CHAPTER 1 - INTRODUCTION

1.1 Background

Indonesia with the 276.4 million population in 2021 is the world's fourth-most populous country, with the number of citizens increasing by 2.9 million from 2021 to 2022. From total population in 2021, there are 50.5% that are in the labor force area which means that half of Indonesia's population is in a productive stage of age and able to increase Indonesian GDP from 1.6 trillion US dollars in 2020 to 1.19 trillion US dollars in 2021(World Bank, 2022).

According to *Kementrian Perindustrian Republik Indonesia* in 2022, from all the business industries that contributed to Indonesian GDP, the food and beverage industry has made a big contribution to the Indonesian economy. The Indonesian Ministry of Industry stated that the food and beverage industry contributed 37.77% of the country's GDP and increased from the 17.34% it contributed in 2021. The number of export value for the food and beverage industry has also grown up to USD10,92 billion (including Palm oil) in 2022. This number also corresponds with the import value in the food and beverage industry for USD3,92 billion (Kemenperin, 2022).

The food and beverage industry around the world should therefore understand the important key that correlates with sensory properties (taste, aroma, flavor, texture, appearance and sound) that must be liked and preferred by consumers. This key will help the industry to understand their consumers and make them a part of the innovation process in order to create offers they want to purchase, use and enjoy (Jaeger et al., 2010). In doing so, the company also need to look at their target market segment as it can be influenced by the geographic variations, demographics characteristics (sex or age), psychographic factors (healthy or sportive lifestyles), and lastly behavioral criteria (consumer's habits and types of purchase) (Guiné et al., 2020).

In this era of globalization, technology and the internet are very impactful towards people's psychology and lifestyle behavior changes. The use of social media, websites, and web pages can encourage people to be more healthy and adopt a healthy lifestyle (Dixit & Nandakumar, 2021). The changing of psychographic factors will impact the market segmentation in the food and beverages industry as one of the important factors and steps of healthy motivation comes from daily consumptions such as food and beverages.

The health food industry is determined by the healthiness of a food product that contains nutritional value such as organic food products that are considered healthier than conventional products as they may have a better composition of macronutrients (e.g. lower level of fats). The purity and absences of food additives, preservatives and residues, or the naturalness of a food product also contributed to determining the healthiness of food products (Ditlevsen et al., 2019).

However, from all the variety of food and beverages industries that are considered healthier, Instant noodles are now dominating the noodles market and turn into one of the most favorite and common 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, affordable price become the main interests of Indonesian consumers to enjoy their meal instantly (Kingwell, 2021).

Global Instant Noodles Consumption:

Figure 1. Global Instant Noodle Consumption

	Country/Region	2017	2018	2019	2020	2021
1	China/Hong Kong	38,960	40,250	41,450	46,360	43,990
2	Indonesia	12,620	12,540	12,520	12,640	13,270
3	Viet Nam	5,060	5,200	5,440	7,030	8,560
4	India	5,420	6,060	6,730	6,730	7,560
5	Japan	5,660	5,780	5,630	5,970	5,850

in million serving

Source: World Instant Noodle Association, 2022

The impact of Indonesian consumers interest towards instant noodles has resulted in Indonesia being placed in the top 3 highest instant noodles consumers among the world (World Instant Noodle Association, 2022). The consumers no longer go through the entire decision making process each time they intend to buy instant noodles as it has already become their shopping behavior and made them purchase the same products each time automatically(Jaeger et al., 2010).

As stated by the World Instant Noodle Association in 2022, Indonesia has the second largest demand of instant noodles globally with 13.270 million servings being consumed in 2021. China as the number 1 most largest consumer of instant noodles consumes 43,990 million servings in 2021 as followed by Viet Nam with 8,560 million servings in 2021.

From the figure 1.1, it can also be seen that the amount of instant noodles consumed in Indonesia has increased between 2020 and 2021. The rise from 2020 for 630 servings is considered higher compared to the previous year gap. This increasing number however is not something that should have been proud of as it showed that more Indonesian people choose to consume instant and unhealthy food.

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" .The other big players in the instant noodles industry are Wings Group, ConscienceFood Holding, ABC President Indonesia, and Medco Group (Petrik

M, 2022). The most common and favorite instant noodles brands in Indonesia are
Indomie, Mie Sedaap, Sarimi, Supermi and Mie 100 (Top Brand Award, 2022).

Instant Noodles in Packaging

Table 1.Top Brand Award 2020-2022 Instant Noodle Category

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%

*Online and Offline Categories

Source: Top Brand Awards Indonesia

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 the percentage of 72.9%
remaining the same for 2 years straight followed by Mie Sedaap with the average of
15.5% in 2022 an increase from the previous year. The Top Brand Award is calculated
from 3 parameters which are top of mind share, top of market share, and top of
commitment share (Top Brand Award, 2022)

From a medical perspective, the wide consumption of instant noodles in Indonesia may
have had a negative impact. According to (dr. Agustin, 2021) in Alodokter , the
nutrition content in instant noodles are high in carbohydrates and fat while low in
protein, fiber, vitamins and minerals. Consuming instant noodles in excess amounts
can lead to several risks and dangers. Firstly, Instant noodles are actually a type of food
that is not easily digested, thus making the digestive system work harder and can cause
disturbances in the digestive tract. Secondly, instant noodles contain a high level of
sodium and also monosodium glutamate that used to add more savory flavor, however

consuming these substances will have a bad impact on the human body as it can cause a high blood pressure, stroke and also trigger various types of heart disease. Consuming sodium and monosodium glutamate in high quantities will lead to impaired kidney function, this also triggers swelling in the legs and a buildup of fluid around the heart and lungs. Instant noodles that contain large amounts of carbohydrates and fat are actually able to fill the hunger of the human body however, instant noodles are considered junk food as they cannot fulfill the nutrition for the human body.

UNICEF and WHO analyzed the cases of obesity in Indonesia and stated that the number of adults and children with excess weight have doubled over the last two decades. One of five primary school children and one in seven adolescents in Indonesia are overweight or obese (UNICEF & WHO, 2021). Indonesia's obesity rate is rising rapidly in every household segment as they shift from traditional diets to processed products which are often higher in fat and sugar, and cheaper than healthy foods. The urban citizens are more likely to be overweight as they have an easier access to processed foods and with a more sedentary lifestyle it will limit the opportunities for doing exercise.

To overcome the health issues and the growth of obesity. Shinta Nurfauzia as one of the co- founder of Lemonilo, established Lemonilo as a healthy instant noodles brand with the goal of creating a new path to a healthier life for all Indonesian people by creating healthy food products with affordable prices. In 2016 when Lemonilo first established, she stated that there were almost zero healthy foods markets in Indonesia and it rarely for people who talked about healthy lifestyles at that time. The determination from Shinta and other 3 Co-founder enabled Lemonilo to be a pioneer in 3P-free foods, namely flavor enhancers, preservatives, and synthetic dyes (Ully, 2020).

Lemonilo introduced themselves as healthy instant noodles that are made without the frying process but by baking it unlike other conventional instant noodles. They also informed that they use only natural ingredients such as the essence of spinach, turmeric, and scallions. That is why Lemonilo has a shorter expiration period compared to instant noodles in general. Furthermore, they also mention they also mentioning that

they do not use any additional ingredients such as flavor enhancers, preservatives, and synthetic dyes that are potentially harmful to the body. This is what makes Lemonilo instant noodles more comfortable and healthier to consume (Ully, 2021).

1.2 Research Problem

Established in 2016, Lemonilo has already competed in the market for 6 years. Lemonilo brand has not been seen in the Top Brand Awards in general category neither in the instant noodles category which the top brands for Indonesian consumers for instant noodles are Indomie, Mie Sedaap, Sarimi, Supermie and Mie Gaga 100 as the top 5 brands for instant noodles in Indonesia (Top Brand Awards, 2022).

Lemonilo, as a healthy instant noodles brand, is not the only player in the Indonesia market. Unlike in 2016, nowadays the availability of healthy instant noodles in the market is increasing by the new upcoming brand in the market which Marceline Noviani as Biotechnologist stated that there are top 10 healthy instant noodles brands that are safe to consume for diets and veganism. Those 10 brands are Light Coach Zero Mie, Klean Bowl Mie Ayam, Olagafood Maitri Instant Cup Noodle, Ashitaki, Tropicana Slim Shirataki Noodles, Ladang Lima Instant Noodles, DAAI Vegan Noodle, Lemonilo, Fitmee and Alamiee.

To gain insight into their top-of-brand healthy instant noodles, researchers conducted interviews with 15 individuals. The researchers interviewed 15 respondents who were aware of the existence of several brands of healthy instant noodles in the market. These interviews were conducted separately, and the question asked was, "What is your top of mind brand for healthy instant noodles category?" ,"What was the last healthy instant noodles brand you purchased and consumed?" and the last is "What your reason or consideration to purchase that brand?". This question is the same method applied by the Top Brand Award in conducting surveys to determine the top brand award in a certain category. This data will be used to provide information regarding the position of the Lemonilo brand of healthy instant noodles in the market. The researchers also added the question, "Why did you choose to purchase that healthy instant noodle

brand?" This is used to determine the factors that can influence customers' purchase decisions in the healthy instant noodle category.

Based on the results of the interviews, it is evident that Lemonilo is not the top brand for healthy instant noodles. This is supported by the responses of the respondents, where only 4 of them answered that Lemonilo healthy instant noodles as their top of mind brand of healthy instant noodles and the last brand they purchased. On the other hand, 8 of them mentioned Fitmee instant noodles as their top of mind brand and the last brand they purchased, followed by 2 responses for Ladang Lima organic instant noodles, and 1 response for Alamie organic noodles. Analyzing these results, it can be concluded that Fitmee instant noodles is the top brand in the healthy instant noodles category, followed by Lemonilo healthy instant noodles, then Ladang Lima organic instant noodles, and lastly, Alamie organic noodles.

The analysis of the results from the third question regarding the reasons why respondents chose to purchase the instant noodle brand can be categorized into several factors: brand association, perceived quality, health motivation, brand loyalty, and brand awareness. The uniqueness of the product and the quality experienced by consumers were the first things mentioned by the respondents, they also mentioned that they prefer to purchase some product that they familiar with. The respondents stated that they bought the healthy instant noodle product because of their desire to lead a healthier lifestyle. Among them, 3 were implementing a calorie reduction diet program, while 2 were following a keto diet. The keto diet itself is a type of low-carbohydrate, high-fat diet used as a method for weight loss. Additionally, they all agreed that they were more inclined to choose brands that were familiar to them. This familiarity could be obtained through advertisements and word-of-mouth references, which made the brands well-known to them.

Therefore, this research will focus on these factors such as brand association, perceived quality, brand awareness, brand loyalty, and health motivation as elements that can influence consumer purchase decisions in the healthy instant noodles category.

1.3 Research Questions

Based on the problem above, the questions for this research will be:

1. Does Brand Awareness have a significant effect towards the purchase decision of Lemonilo?

2. Does Brand Association have a significant effect towards the purchase decision of Lemonilo?

3. Does Brand Loyalty have a significant effect towards the purchase decision of Lemonilo?

4. Does Perceived Quality have a significant effect towards the purchase decision of Lemonilo?

5. Does Health Motivation have a significant effect towards the purchase decision of Lemonilo?

1.4 Research Objectives

1. To analyze the impact of Brand Awareness towards purchase decision of Lemonilo.

2. To analyze the impact of Brand Association towards purchase decision of Lemonilo.

3. To analyze the impact of Brand Loyalty towards purchase decision of Lemonilo.

4. To analyze the impact of Perceived Quality towards purchase decision of Lemonilo.

5. To analyze the impact of Health Motivation towards purchase decision of Lemonilo.

1.5 The Scope of Limitation

1. This research is limited to the influence of variables such as brand awareness, brand association, brand loyalty, perceived quality, and health motivation.

2. This research focus on consumer of Lemonilo that ever purchased and consumed Lemonilo and live in Jakarta and Tangerang area.

1.6 Significance of Study

1. This research results and information can be used as a company's consideration that will be using customer based brand equity for their marketing strategy.

2. This research provide information and insight that can be used for the further future study that related with customer based brand equity and purchase decision

CHAPTER 2 - LITERATURE REVIEW

2.1 Marketing

According to AMA, marketing is defined as an activity, a set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (AMA, 2017). From this definition it is acknowledged that marketing fields include (1) the activities of individuals (marketers and consumers) and organizations, (2) the institutions that, both as individuals and as a whole, aid in the facilitating and monitoring of these activities (governmental agencies, courts, and professional associations), (3) the several processes that arise as a result of these actions (networks, systems, markets, and channels of distribution). The final part of defining marketing to "have value for customers, clients, marketers, and society at large" emphasizes the function and responsibilities of marketing in society as a whole, not only giving value for customers and the corporation (Thomas, 2020) has criticized this marketing definition by AMA as he stated that the marketing definition should cooperate with the idea of value co-creation by customers and other partners and also not taking a normative view in defining marketing. Therefore he proposed an alternative definition as "Marketing is the adaptive process, in society and organizations, of collaborating to communicate, create, provide, and sustain value for customers through exchange relationships while meeting the needs of diverse stakeholders".

There are shifts in marketing practice and philosophy for revising marketing's fundamental purpose, principles, and implicit models Webster & Lusch in (Thomas, 2020). Those are; Shifting from market orientation to sustainable market orientation as an impact of marketing on society; and changing the nature of the market offering free goods to services to customer experiences and increased customer involvement in the creation of value.

Market orientation is defined as the processes of finding and comprehending the demands of both present and potential customers while also monitoring and dealing with competitors' activities to solve the firm's problem and finding opportunities Yang in (Na et al., 2019). Market orientation has been a basic principle of corporate marketing management since the middle of the nineteenth century which brings out the argument of shifting into sustainable market orientation. Mitchell in (Thomas, 2020) has conceptualized sustainable market orientation as anticipating and meeting customer needs through environmental intelligence integration with organization and marketing systems; apply profitable, socially and environmentally responsible values; encourage good, long-run economic, social, and environmental results that are acceptable for primary stakeholders and secondary stakeholders who obtain indirect financial benefits from firms. When the market changes, the firm should update tactics, and actively respond to market knowledge by conducting strategic alternatives quickly in response to environmental changes (Na et al., 2019).

The changes in the market to customer experience focused is influenced by the similarity in most of products and service in terms of their functional attributes that marketing began to emphasize non-functional aspects of products and services, as well as the production of pleasurable and memorable experiences Brakus et al. in (Pina & Dias, 2021). Customer experience can be an all-encompassing representation of a consumer, including how he or she behaves, thinks, feels, acts, socializes, and senses that are personal and subjectives (Ceesay, 2020). Furthermore, consumers not only buy items and services, but also their brands, forming emotional bonds with them and using them to display their personality and social-self. As a result, distinctive brand experiences have been portrayed as one of the primary ways of difference between organizations, through customer connection with the firm, its brand, people, and offers (Thomas, 2020).

2.1.1   Engel- Kollat- Blackwell

Engel, Kollat, Blackwell (EKB) model has defined consumer behavior as a set of continuous processes rather than an intermittent process. Consumer behavioral intentions and decisions are not only affected by internal individual factors but also by

external factors, e.g., reference group, social class, and family factors Engel et al. in (Hsieh & Hu, 2019). These two factors are what will contribute to the consumer decision-making process.

The consumer will move towards the purchase of the brand only once they are satisfied with what they have displayed and what they received from the brand is acceptable (Rashad Yazdanifard & Lily, 2021). EKB model represents 4 major parts on consumer's decisions making process (Zhang et al., 2020):

1. Information Input

Information inputs refers to the point at which information gathered through marketing operations is known to consumers and enters the information processing stage. This information will impact the demand perception of the decision-making process once it has entered the consumer's memory. If this information is still insufficient, consumers will seek further relevant information through other information.

2. Information Processing

As consumers come to deal with information, they finally determine whether to retain the knowledge, create a long-term memory, and then use the information through the process of consumer attention, understanding, and acceptance.

3. Decision Making Process

The EKB model considers the consumer purchase decision process to be a problem-solving process, and it is also the model's core. It is separated into five sections: demand perception; information collection; program evaluation; purchasing decision; and purchase.

4. Variables that affect the decision making process

Customers are stimulated by external stimuli such as marketing efforts and environmental circumstances, and they make purchasing decisions using black box

processing. To understand customers' black box activities, it is vital to first understand the consumer's decision-making process and background characteristics.

2.1.2   Theory Planned Behavior

TPB is a theory that focuses on individual behavior that emphasizes the psychological factors of relevant behaviors (Si et al., 2020). Theory of planned behavior refers to the person's intention to perform the person's behavior which is related with the force of the intention, as the stronger the intention then the further the behavior will be pursued (Ajzen, 2020). Intention defined for how hard people are willing to try to perform the behavior and used it as an indicator that is mainly influenced by three factors, those are: behavioral attitude, subjective norms, and perceived behavioral control Ajzen in (Yuriev et al., 2020).

These three factors furthermore explained by Ajzen in his journal in 2020. The attitude toward the behavior explained by (Ajzen, 2020) is an outcome of accessible beliefs about the likely consequences of the behavior, which is also known as behavioral beliefs. Behavioral beliefs refers to what the person will likely to perform a behavior based on their subjective interest that leads to specific outcome or present a specific experience as the results. Attitude also defined as an individual's desirable or undesirable assessment of behavior (Yuriev et al., 2020). Normative belief can be separated into 2 different types which are injunctive and descriptive belief in (Ajzen, 2020). An injunctive normative belief is the expectation or likelihood from an individual or group (friends, family, spouse, coworkers or supervisor) about the behavior's approval or disapproval. On the other hand, descriptive normative beliefs refer to what an individual thinks others will perform in a particular situation. Both types of beliefs contribute to the subjective norm to engage in the behavior. The last is behavioral control, it refers to some factors that can facilitate or obstruct the performance of behavior. It is a person's subjective probability on how some factors shown in some situations can be facilitating or inhibiting

2.1.3 Brand Equity

Brand has been defined as a name, term, sign, symbol, design or a combination, which is intended to identify the goods and services of a firm in order to differentiate them from competition' American Marketing Association in (Beig & Nika, 2019). This definition qualified by (Aaker, 1991) as a brand thus signals to customers the source of a product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical. Brand can be another adding dimension that is able to differentiate it in some way from other products designed to satisfy the same need (Keller, 1993).

Brands are considered as an asset that generates revenue and increased value for a company. Strong brand can increase the business value by accelerating and increasing the continuing value of cash flow and reducing the cost with higher asset utilization (Veljković & Kaličanin, 2016). Brand equity will eliciting various reactions in consumers and influencing marketing plans for brand creation (Roozy et al., 2014).

Brand equity has been described in a variety of ways, and yet all agree that it corresponds to the added value that a brand imposes on a product or service as compared to an unbranded counterpart. Specifically, Aaker in (Pina & Dias, 2021) has defined brand equity as a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers.

The assets and liabilities according to Aaker in (Pina & Dias, 2021) will differ from context to context, which can be grouped into five categories, those are brand loyalty, brand awareness, perceived quality, brand associations in addition to perceived quality and the last is other proprietary brand assets such as patents, trademarks, channel relationships, etc.
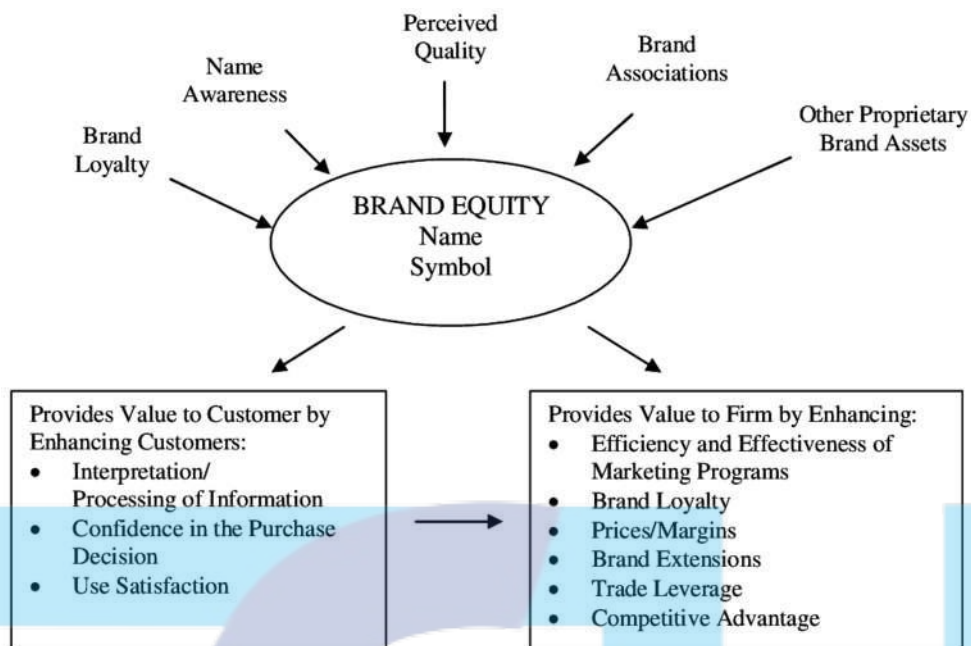
Figure 2. Brand Equity Model

Source : Aaker, 1991

Measuring and managing brand equity become the major concern for the business as it is the core of marketing activity due to its strategic role in generating brand value (Beig & Nika, 2019). The brand value in customers assessment will influence the firm effectiveness and increase the financial gains (Ebrahim, 2020) while the marketing advantages of strong brands can be summarized as (K. L. Keller, 2003):

- Improved perceptions of product performance

- Greater loyalty

- Increased marketing communication effectiveness

- Less vulnerability to marketing crises

- Larger margins

- More inelastic consumer response to price increases

In marketing, brand equity provides both value to firms and customers Aaker & Keller in (Beig & Nika, 2019). Brand equity has the potential to add value for the firm by generating cash flow in the firm by enhancing a program to attract new customers or recapture the old ones and using the four brand equity dimension to enhance brand loyalty (Aaker, 1991).

Firm-based brand equity has focused on the financial value created by the brand for a firm/business Farquhar, et al. in (Beig & Nika, 2019). Strong brand equity encourages customers to pay a higher price for the product or service and pass on favorable feedback about the company and its products to enhance the brand performance(Nana et al., 2019).

Consumer-based brand equity has focussed on the consumer perception of the brand Aaker &Keller in (Beig & Nika, 2019). Customer evaluates the brand equity through its strength or the brand associations and value or the perceived brand utility relative to its costs (Ebrahim, 2020) that can help them to interpret, process, and store huge quantities of information about products and brands and also affect customers' confidence in the purchase decision (Aaker, 1991).

2.1.4   Consumer Based Brand Equity

Customer based brand equity is defined as the differential effect of customers' knowledge of a specific brand which includes the aspects of consumer response to marketing activities and the brand knowledge Keller (in M. T. Liu et al., 2017). According to this definition, a brand has a positive (or negative) value depending on how consumers react more (or less) favorably to the marketing mix of a product to the brand name that is already recognizable compared to the unbranded product.

Lassar in (Pina & Dias, 2021) defined brand equity as the consumer perception of the overall superiority of a product offered by a specific brand when compared to other brands which distinguishing five characteristics of brand equity; related to value

associated with the brand; consumer opinions; the overall value from the brand name; the brand equity is relative to competitors; positively influence the financial condition of the brand

Brand equity on customers has four influence factors that have been adopted and proved, those are brand loyalty, brand awareness, brand association and perceived quality.
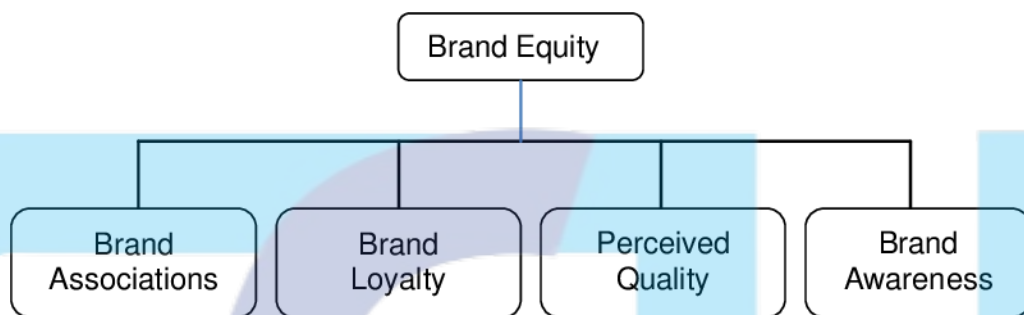

Figure 3. Customer Based Brand Equity Model

Source: (Aaker, 1992)

2.1.5   Brand Awareness

According to Aaker in (BİLGİN, 2018) brand awareness is defined as a potential buyer's ability to recognize or recall some specific brand that belongs to some specific product category. It is related to the strength of the brand node or trace in memory as reflected by consumers ability to identify the brand under different conditions. Brand awareness is one of the most important factors in determining the brand strength and leading to competitive advantage as a result (Świtała et al., 2018). Therefore, (Aaker, 1992) has stated that there are four levels of brand awareness that can be used as a measurement for the market practice (BİLGİN, 2018).

Figure 4. The Awareness Pyramid

Source : Aaker,1991

From figure 3 , brand awareness is represented by four different levels. The lowest level is unaware of a brand, where people do not know of the brand's existence. The next level is brand recognition based upon an aided recall test Aaker in (Ahmad Munawar & Ali, 2019). In this level, the customer needs to link between the brand and the elements shown such as logo, slogan which they can recognize (Keller,1993) in recognition is related with brand familiarity of the consumer(BİLGİN, 2018).

The brand recall is the next level in the pyramid. Brand recall is based upon asking a person to name the brand in a product class; it is termed "unaided recall" Aaker in (Ahmad Munawar & Ali, 2019). Different from the recognition stage, the customer is not aided with the provided names. Unaided recall is considerably more challenging than recognition and is linked to a more powerful brand position. Brand recall also refers to how well a consumer can recall the brand which they have experience or pre knowledge about when facing the specific situation (Khurram et al., 2018).

In an unaided recall challenge, the first-named brand that comes to their mind has strongly rooted in consumer awareness (Świtała et al., 2018) in an unaided recall task has achieved top-of-mind awareness which is a special position because that brand is

the "leader" of the various brands in consumer mind Aaker in (Ahmad Munawar & Ali, 2019).

Furthermore, Hoeffler & Keller in ((Vazifehdoost & Negahdari, 2018) distinguished brand awareness among depth and width. Depth in brand awareness refers to making consumers recall or identify some brand easily. While width refers to the brand name that will come to customer minds at once when they purchase a product. When a product has depth and width at the same time, when consumers want to buy a product they will think of this specific brand. This leads to the conclusion that the brand awareness of that particular brand or product is high (Ikram AKBAR & Özgül, 2018).

Brand awareness plays an important role in consumer decision making for three major reasons (Keller, 1993): (1) It becomes vital for consumers to consider the brand when evaluating the product category, and growing brand awareness improves the likelihood that the brand will receive consideration for purchase; (2) it able to affect the decisions process when considering even when there are no other brand associations as consumers only choose the familiar brand and well established brands; the last (3) is how brand awareness forming and strength the brand association in the brand image which will affects the consumer decision making.

2.1.6 Brand Loyalty

Brand loyalty refers to the customer commitment to repurchase products and services from a specific brand and commit to be the consumer of the brand on a daily basis in the future despite other competitors actions in the businesses (BİLGİN, 2018). It reflects how likely customers will be to switch to another brand especially when there is a change in price or product feature of that brand. Brand loyalty is the measurement of customer attachment and commitment to a brand Aaker in (Pranata & Permana, 2021) brand will become the intangible asset for the company which reflects their price of product or service (Chinomona & Maziriri, 2017). A consumer is considered loyal to a brand when they do not easily shift a brand to another, even when the brand is not available in the store (Jalilvand et al., 2011).