

The Role of Brand Image as a Mediation of The Effect of Advertising and Sales Promotion on Customer Purchase Decision

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Abstract

Some researchers and marketing practitioners still rarely study comprehensively and in-depth the role of advertising and sales promotion in improving brand image and customer purchase decisions, especially by involving well-established basic theories in the field of marketing science. This study aims to examine and analyze in a comprehensive and in-depth manner the role of advertising, sales promotion, and brand image on customer purchase decisions on the ShopeeFood platform in Indonesia. This study uses a survey approach and involves as many as 198 teenagers and adults who have used online food delivery services. The process of testing and analyzing data used a structural equation modeling (SEM) approach with software AMOS version 24. This study confirmed several findings, advertising and sales promotion were found to have a significant effect on brand image and customer purchase decisions, the brand image was also found to have a positive and significant effect on customer purchase decisions. This study explains that advertising, sales promotion, and brand image are the antecedents of attitude that encourage the formation of behavior within the framework of the theory of planned behavior (TPB). This study can be used as a reference for marketing practitioners to develop and design effective strategies to build and improve brand image and customer purchasing decisions for a product or service they offer.

Keywords: Advertising, Sales Promotion, Brand Image, Customer Purchase Decision

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1. Introduction

Brand image is still the focus of attention of some practitioners and researchers in the field of marketing science because it influenced interest and purchasing decisions for a product or service (Hanaysha, 2018). Brand image is defined as a perception of a brand which is described as a brand association in the memory of consumers (Keller & Swaminathan, 2020). Consumers will recall information about a brand, and this happens in general when consumers participate in decision-making. Several pieces of literature have revealed that brand image can be formed and strengthened through several approaches, such as promotion (Agmeka et al., 2019), advertising (Raji et al., 2019), service quality (Wu et al., 2011), and so on. Brand image is reported to be one of the factors that encourage consumers to use a product or service on an ongoing basis (Ramesh et al., 2019). In an empirical study, brand image is reported to have an important role in increasing sales (Gilaninia & Mousavian, 2012).

Theoretically, the urgency of the role of brand image in influencing customer purchasing decisions can be explained through the perspective of Ajzen's (1991) theory of planned behavior (TPB). According to Ajzen (2020), the theory of planned behavior essentially explains that a person exhibits certain behaviors because of the impetus for behavioral intentions that were previously influenced by attitudes, subjective norms, and perceptions of behavioral control. In the context of purchasing decisions, brand image can be categorized as an aspect that influences attitudes which can then trigger an intention to behave (Wu et al., 2020). Some researchers in the field of marketing still rarely involve the theory of planned behavior in explaining the role of brand image on purchasing decisions. The involvement of relevant and well-established basic theories in explaining a model is needed, especially in explanatory research. This is so that the model is easy to understand and has a strong theoretical foundation.

Behind the positive influence it brings, not many business people, especially in Indonesia, realize the urgency of brand image for the sustainability of their business. For this reason, it is necessary to do concrete proofs regarding the urgency of brand image. Regarding the role of brand image in purchasing decisions, some phenomena can be

used as a basis to strengthen this belief, one of which is the online food delivery business conducted by Shopee. Shopee through their online food delivery business has proven that brand image is an advantage, this opinion is proven through the achievements they have achieved. Shopee occupies the top three positions in the online food delivery business after GoFood and GrabFood (Trilatifah, 2021) even though they can be said to be newcomers to the business. From the online food delivery business, Shopee has succeeded in strengthening their brand image and attracting the attention of customers through the product and service innovations they provide (Arimbi, 2021). Experts report that brand image plays an important role in influencing customer purchasing decisions (Batlajery & Alfons, 2019; Wardani & Susanto, 2020). Agmeka et al., (2019) revealed the same finding that e-commerce customers decide to buy products through certain platforms based on brand image considerations.

Some of their image strategies are generally carried out through advertising and sales promotion (Abbas et al., 2021; Amini et al., 2012). Advertising in several studies was found to be effective in enhancing brand image (Hanaysha, 2018; Ramesh et al., 2019). However, Hartono & Dewi (2019) conveyed a different finding that advertising has no significant effect on brand image. Furthermore, experts confirm that sales promotion has a significant impact on improving the brand image of products and services (Agmeka et al., 2019; Hanaysha, 2020). However, a different study also revealed that sales promotion did not have any impact on the brand image (Langga et al., 2019).

This research is expected to provide several positive contributions in the field of marketing science regarding strategies to encourage customer purchasing decisions on digital platforms. First, researchers and practitioners in Indonesia still rarely conduct studies on strategies to improve customer purchasing decisions in the context of digital platforms, especially by involving aspects of brand image, advertising, and promotion in one unified model (Helmi et al., 2022). This research will conduct a comprehensive and in-depth study regarding the role of brand image, advertising, and sales promotion on consumer purchasing decisions on the ShopeeFood platform. Second, there is limited research that studies the role of brand image, advertising, and promotion on purchasing decisions in the perspective of a well-established basic theory in the field of marketing science. This study will conduct a comprehensive and in-depth study regarding the role of brand image, advertising, and promotion on consumer purchasing decisions through the perspective of the theory of planned behavior (TPB).

2. Theoretical Framework and Hypothesis Development

2.1 Customer Purchase Decision

Purchasing decisions involve a sequence of choices formed by consumers before making a purchase that begins after he has a willingness to fulfill a need (Hanaysha, 2018). Consumers must reach decisions related to the place of purchase, desired brand, model, amount of purchase, time to purchase, amount of money to be spent, and method of payment. This decision can certainly be influenced by marketers by providing information about their products or services that can influence the consumer appraisal process. Blackwell et al., (2001) revealed that to understand consumer purchasing decisions, marketing managers must understand their consumption processes and the benefits of organizational products and services in their perceptions.

According to Hanaysha (2018), there are several phases that consumers will go through when they intend to buy certain products that will affect their purchase decision process and post-purchase behavior. The first stage is problem recognition by which consumers intend to satisfy their needs and wants. The marketer's role in this phase arises when using advertising, personal selling, and packaging to generate recognition of a desired need or want. In the second stage, consumers begin to seek information either from internal sources (usually from their past experiences) about the product or outside sources, such as friends, family, relatives, neighbors, annual reports, publications, salespeople, social media, or packaging labels. From these stages, consumers evaluate alternatives and choose from the brand that best suits them and satisfies their needs (Hanaysha, 2018). Some experts reveal that consumer purchasing decisions can be influenced by many factors, such as; advertising (Furaji et al., 2013; Martins et al., 2019), sales promotion (Agbi et al., 2019; Akbar et al., 2020; Hanaysha, 2018; Said et al., 2019), brand image (Agmeka et al., 2019; Ramesh et al., 2019), price (Hanaysha, 2018), service (Dapas et al., 2019; Irawan, 2018), and so on.

2.2 Advertising

Advertising is defined as a campaign designed by a company to persuade potential consumers to buy its product or service because of the benefits it contains and the ability to satisfy needs (Hanaysha, 2020). According to Agrawal (1966), advertising spend allows brands to retain their customers in the long term and protects them from switching to other competitors. Previous literature reports that advertising spending plays an important role in

influencing consumer choice (Basil et al., 2013) and evaluation of brand image (Abbas et al., 2021). Raji et al., (2019) found that advertising messages influence consumer perceptions of brands and act as a driver of purchase intention. Furthermore, according to Raji et al., (2019) advertising is an effective marketing strategy for marketers to build brand image and consumer perceptions of product quality. Several studies have found that advertising has a positive effect on the brand image (Abbas et al., 2021; Hanaysha, 2020; Kunkel et al., 2019; Raji et al., 2019) and consumer purchasing decisions (Furaji et al., 2013; Martins et al., 2013; Porto et al., 2022). Referring to the theoretical basis and some empirical findings, alternative hypotheses can be proposed:

H1. Advertising has a positive effect on brand image.

H2. Advertising has a positive effect on purchasing decisions

2.3 Sales Promotion

Sales promotion is another element of marketing communication that aims to communicate the company's message to consumers to increase their interest in buying products and services (Kotler & Armstrong, 2018). Previous literature describes promotion as an action-focused marketing program whose main goal is set by the brand to influence consumers and encourage them to form favorable purchasing decisions or participate in product trials (Hanaysha, 2018). In different literature, Hanaysha (2021) explains that the main purpose of promotion is to attract the attention of consumers, to provide information about the company's products or services, and to influence their purchasing decisions. Some previous studies have found that sales promotion plays a significant role in a brand image (Agmeka et al., 2019; Amini et al., 2012; Hanaysha, 2020). In addition, promotion is also an important factor in driving customer purchasing decisions (Agbi et al., 2019; Akbar et al., 2020; Hanaysha, 2018; Said et al., 2019). Referring to the theoretical basis and some empirical findings, alternative hypotheses can be proposed:

H3. Sales promotion has a positive effect on brand image.

H4. Sales promotion has a positive effect on purchasing decisions

2.4 Brand Image

Brand image is defined as the consumer's perception in his memory of the brand which is reflected in brand associations (Iglesias, 2014). Brand image is also considered as one of the important intangible assets that have an impact on consumer perceptions (Martínez et al., 2014). Companies carry out brand image development that indirectly has the potential to expand their brand portfolio (Agmeka et al., 2019). By expanding the brand portfolio to new products, companies can benefit from an established brand image and awareness. Moreover, it can make potential customers more aware of their brand image (Kremer & Viot, 2012). Agmeka et al., (2019) explained that stores that have a high brand image can increase consumers' intention to buy their goods. Recent empirical findings have found that brand image has a positive effect on customer purchasing decisions (Hanaysha, 2018; Ramesh et al., 2019; Wardani & Susanto, 2020). Furthermore, the brand image formed from advertising and promotions has also been shown to encourage customers to make purchasing decisions (Hanaysha, 2018, 2020, 2021). Referring to the theoretical basis and some empirical findings, alternative hypotheses can be proposed:

H5. Brand image has a positive effect on purchasing decisions

H6. Brand image mediates the effect of advertising on purchasing decisions.

H7. Brand image mediates the effect of sales promotion on purchasing decisions

3. Methodology Research

3.1 Data Collection and Analysis

This research involves users who have used the ShopeeFood platform. From a survey conducted through several social media platforms such as WhatsApp, Telegram, Facebook, and Instagram, at least 198 respondents from various circles were obtained. This study uses a structural equation modeling (SEM) approach with software analysis moment structures (AMOS) version 24 as a data analysis tool. Furthermore, in testing the effect of mediation, this study uses the Sobel test as has been widely used in some relevant pieces of literature.

3.2 Variable Measurement

The measurement of variables adopts some instruments that have been developed by experts in relevant previous studies. Consumer purchase decisions are measured using five instruments developed by Shareef et al., (2008) and (Hanaysha, 2018). Advertising (advertising) is measured using four items developed by Shareef et al., (2008). Sales promotion was measured using four items developed by Villarejo-Ramos & Sanchez-Franco (2005). Meanwhile, brand image is measured using five items from Jalilvand & Samiei (2012) and (Agmeka et al., 2019).

Furthermore, the answer choices for each item or instrument in this study adopted a five Likert scale model, namely "strongly agree" to "strongly disagree"

4. Results and Discussion

4.1 Model Measurement

The results of the first-order confirmatory factor analysis (CFA) test, overall the construct items showed a loading factor value > 0.5, meaning that the variable measurement items in the research model were declared valid. Furthermore, from the test, the variance extracted (VE) value > 0.5 and average variance extracted (AVE) > 0.7 and construct reliability (CR) > 0.7 for the entire research construct, meaning that the items used in the model can be declared reliable. Furthermore, testing the quality of the instrument using the first-order CFA also displays the output of the goodness of fit index test. In the advertising construct, the overall index is in the good fit category (Chi-square, Probability, RMSEA, RMR, GFI, AGFI, CMIN/DF, CFI, and TLI). In the sales promotion construct, there are five indexes in the good fit category (RMR, GFI, AGFI, CFI, and TLI). In the brand image construct, the overall index is in the good fit category (Chi-square, Probability, RMSEA, RMR, GFI, AGFI, CMIN/DF, CFI, and TLI). And in the customer purchase decision construct, there are six indexes in the good fit category (RMR, GFI, AGFI, CMIN/DF, CFI, and TLI). According to Hair et al., (2014) it takes at least three to 4 indexes in the good fit category so that the model can be said to be feasible or adequate. Because from the results of the goodness of fit test, the overall research construct shows more than three indexes in the good fit category, then the research model can be said to meet the feasibility so that it can be continued to the next testing stage.

4.2 Structural Model

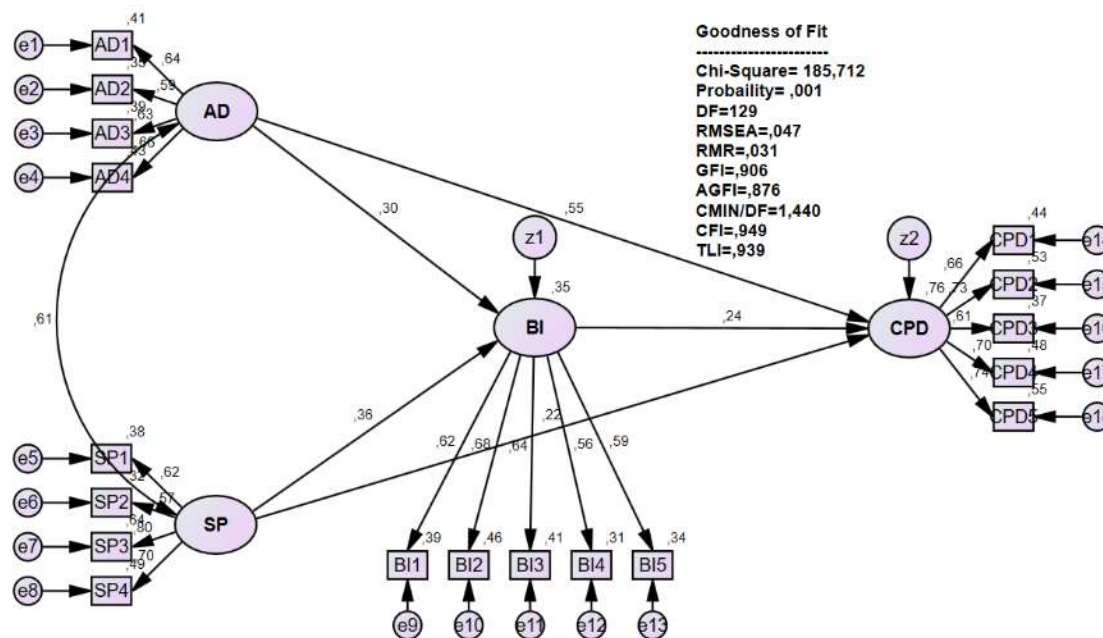


Figure 1. SEM Model

Table 1. Structural Model Measurement

Construct	Items	Loading Factor	VE	AVE	CR
Advertising	AD1	0,659	0,5105	0,7145	0,7241
	AD2	0,626			
	AD3	0,592			
	AD4	0,640			
Sales Promotion	SP1	0,702	0,5533	0,7439	0,7688
	SP2	0,797			
	SP3	0,569			
	SP4	0,617			
Brand Image	BI1	0,587	0,5003	0,7073	0,7556
	BI2	0,557			
	BI3	0,644			
	BI4	0,676			
	BI5	0,624			
Customer Purchase Decision	CPD1	0,660	0,5647	0,7515	0,8163
	CPD2	0,725			
	CPD3	0,606			
	CPD4	0,696			
	CPD5	0,739			

Table 2. Discriminant Validity

Variable	AD	SP	BI	CPD
AD	0,715			
SP	0,353	0,744		
BI	0,300	0,355	0,707	
CPD	0,611	0,224	0,243	0,752

Note: AD = Advertising, SP = Sales Promotion, BI = Brand Image, CPD = Customer Purchase Decision.

The measurement of the complete structural model shows that overall the research construct items have a loading factor value > 0.5 , then the items are declared valid. Furthermore, from the measurement of the complete structural model, the value of variance extracted (VE) > 0.5 and average variance extracted (AVE) > 0.7 and construct reliability (CR) > 0.7 for the whole construct, the research construct items are declared reliable. Furthermore, the complete structural model also displays the goodness of fit test value, where there are six indexes in the good fit category (RMSEA, RMR, GFI, AGFI, CMIN/DF, CFI, and TLI). This finding indicates that the complete structural model has met the feasibility of the model as stated in the previous article, that it takes three to four indexes in the good fit category so that the model can be said to be feasible or adequate (Hair et al., 2014).

The number of samples in this study was 198 samples, meaning that the number of samples had met the minimum sample described in the range of 100-200 samples (Hair et al., 2014). Univariate data normality shows that the overall critical ratio (c.r) on skewness is more than ± 2.56 . Meanwhile, the normality of the multivariate data shows the number 4.904 or greater than ± 2.56 . However, some experts argue that the assumption of multivariate normality can also be met with a critical kurtosis of no more than 30 (Lai & Hitchcock, 2014; Walker, 2010). This statement confirms that the research model has met the assumption of normality both univariate and multivariate. The Mahalanobis distance test shows that there is no data with a d-squared Mahalanobis value > 42.3124 , meaning that there are no outliers in the research data. Finally, the correlation between independent variables shows the number $0.611 < 0.85$, meaning that there is no multicollinearity in the model (Hair et al., 2014). Thus the overall SEM assumptions have been met so that the data can be analyzed to the next stage.

The results of hypothesis testing show that the standardized estimate of advertising on brand image is 0.300 with a C.R. of $2.325 > 1.96$, meaning that advertising has a positive and significant effect on brand image, then the first hypothesis is accepted. The standardized estimate of advertising on customer purchase decisions is 0.549 with a C.R. value of $4.566 > 1.96$, this finding means that advertising has a positive and significant effect on customer purchase decisions, so the second hypothesis is accepted. The standardized estimate of sales promotion value for the brand image is 0.355 with a C.R. of $2.805 > 1.96$, this finding shows that sales promotion has a positive and significant effect on brand image, so the third hypothesis is accepted. The value of the standardized estimate of sales promotion to the customer purchase decision is 0.224 with a C.R. of $2.246 > 1.96$, this finding proves that sales promotion has a positive and significant effect on customer purchase decisions, so the fourth hypothesis is accepted. Finally, the value of the standardized estimate of the brand image on the customer purchase decision is

0.243 with a C.R. of $2.2622 > 1.96$, this finding proves that brand image has a positive and significant effect on customer purchase decisions, so the fifth hypothesis is accepted.

4.3 Mediation Effect

Table 3. Direct Effect, Indirect Effect, and Total Effect

The direction of Mediation Effect	Standardized Direct Effect	Standardized Indirect Effect	Influence Standardized Total	Conclusion
AD → BI → CPD	0,549	0,073	0,622	Not significant
SP → BI → CPD	0,224	0,086	0,310	Not significant

Referring to the results of the Sobel test calculation, the effect of advertising on customer purchase decisions through brand image shows the value of $t_{count} 1.747 < t_{table} 1.96$, this finding shows that there is no mediating role of brand image on the influence of sales promotion on customer purchase decisions, thus the sixth hypothesis is rejected. Furthermore, regarding the effect of sales promotion on customer purchase decisions through brand image, the value of $t_{count} 1.919 < t_{table} 1.96$, this finding also shows that there is no mediating role of brand image on the influence of sales promotion on customer purchase decisions, thus the seventh hypothesis is rejected.

5. Conclusion

The results of testing and data analysis show that advertising has a significant effect on brand image and consumer purchasing decisions. This finding supports the findings presented in several relevant studies, advertising is a significant antecedent of brand image (Abbas et al., 2021; Hanaysha, 2020; Kunkel et al., 2019; Raji et al., 2019) and consumer purchasing decisions (Furaji et al., 2013; Martins et al., 2019; Porto et al., 2022). Advertising can change the consumer's perspective on a product or service, for that advertising must be packaged in the form of innovative content to attract consumers' attention (Bakar et al., 2015). In addition, marketers must also be able to place their product advertisements through certain distribution channels so that they can reach their targets effectively. An effective and commonly used advertising distribution channel today is through digital platforms. Experts report that advertising through digital platforms can influence consumer attitudes and purchasing decisions on a product or service (Dahiya & Gayatri, 2017; Giao & Vuong, 2020). Experts also report that advertising is proven to increase product sales (Malhotra et al., 2018).

Furthermore, this study confirms that sales promotion also has a positive and significant effect on brand image and consumer purchasing decisions. This finding strengthens several previous empirical results, that sales promotion has a significant effect on the brand image (Agmeka et al., 2019; Amini et al., 2012; Hanaysha, 2020) and consumer purchasing decisions (Agbi et al., 2019; Akbar et al., 2020; Hanaysha, 2018; Said et al., 2019). There are several ways companies can initiate promotional offers, including; coupons, discounts, premium offers, contests or events, and other gifts (Hanaysha, 2018). The purpose of promotion is to build consumer interest in buying products (Gorji, 2020) and create a positive impression so that the brand can be embedded in consumers' minds (Raji et al., 2019). Not much different from advertising strategy, promotion must also use innovative methods and distribution channels to reach the target market effectively. Experts report that innovative sales promotions are proven to lead businesses to competitive advantage and sustainable performance achievement (Mensah, 2018; Na et al., 2019).

Brand image in this study was also found to have a significant positive effect on consumer purchasing decisions. Several experts report that brand image is one of the important aspects that influence consumer interest and decisions towards a product (Hanaysha, 2018; Ramesh et al., 2019; Wardani & Susanto, 2020). Although there are still several studies that report that brand image does not bring any changes to consumer purchasing decisions (Ariestanty et al., 2019). However, other experts say that brand image can be said as part of the competitive advantage that a business has (Panda et al., 2019; Reyes et al., 2012). There are several aspects that business people can do to build, maintain, and strengthen their brand image, namely; advertising (Agmeka et al., 2019), promotion (Raji et al., 2019), product and service quality (Wu et al., 2011), price (Hanaysha, 2018) and so on.

The findings in this study form the basis for the conclusion that brand image, advertising, and sales promotion are significant antecedents of the construct of consumer purchasing decisions, especially in the context of the ShopeeFood platform in Indonesia. Brand image, advertising, and promotion from the point of view of the theory of planned behavior are significant antecedents that can influence an individual's attitude to show certain behaviors as stated in several studies (Wu et al., 2011). The behavior referred to in the context of this study is specific to consumer purchasing decisions (Giampietri et al., 2017). This condition is evidenced by research findings that report a significant influence of advertising, promotion, and brand image on consumer purchasing decisions. Thus,

this finding clearly states that the theory of planned behavior (TPB) has strong relevance to explain the urgency of brand image on purchasing decisions.

5.1 Limitations and Recommendations

This study has some limitations, where this study in explaining the role of brand image, advertising, and sales promotion on purchasing decisions only uses one basic theoretical perspective which is specifically the theory of planned behavior (TPB). It is hoped that the relevant further studies can explain the influence of these constructs through different basic theoretical perspectives and are not limited to one basic theoretical perspective. In addition, this study only positions brand image as a connecting variable between the influence of advertising and promotion on purchasing decisions. It is hoped that further relevant studies can position the brand image in different roles to get a new research model. This research only focuses on consumer analysis units using the ShopeeFood platform, it is hoped that in future studies the analysis units can be aimed at different platform contexts and this step may produce different findings.

5.2 Implications

Theoretically, this study confirms the significant role of advertising and promotion in improving brand image and consumer purchasing decisions. The theory of planned behavior (TPB) perspective explains that brand image, advertising, and sales promotion are antecedents that can change and influence an individual's attitude to show certain behaviors such as decisions to purchase a product. In a managerial context, this study can serve as a basis and reference for marketing managers and business institutions to develop and design an effective strategy to build and strengthen brand image and improve consumer purchasing decisions for the products or services they offer.

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