

THE IMPACT OF BRAND ACTIVATION ON CUSTOMER TRUST IN MEN GROOMING INDUSTRY: AN INVESTIGATION OF BRAND XYZ'

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INTRODUCTION

- With today's **fierce competition between brands** including the similarity of price and products, there are numerous ways (including through **Brand Activation**) in which companies market their product to the targeted consumers, (Davies & Brito, 2014).
- Yalist, Yuliati & Najib (2014) stated that **brand activation event plays a role in building brand loyalty, trust and satisfaction.**
- Figure 1 stated that **Facial Cleanser is the most daily skin care product usage among men**, in emerging market like Indonesia.
- **Brand XYZ** focuses in **men's grooming skincare** where it sells facial cleanser.

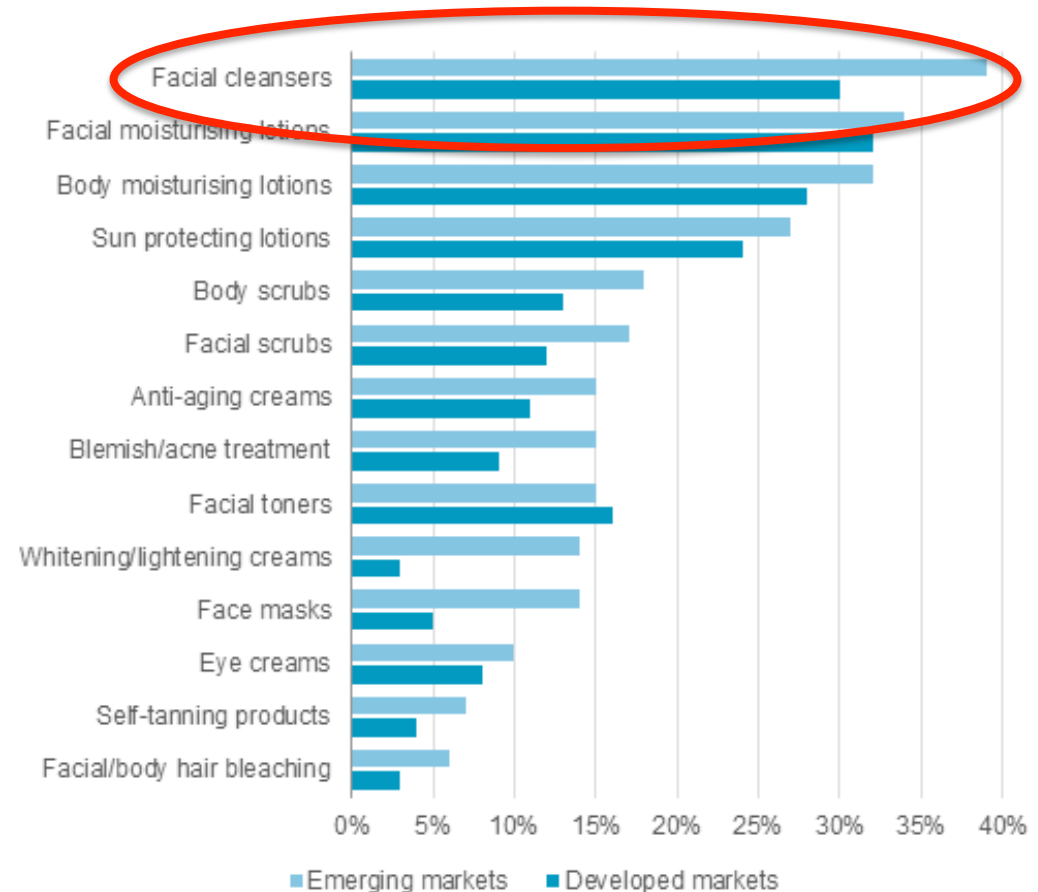


Figure 1: Daily Skin Care Products Usage Among Men
 Source: Euromonitos Internation Personal Appearance Survey, (Gordon, 2014)



RESEARCH PROBLEM & OBJECTIVE

- The brand would also want to regain the customer trust that their facial cleansers clean better than bar soap, as their product is **entering the point of decline** in the product life cycle (FGD by XYZ's Brand Division in Jan 2019).
- Brand XYZ needs to educate the consumers that there are hygienic reasons to **why they should wash their faces using facial cleanser instead of bar soap.**
- XYZ Brand Division, is required to manage **brand activation through event campaign** to measure the consumer's feedback.
- **To examine the impact of brand activation on customer trust (Research Objective)**



PREVIOUS STUDIES

- Brand activation is **more than just advertising**. It is a **marketing interactions between consumers and brands**, where consumers can understand a better brand and accept it as part of their life. (Saeed, Zameer, Tufail, & Ahmad , 2015).
- Brand activation is a marketing tool that can **help brands build a connection with their customers** as it involves brand engagement and primary contact.(Dissanayake & Gunawardane, 2018).

RESEARCH MODEL & HYPOTHESIS

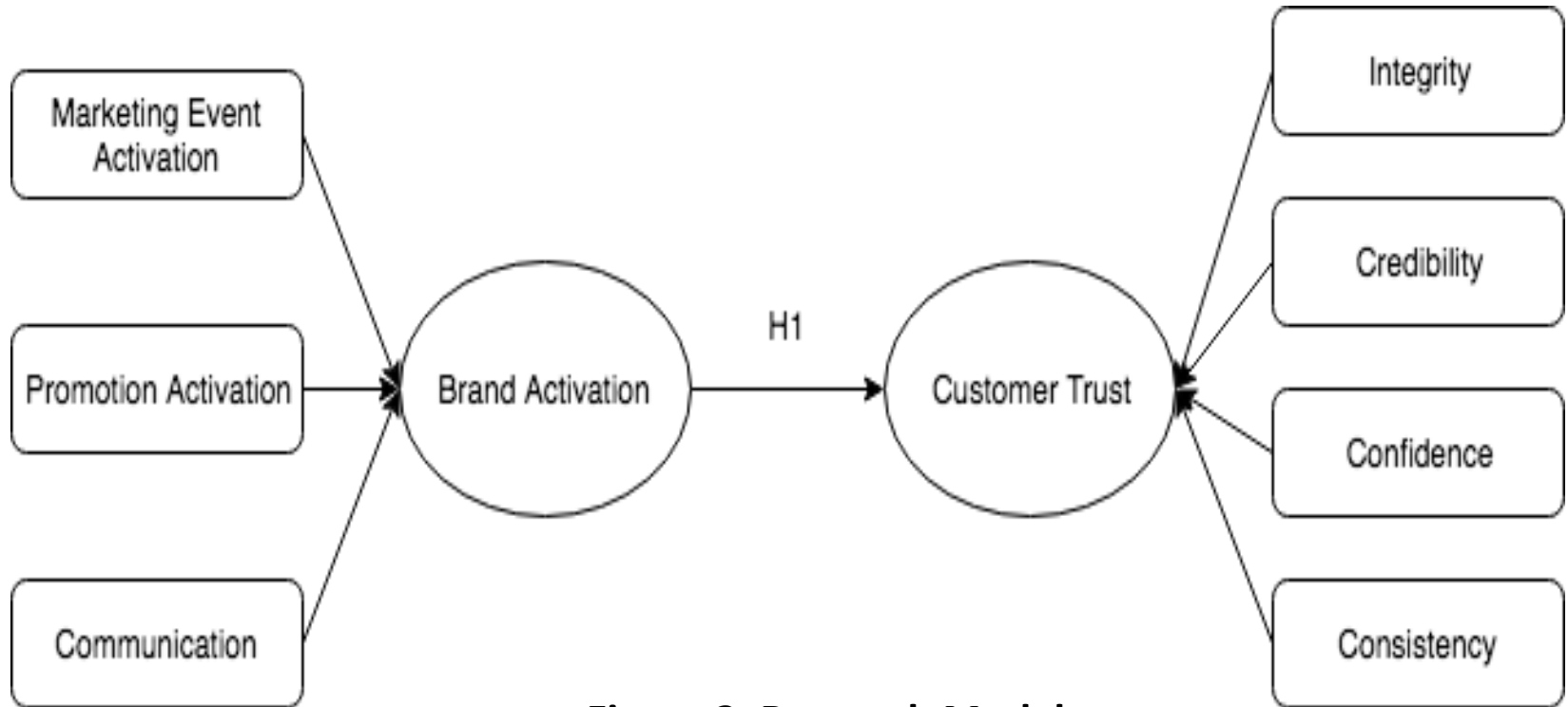


Figure 2. Research Model

Hypothesis

H0 #1: Brand activation has no impact on effecting customer trust.

H1 #1: Brand activation has an impact on effecting customer trust



METHODOLOGY

- This is descriptive study using both primary and secondary data, and also quantitative and qualitative approaches.
- Survey was conducted during the event in 3 places in Cikarang, Cikupa and Jakarta.
- Sampling method was non probability sampling more specifically judgmental sampling (with the criteria are those have been experiencing with face cleansing product usage in the last 2 years, age 18-25 years old). Sample size of 170 respondents.
- Regression was used to measure the extent of impact given from the independent (Brand activation) to the dependent variable (customer trust).

RESULTS

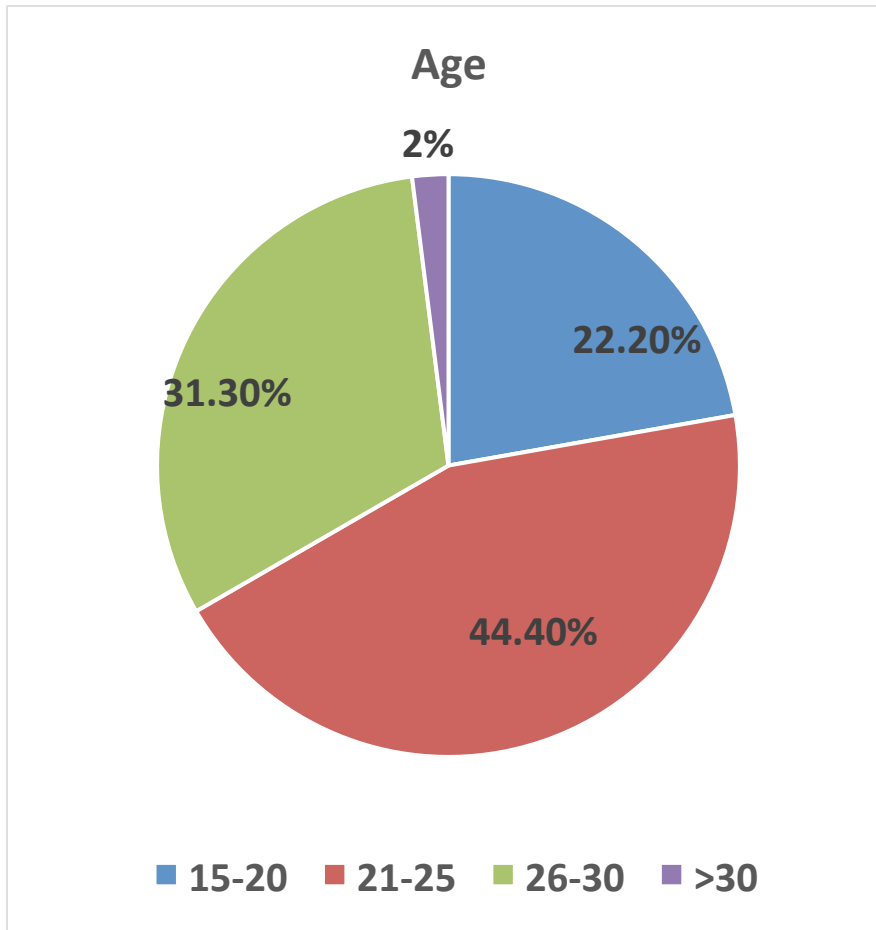


Figure 3. Respondents' Profile - based on age

The majority of the respondents or 44.4% of the respondents are between 21-25 years of age. 31.3% of the respondents are between 26-30 years old, 22.2% are between 15-20 years while only 2% of the population sample is above 30 years old. The activation event was intended for teenagers and young adults with majority of the respondents are below 30 years old.



VALIDITY & RELIABILITY

Table 1. Validity Test

	Q1	Q2	Q3	Q4	Q5	Q6	X
Q1	Pearson Correlation Sig. (2-tailed) N	1 .903** 100	.229* .022 100	.255* .010 100	.445** .000 100	.491** .000 100	.829** .000 100
Q2	Pearson Correlation Sig. (2-tailed) N	.903** .000 100	1 .046 100	.200* .011 100	.255* .000 100	.483** .000 100	.831** .000 100
Q3	Pearson Correlation Sig. (2-tailed) N	.229* .022 100	.200* .046 100	1 .053 100	.194 .225 100	.122 .166 100	.448** .000 100
Q4	Pearson Correlation Sig. (2-tailed) N	.255* .010 100	.255* .011 100	.194 .053 100	1 .047 100	.199* .005 100	.280** .000 100
Q5	Pearson Correlation Sig. (2-tailed) N	.445** .000 100	.483** .000 100	.122 .225 100	.199* .047 100	1 .000 100	.396** .000 100
Q6	Pearson Correlation Sig. (2-tailed) N	.491** .000 100	.483** .000 100	.140 .166 100	.280** .005 100	.396** .000 100	1 .000 100
X	Pearson Correlation Sig. (2-tailed) N	.829** .000 100	.831** .000 100	.448** .000 100	.538** .000 100	.672** .000 100	.700** .000 100

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
0.758	6

Intepretation:

Table 1 and 2 shows the validity and reliability test for the variable Brand Activation or variable X. The Cronbach's Alpha for this variable is 0.758, which means that the questions that are representing this variable has 'good' reliability.

Table 3. T-Test Results

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std, Error	Beta		
1 (Constant)	4.66	1.965		2.382	0.019
Brand Activation	1.302	0.079	0.856	16.576	0.000

Source: (SPSS Output, 2019)

Intepretation :

The independent variable has a significant level higher than 0.05 when looked at the t column. The number of this is 16.576 the number above this means that independent variable **has a significant impact on the dependent variable.**

Table 4. F-Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1276.506	1	12706.506	274.768	.000 ^b
	Residual	455.284	98	4.646		
	Total	1731.790	99			

Intepretation :

It shows an F value of 274.768. This means that the independent variable that is really has a significant influence to the dependent variable, since the value of F is bigger than the F table value. (df = 1.99). It also shows a significance value of .000 which means that the independent variable significantly influenced the dependent variable since the value is less than 0.05 ($0.00 < 0.05$). The significance of brand activation has an effect on customer trust result can be shown as: $F(1.99) = 274.768, p=0.000$

Table 5. F-Test Results

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.859 ^a	.737	.734	2.15540

Source: (SPSS Output, 2019)

Intepretation :

It can be seen that the R square column shows a value of 0.737. This means that the variable used in this research are explaining the impact on customer trust by 73.7%, while the remaining 26.7% are determined by other variables that are not taken into consideration in this research. Judging from these interpretation, **brand activation does have a significant impact on customer trust.**



HYPOTHESIS RESULT

- **H0#1:** Brand activation has no impact on effecting customer trust – **Rejected.**
- **H1#1:** Brand activation has an impact on effecting customer trust – **Accepted.**
- The significance value of the variable is 0.000. When the Sig. value in the T-Test result table indicates the value of 0.000. This means that it is less than the chosen significance level of 0.05, **the null hypothesis is then rejected.**



CONCLUSSION & RECOMMENDATION

Conclusion

- Brand activation has significant impact toward the customer trust with the significant value of 73,7%.
- The activity of XYZ's brand activation was really influencing the trust by re-educating the customer about the benefits of using facial cleansers compared to bar soap.

Recommendation

- The three indicators of brand activation such as marketing event activation, marketing promotion activation and communication could be well maintained in the near future as a great effort to engaging with the customers.
- There are other ways that brands could increase customer trust other than brand activation such as media campaigns and digital placements



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THANK YOU

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Awarded to:

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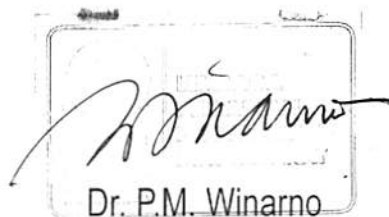
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