store image_ Brand association	0.136	2.419	0.016	Supported
H ₂	Store image_ Perceived quality	0.368	4.966	0.000	Supported
H ₃	Store image_ Brand awareness	0.129	1.450	0.148	Not Supported
H ₄	Celebrity endorsement_ Perceived quality	-0.101	1.395	0.164	Not Supported
H ₅	Celebrity endorsement_ Brand awareness	0.094	1.161	0.246	Not Supported
H ₆	Event sponsorship_ Perceived quality	0.261	3.739	0.000	Supported
H ₇	Event sponsorship_ Brand loyalty	0.000	0.002	0.999	Not Supported
H ₈	Print advertising_ Brand loyalty	0.212	2.723	0.007	Supported
H ₉	Web advertising_ Brand association	0.223	2.164	0.031	Supported
H ₁₀	Web advertising_ Brand awareness	0.295	3.020	0.003	Supported
H ₁₁	Price promotion_ Perceived quality	0.049	0.750	0.454	Not Supported
H ₁₂	Price promotion_ Brand association	0.009	0.084	0.933	Not Supported
H ₁₃	Price promotion_ Brand awareness	0.085	0.938	0.348	Not Supported
H ₁₄	Non-price promotion_ Brand loyalty	0.413	5.799	0.000	Supported
H ₁₅	Non-price promotion_ Brand association	0.115	1.484	0.138	Not Supported
H ₁₆	Perceived quality_ Brand loyalty	0.132	1.702	0.089	Not Supported
H ₁₇	Perceived quality_ Brand association	0.433	5.001	0.000	Supported
H ₁₈	Brand awareness_ Perceived quality	0.368	6.065	0.000	Supported
H ₁₉	Brand association_ Brand loyalty	0.218	2.291	0.022	Supported

Source: Data analysis (2018)

CONCLUSIONS

Based on the result of research, it can be concluded that: (1) there is positive relationship between store image and brand association, (2) there is positive relationship between store image and perceived quality, (3) there is positive relationship between event sponsor and perceived quality, (4) there is positive relationship between print advertisement and brand loyalty, (5) there is positive relationship between web advertisement and brand association, (6) there is positive relationship between web advertisement and brand awareness, (7) there is positive relationship between non price and brand loyalty, (8) there is positive relationship between perceived quality and brand association, (9) there is positive relationship between brand awareness and quality perceived and (10) there is positive relationship between brand association and brand loyalty. This study has limitations in the use of non-probability sampling techniques so that the results cannot be generalized. Thus, further research may apply probability sampling in order to obtain the generalization of the results.

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