

Increase brand loyalty through brand benefits on domestic products in Indonesia

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INCREASE BRAND LOYALTY THROUGH BRAND BENEFITS ON DOMESTIC PRODUCTS IN INDONESIA

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ABSTRACT

This study aims to analyze the effect of brand benefits in increasing brand loyalty of domestic products in Indonesia, a study on users of Indonesian domestic skincare products. A quantitative approach was used in the research, by distributing a comprehensive questionnaire and literature. The number of samples obtained was 200 people and Structural Equation Modeling was used in the data analysis technique. The results of the study show that the description of brand benefits and brand loyalty is quite high and brand benefits have an effect on brand loyalty. The dimension of brand benefit that contributes the most is emotional benefit, while the dimension of brand benefit that contributes the least and needs to be improved is social benefit.

Keywords: brand loyalty; brand benefit; cosmetic; skincare

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INTRODUCTION

Today's business environment is getting tougher, with the presence of a wide variety of new products and services that are accepted quickly by customers. The biggest challenge for companies is to compete in the market and differentiate their products from competitors. Thus branding has become an important marketing activity to differentiate company products and gain customer brand loyalty (Devi, 2016; Van Thuy, Anh, & Binh, 2022). The main goal of today's business is to increase product efficiency and effectiveness which leads to the creation of brand loyalty (Hameed & Kanwal, 2018) because it has become an important indicator of business success in the market (Devi, 2016).

Building and maintaining brand loyalty is one of the central themes of marketing theory and practice in building a sustainable competitive advantage. Over the last four decades brand loyalty has been recognized as the focal point of the marketing literature (Ahmad, 2011) and is the ultimate goal (Reichheld & Sasser, 1990). The conceptualization of brand loyalty was first put forward by Brown in 1952 who stated that an indication of brand loyalty is repeated purchase behavior over a certain period of time (Touzani & Temessek, 2009).

Brand loyalty has been widely studied in various industries such as electronics in the Netherlands, Indonesia, Iran, South Africa, and Pakistan (Abedi, & Azma, 2015; Kasper, 1988; Petzer, Mostert, Kruger, & Kuhn, 2014; Shabbir, Khan, & Khan, 2017; Shirazi, Zeynvand, & Karimi, 2013), food and beverage industry conducted in Iran, Australia, and Jordan (Albadri, 2016; Dehdashti Shahrokh, Jafarzadeh-kenari, & Bkshshizadeh, 2012; Romniuk, & Nenycz-Thiel, 2013), the tobacco industry in this case is cigarette products in Australia (Cowie, Swift, Borland, Chaloupka, & Fong, 2014), the fashion industry in China (Lei, & Chu, 2015), the retail industry in Switzerland (Arifine, Felix, & Furrer, 2019), the football industry in Iran (Keshtidar, Sahebkarani, & Talebpor, 2018), literary festivals in Korea (Kim, Choe, & Petrick, 2018), and the beauty industry in Jordan, India, and Indonesia (Joelle, 2016; Kalaimani, & Sowmiya, 2017; Ruslim, Widjaja, & Andrew, 2018; Khraim, 2011; Sharma, Bhola, Malyan, &

Patni, 2013; Wismiarsi & Purnama, 2015).

The beauty industry is one sector that is not affected by economic fluctuations. The beauty industry can maintain its sales volume across products. These sales are associated with increased and consistent use of the product, especially by men and women (Zion Market Research, 2019). The global beauty industry market is increasing successively (Dirgantari, Pratiwi, & Utama, 2020) supported by continued growth in online beauty shopping, expansion of social networks, customer interest in new products, accelerating urbanization, and the growth of the upper middle class. Some of the beauty products offered include skincare, haircare, makeup, fragrances, and hygiene products (L'Oréal, 2019). Skin care products are the largest business segment in the beauty industry which is anticipated to dominate the global beauty product market due to its various variations and forms (Zion Market Research, 2019).

Based on data from Euromonitor International regarding the future of skincare, Indonesia is considered to be the second largest contributor to the growth of world skincare due to high demand. Indonesia is considered the largest skincare market due to its high population and productive age (marketees, 2016). Many brands and products appear in the market. Domestically manufactured products have also started to dominate half of the lower-middle market share. However, there is still a tendency for Indonesians to prefer foreign brands to domestic brands. According to Associate VP Head of Hi-Tech, Property, Consumer Industry Markplus Inc, the current trend of Indonesian beauty customers is to make South Korea a mecca. (Nurfadilah, 2018). For the past two years, Markplus Inc and ZAP Clinic have conducted a survey of Indonesian women about the most popular skincare brands. The results reveal that skincare brands originating from South Korea are more favored by Indonesian women compared to brands from Indonesia, Japan, the United States, Europe, Australia and Thailand (Markplus.inc, 2020). This shows that until now local brands are still not the first choice of many Indonesian women. In fact, according to Sharma, Bhola, Malyan, & Patni (2013) and Taghipour & Loh

(40) 17) the customer's primary or first choice of a brand can be a measure of the level of brand loyalty.

Nevertheless, domestic manufacturers are willing to make Indonesia a mecca for skincare products. This desire is shown by the number of domestic skincare brands and products that appear on the market. The skincare industry in Indonesia is dominated by small and medium-scale producers, while the rest are large-scale industries. There are at least 39 limited liability companies registered with the Ministry of Industry of the Republic of Indonesia (Kemenperin, 2019) and 9,280 Indonesian companies registered with the Food and Drug Supervisory Agency (BPOM RI, 2019).

Based on research (Huang, Fang, Fang, & Huang, 2016; Maderer, Holtbruegge, & Woodland, 2016; Lin, Lobo, & Leckie, 2017; Durmaz, Çavuşoğlu, & Özer, 2018; Khundyz, 2018; Schade, Piehler, Müller, & Burmann, 2018) stated that brand benefit is one of the factors that can affect brand loyalty. Brand benefits have a positive effect on attitudinal loyalty (Maderer, Holtbruegge, & Woodland, 2016). Brand benefits are the result of functional and symbolic benefits components that create positive attitudes towards products and brands (Deniz, 2012). Brand benefits are important because they provide strength for businesses in the market (Durmaz, Çavuşoğlu, & Özer, 2018).

Thus, the purpose of this study is to analyze the effect of brand benefits in increasing brand loyalty of domestic products in Indonesia, a study on Indonesian domestic product skincare users.

LITERATURE REVIEW

Brand Loyalty

When companies are trying to predict the outcome of brand performance, a good measuring tool to use is brand loyalty. Brand loyalty is considered to have a greater influence on trade, condensed marketing costs (Aaker, 2009), builds an expanded market share (Jarvis and Mayo, 1986 in Awan, & Rehman, 2014), increases company investment by expanding product lines and understanding about brand consistency and brand switching among customers

(Sangeetha, & Rani, 2017).

Brand loyalty is a situation where customers generally buy products or services from the same manufacturer repeatedly over time instead of buying from several suppliers in the category (Alhedhaif, Lele, & Kaifi, 2016). Brand loyalty is a customer's commitment to repurchase or continue to use a brand and can be demonstrated by repeated purchases of a product or service, or other positive behavior such as word of mouth advocacy (Cheng, 2015). This is in line with Kotler & Keller (2012) which defines brand loyalty as the level of consumer loyalty to a particular brand where this loyalty is expressed through repeated purchases and other positive behaviors such as word of mouth advocacy, regardless of marketing pressure generated by other competitors.

Measurement of brand loyalty can be done through several other aspects including, 1) Intention to interact more with the brand, customer interest in interacting with the brand or seeking more information about the brand 2) Intention to increase purchases of the brand, 3) Trust toward the brand, customer trust in the brand is important 4) Intention to interact with other brands though social media, and 5) Intention to recommend the brand to friends, the desire to give recommendations to friends or closest people about the brand they use is one of the actions which describes brand loyalty (Erdoğan & Çiçek, 2012; Man, & Rahman, 2019). The dimensions that can describe brand loyalty according to Mwai, Muchemi, & Ndungu (2015) include:

1. Attitudinal loyalty, indicating the mentality of customers and their attention to the service provider, how much the provider has a stable and positive position in the minds of customers and places it as their favorite brand. Schiffman & Wisenblit (2015) also state that attitudinal loyalty measures the customer's overall feeling about the brand.

2. Behavioral intention is represented through various indicators, such as intention to repurchase, willing to pay a higher price, increase spending on the same brand, remain loyal, willingness to recommend the brand to others, make purchases in the future (Cronin, Brady, & Hult, 2000; Rajaguru, 2016; Zeithaml, Berry, & Parasuraman, 1996).

3. Behavioral loyalty focuses on observable factual behaviors, such as the amount purchased, purchase frequency, and repeat purchases (Schiffman, 2011). In other words, behavioral loyalty is how often customers buy a brand and how much they buy (Keller, Parameswaran, & Jacob, 2015).

Brand Benefit

The benefits or promises made by the brand are part of the company's copy strategy and must convince users to like it (marketingstat, 2018). Brand benefits explain the consumer buying process and are the main source of motivation in satisfying their current needs (Aaker, 2009). Brand benefit is the satisfaction of needs and desires that consumers feel subjectively related to the use and consumption of certain brand attributes (Kim, Lee, & Kwon, 2013). Brand benefit refers to consumers' perceptions of the brand based on what product attribute do for them (Lin, Lobo, & Leckie, 2017). Brand benefit is the personal value and meaning that customers attach to product or service attributes (Keller, Parameswaran, & Jacob, 2015). Brand benefits are the result of functional and symbolic benefits components that create positive attitudes towards products and brands (Deniz, 2012). Keller, Parameswaran, & Jacob (2015) state that brand benefit is a derivative of brand association which has three dimensions, including:

1. Functional benefits. Functional benefits refer to product attributes with consistent and reliable quality to achieve everyday problem-solving goals (Whan Park, Jaworski, & MacInnis, 1986). Functional benefits are also related to the specific performance of the product or service. They are aimed at meeting common needs among users, so their exploitation offers several possibilities for differentiation within the business branch (Grafström, & Käck, 2020).

2. Symbolic benefits. Symbolic benefit is defined by Whan Park, Jaworski, & MacInnis (1986) as a desire for a product to fulfill an internal need such as self-improvement or group membership. Levy (1959) in Belaid, Mrad, Lacoeuilhe, & Petrescu (2017) asserts that in addition to selling products and product attributes, companies actually sell symbols. Brands with symbolic connotations

associate individuals with desired social groups and reflect their self-image. Symbolic benefits usually describe attributes that are not directly related to the product and are related to the intrinsic need for emotional enjoyment, self-expression and social approval so as to satisfy the customer's need to be accepted into the group (Keller, Parameswaran, & Jacob, 2015; Orth, & De Marchi, 2005). It is considered more effective and related to brand attributes such as trust, security, pride, and excellence (Granitz & Forman, 2015; Leung, Bougoure, & Miller, 2014; Lynch & De Chernatony, 2004; Tarmedj, Sulastri, Sumiyati, & Dirgantari, 2018). Symbolic benefit is about self-expression and the way customers signal to others through consumption objects (Heding, Knudtzen, & Bjerre, 2020).

3. Experiential benefits. Experiential benefit is the novelty of what they experience by exploring the product has become a big influence in the customer's decision-making process. Experiential benefits relate to how it feels to use the product and also usually correspond to the attributes associated with the product. These benefits meet experiential needs such as sensory enjoyment, variety, and cognitive stimulation (Keller, Parameswaran, & Jacob, 2015; Whan Park, Jaworski, & MacInnis, 1986).

However, in most contexts the customer does not have the motivation, time, information, or competence to make decisions that will maximize the performance results and functional benefits of the project from other brand associations. Strategies based on functional benefits are often ineffective and considered strategically limiting. If the functional benefit is a point of differentiation, competitors can copy it quickly and do not represent a strong long-term relationship with the customer because there is no emotional attachment. So Aaker (2014) considers self-expressive benefits, social benefits and emotional benefits as the basis for a value proposition or brand benefit.

1. Self-expressive benefits. Brands and products as symbols of one's self-concept can provide self-expressive benefits by providing a means to express oneself. The assumption is that when someone buys or uses a luxury brand and is calculated in terms of quality, it

will provide self-expressive benefits. When a brand provides self-expressive benefits, the relationship between the brand and the customer is likely to improve. Self-expressive benefits provide an opportunity for someone to communicate their self-image. Self-expressive benefits improve the relationship between the brand and the customer by focusing on something related to their personality.

2. Social benefits. Social benefits are personal benefits obtained by individuals where they are directly involved in a transaction along with external benefits obtained by third parties but are not directly involved in the transaction. The drive to have friends, colleagues, family, and groups of like-minded people is very strong and can produce both immediate and long-term rewards. People are not only filled with social connections, but they are also influenced. Many brands have the ability to participate in or even direct social benefits.

3. Emotional Benefits. Every brand needs emotional benefits. Emotional benefits are conclusions that customers draw based on their own consumption experiences that give rise to their personal preferences and therefore it is important that they are

exploited to achieve differentiation. Emotional benefit relates to the brand's ability to make the buyer or user feel something during the buying or using process. Emotional benefits add to the richness, depth of the brand and the experience of owning and using a brand. Benefits related to satisfaction of psychological factors rather than functional needs alone. Marketers have long known that customers can attach emotional meaning to brands. Emotional benefits are becoming increasingly important. When prices fall for almost all commodities and mass-produced goods, the real competition is not on the shelves or on web pages but in the hearts of customers (Aaker, 2014). Dimensions that make up brand benefits include functional benefits, emotional benefits, experience benefits, self-expressive benefits, and social benefits (Aaker, 2014; Keller, Parameswaran, & Jacob, 2015)

METHODOLOGY

This research was conducted using a marketing management approach. The purpose of the study was to analyze the effect of brand benefits on brand loyalty, a study on users of domestic skincare products in the SOCO forum.

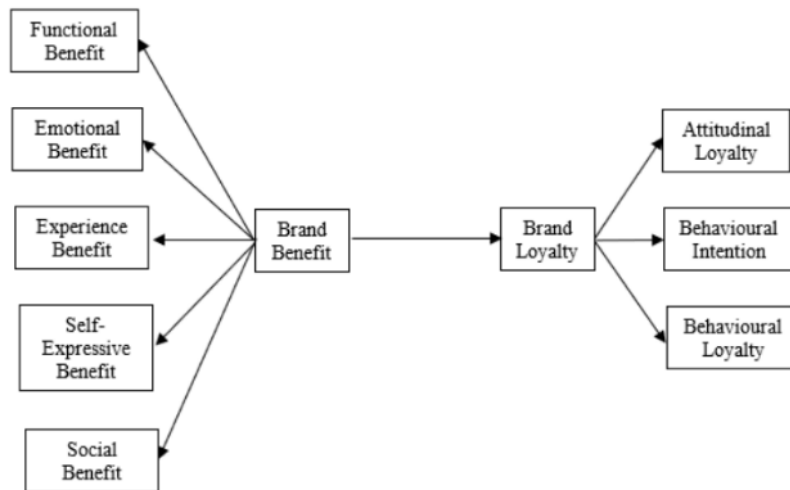


Figure 1: Research paradigm

The object of research in this study consists of independent variables (exogenous) namely brand benefit (X) with dimensions including functional benefit (X1), emotional benefit (X2), experience benefit (X3), self-expressive benefit (X4), and social benefits (X5) (Aaker, 2014; Kotler, & Keller, 2016). The dependent variable (endogenous) is brand loyalty (Y) with dimensions of attitudinal loyalty (Y1), behavioral intention (Y2), and behavioral loyalty (Y3) (Mwai, Muchemi, & Ndungu, 2015).

The research method is a quantitative approach with an explanatory survey. The type of primary data used is through questionnaires and the type of secondary data is through literature, articles, journals, websites, and various other sources of information. Respondents in this study were users of domestic skincare products in the SOCO forum with a sample of 200 respondents from a total of 9,129 people as a population with a cross sectional study technique because data collection was only done once at a time (Siyoto, & Sodik, 2015). While the data analysis technique uses SEM (Structural Equation Model) and the research paradigm is shown in Figure 1 above.

DISCUSSION

Brand loyalty is formed through the following dimensions: 1) attitudinal loyalty, 2) behavioral intention and 3) behavioral loyalty. Overall, the picture of brand loyalty among Indonesian domestic skincare users at the SOCO Forum is quite high. Figure 2 shows that the dimension that gets the highest score on brand loyalty is attitudinal loyalty with a percentage of 42.18% with an average score of 26.845, and the lowest score is behavioral loyalty which has a percentage of 25.74% with an average score. 16,385. This condition indicates that attitudinal loyalty has a higher level of value than behavioral intention and behavioral loyalty. This is in accordance with the statement (Gecti, & Zengin, 2013) that brand loyalty exists because the customer's attitudinal loyalty leads and has a large and strong impact on customer behavioral loyalty.



Figure 2: Responses of Indonesian Domestic Product Skincare Users in the SOCO Forum Regarding Brand Loyalty.

Source: author's work

While brand benefits are formed through dimensions, including: 1) Functional benefits, 2) Emotional benefits, 3) Experiential benefits, 4) Self-expressive benefits, and 5) Social benefits. Overall, the picture of brand benefits for skincare reviewers Sariayu Martha Tilaar and Mustika Ratu at the SOCO Forum is quite high.



Figure 3: Responses of Indonesian Domestic Product Skincare Users in the SOCO Forum Regarding Brand Benefits

Figure 3 shows that the functional benefit dimension has the highest score of 3.185 or 27.63% of the ideal score with an average score

of 15.925 and the last position is the social benefit dimension with a percentage of 17.79% and an average score of 10.25. This condition shows that users choose to prioritize functional benefits over other things. This result is in line with a study conducted by Porto, Oliveira-Castro, & Seco-Ferreira (2011) which revealed that the characteristics of functional benefits that are directly related to the use of the product and the origin of ownership of the goods are important when making a decision. Given that

brand benefits consist of traits that include functional features related to products and brands, functional benefits help customers to get positive feelings about products and brands (Deniz, 2012).

Based on Table 1, the output results obtained from IBM SPSS AMOS version 22 shows that the critical ratio skewness value shows that the data is normally distributed because each variable's critical ratio value is between -2.58 to 2.58.

Table 1: Assessment of normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y3	3.333	7.000	-.255	-1.470	-.457	-1.319
Y2	2.750	7.000	-.147	-.849	-.511	-1.474
Y1	3.000	7.000	-.402	-2.323	-.026	-.076
X21	3.000	7.000	-.087	-.502	-.600	-1.732
X22	3.000	7.000	-.141	-.816	-.547	-1.578
X23	3.000	7.000	-.289	-1.671	-.436	-1.259
X24	2.500	7.000	-.135	-.779	-.465	-1.343
X25	3.000	7.000	-.035	-.204	-.398	-1.150
Multivariate					2.972	1.661

Source: author's work

SEM process results show that brand benefits have a significant effect on brand loyalty, with a standardized loading factor of 0.88 as shown in Figure 4. This result is relevant to the results of research conducted by Lin & Leckie (2017), Belaid, Mrad, Lacoueilhe, & Petrescu (2017); Deniz (2012), Erdoğan & Çiçek (2012) and Kurtoğlu & Sönmez (2016). Customers will respond to brands in different ways. In other words, customer reactions to a product with brand benefits and free products will be different from each other (Durmaz, Çavuşoğlu, & Özer, 2018). Brand benefits explain the customer's buying process and are the main source of motivation in satisfying their needs (Aaker, 2009). Therefore, brand benefits are important because they provide strength for businesses in the market as well as brand image (Durmaz, Çavuşoğlu, & Özer, 2018). The level of loyalty to the brand will be the same as the level of symbolic, functional and

experience benefits obtained by customers from the brand (Kurtoğlu & Sönmez, 2016). Therefore, brand benefits are important things that directly, positively and significantly affect brand loyalty (Belaid, Mrad, Lacoueilhe, & Petrescu, 2017; Deniz, 2012; Erdoğan & Çiçek, 2012; Kurtoğlu & Sönmez, 2016).

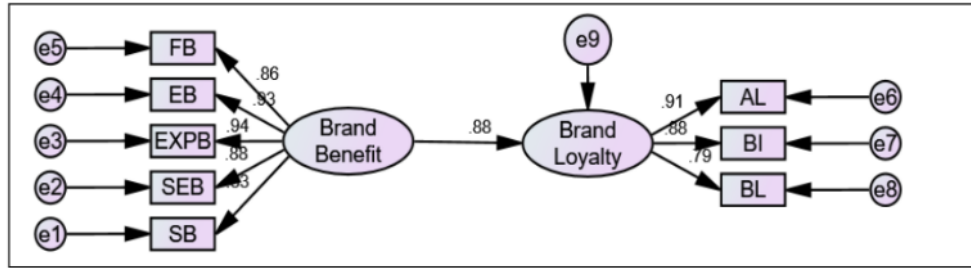


Figure 4: The structural models results

Source: author's work

Referring to the goodness of fit test results in table 1, the values of Cmin/df < 2.00, RMSEA < 0.08, and the values of AGFI, GFI, CFI, NFI and TLI are all greater than 0.90. This provides information that the measurement model fits the data.

Table 2: Goodness of fit

Index	Criteria	Results	Fit/Not Fit
Chi Square		115.938	
k14		19	
Cmin/df	<2.00	1.102	Fit
RMSEA	<.08	0.060	Fit
GFI	>.90	0.916	Fit
AGFI	>.80	0.841	Fit
NFI	>.80	0.922	Fit
PNFI	>.05	0.650	Fit
IFI	>.50	0.968	Fit
TLL	>.90	0.953	Fit
44 CFI	>.90	0.968	Fit

Source: author's work

Based on the results of the standardized loading estimate significance test as shown in table 2, objective information is obtained that all indicators provide a significant standardized loading estimate value (p < 0.05).

Table 3: Regression Weights

			Estimate	S.E.	C.R.	P
Brand_Loyalty	←-	Brand_Benefit	.896	.065	13.849	< 0.05
X25	←-	Brand_Benefit	1.000			< 0.05
X24	←-	Brand_Benefit	1.156	.073	15.872	< 0.05
X23	←-	Brand_Benefit	1.202	.067	17.885	< 0.05
X22	←-	Brand_Benefit	1.193	.069	17.334	< 0.05
X21	←-	Brand_Benefit	1.038	.068	15.348	< 0.05
Y1	←-	Brand_Loyalty	1.000			< 0.05
Y2	←-	Brand_Loyalty	1.112	.060	18.425	< 0.05
Y3	←-	Brand_Loyalty	.913	.062	14.811	< 0.05

Source: author's work

All indicator variables are significant, and the factor loading value as shown in table 4 is more than 0.5. The highest loading factor for the indicator variable of brand benefit is emotional

benefit (0.925), while the smallest loading factor is social benefit (0.828). The indicator variable for brand loyalty that contributes the most is attitudinal loyalty with a loading factor of 0.913.

Table 4: Standardized Regression Weights

			Estimate
Brand_Loyalty	<---	Brand_Benefit	.881
Social Benefit	<---	Brand_Benefit	.828
Self Expressive Benefit	<---	Brand_Benefit	.880
Experience Benefit	<---	Brand_Benefit	.941
Emotional Benefit	<---	Brand_Benefit	.925
Functional Benefit	<---	Brand_Benefit	.862
Attitudinal Loyalty	<---	Brand_Loyalty	.913
Behavioral Intention	<---	Brand_Loyalty	.883
Behavioral Loyalty	<---	Brand_Loyalty	.792

Source: author's work

CONCLUSION AND RECOMMENDATIONS

This paper analyzes the effect of brand benefits on brand loyalty in cosmetic products in Indonesia. From the data obtained from 200 skincare product users, it shows that brand benefits have a significant influence on brand loyalty. The results of this study also prove that there are factors that need to be improved so that brand benefits increase, namely social benefits. With the increase in brand benefits, it will also increase brand loyalty which is expected by the company so that the company is sustainable.

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