Influence of Brand Identity And Perceived Value on Brand Awareness, Value Congruity, Desires to try and Its Impact on The Consumer Response of Masako Products In East Jawa

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Abstract: *The purpose of this study was to determine the effect of brand identification and perceived value on brand awareness, conformity value and a willingness to try and its impact on consumer response to Masako products in East Java. For this purpose a model is offered. Using SEM on 391 respondents. Model testing shows the model (fit). Research results: Brand identification influences brand awareness and conformity values; Perceived value influences brand awareness and conformity value; Brand awareness affects the value of conformity, willingness to try, and consumer response; The suitability value has no significant effect on consumer response; The desire to try to influence consumer response. Given the amount of perceived value, and brand awareness of consumer response, management should increase perceived value, and brand awareness of Masako cooking spices, by carrying out the brand awareness process that the brand is designed to meet consumer needs.*

Keywords: *Brand identification, perceived value, brand awareness, conformity value, willingness to try, consumer response.*

I. Introduction

Ajinomoto Co., Inc. engaged in the food industry, especially food seasonings, one of which is Masako. For 30 years Masako has been a seasoning for the type of broth seasoning with 2 types of chicken and beef flavors (Ajinomoto.com, 2019). Masako products are marketed throughout the Republic of Indonesia with 32 provinces. Masako products in recent years have had a problem with growing product sales. Where there is a tendency to decrease Masako product growth from 2016 to 2019. This is important to be studied in more depth, because it will affect the company's profits in general. Weston and Copeland (2017), states that sales growth is a variable that affects capital structure. Brigham and Houston (2001) also said that companies with relatively stable sales could be more secure to obtain more loans and bear higher fixed costs than companies with unstable sales. In general, growth is a positive picture, because it shows the company's ability to obtain certain values. Growth rates are related to sales, net income, and earnings per share. According to Simamora (2011), sales represent a measure of the increase in assets, due to the sale of products or merchandise inventories. Therefore, growth can be seen from two sides, namely in terms of sales and assets. Growth and potential are the main consideration in making investment decisions for a security. Investment decisions affect the value of the company (the prosperity of the owner of the company). A good investment decision is to provide a positive return and increase the value of the company (stock prices) or reduce the cost of capital (investment decisions are considered constant). This shows that if sales increase, profits will increase, so that dividends and potential risks also increase, and vice versa.

II. Literature Review And Hypotheses

2.1. The Relationship Between Brand Identification and Brand Awareness, Value of Conformity

Colicev et al. (2018), shows that brands with a higher corporate reputation have a stronger relationship between the dimensions of firm generated content (FGC) and the stage of marketing channels. Findings by consumption category indicate that the dimensions of user generated content (UGC) and FGC have a greater

positive relationship with awareness for durable and non-durable goods. Brogi et al. (2013), proving that greater levels of participation and interaction in brand community participation, lead to greater perceptions about brand quality; Higher brand awareness determines greater brand loyalty; Higher brand associations induce greater brand loyalty. Klesse et al. (2019), the participation of consumers that drives brand awareness in the form of labeling that facilitates recall. Research by Chaudary and Ali (2016), a high level of identification between customers and companies, leads to a better attitude towards the organization's products or services. Customer-Company Identification is a perceptual process and encourages positive customer awareness impacts (an affection process) with the consumer response is a purchase decision. Nikhashemia (2015), shows that brand trust and word of mouth communication fully mediate the effect of brand identification on brand loyalty. Dhurup (2018), shows a strong positive linear relationship between brand identification and brand loyalty; Brand commitment and brand trust are related to conformity values. Based on the description above, the hypothesis is as follows:

H1: Brand identification has a significant effect on brand awareness
H2: Brand identification has a significant effect on the product suitability value

2.2. The relationship between Perceived Value and Brand Awareness, and Conformity Value

Wei & Huang (2017), show that conformity perceived by consumers positively influences consumer attitudes towards fast food restaurant brands. The variable of conformity perception and time perception, is a perceptual process which is equivalent to the perceived value variable, related to brand awareness that will continue to purchase intention. Hossain et al. (2018), shows that rapid responses have a large impact on purchase intentions and customer satisfaction. Kareem et al. (2016), states that modern social media have a greater role than traditional social media, in consumer awareness of the food products produced. Kim et al. (2017), shows that unknown names and ingredients significantly improve the perception of customer authenticity and trigger positive emotions. Conversely, names and ingredients known, evoke negative valence emotions, such as boredom and calmness. Hsieh et al. (2014), in an online environment, perceived dominance can influence purchase intentions, both directly and indirectly through pleasure. This result confirms that perceived dominance has a direct effect on purchase intentions, as well as an indirect impact through pleasure. Based on the description above, the hypothesis is as follows:

H3: Perceived values have a significant effect on brand awareness
H4: Perceived value has a significant effect on willingness to try

2.3. The Relationship of Brand Awareness with Conformity Value, Trying Desire and Consumer Response

Sunitha, and Edward (2017), that attitude towards marketing campaigns have in common with the brand awareness variable, which will affect personal relevance. The intention to participate is also a learning process that will lead to a consumer response. Evangelidis, and osselaer (2018), that consumer expectations are largely shaped relative rather than in absolute terms: Consumers expect alternatives given to perform better than others, on general attributes rather than having a certain level on the same attribute. The effect of attributes on choices, depending on the extent of actual performance on these attributes, obscures relative expectations. Castro (2018), that consumers will not consider eating foods that contain insect powder, is religious, the perception that insects cause illness and allergic reactions.Flavián et al. (2019), that webrooming (online research products, offline purchasing) is a common form of cross-channel shopping, this paper examines its effect on the satisfaction of the consumer search process. Aziz, and Afaq (2018), illustrate that attitude is determined by the awareness, uncertainty, relative superiority and compatibility. Loureiro et al. (2014), brand awareness has a direct relationship to the variable trust and brand equity, which is a further development of a consumer purchasing response. Chi et al. (2009), that when brand awareness is high, brand loyalty will also increase. The consultant will evaluate the quality perception of a product from the purchasing experience. So brand awareness is an antecedent for brand loyalty and purchase intention.Hong et al. (2012), shows that brand awareness and brand personality have a direct influence on brand equity, while perceived quality has an indirect effect due to inter-mediation by reputation. Based on the description above, the hypothesis is as follows:

H5: Brand awareness has a significant effect on conformity values
H6: Brand awareness has a significant effect on willingness to try

H7: Brand awareness has a significant effect on consumer response

2.4. Relationship Value of Conformity with Consumer Response

Alhaddad (2015), shows that perceived quality has a significant influence on brand image and brand loyalty. Brand trust has a positive effect on brand loyalty. Learning can be used in creating brand loyalty, using several strategies that can lead to brand loyalty. Kim and Min (2016), that the similarity effect was found to be stronger for heterogeneity of high preferences, than heterogeneity of low preferences. This study documents the importance of understanding the mechanisms underlying the determination of the effects of brand popularity in foreign markets, with attitudes towards brands and purchase intentions (response). Based on the description above, the hypothesis is as follows:

H8: Suitability value has a significant effect on consumer response

2.5. Relationship of Trying Desires with Consumer Response

Cortázar, and Vela (2018), show that the cognitive, communication component, is likely to greatly influence visitor behavior. The image of affection is the same as brand awareness, conformity of values and desire to try. The intention of customer behavior is affection as a consumer response. Porral et al. (2018), shows the impact of the emotional valence dimension on consumer satisfaction, with positive (pleasant) emotions, leading to consumer satisfaction; negative emotions, does not encourage consumer satisfaction. This research adds imagination about affective attitudes on customer emotions in achieving customer satisfaction. The emotional factors that underlie the desire to try in an effort to achieve positive output. Based on the description above, the hypothesis is as follows:

H9: The desire to try has a significant effect on consumer response.

III. Research Methodes And Data Analysis

The research population is consumers of Masako products in East Java, Indonesia. The analysis technique uses SEM. And the number of samples studied was 391 respondents. While the sampling method uses purposive sampling.

The study used questionnaire instruments where brand identity was used 4 indicators adopted from Raouf et al. (2019) namely: feeling belonging, interested, having a personality, and having similarities. The value perceived using 4 indicators adopted from William and Weinstein (2004), namely: service, quality, image, and price. Brand awareness using 4 indicators adopted from Shimp (2013), namely: recall, recognition, purchase, and consumption. Conformance values using 5 indicators adopted from Raouf et al. (2019) namely: understanding the brand's core values, supporting the purpose of the brand's core values, agreeing with the brand's core values, relevant to needs, and social norms. The desire to try to use 3 indicators adopted from Porral et al. (2018) namely: attention, interest, and desire. Consumer response using 3 indicators adopted from Panjaitan (2013), namely: extension, recommendation, and price premiums.

Table 1: Characteristics of respondents (N = 391)

Characteristics		Frequency	Percent
Gender	Men	168	43,0
	Women	223	57,0
Age (years)	17-25	173	44,2
	26-35	114	29,1
	36-45	93	23,7
	46- 55	8	02.0
Education	Elementary school	54	13,8
	Junior high	185	47,3
	High school	124	31,7
	Bachelor	28	07,2
Long time using Masako	< 1 Year	83	21,2
	1-2 Year	108	27,6
	2-3 Year	52	13,3

3-4 Year	88	22,5
> 4 Year	60	15,3

Descriptive data analysis of 391 respondents showed that: the characteristics of respondents according to gender were dominated by women, namely 57.7% compared to men 43.7%. Characteristics of respondents based on age at the age of 17-25 years = 44.2% of respondents, in the age range 26-35 years = 29.1%, and ages 36-55 years = 25.7% of respondents. The education level of the majority of respondents was Junior high which reached 47.3%, while the rest had a Bachelor's education of 7.2% and High school of 31.7%. The majority of respondents have used Masako for 1-2 years, which reached 27.6%, while the rest used Masako 3-4 years 22.5% and <1 year 21.2%.

IV. Result And Discussion

4.1. Validity And Reliability Test

Fromtheresult of Pearson productmomentcorrelation, itisknownthatallquestionitems in thequestionnairehave a significantcorrelation at the error rate of 5%, so it can be saidallthequestionitems are valid.

FromtheCronbachalpha test (Table 2),itwasfoundthatallresearch variables werereliable, becauseallalphacoefficientvalues of each variable weregreaterthanthe standard (0.6).

Table 2: Validity and reliability testing

Research variables	Indicator	Pearson correlation	Coefficient Alpha (α)
Brand identification	identif1	0,896**	0,682
	identif2	0,912**	
	identif3	0,890**	
	identif4	0,895**	
Perceived value	perceived1	0,926**	0,652
	perceived2	0,901**	
	perceived3	0,932**	
	perceived4	0,931**	
Brand awareness	awarenes1	0,841**	0,858
	awarenes2	0,790**	
	awarenes3	0,628**	
	awarenes4	0,791**	
Value congruity	congruity1	0,899**	0,853
	congruity2	0,816**	
	congruity3	0,905**	
	congruity4	0,756**	
	congruity5	0,921**	
Desire to try	desire1	0,792**	0,773
	desire2	0,854**	
	desire3	0,895**	
Consumer Respon	response1	0,904**	0,637
	response2	0,818**	
	response3	0,921**	

**. Correlation is significant at the 0.01 level (2-tailed).

4.2. Confirmatory factor analysis.

Table 3. shows the overall results of the confirmatory factor analysis of the measurement model research. The construct validity and reliability are two tests to evaluate the ability of the measured variable (manifest) in forming latent variables, in the table below all manifests have a loading factor with a probability of less than 0.05, meaning it is significant in forming latent variables. It is also seen that each latent variable has a construct critical ratio of more than 0.2, which means it comes from one dimension (unidimensional).

Table 3: Confirmatory Factor Analysis

Research variables	Relationship	C. R.	Loading Factor (λ)	Probability
Brand identification	Identification→identif1	-	0.776	0,000
	Identification→identif2	13.355	0.847	0,000
	Identification→identif3	13,253	0.839	0,000
	Identification→identif4	8.723	0. 552	0,000
Perceived value	Perceived →perceived1	-	0.654	0,000
	Perceived →perceived2	5.454	0.684	0,000
	Perceived →perceived3	5.815	0.995	0,000
	Perceived →perceived4	5.454	0.378	0,000
Brand awareness	Awareness→awarenes1	-	0.702	0,000
	Awareness→awarenes2	8.055	0.683	0,000
	Awareness→awarenes3	6,585	0.658	0,000
	Awareness→awarenes4	3,586	0. 308	0,000
Value congruity	Congruity→ congruity1	-	0.932	0,000
	Congruity→ congruity2	10.024	0.613	0,000
	Congruity→ congruity3	6,977	0.441	0,000
	Congruity→ congruity4	10.377	0.642	0,000
	Congruity→ congruity5	10,932	0.651	0,000
Desire to try	Desire→desire1	-	0.585	0,000
	Desire→desire2	5.737	0.479	0,000
	Desire→desire3	4,966	0.819	0,000
Consumer Respon	Response →response1	-	0.585	0,000
	Response →response2	5.737	0.479	0,000
	Response →response3	4,966	0.819	0,000

4.3. Goodness of Fit Test

The results of data processing using a sample of 391 show Chi-square is 261,521 with a probability of 0.056. Meanwhile, from GFI, AGFI, TLI, CFI, RMSEA and CMIN / DF respectively 0.924, 0.909, 0.954, 0.958, 0.052 and 1.205 all within the range of acceptable values. The results are shown in Fig. 2
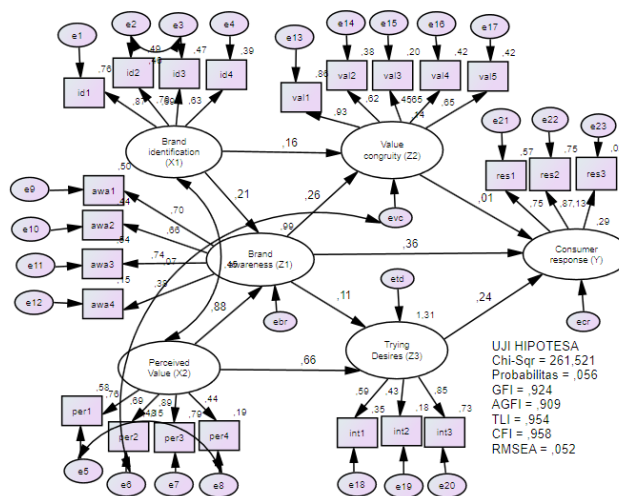

Figure 2: Coefficient of Research Model Path

4.5. Hypothesis testing

Hypothesis testing is done based on the estimated value of the parameters of the research model shown in Table 4.

Table 4: Hypothesis Testing

H	Relationship			Standardized Coefficient	C.R	P	Decision
H1	Identification	→	Awareness	0,208	3,675	0,000	accepted
H2	Identification	→	Congruity	0,162	2,081	0,045	accepted
H3	Perceived	→	Awareness	0,884	10,930	0,000	accepted
H4	Perceived	→	Desire	0,658	8,333	0,000	accepted
H5	Awareness	→	Congruity	0,259	2,775	0,000	accepted
H6	Awareness	→	Desire	0,109	2,563	0,000	accepted
H7	Awareness	→	Response	0,362	4,100	0,000	accepted
H8	Congruity	→	Response	0,008	0,114	0,910	Reject
H9	Desire	→	Response	0,244	2,804	0,005	accepted

Table 4 informs that: Brand identification influences brand awareness on Masako brand products. This shows that with a good brand identification, will encourage increased brand awareness. It can be concluded that brand identification which consists of feeling owned, interested, has personality, and has similarities, if managed well and always improved, consumer brand awareness will increase; Brand identification affects the suitability, value of Masako brand products, this shows that the identification of consumer brands, can encourage the increase in conformity value. It can be concluded that the identification of consumer brands, if managed properly and always improved, the value of consumer conformity will increase.

Perceived value affects brand awareness on Masako brand products, this shows that perceived value will drive consumer brand awareness. It can be concluded that the perceived value which consists of service, quality, image, and price, if managed well and always improved, consumer brand awareness will increase; The perceived value influences the desire to try the Masako brand product, this shows that with the increase in perceived value, it will drive the desire to try consumers.

Brand awareness influences the suitability, value of Masako brand products, this shows that with good brand awareness, it will drive the increase in consumer conformity value. It can be concluded that brand awareness consisting of recall, recognition, purchase, and consumption, if managed well and always improved, the value of consumer suitability will increase; Brand awareness influences the desire to try Masako brand products, this shows that brand awareness of Masako products, can encourage the desire to try consumers; Brand awareness influences consumer response to Masako brand products, this shows that brand awareness in consumers that exist today, can encourage an increase in consumer consumer response.

The suitability, value has no significant effect on consumer response to the Masako brand product, this shows that with the current suitability, value, it has not been able to encourage consumer response to rise. It can be concluded that the suitability, value which consists of understanding the core value of the brand, supporting the purpose of the brand's core value, agreeing with the brand's core value, relevant to the needs, and social norms, which currently cannot improve consumer response.The desire to try to influence consumer response to Masako brand products, this shows that with the desire to try consumers, will encourage consumer response. It can be concluded that the desire to try which consists of attention, interest, and desire, if managed properly and always improved, the consumer response will increase.

Of the three variables hypothesized to influence consumer response in this study, the greatest value is the direct relationship between brand awareness and consumer response. This confirms that Masako brand cooking seasoning awareness is very dominant in influencing the purchase of consumer responses. On the other hand, of the two variables hypothesized to influence brand awareness in this study, the biggest value is the direct relationship between perceived value and consumer brand awareness. It also emphasizes the role of perceived value. Therefore, consumer response will increase with increasing the value perceived by consumers. Thus the perceived value should be maintained and if possibly be increased, so that consumer response will increase.

V. Conclusions

From the results of testing the models in this study, able to explain the relationship between brand identification, perceived value, brand awareness, conformity value, willingness to try, and consumer response to Masako products in East Java. The results in this study are very important because there are stages of influence of each factor and construct that runs in a tiered (recursive) way, that is the brand identification variable, and the

perceived value positively influences brand awareness variables, conformity values, willingness to try, and responses consumer. The results of this study are a significant contribution, especially in marketing theory, and marketing strategies. It was found that conformity value has not been able to increase consumer response to Masako brand products. The results of this study reflect the need for social norms and motives to comply with the rules. The Indonesian Ulema Council (MUI) fatwa on halal is an important indicator of suitability for food and its derivatives in Indonesia.

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