

THE EFFECT OF PRODUCT, BRAND ASSOCIATION, BRAND PERSONALITY AND ENDORSER IN INTENSE BUYING

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ABSTRACT

This study aims to determine the effect of endorser, brand association, brand personality, and product characteristics in intense buying of Energy drinks Herbaviton. This study is took the 150 respondents and used a judgmental sampling method. Data analysis techniques used factor analysis and multiple regression analysis. The results showed that the brand association and product characteristic significantly effect the intense buying of Herbaviton, while the celebrity endorser and the brand personality does not significantly affect the intense buying of Herbaviton. The Company should use popular commercials person that has power and physical attraction or personality so can affect the consumer, and more attractive to the formation of a good brand personality and good product because will be consumer in buying product which according to him.

Keywords: *endorser, brand association, brand personality, product characteristics, intense buying.*

INTRODUCTION

In the era of globalization business competition that is increasingly dynamic, complex and uncertain, not only provides opportunities but also challenges faced by companies to always get the goodness to capture and maintain market share. Every company tries to attract potential consumers in various ways, one of them is by providing information about products. Organizational performance is an indicator of achievement level and it reflects the success of the members of the organization. Seeing the phenomenon of the increasing number of product advertisements that use celebrities as endorsers, companies that are producers of energy drinks Herbaviton use athletes/athletes as endorsers to support

advertising campaigns in various print and electronic media. The company hopes that by providing information to prospective customers about brand associations and personality and product through advertising media supported by endorser known to public can influence consumers' buying interest in the products offered. The business environment consists of a market environment and environment not a market (Firmansyah, 2019).

LITERATURE REVIEW

Endorser

Providing information about these products can be done through marketing communication programs including: advertising, sales promotions, personal selling, direct marketing and public relations (Kotler, 2012).

From the various marketing communication programs, advertising is a commonly used way for companies to direct persuasive communication to the target audience. The success of a business is reflected in the extent to which marketers are able to provide satisfaction to their customers. (Fatihudin, 2020). This media is felt to affect consumers to make purchases. Endorsers are advertising supporters or also known as advertising stars that support the advertised product. Endorser is divided into two types, A typical Person Endorser, utilizes several people who are not among celebrities to convey messages about a product and a Celebrity Endorser is a famous person who can influence others because of his achievements. Endorsers are figures (actors, entertainers, or athletes) because of their achievements and acting as people who talk about products, which in turn can influence consumer attitudes and behavior that refers to the products they support (Faisal, 2022).

Brand Association

Fadillah (2022), brand association is any impression that appears in one's mind that is related to his memory of a brand also word of mouth activity. Through brand can also differentiate from competitors' products on the market and communication (Firmansyah, 2020). This differentiation base is very important because this differentiating basis will be used by consumers to choose products offered by manufacturers. Many companies try to win the competition by spending a lot of time and resources available to find new customers. (Fatihudin, 2019). A brand association is a set of brand assets and liabilities that relate to a brand, its name, and its symbol, which increase or decrease the value provided by an item or service to the company and its customers. Thus the company must be able to build associations with consumers so that consumers always remember a brand of associations created by the company because the battlefield is in the minds of consumers. In addition to forming brand associations, producers can also associate a brand through brand personality (Aaker D, &

Jennifer L., 2010).

Brand Personality

There is plenty of evidence to strengthen the personality that consumers prefer brands that are more suitable for themselves, real or ideal. Some experts have also found that humans and brand personalities can strengthen each other, (Ashari, 2021) "Brand personality of goods and services is associated with a higher level of consumer emotional response, consumer trust and loyalty and satisfaction (Fatihudin, 2019). By expressing the characteristics of consumer value, brand personality plays a decisive role in the brand selection of small and medium enterprises (Maro'ah, 2018). Through service innovation, catering businesses gain the trust of customers, win the extensive support of society, and set up the brand image completely to acquire customers' satisfaction and loyalty, as well as treat customers as existent value, the premise of the existence, and the foundation of the development of globalization. (Sari, 2016). The development of internet technology and social media in the business world is entering an era where marketing becomes cheaper and easier to access. (Hariyanto, 2018)

Product Characteristics

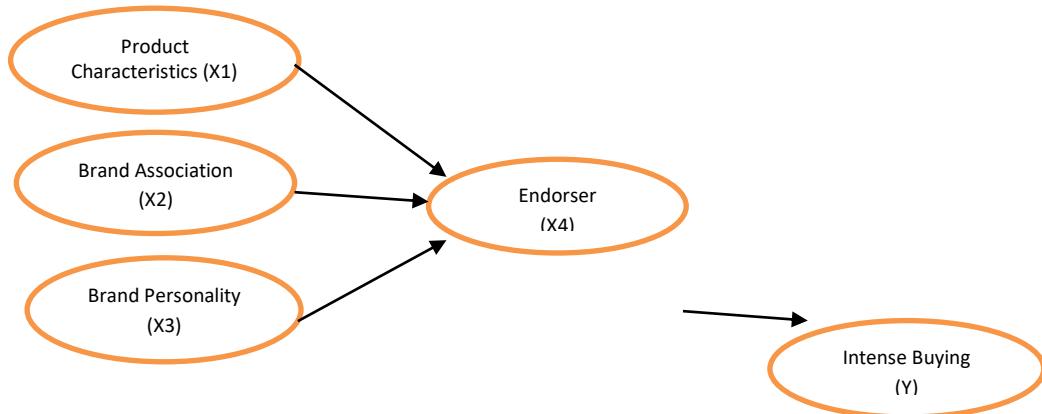
In terms of product characteristics, the producer displays the specific or specific characteristics of the product to be different in the market, so that consumers can easily distinguish a product from other products in the market (Kotler, 2012). Of the various associations that are formed, it will help create a good and strong image, which will ultimately influence consumers in their decisions to buy and consume a product in enterprises (Roosmawarni, 2021). Products are the result of production that will be thrown to consumers for distribution and use by consumers to meet their needs". Whereas according to Fatihudin (2020), "Products are everything that can be offered to the market, knowledgeable, resourceful, and satisfying is a part of human capital"

Intense Buying

Intense buying is the process of purchasing goods and services that are carried out spontaneously and directly (Muhammad Anang 2019). This shows that a purchase is categorized as intense buying if there is no planning for the purchase of the product concerned. "Intense buying is a spontaneous and

immediate purchase, where the reality consumer is not actively looking for a product and has no prior plans to purchase." This opinion shows that impulse buying is a spontaneous and immediate purchase, and this occurs when consumers search for a product and there is no desire to buy a particular product or services. (Sufyandi, 2019)

Conceptual Framework



Based on the background of the problems described previously, four research issues can be formulated as follows:

1. Does Product Characteristics effect on Endorser?
2. Does the Brand Association effect on Endorser?
3. Does Brand Personality effect on Endorser?
4. Does Endorser effect on intense buying?

RESEARCH METHODS

The sampling method used is non-probability sampling with Judgmental sampling techniques with the community who have seen product advertisements. The number of samples used in this study were 150 respondents, because the research carried out could be classified as TV, Radio, or Print Advertising, so the researchers took a sample of 150 where the sample did not violate the provisions. The concept to be measured in this study is the endorser concept, Brand association, Brand Personality, Product Characteristics and Intense buying. These concepts can be measured at the level of interval measurement. This study uses the level of

interval measurement because researchers want to identify the effect of Endorsers, Brand association, Brand Personality and Product Characteristics on the Intense buying of products. The scale method used and in accordance with the level of interval measurement is a Likert scale. the Likert scale is attitude measurement technique in marketing research. This scale allows respondents to express agreement or disagreement with statements regarding the object of stimulation.

Data processing and analysis techniques used in this study are multiple regression analysis techniques, with the completion of using SPSS program. Multiple regression analysis techniques are used to predict how the statement of dependent variable if two or more independent variables as a predictor factor are manipulated. The independent variable of multiple regression must be more than two (Sugiyono, 2008). In this study multiple regression analysis was used to identify the influence of each factor, namely Endorser,

Brand association, Brand personality, Product Characteristic on buying intention.

RESULT AND DISCUSSION

Multiple regression equation model

The multiple regression equation model in this study is as follows

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \quad (1)$$

Where in this study: Y = is a Dependent variable. Y is defined as Intense Buying β_0 = Constant β_1-4 = Coefficient of regression X_1 = Endorser X_2 = Brand Association X_3 = Brand Personality X_4 = Product Characteristic ϵ = Residual In this study, the statistical hypothesis will be tested using regression analysis at a significant level of 5% or 0.05.

From questionnaire distributed to 150 respondents, namely respondents who have seen product advertisements, the data obtained will be used to solve the research problem. General description of respondents, which supports

research data based on gender, age, monthly expenditure, last education, employment and intensity in watching advertisements.

Factor Analysis

Factor analysis is a tool or instrument that is used to analyze several variables from a study that emphasizes the theory and the actual reality and analyzes the relationship (intercorrelation) between these variables to find out whether the variations that come from or are based on a number of fewer basic factors of the number of variations in the variable. In this study, if there is an empirical indicator that shows the extraction value is below 0.5, then the empirical indicator is reduced so that only leaves a valid empirical indicator (Ghozali, 2018). So that only a valid empirical indicator can then proceed to the next data analysis stage, namely multiple regression analysis

Table 1. *Goodness of Fit and R-Square*

Variable	R-Square
Product Characteristics	0.211
Brand Association	0.519
Brand Personality	0.661
Endorser	0.601
Intense Buying	0.284

Source: Processed data (2021)

Table 2. *Path Coefficients*

Variable	Original Sample (O).	T Statistics (O/STDEV)	P Values	Remarks
Product Characteristics	-> Endorser	0.316	3.632	0.000 Signifikan
Brand Association	-> Endorser	0.215	3.137	0.002 Signifikan
Brand Personality	-> Endorser	0.470	5.455	0.000 Signifikan
Endorser	-> Intense Buying	0.775	20.132	0.000 Signifikan

Source:Processed data (2021)

5. CONCLUSION

Based on the analysis discussed earlier, the following conclusions can be drawn:

2. Brand Association significant effect on the Endorser of Herbaviton products.

3. Brand Personality has no significant effect on the Endorser of Herbaviton products.

The suggestions proposed for managerial implication are as follows:

1. Can be used as input for the company, that the use of advertising Athletics stars as Herbaviton endorsers has no significant effect on buying intention. Companies must pay attention to the selection of advertising Athletics stars in

1. Product Characteristic significantly affect on the Endorser of Herbaviton products.

4. Endorser significantly affect on the Intense Buying of Herbaviton products.

Herbaviton advertisements that have the ability to provide information about products and the ability to attract potential customers, which in turn can affect consumer buying interest. Companies can use advertising Athletics stars from badminton, where the sport is very popular and loved by most Indonesians from various

backgrounds, both above and below and has good achievements in the world. For example, Taufik Hidayat the national athlete from the badminton sport who excels in their fields. By using Taufik Hidayat as a product advertisement star, it can enable companies to attract consumers' attention and buying interest from advertising, and at the same time realize the company's vision.

2. Can be used as input for the company, that brand association in Herbaviton products effect on buying intention. The company must continue to maintain and enhance product impressions in the mind of consumers, the Company, can so through increasing Marketing communication on the target market. Marketing Communication can be done through print or electronic media. In electronic media, especially television, the Company displays its advertisements at the prime time (family) or during events with a fairly good retelling and presentation, thus affecting the consumer's memory of the product. Impressions - the impression conveyed repeatedly will create a positive and strong image, which will ultimately affect consumers in their decision to buy and consume Herbaviton products.

3. Can be used as input for the Company, that the use of brand personality in Herbaviton products not significant effect on purchase intention. The company must pay attention strong brand personality in the product, because it will be used as a consumer in purchasing products that are appropriate to him. From the results of this study the use of the word "Drinks for Brave" which is attached to Herbaviton products at present, is less representative of the product and less accepted by the consumer's mind. The word "Drinks with Stamina" will be more accepted and easily interpreted by consumers in general.

4. Can be used as input for the Company, that the characteristics of Herbaviton products significantly influence the intention to buy. The company must maintain and develop unique and different characteristics of Herbaviton products with other energy drink products and continue to innovate products with the development of trends. Product innovation in terms of taste, by

adding new flavors that can be easily accepted by consumers. From the characteristics of products offered by Herbaviton can affect the positive perception of consumers, and encourage consumers to make purchases and consume products.

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