Increasing Market Strategy: Maintaining Purchase Intention on Multinational Company in Indonesia

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Abstract

Nowadays, the increasing use of body care products, the variations of the products and the marketing of the products are starting to increase in the most creative and interesting way as possible. But in this era, just being interesting isn't enough, there should be an impact that can be made from using the product of our choice. Love Beauty and Planet (LBP) is one of Multinational Corporation (MNC) Unilever subsidiary which produces environmental-friendly & cruelty-free products that offer a lot of impact to the earth and the society. Researchers would like to see how some variables will impact the customers in Indonesia. This research was conducted to know more about the relationship between brand image to the purchase intention of customer and the relationship between trust to the purchase intention of customer. The researcher uses quantitative research, in which the data is collected in the form by spreading questionnaires. The number of samples is 190 consumers. To proceed data, researchers used software the Stata Release 15, The authors conducted validity and reliability tests to ensure that the data were valid and reliable. After that the Authors conducted regression testing, the results showed that brand image and trust affect purchase intention in Love Beauty & Planet.

Keywords
Brand Image, Trust, Purchase Intention, Love Beauty & Planet, Strategic.

1. Introduction
A business or a brand that is willing to try to minimize the impact of damage to the environment is starting to appear everywhere, and those brands that have already existed, are starting to transition their products and services to be more environment friendly (Buttenberg, 2017); (Lyapina et al., 2017); (Adirinekso. G.P. et al., 2020); (Rajagukguk et al., n.d.). Especially with the rising pressure for businesses to be more aware of the environmental issues it is impossible to be ignored. Businesses, brands and companies need to come up and develop their business models that can be implemented with a more environment and green trends that are becoming more popular nowadays ((Powers et al., 2017); (Adirinekso et al., n.d.); (Surjana et al., n.d.)). Doing a more environmentally friendly strategy or green marketing concept is none other than because of the increase of the awareness of the target market to be more oriented towards the environment.

Love Beauty and Planet is used as the brand that will be analyzed. Love Beauty and Planet (LBP) is an international body care products company, operating and selling in more than 15 countries globally. LBP is the subsidiary of

Unilever that is well known for its social responsibility program ((van Doorn et al., 2017); (Lindholm, 2018); (Budiono, Evanson, et al., n.d.)). Since first established back in 2018, Love Beauty and Planet has goals to create a cleaner, greener, and beautiful condition for the planet earth. By 2020, this company has 6 main goals. Starting with making the products entirely from 100% recycled materials, utilizing fast-rinse technology to conserve water, carbon footprints are being reduced and counted, bringing environmental transformation, and lastly, introducing technologies that are both beautiful and good for the environment.

Love Beauty and Planet (LBP) Indonesia, the goals are the same with the other countries where LBP are operating. But there are several special edition product chains released in certain countries. Seeing that plastic waste is still a challenge faced by Indonesia and the rest of the world, which mostly ends up in the oceans, LBP Indonesia released "Clean Oceans Edition" to support the movement of creating a better sea ecosystem ((Moise et al., 2019); (Buttenberg, 2017)). According to government, plastic trash accounts for 36-38% of waste in Indonesia's coastal areas, posing a significant threat to the marine ecosystems.

Authors are attempting to investigate the impact of customers' perceptions of corporate social responsibility in this report (CSR). The purpose is to provide light on the impact of perceived CSR on purchase intent (short-term effect) and corporate reputation (long-term effect), as well as brand image, satisfaction (affective and cognitive), and brand trust ((Manhas & Tukamushaba, 2015); (Purba, Budiono, & Rajagukguk, 2021); (Budiono, Purba, et al., n.d.)). The characteristics of the country in which the business is operating will bring an impact and affect its way of doing the strategies, such as marketing strategy. Indonesia in particular, where Love, Beauty and Planet has a branch and production line in the market, may have a very distinct and different way of doing business from some other countries. Indonesia is known for its agricultural country and the nature of its wide area of sea. Indonesia's marine area reaches 3,257,357 km², with that being said, maintaining the nature of Indonesia is very important for businesses and individuals that live here ((Kodir, 2018); (Budiono et al., 2021); (Rajagukguk et al., 2020)). Even though the awareness of the people here is still relatively low, there is an increase in the number of awareness nowadays. Especially with the help of companies and role models that try to deliver the importance of saving our planets from worse conditions ((Budiono, 2012); (Budiono, 2011); (Lyapina et al., 2017)).

From the discussion above, this research paper is aiming to help in finding the solutions and improvements on the effect of brand trust and brand image on purchase intention at Love Beauty and Planet. In this study, the authors want to analyse the effect of brand trust and brand image on purchase intention at Love Beauty and Planet.

2. Literature Review

2.1. Variables

2.1.1. Brand Trust
Consumer trust is an ability that depends on a party based on beliefs about behavior and quality in dealing with risks ((Koschate-Fischer & Gartner, 2015); (Purba, Budiono, & Purba, 2021)). Beliefs about brands are consumer desires that normally depend on the capacity of the brand itself. Brand trust has an impact on consumer mentality and buying behavior, attitudes and fortitude, brand value impressions, brand responsibility, and brand references (Watson et al., 2015).

Efforts to increase consumer confidence in the brand is through complete information about the product brand. Companies can increase interaction with consumers by providing continuous updates on new developments of the brand or by increasing the security and personal information so that consumers can feel more comfortable ((Li et al., 2015); (Hur et al., 2011); (Purba, Budiono, & Purba, 2021)). Through continuous interaction, it will increase consumer confidence in brands and companies.

2.1.2. Brand Image
Brand image is a set of beliefs, ideas and impressions that a person holds regarding an object. Brand image is the form of the basis on a direct experience with a brand ((Gupta & Tandon, 2018); (Mabkhot et al., 2017)). "Brand Image is essentially a subjective and perceptual phenomenon that is established through customer interpretation, whether reasoned or emotional,". It is all about how customers see things. As a result, it is highly dependent on the mental images perceived by each individual of the customers. Brand image is a "Perceptions of a brand as represented by brand associations preserved in consumer memory".

2.1.3. Purchasing Intention

A value-driven motive and a strategic-driven motive both favorably influence purchase intention, but an egotistic-driven motive may have a negative impact. Purchasing intention refers to a consumer's attitude toward a particular purchasing activity as well as their willingness to pay ((Dwivedi et al., 2016); (Chakraborty, 2019)). This is simply a measure of a customer's purchasing patterns or behavior. As part of a group of prediction models, the reasonable behavior model is a representative theoretical model that is used to assess customer behavioral intent. Purchase intentions are linked and can predict future sales, but only to a certain extent. The intention to buy has long been recognized as one of the most important aspects of the economic world, because purchase intent encourages additional profitable enterprises to emerge in the market, especially when buyers are pleased and satisfied with the goods ((Yu, 2003); (Yang et al., 2019); (Steven et al., 2021)).

Consumers' willingness to transact with a business is referred to as purchase intention. It represents a pledge to oneself to buy a product again on the following trip. Purchase intention refers to how customers are likely to make a purchase after evaluating service quality, product quality, and further research knowledge about the business.

2.2. The relationship among Variables

2.2.1. The relationship between Trust and Purchase Intention

Trust contributes a very important role in enhancing purchase intentions ((Hur et al., 2011); (Purba, Budiono, & Purba, 2021); (Purba, Samuel, et al., 2021)). It come to the conclusion that trust is a very crucial factor in the success of a business. Benevolence as an individual's belief that the seller cares about his or her promises and is motivated to act in a trustworthy manner. It shows a clear link between perceived service, quality trust and consumer loyalty ((Suchánek et al., 2014); (Budiono, Purba, et al., n.d.)). Buyers who are loyal are more likely to purchase, therefore there is a strong urge to purchase.

Hypothesis: Trust has a direct positive relationship with purchase intention

2.2.2. The relationship of Brand image to the customer purchasing intention.

When customers are analyzing a product before deciding to purchase it, brand image is frequently used as an extrinsic cue to help with evaluating the product. Brands have a big influence on purchasing decision. A brand image is a subjective idea formed by the customer's and their personal feelings. Consumer behavior, such as customer happiness and loyalty, is influenced by brand image, according to an empirical study ((Ho et al., 2020); (Diallo & Lambey-Checchin, 2017)). According to Spears and Singh (2004), Purchase Intention is "an individual's intentional plan to make an effort to purchase a brand". A consumer's purchasing intention is determined by the perceived benefit and value of a product.

CSR results in greater revenues, a better company image, improved consumer loyalty, and increased market value (van Doorn et al., 2017). Customer engagement with the brand and the creation of a positive brand image in the eyes of customers may be enhanced by CSR initiatives. According to (Cho & Lee, 2019), CSR perceptions are a substantial contribution to brand images, enhancing brand identity and trustworthiness (Graneheim et al., 2017). CSR activities are an organization's ability to identify the products or services by establishing a favorable brand identity, that helps in maintaining excellent recognition. CSR actions have a beneficial influence on brand image because of their importance in improving brand identity.

Hypothesis: The brand image of a company is positively related to customer purchasing intention.

3. Methods

Authors use research model as based on the problems and possible causal relationships between Brand Trust and Purchase Intention, Brand Trust and Purchase Intention then we compile a research model as outlined (Greene, 2018) in the Figure 1.
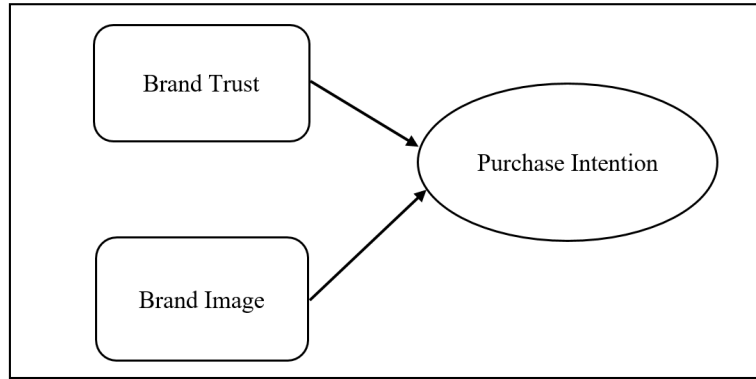
Figure 1. Research Model

Therefore, the conceptual definition and operational definition of variables that used for this research are shown in Table 1.

Table 1. Conceptual Definition and Operational Definition

Variable	Conceptual Definition	Operational Definition	Scale
Brand Image	Brand image is "a set of beliefs, ideas and impressions that a person holds regarding an object," according to Kotler (2018).	1. I feel like using this company's products is a good thing to do.	Likert Scale (1-5)
		2. Using Love Beauty and Planet products is valuable for me.	
		3. This company offers a high-quality product.	
Trust	Consumers' decisions to buy or repurchase from the same provider were similarly influenced by their level of trust (Kotler & Armstrong, 2018).	1. I can feel a sense of security by purchasing the products from this brand.	Likert Scale (1-5)
		2. I trust the product quality of Love Beauty and Planet.	
		3. I can guarantee quality assurance by buying products from Love Beauty and Planet.	
		4. I feel like Love Beauty and Planet is a company that is interested in their customers.	
		5. I feel like this company is honest with its customers.	
Purchase Intention	The endeavor to buy a product or visit a store that provides services is referred to as purchase intention (Kotler & Armstrong, 2018).	1. I shall consider Love Beauty and Planet as my main brand.	Likert Scale (1-5)
		2. I would like to keep being a customer of the Love Beauty and Planet.	
		3. I will recommend this brand if someone asks for my advice.	

3.1. Regression Analysis

Econometric equation as follows. Investigate the relation between one or more independent variables and another dependent variable (Greene, 2018). A multiple regression model with more than one explanatory variable may be written as the applied regression model.

$$PI = \beta_0 + \beta_1\ TRUST + \beta_2\ BI + e_i \tag{5}$$

Subsequently a calculation is made by estimating the suitability of the model is the magnitude of the R-squared and F-test with a significance level of 5%.

Based on the theoretical estimates for each parameter to achieve the desired model conditions in mathematical equations are as follows.

$$\beta_1 = \frac{\partial PI}{\partial TRUST} > 0 \ , \ \beta_2 = \frac{\partial PI}{\partial BI} > 0$$

Therefore, the expected value of the coefficient parameters each variable is positive.

3.2. Validity Test

Validity means the extent to which a concept can be measured accurately in quantitative research. The validity test assesses the quality of the measurement in terms of test criteria and structural validity. First, content validity ensures that a suitable and representative variation of items is incorporated into the measurement design. The scale represents the scope or idea of the universe. This concerns the clarity of the dimensions and features of the concept (Sekaran & Bougie, 2016a). The term validity refers to the degree to which the results given by the measurement conform to the test hypothesis. Structural validity is often defined as determining whether the instrument concept is identical to the theoretical concept

3,3, Reliability Test

Reliability refers to the capacity of the measurement method to provide measurement results or test scores that accurately represent the attributes being tested. The term reliability refers to the capacity of a set of measurement values to be repeated under the same measurement conditions. The concept of reliability refers to an instrument or method that consistently offers the same measurement score to people or objects with the same value. Cronbach's alpha and composite reliability were almost similar with limits > 0.7. Although the value of Cronbach's alpha is between 0.6 and 0.7, this value is still acceptable. Many factors contribute to the reliability of the scales used in empirical research. The most frequently used approaches include reliability testing, alternative forms, and internal consistency testing. Internal consistency testing can be done in three separate methods, namely split half, total item correlation, and alpha reliability coefficient ((Ursachi et al., 2015); (Chakraborty, 2019)). Cronbach's alpha can be thought of as a very complete feature set of unchanging consistency between things in almost every situation.

3.4. Measurement of variables

In this study, the measurement technique uses a scaling technique to distinguish, and classify the characteristics and attitudes towards the question items in the distributed questionnaire (Türe, 2013). The scaling technique used is a Likert Scale from numbers one to 5, with the intent of each number being as follows: 1 – Strongly Disagree, 2 – Disagree, 3 – Neutral, 4 – Agree ,5 – Strongly Agree.

4. Data Collection

Therefore, the number of Microsoft consumers is huge, so a sample is needed to measure the variables in the study. The sample has meaning as a small part of the population and can represent the population so that through testing from this sample, the researcher can generalize the study results to the population ((Sekaran & Bougie, 2016a): (Purba, 2016)). The study was conducted using non-probability sampling because the population size was too large or could not be known (Sekaran & Bougie, 2016b). Researchers have distributed questionnaires to Microsoft users (respondents) throughout Indonesia. Based on the answers to the questionnaire obtained, 190 respondents deserve to be analyzed.

5. Results and Discussion

In Table 2 are the result of the reliability using Cronbach's Alpha. Based on the result below, there is no result below the measurement standard.

Table 2. Reliability Test and Validity Test

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem correlation	alpha
trust_1	190	+	0.7780	0.7236	0.5328	0.9194
trust_2	190	+	0.7809	0.7270	0.5323	0.9192
trust_3	190	+	0.7774	0.7228	0.5329	0.9194
trust_4	190	+	0.7577	0.6992	0.5366	0.9205
trust_5	190	+	0.6831	0.6110	0.5505	0.9245
bi_1	190	+	0.7240	0.6591	0.5429	0.9223
bi_2	190	+	0.8097	0.7618	0.5269	0.9176
bi_3	190	+	0.7505	0.6905	0.5380	0.9209
pi_1	190	+	0.7797	0.7255	0.5325	0.9193
pi_2	190	+	0.7653	0.7083	0.5352	0.9201
pi_3	190	+	0.7585	0.7001	0.5365	0.9205
Test scale					0.5361	0.9271

Source: Data Processing

All test results already passed minimum requirement to declared as valid and reliable. The result of item test-correlation has passed the minimum requirement of r-table so that all indicators of each variable are declared valid. The Cronbach's Alpha test result is 0.9271 more than the required minimum of 0.60.

After all indicators are declared valid and reliable, the authors estimate the research model. By using robust linear regression (Greene, 2018), the output of data processing is as follows Table 3.

Table 3. Robustness Linear Regression for Purchase Intention

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Linear regression                          Number of obs   =        190
                                           F(2, 187)       =     117.43
                                           Prob > F        =     0.0000
                                           R-squared       =     0.6481
                                           Root MSE        =     .44972

            |            Robust
         PI |    Coef.   Std. Err.    t    P>|t|    [95% Conf. Interval]
      TRUST | .4802931  .1034078   4.64   0.000   .2762972   .684289
         BI | .5070683  .1064706   4.76   0.000   .2970304   .7171063
      _cons | -.153363  .2694801  -0.57   0.570  -.6849748   .3782488
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Source: Data Processing, 2022.

Based on the value of R-squared = 0.6481 shows that changes in Purchase Intention are influenced by 64.81% independent variables in the model, while the influence of variables outside the model is 45.19%. The test results for

the research model that the results of the value of F-test = 117.43 and probability F = 0.00 smaller than the significance level of 5%, we reject the null hypothesis. The independent variable brand Trust (TRUST) and brand image (BI) simultaneously influence the Purchase Intention (PI) on LBP Indonesia.

Based on the results of partial testing of the brand Trust (TRUST) is t-test = 4.64 and probability value t = 0.00 states that we reject null hypotheses and accept alternative hypotheses. brand Trust (TRUST) significantly influences the Purchase Intention (PI). Last, the brand image (BI) is t-test = 4.76 and probability value t = 0.000 states that we reject null hypotheses and accept alternative hypotheses. Brand image (BI) significantly influences the Purchase Intention (PI).

So, testing together or partially shows the behavioral model in this study has met the statistically requirements. Next, we construct the equation of the econometric model in this study as follows.

$$PI = -0.153 + 0.48\,TRUST + 0.50\,BI$$

From the results equation brand Trust (TRUST) affects the Purchase Intention (PI) as the foundation of the maintaining Purchase Intention (PI) in Business. Each increase unit in brand Trust (TRUST) will increase by 0.48 level of Purchase Intention (PI). So, each increase one unit level in brand image (BI) will increase by 0.50 level Scale Likert of Purchase Intention (PI).

6. Conclusion

This study results that all independent variables Brand Trust and Brand Image significantly affect purchase intention of the product. The marketing strategy for these two variables is the key to Love Beauty and Planet's success. Policies that support the improvement of brand trust and brand image for purchase intention are absolute. The magnitude of the impact between brand trust is not much different from that of brand image in influencing purchase intention of the product. Company needs a long time to convince customers to trust the product through service, product quality is maintained. Likewise, as long as the company does not disappoint and always provides customer satisfaction, the brand image will always improve continuously. So, brand trust and brand image will support each other to maintain purchase intention for the product.

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