

The Use of Brand Image to Increase the Desire Consumers to Buy Products

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Abstract: *This research is a qualitative descriptive study where collecting and checking the validity of data using triangulation of sources and techniques. The selection of informants by purposive sampling using primary data through interviews and observations and literature studies as well as documentation for secondary data. The conclusion of the study reveals Food brand is the main factor for the customer to buy the product. The customer's interest in buying the product all starts with the strength of the brand that is seen and becomes brand awareness to the customer until finally the customer buys the product.*

Keywords: Brand, customer

1. Introduction

Famous food brands have a quite dominant contribution to national economic activity. Today many food brands both large and small scale are competing to provide the best service to consumers. According to the American Marketing Association, a brand is a name, term, sign, symbol, design, or combination of these things, which is intended to identify the goods or services of a sales person or group and to distinguish them from competing products.[1]

This difference can be functional, rational or markedly related to the product performance of the brand. This difference can also be more symbolic, emotional, or not significantly related to what the brand represents. A brand can be a name, trademark, logo or other symbol. Brands become a tool to identify sellers or brand makers. In addition, the brand is actually a promise of the seller to consistently provide a certain description, benefits and services to the buyer. The best brands provide quality assurance and brands are more than just symbols.[1]

A brand in turn signals to consumers about the source of the product. In addition, the brand protects both consumers and producers from competitors who try to provide products that look identical.

The brand is actually a seller's promise to consistently provide certain features, benefits, and services to the buyer. The best brands provide quality assurance. However, brands are more than just symbols. brands can have six levels of understanding [2] which is as follows.

- 1) Attributes: brands are reminiscent of certain attributes. Mercedes gives the impression of being an expensive, well-made, well-designed, durable, and prestigious car.
- 2) Benefits: for consumers, sometimes a brand does not merely state attributes, but benefits. They buy products not buy attributes, but buy benefits. The attributes possessed by a product can be translated into functional and or emotional benefits. For example: the attribute "durable" translates into functional benefits "do not need to buy fast, the attribute" expensive "translates into emotional benefits" prestigious ", and others.

- 3) Value: brand also states something about producer value. So, Mercedes means high performance, safety, prestige, and others.
- 4) Culture: the brand also represents a certain culture. Mercedes represents German culture, organized, efficient, high quality.
- 5) Personality: a brand reflects a certain personality. Mercedes reflects reasonable leadership (people), lions who rule (animals), or great palaces (objects).
- 6) Users: brand indicates the type of consumer who buys or uses the product.[2]

PT Yellow Food Indonesia or better known as the Chicken Gepuk brand Pak Gembus is a company that is famous in Indonesia today. This culinary-based company is relatively new in Indonesia and is able to penetrate crowded the culinary world market in Indonesia. Chicken Gepuk Pak Gembus is a culinary company in the form of a restaurant with a main menu of fried chicken with a sambal level that can be determined according to the consumer's preference. Currently Pak Gembus Chicken Gepuk has now more than 700 outlets throughout Indonesia. In addition to the distinctive taste of chicken, fast service, hygiene, good quality control and hospitality is one of the keys to its success.

In addition to Pak Gembus Chicken Gepuk, the restaurant that is gaining name is Lombok Idjo Fried Chicken. First established in Yogyakarta with its flagship menu is Sambal Idjo and a distinctive taste different from other fried chicken. Speed in service, quality of taste is one of the keys to his success.

Based on this thinking, the researcher would like to know and explore further the comparison of these two brands to the number of sales and the response of each customer to the two culinary brands above, especially in Bali.

2. Literature Review

Brand

A famous and trusted brand is an invaluable asset. The most unique skill of professional marketing is its ability to create, maintain, protect and enhance a brand. [1] brand is a way to distinguish a name or symbol such as a logo, trademark, or

packaging design that is intended to identify a product or service from one producer or a group of producers and to differentiate that product or service from competing producers.

Article 15 of the Brand Law Article 1 Paragraph 1 states that brands are signs in the form of images, word names, letters, numbers, color arrangements or combinations of these elements which have distinguishing features and are used in trading activities in goods and services.[1]. Compiles understanding that there are six meanings that can be conveyed through a brand, namely:

- 1) Means of identification to facilitate the process of handling or tracking products and companies
- 2) Form of legal protection for unique product features or aspects.
- 3) Signal the level of quality for satisfied customers, so they can easily choose and buy it again later.
- 4) Means of creating associations and unique meanings that differentiate products from competitors.
- 5) Sources of competitive advantage, mainly through legal protection, customer loyalty, and a unique image that is shaped in the minds of consumers.
- 6) The source of financial returns mainly concerns future income. From the definition by the experts above, it can be concluded that the brand is a sign in the form of a picture, name, word, letters, numbers, arrangement of colors or a combination of these elements or symbols that have the power of differentiation and are used in activities trade in goods and services.[2].

Brand image is a concept created by consumers subjective reason and personal emotions. [3]

Brand Image

Brand image is a series of associations (perceptions) that exist in the minds of consumers towards a brand, usually organized into a meaning. The relationship to a brand will be stronger if based on experience and get a lot of information. Image or association represents a perception that can reflect objective reality or not. The image formed from the association (perception) is what underlies the decision to buy even brand loyalty from consumers. Brand image includes the knowledge and trust in brand attributes (cognitive aspects), the consequences of the use of the brand and the situation of use accordingly, as well as the evaluation, feelings and emotions perceived with the brand (affective aspects).

a) Factors Affecting Brand Image

States that brand image has 3 supporting variables, namely:

- 1) Corporate Image is a collection of perceived associations. consumers of companies that make a product or service
- 2) User Image is a collection of associations that consumers perceive of users using goods or services.
- 3) Product Image is a collection of associations that consumers perceive of a product.[4]

Brand image consists of three components, namely:

- 1) Product Attributes: which are things related to the brand itself such as packaging, product content, price, taste, etc.

- 2) Consumer Benefit: which is the product use of the brand.
- 3) Brand Personality: is an association (perception) that imagines the personality of a brand if the brand is a human being.[5].

b) Factors That Influence Purchasing Decisions

Purchasing decisions to be made by consumers are strongly influenced by cultural, social, personal and psychological factors:

- 1) Cultural factors are determinants that underlie a person's desires and behavior. Cultural factors have the most extensive and deepest influence on consumer behavior. Marketing must understand the 20 roles played by the culture, sub-culture, and social class of the buyer.
- 2) Social factors consist of reference groups, family and the role and status of someone in their environment. Consumer behavior will also be influenced by social factors such as small groups, families, the role and social status of consumers.
- 3) Personal factors consist of age and stages in the life cycle, work, economic circumstances, lifestyle, personality and self-concept. A buyer's decision is also influenced by personal characteristics such as the age and life-cycle stage of the buyer, position, economic situation, lifestyle, personality and self-concept of the buyer concerned.
- 4) Psychological factors consist of motivation, perception, learning process and self-confidence and attitude. A person's purchasing choices are also influenced by the main psychological factors, namely motivational factors, perceptions, learning processes, as well as beliefs and attitudes.[6]

There are five roles that occur in purchasing decisions, namely:

- Initiator: the person who first suggests buying a product or service.
- Infender: the person whose views or advice weighs in final decision making.
- Decision makers: people who determine in part or in whole purchase decisions, whether buyers, what is purchased, when to buy, how to buy, and where to buy.
- Buyers: people who make real purchases.
- Users: people who consume or use products or services [7]

c) Relevant Research

The application of integrated marketing communication in new products is indicated to be able to build brand awareness and brand image, which in turn builds the interest of potential customers to try these service products.[8].

Brand Image is a set of assumptions in the minds of consumers of a brand that is formed from various sources. A good image of an organization is an asset, because the image has an impact on the perception of stakeholders from the communication and operation of the organization in various ways. [9]

3. Methods of Research

In this study, researchers used a descriptive qualitative research method. As we know, qualitative research is a study

aimed at understanding the phenomenon experienced by research subjects as a whole and in a descriptive manner as outlined in the form of describing words and language in a natural context by using various scientific methods [12]. And the approach used in this research is descriptive approach. Descriptive research is research that is used to "describe" a situation, subject, behaviour, or phenomenon. The qualitative research method uses narrative data or words. Narratives obtained during the data collection process were interpreted by researchers.[14] This qualitative research method is also used to answer questions about who, what, when, where and how, which are related to a research question or problem. This type of research is conclusive, not exploration. Therefore, descriptive research does not try to answer "why" and is not used to find conclusions, make predictions or establish causal relationships. Informants were determined based on purposive sampling technique, where the number of informants was determined by the researcher based on the mastery of information and data that the researcher needs. Credibility test is conducted using triangulation technique, where data were obtained and synthesized from various sources, techniques and times. This method is use to increase the understanding of data and facts rather than seeking the truth. triangulation with sources means comparing and checking back the degree of trust in information obtained through different time and tools in qualitative research. [13]

4. Discussion of Results

Brand is the main strength to be able to determine the next step of the customer to buy the product. The brand itself can shift the perception of prices, the taste of food and the location of restaurants, the brand is able to make customers want to return to being a repeat order customer even though sometimes the price and taste of food is increased. The types of data sources as a whole include humans (respondents), events or activities, places or locations, objects including pictures and records, as well as documents and archives [10]. The qualitative data used in the research were in the form of descriptions and information about the problems discussed in this study. Qualitative data in this study were obtained through various data collection techniques, namely interviews, observation and documentation.[11]

Interviews conducted at two restaurants, namely Lombok Idjo Restaurant and Chicken Pak Gembus Restaurant, each of the 2 customers in the two restaurants concluded that everything placed the brand is the most important factor for buying products, in this case the product in the form of food. Brand beats the taste of food, price and location of the two restaurants.

5. Conclusion

The conclusion of the study reveals brand is the name, term, sign, symbol, design, or combination of these things, intended to identify the goods or services of a person or group of sellers and to distinguish them from competing products [15]. Food brand is the main factor for the customer to buy the product. The customer's interest in buying the product all starts with the strength of the brand

that is seen, it then becomes brand awareness to the customer until finally the customer buys the product.

6. Future Scope

Brand is able to be the main factor in forming a business. Patience, perseverance and highlighting the strength of the brand will be able to make that success bigger and stronger during the 4.0 revolution.

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Author Profile



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