



The Impact Of Customer-Based Brand Equity And Health Motivation Towards Purchase Decision: A Case Study Of Lemonilo

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Abstract. This research aims to investigate the impact of customer-based brand equity and healthy motivation on purchase decisions, focusing on the case study of Lemonilo healthy instant noodles. The research is motivated by Indonesia's position as the second-largest consumer of instant noodles worldwide. Despite this, the top brands in the instant noodles market predominantly offer unhealthy options with ingredients that are detrimental to health. Lemonilo, as a healthy instant noodle brand, aims to introduce a healthier alternative to the market, providing consumers with a choice of nutritious instant noodles. Currently, the healthy instant noodles category is experiencing rapid growth, and Lemonilo faces challenges in becoming the top brand in the healthy instant noodles segment. This data was obtained from interviews with 15 individuals who have purchased healthy noodles from various brands. Using SEM-PLS for data analysis from quantitative research of 203 respondents using nonprobability judgemental sampling. The results indicate that out of five hypotheses, two of them are rejected.

1.Introduction

Indonesia is recorded with 276.4 million population in 2021 and is declared the world's fourth-most populous country, with the number of citizens increasing by 2.9 million from 2021 to 2022. Indonesia is confirmed as the second largest demand for instant noodles worldwide, with the number of consumptions equating up to 13.270 million servings in 2021 alone, and this number is only increasing from 2020 according

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to the World Instant Noodle Association (2022).

Instant noodles are now dominating the noodles market and have turned into one of the most favourite and common household food products in Indonesia. Even though instant noodles are not a traditional staple in Indonesia unlike rice and tempeh, the terms of cooking less than 3 minutes, and affordable price become the main interests of Indonesian consumers to enjoy their meals instantly [1]

Table 1. Top Brand Index Instant Noodle in Indonesia

Ranking	Phase 1 2020 Brand	Top Brand Index	Phase 1 2021 Brand	Top Brand Index	Phase 1 2022 Brand	Top Brand Index
1	Indomie	70.5%	Indomie	72.9%	Indomie	72.9%
2	Mie Sedaap	16.0%	Mie Sedaap	15.2%	Mie Sedaap	15.5%
3	Sarimi	3.8%	Sarimi	3.1%	Sarimi	2.6%
4	Supermi	2.3%	Supermi	2.7%	Gaga 100	1.6%
5	-	-	Gaga 100	2.1%	Supermi	2.2%

Instant noodles were first introduced to Indonesia by PT. Indofood CBP Sukses Makmur in 1986, with the brand "Supermi", before they introduced the highly popular brand "Indomie [2]. According to Top Brand Award Phase 1 from 2020 to 2022, Indomie has always been the number one top brand in instant noodles in packaging with a percentage of 72.9% remaining the same for 2 years straight [3]

From a medical perspective, the wide consumption of instant noodles in Indonesia may have had a negative impact due to the unhealthy ingredients which contain high levels of sodium and monosodium glutamate and also high in carbohydrates and fat while low in protein, vitamins and minerals [4]. To overcome the health issues and the growth of obesity. Shinta Nurfauzia, one of the co-founders of Lemonilo, established Lemonilo as a healthy instant noodles brand that is free from flavor enhancers, preservatives, and synthetic dyes and made without frying process unlike other conventional instant noodles brand and they only use natural ingredients such as the essence of spinach, turmeric, and scallions [5].

Lemonilo healthy instant noodles have been competing in the market for 7 years. However, the Lemonilo brand has not been seen in the Top Brand Awards in the conventional instant noodles category. From the healthy instant noodles category, nowadays healthy instant noodles are not the only player in the Indonesia market for healthy instant noodles category unlike in 2016. This was proven by the results of several interviews conducted by researchers with 15 individuals, which demonstrated the presence of several healthy instant noodle brands in Indonesia that are competing with Lemonilo. The interview results showed that Lemonilo Healthy Instant Noodles ranked second, while Fitmee Instant Noodles emerged as the top brand in the healthy instant noodle category. From the results of the interviews, it can also be concluded what factors influence people in choosing a healthy noodle brand related to consumer-based brand equity and the health motivation of consumers.

2. Literature Review

Customer-based brand equity is defined as the impact of customers' knowledge about a particular brand, encompassing their responses to marketing efforts and overall brand recognition Keller [6]. The perception of a brand can have either a positive or negative value based on how consumers react favourably or unfavorably to the marketing mix and the brand name itself compared to unbranded products. Another definition of brand equity highlights consumer perception regarding a brand's superiority compared to other brands Lassar in [7]. *This perception is influenced by several factors, including the value associated with the brand, consumer opinions, the overall brand value derived from its name, its relative position compared to competitors, and its positive impact on the brand's financial condition.*

To influence brand equity on customers, four factors have been identified and validated, namely, perceived quality, brand awareness, brand loyalty, and brand association. [8] The crucial role these factors play is significant, as it is believed that said factors are responsible in shaping customers' perceptions and choices, ultimately contributing to the competitiveness and overall success of a brand in the market.

Brand awareness, as described by Aaker in [9], is the capacity of a prospective customer to identify or recall a certain brand that is associated with a particular product category. It has to do with how well

customers can recognize a brand under various circumstances, which speaks to the power of the brand node or trace in memory. One of the most crucial elements in establishing a brand's strength and, consequently, its competitive advantage is brand awareness [10].

Additionally, Hoeffler & Keller [11] made a distinction between depth and width in brand awareness. Making a brand easy for customers to remember or recognize is referred to as depth in brand awareness. Conversely, breadth describes the brand name that a buyer would instantly think of when they make a purchase. When a product offers both breadth and depth, buyers will consider this particular brand when making a purchase. This suggests that there is a high level of brand awareness for that specific product or brand [12].

The term "brand loyalty" describes a customer's resolve to stick with a certain brand and continue to use its goods and services on a daily basis in the future, regardless of what other competitors in the industry do [9]. It shows the likelihood that consumers will move to a different brand, particularly if the price or a feature of that brand's product changes. Customer attachment and devotion to a brand are measured by brand loyalty. Aaker's [13] brand will grow to represent the company's intangible asset, reflecting the cost of its goods and services [14]. When customers find it difficult to switch brands, even when the brand is unavailable, they are said to be brand loyal.

Aaker [16] distinguished between two types of brand loyalty: combination behavioral and attitudinal loyalty and behavioral and attitudinal loyalty alone. Dick et al. proposed that the focus of behavioral loyalty is on the process of repurchasing that draws customers and shapes their loyalty to a particular brand [17]. This process includes making repeat purchases and continuing to do so [16]. Conversely, attitude loyalty describes a dedication to a particular brand and the desire to make additional purchases. The relationship between a consistently good attitude and brand loyalty is described by the third dimension of brand loyalty, which combines behavioral and attitudinal loyalty [17].

Brand association was defined by Aaker and Keller in [7] as everything that is "linked" to a brand in memory. Any memory of the brand that a consumer has is another definition of brand association. Additionally, it is argued that brand associations include all related thoughts about the brand, including feelings, smells, colors, pictures, perceptions, and

experiences [18]. Brand associations can also be positive or negative information about the brand that is linked in consumers' minds.

Attributes, advantages, and attitudes are the three categories of brand connection that Aaker [19] claims may exist in consumer memory.

- Attributes

Attributes are qualities that, from the standpoint of the customer, are characterized by a good or service and influence the choice to buy. These characteristics can be divided into two groups: non-product-related characteristics, which deal with outside factors connected to the process of buying or consuming, and product-related characteristics, which are concerned with the fundamental components and specifications of the good or service.

- Benefits

Benefits from goods or services are indicative of their positive effects and the personal value that they hold for customers. Benefits can be classified into three categories: experiential, symbolic, and functional. The satisfaction of fundamental wants, safety concerns, and the need to solve problems are all linked to functional advantages. Experience-based benefits provide sensory enjoyment, diversity, and mental stimulation in order to satisfy experiential requirements. Benefits associated with societal acceptability and personal expression are symbolic; customers may value a brand's exclusivity and prestige if it matches their perceptions of themselves.

- Attitudes

Brand attitudes are linked to the fundamentals of customer behavior that is linked to a brand, depending on the attributes and advantages of the brand. Beliefs on both aspects relevant to and unrelated to the product may be involved. This type of brand association is the most abstract since it considers a brand's overall evaluation from the viewpoint of its target market.

The customer's assessment of a product or service's overall quality or superiority is known as perceived quality (Aaker, [20]). Perceived quality can be assessed based on performance, characteristics (uniqueness of the product), reliability, and specification compliance, even though it cannot be assessed objectively [21]. The notion of perceived quality is divided into two categories by Zeithaml: intrinsic

and external qualities [22]. The physical characteristics of a product, such as its color, flavor, shape, and look, are known as its intrinsic attributes. In contrast, the product's extrinsic attributes include things like its brand name, price, retail location, and packaging that are unrelated to its physical characteristics. However, because it is unique to a product category, it could be challenging to generalize qualities [23].

The consumer's goal-directed arousal to participate in health behaviors is known as health motivation [24]. In comparison to consumers who are less driven by health, individuals who are more motivated by health have a tendency to analyse and use nutrition information more extensively [25]. Health motivation will have a separate impact on consumers' preventative healthcare behaviors as well as their overall health. Consumers who are motivated by health issues are also more likely to pursue important goals by engaging in healthy behaviors [24].

In line with the studies conducted by Grunert [25], purchase activity is significantly impacted by health incentive. It demonstrated that consumers who are more motivated to maintain their health will assess products more favorably in terms of perceived healthfulness and purchase intention. According to additional research findings in [25], customers' increased health motivation will have an impact on the food evaluation and healthfulness claim process, which will in turn strengthen their intention to buy.

Based on the definition created by Kotler et al. [26], a purchase decision can be understood as the consumer's decision to purchase after considering several factors available that will influence the decision. There are numerous phases that will influence consumer purchase decisions and post-purchase behavior which are divided into five stages according to Turban et., al. [27], namely:

1. Problem recognition, appears when consumers feel a gap between their actual and desired state that can be influenced by internal or external factors [28]
2. Information search. In this stage, after consumers recognize their needs, they will search for information on how to fulfill those needs by seeking from several sources
3. Evaluation of alternatives is where consumers decide which brand they will purchase after gathering all the information needed in the previous step

- 4. Purchase decision is the result of the evaluation process where consumers pick the most suitable choices that can satisfy their needs and wants from several alternatives
- 5. Post-purchase behavior is the stage where consumers will evaluate the product that they purchased and used.

Based on the literature review, the following hypotheses are developed and will be tested in this study:

H1: Brand awareness has a significant effect towards purchase decision of Lemonilo healthy instant noodles

H2: Brand association has a significant effect towards purchase decision of Lemonilo healthy instant noodles

H3: Brand loyalty has a significant effect towards purchase decision of Lemonilo healthy instant noodles

H4: Perceived quality has a significant effect towards purchase decision of Lemonilo healthy instant noodles

H5: Health motivation has a significant effect towards purchase decision of Lemonilo healthy instant noodles

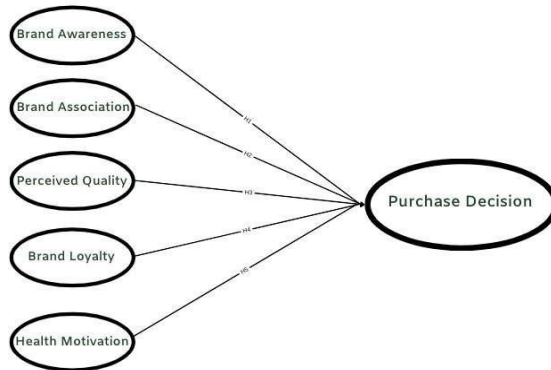


Figure 1. Research Model
Source: Author, 2023

3. Methodology

This research will use both quantitative and qualitative approaches. Quantitative methods collect data using questionnaires and surveys that give the result in the form of numerical and statistical. A questionnaire, often known as a survey, is a method of gathering data in which participants are questioned via telephone, email, or internet media. [29]. In this research, the questionnaire will be distributed online which will lead to cost and time efficiency. The qualitative research in this

research used to give the researcher insight on determining the position of the Lemonilo healthy instant noodles brand in the market and also identifying competing brands in the healthy instant noodle category available in the market. This study utilized the technique of in-depth interviews with 15 respondents conducted individually.

The population in this research is represented by people who know, purchased, and consumed Lemonilo healthy instant noodles in Jakarta and the Tangerang area. This research will be conducted in non-probability sampling since the sample is specified and not randomly chosen. The main sample is customers who are consuming and ever purchased Lemonilo healthy instant noodles brand and its products. The sample of study will be conducted with a judgment method since the study will focus only on gaining information from specific people who already purchased and consumed Lemonilo healthy instant noodles.

The data collected for this research are gathered from primary and secondary data. The primary data for this research is the questionnaires that are given to the consumers of Lemonilo healthy instant noodles, who already know of the brand and products, and have purchased the product as well as consumed the product. Meanwhile, the secondary data for this research is gathered and collected from previous research and studies from credible sources such as books, journals, articles, literature, and credible websites to support the research. The use of secondary data will give the research additional insight on understanding the topic related.

The questionnaire used in this research as the primary data was created with close-ended questions and a Likert scale. The questionnaire will be answered using the Likert Scale to measure how respondents strongly agree or strongly disagree with the statement given in the questionnaires. The researcher used a scale from 1-5 to define the level of agreement and disagreement as the number increases, it will indicate a higher level of agreement among the respondents. To accuracy the data collection method, the screening question is required to get the right respondents that will give the best information suited for the research objectives.

Out of 203 samples, 38% are within the age of 18-25 years old and the second largest percentage is taken by the age group of 26 – 35 years old which is 22%, lastly, there are 21% within the age 36 – 45 years that took part in this research. In terms of gender, this research has more female respondents than male respondents as there are 64% female respondents

and 36% male respondents. The majority of the respondents, which is 40%, have a monthly income under Rp 5.000.000.

This research focuses on outer model analysis in SmartPLS, a popular structural equation modelling (SEM) software which the model includes indicator reliability, and composite reliability to determine internal consistency, convergent validity, and discriminant validity [30]

4. Result And Discussion

Table2. Loading Factor of Variable

Variable	Indicator	Outer loading	AVE	CR
Brand Awareness	BA1	0.790	0.614	0.888
	BA2	0.693		
	BA3	0.795		
	BA4	0.815		
	BA5	0.819		
Brand Association	BAS1	0.762	0.644	0.9
	BAS2	0.831		
	BAS3	0.848		
	BAS4	0.746		
	BAS5	0.821		
Brand Loyalty	BL1	0.883	0.778	0.946
	BL2	0.900		
	BL3	0.839		
	BL4	0.908		
	BL5	0.88		
Health Motivation	HM1	0.760	0.707	0.923
	HM2	0.851		
	HM3	0.886		
	HM4	0.872		
	HM5	0.829		

Purchase Decision	PD1	0.880	0.807	0.943
	PD2	0.940		
	PD3	0.884		
	PD4	0.889		
Perceived Quality	PQ1	0.776	0.654	0.903
	PQ2	0.864		
	PQ3	0.885		
	PQ4	0.854		
	PQ5	0.640		

Based on the provided table above, it is evident that the outer loading measurements for all indicators of each construct are above 0.5. This indicates that the outer loading in this study is considered satisfactory, showing a good level of convergent validity. The AVE values for each construct also pass 0.5, indicating that the study has successfully met the requirements for convergent validity. Additionally, the reliability test, as measured by composite reliability, demonstrates highly favorable results. The composite reliability values for each construct are all greater than 0.8, signifying a strong level of reliability for the measurement model.

The path coefficient value or the t-values of each path for the significance test between the constructs in the structural model, as well as the R² value for the dependent construct that is listed, are used to evaluate the structural model in PLS. Generally, the R² value falls between 0 and 1. A result higher than 0.50, or 50%, is regarded as legitimate. For the two-tailed hypothesis, the path coefficient, or inner model score, as shown by the T-Statistic value, must be more than 1.96 (Hair et al., 2017). Since the research employs a significance level of 5%, the p-value ought to be less than 0.05 [30].

Table3. R Square

	R-square	R-square adjusted
PD	0.812	0.807

In the provided table, the R-Square adjusted value for the dependent variable reveals that variables such as brand awareness, brand loyalty, brand association, perceived quality, and health motivation account for 80.7% of overall purchase decisions.

Table 4. Path Coefficient Model Results

Hypothesis		Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values	Conclusion
H1	Brand awareness has a significant effect towards the purchase decision of Lemonilo healthy instant noodles	-0.001	0.002	0.037	0.018	0.985	Not Supported
H2	Brand association has a significant effect towards the purchase decision of Lemonilo healthy instant noodles	0.104	0.111	0.079	1.319	0.187	
H3	Brand loyalty has a significant effect towards the purchase decision of Lemonilo healthy instant noodles	0.499	0.488	0.076	6.534	0	Supported

H4	Perceived quality has a significant effect towards the purchase decision of Lemonilo healthy instant noodles	0.25	0.246	0.079	3.145	0.002	Supported
H5	Health motivation has a significant effect towards the purchase decision of Lemonilo healthy instant noodles	0.144	0.15	0.048	3.001	0.003	Supported

Source: SmartPLS, 2023

Table 4 indicates that the appropriate P value is 0.985 and the T statistics value is 0.018. The P value (0.985) is more than the traditional significance level of 0.05, and the T-statistics value (0.018) is less than 1.96. This suggests that H1 is not compatible. This outcome is consistent with earlier research by Siska (2015), which showed that in a case study of the beverage industry, brand awareness had no discernible influence on buying behavior. After analyzing the study's respondents' demographics, it can be said that most of the respondents are between the ages of 18 and 25, with those between the ages of 26 and 35 coming in second. The term "millennial generation" also refers to the group of people aged 20 to 35 [31]. Millennials tend to make impulsive purchases or engage in what is known as irrational buying behavior, where the purchase process is carried out without prior planning and is driven by emotional factors [32]. Therefore, due to the majority of respondents being millennials based on age demographics, It can be inferred that brand awareness does not have an impact on the purchase decision because millennials will still buy a product regardless of whether they are aware of its presence or not.

The T statistics value for hypothesis 2 is 1.319, and the associated P value is 0.187. With a P value of 0.187, the T-statistic (1.319) is higher

than the traditional significance level of 0.05 and lower than 1.96. Thus, it can be concluded that H2 lacks support. This result is consistent with earlier research by [33], which examined the impact of brand awareness and brand associations on purchasing decisions in a case study of a marketplace. The findings, however, indicated that brand associations had no discernible effect on decisions to buy. According to that study, the purchasing decision is not greatly impacted by uniqueness or difference value [33]. The results of this study indicate that the majority of the respondents are women (64%), which is 28% higher than the percentage of male respondents. According to Desai, women tend to evaluate a product based on their preferences, while men assess a product based on its association with the offered price. Therefore, from the gender demographics of the respondents, where the majority are women, women tend to rely more on instinct and preferences rather than the details, functions, and price of a product when making a purchase.

Additionally, the table also shows brand loyalty has a significant effect towards the purchase decision of Lemonilo healthy instant noodles indicated from the T statistics value is 6.534, and the corresponding P value is reported as 0. Therefore **H3 is Supported**. This result is in accordance with the previous studies by Santoso in his research that show brand loyalty has a significant effect towards purchase action, he also analyzed that once the consumer already trusts and likes the brand, they will consider themselves to be loyal to a brand and can affect the purchase action [34].

Perceived quality was also found to have a favorable and significant impact on the decision to buy Lemonilo healthy instant noodles in this study. As can be seen in the table, the P value (0.002) is below the standard significance level of 0.05, while the T statistics value (3.145) is higher than 1.96. H4 is therefore supported. This finding is consistent with earlier research by [35] that examined the relationship between brand equity and purchasing behavior in the food business. That research revealed a substantial relationship between perceived quality and buying behavior. In order to establish trust with consumers and sway their purchasing decisions, brands should deliver high-quality products that meet or exceed customer expectations [36].

The final hypothesis in this study is that health motivation significantly influences purchase decisions. The findings indicate that the associated

P value is recorded as 0.003, and the T statistics value is 3.001. The P value (0.003) is below the traditional significance level of 0.05, while the T statistics value (3.001) is more than 1.96. H5 is therefore supported. People with strong motivation would respond significantly to functional claims because they will examine health-related material on the product in greater detail, as per the findings of the earlier study by [37]. Prior research has examined the role of health motivation on the purchasing of nutritious food items, which is impacted by a number of variables [38]. The product's attributes are one of the factors that can influence purchase decisions for healthy products. The characteristics of a product, the quality and health benefits provided are the crucial concern for product attributes.

5. Recommendation

Establishing brand familiarity generates customer acceptance, and the greater the level of customer awareness, the more likely they are to recall the brand positively when it aligns with their thoughts or associations. Advertising serves as a means to increase customer awareness and effectively reach a specific target market. To advertise its brand and product, Lemonilo can collaborate with local influencers, especially those who are food enthusiasts that like to share recipes to their viewers or followers on social media. The food enthusiasts can create a new unique and tempting dish from Lemonilo healthy instant noodles which they share on their social media platforms, especially Tiktok so that the viewers can re-cook this Lemonilo healthy instant noodles dish based on the recipe. The more people make it the more others will follow, and make it a new trend in social media platforms.

Collaborating with experts or specialists in the field of health can be one of the efforts that Lemonilo can undertake to enhance consumer trust in the benefits of consuming their healthy instant noodles. On its social media platforms, Lemonilo has been trying to introduce the benefits and product information of Lemonilo to its followers by involving health experts. However, based on the content shared on its Instagram and TikTok accounts, Lemonilo has only shared limited content with health experts discussing the benefits and uniqueness of their products. Therefore, Lemonilo should increase the frequency of content featuring health experts to convince their followers and customers about the health benefits they can gain from consuming Lemonilo healthy instant noodles. Engaging a trusted health expert known for their credibility and

expertise among the public will further enhance trust in the benefits and nutritional content of Lemonilo's healthy noodles.

Lemonilo has a loyalty program where users can access information and ongoing promotions.

However, it seems that the loyalty program is not well-known among their customers, as there is only limited information about the program on their Instagram content. Therefore, Lemonilo must actively introduce its loyalty program to its followers and customers by showcasing several content pieces about the advantages of joining the Lemonilo Loyalty Program. They should also highlight the benefits and advantages that members will receive upon joining the loyalty program.

To increase the motivation for a healthy lifestyle in the community, Lemonilo can establish a healthy community, such as creating a Zumba exercise community. This community can invite Lemonilo's customers or followers to become members. The Zumba community can organize regular Zumba workouts every week. With the existence of this Zumba community, Lemonilo can enhance health motivation while introducing the Lemonilo brand to its members. During these activities, Lemonilo can also hold seminars on the importance of maintaining health and consuming nutritious food. These efforts are aimed at motivating the community to consistently embrace a healthy lifestyle, including selecting nutritious products, engaging in regular exercise, and practicing healthy habits in their daily lives.

For future research, additional studies can build upon this research by incorporating different independent variables. The inclusion of the taste variable may be beneficial for further research, particularly when examining food companies. Exploring the role of taste in relation to brand equity and consumer perceptions can provide valuable insights for food companies aiming to enhance their products and market positioning.

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