

CHAPTER 5 – CONCLUSIONS AND RECCOMENDATIONS

5.1 Conclusions

This research analyzes the impact of consumer based brand equity dimensions, which are; brand awareness, brand association, perceived quality and brand loyalty and health motivation towards purchase decision. Each question asked in the questionnaire represents the variables that are analyzed. This study examines the connections among variables in order to investigate if there is a real association between these factors and to measure the strength of such an association.

The data collected in this research are valid and reliable to be used as the primary data in the research result. It concluded from the data collected for the pre-test that passed validity and reliability test and also the rest of data required for the post-test that also passed validity and reliability test

The secondary and primary data was used for obtaining data, whereas the primary source used a quantitative and qualitative approach. The quantitative approach uses questionnaires that are distributed to people who are suitable to this study category which are the respondents that know and have purchased, and consumed Lemonilo healthy instant noodles. While qualitative approach use interview to people who ever purchased several healthy instant noodles brand to analyze the top brand awards for healthy instant noodles category. For the secondary data are gained from data that has been published such as official marketing news, journal, official websites, and books and

Perceived quality, and brand loyalty and health motivation are the hypotheses that were accepted, which they all have a significant effect on purchase decision. Meanwhile, the brand awareness and brand association hypothesis was rejected, which means that brand awareness and brand association has no significant effect on purchase decisions.

Before taking the questionnaire, respondents are asked about their demographic background. Other than that, respondents also needed to pass screening questions before filling their demographic background and then fill out the questions regarding the research.

The conclusion of the respondent's profile is as follow :

- a. Respondents' gender 64% was dominated by females, where 36% answered by male.
- b. Age majority of the respondents that answered the questionnaire is between the age of 18 years old up to 25 years old which gained 38%, followed by the age range of 26 years old up to 35 years old which gained 22%.
- c. The majority occupation are private sector employees for 38% followed by college students for 32%
- d. Monthly income majority under 5 million per month, however it is supported that regional minimum wage in Jakarta and Tangerang area are under 5 million per month.

5.1.1 Inductive Analysis Conclusion

The measurements for each indicator were computed and analyzed using SmartPLS version 4. The findings reveal a significant influence of one variable on another variable. The outcome is further elaborated as follows.

1. Brand awareness does not have a significant effect toward purchase decision. Based on the hypothesis test, the significant value from P value is 0.985 (higher than the significance level of 0.05). Hence, H1 is rejected
2. Brand association does not have a significant effect toward purchase decision. Based on the hypothesis test, the significant value from P value is 0.187 (higher than the significance level of 0.05). Hence, H2 is rejected

3. Brand loyalty has a significant effect toward purchase decision. Based on the hypothesis test, the significant value from P value is 0 (lower than the significance level of 0.05). Hence, H3 is accepted
4. Perceived quality has a significant effect toward purchase decision. Based on the hypothesis test, the significant value from P value is 0.003 (lower than the significance level of 0.05). Hence, H4 is accepted
5. Health motivation has a significant effect toward purchase decision. Based on the hypothesis test, the significant value from P value is 0.002 (lower than the significance level of 0.05). Hence, H5 is accepted

5.2 Recommendations

5.2.1 Managerial Implication

5.2.1.1 Brand Awareness

Although brand awareness does not have a significant impact on purchase decisions, it is still important to uphold brand familiarity. Increasing the familiarity of a brand among customers can have several benefits. One of the outcomes is that the brand will occupy a specific position in the customer's mind, which in turn increases the likelihood of customers considering the brand before making a purchase.

Collaborate with influencers

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 their brand and product, Lemonilo can collaborate with local influencers especially for 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 shared in their social media platform 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 as a new trend in social media platforms.

Participate in local events

Lemonilo as a healthy food brand can participate in a food bazaar in some events to create people's awareness about the brand and the product especially in sports or healthy event.



Figure 14. Sports event in Tennis Indoor Senayan

For example, Lemonilo can participate by setting up a food booth at sports events such as *Tiba - Tiba Tennis*. Especially, this event is organized by Indonesian celebrities, Vincent and Desta, who are widely loved and followed by young people. Thus, Lemonilo can take advantage of this to attract young generation whose attending the event by providing them with free souvenirs such as fans and balloons featuring the name "Lemonilo healthy instant noodles" on the products.

5.2.1.2 Brand Association

Based on the hypothesis results, brand association is proven to have no influence on purchase decision. Furthermore, from the questionnaire responses regarding the Brand association variable, it is evident that many respondents have not placed their trust in the benefits that Lemonilo can provide them. Additionally, the price of Lemonilo noodles is not entirely aligned with their expectations, as Lemonilo is slightly more

expensive compared to other instant noodle brands in general. These two indicators have the lowest average values compared to other brand association indicators. Furthermore, the indicator values for the statement regarding Lemonilo being different from other instant noodles are also relatively low in terms of their average values. This indicates that Lemonilo's uniqueness has not yet obtained a competitive advantage when compared to other instant noodle brands. The three indicators mentioned are recommended to be the focus areas that Lemonilo should develop in order to enhance their brand association in the eyes of consumers.

Partnership with health influencer and expert

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.

Lemonilo also has not yet collaborated with nutrition experts on their Instagram or TikTok accounts, where such collaboration could enhance trust among their consumers. Engaging a trusted nutritionist known for their credibility and expertise among the public will further enhance trust in the benefits and nutritional content of Lemonilo's healthy noodles. Utilizing expertise to increase confidence in the benefits and nutritional content of Lemonilo will facilitate the promotion of their brand as a healthy option.

Maintain the uniqueness of Lemonilo healthy instant noodles.

Lemonilo's healthy instant noodles come with a unique concept that sets them apart from other instant noodles. Lemonilo has its own distinctiveness derived from its noodle ingredients, and it ensures that no harmful substances are used. This uniqueness needs to be consistently maintained by Lemonilo as it serves as a compelling factor for people to purchase their noodle products.

However, despite the uniqueness of Lemonilo's healthy instant noodles, consumers still need to be convinced of their advantages and distinctiveness compared to other instant noodles. Moreover, the market is now witnessing an increasing number of healthy instant noodles available. Therefore, Lemonilo needs to innovate and enhance its uniqueness and characteristics. One way is by developing new product innovations that offer flavors aligned with current trends in society, such as introducing Ramyeoun (authentic Korean-style instant noodles). Lemonilo can expand its product range by offering instant noodle flavors like the authentic Korean taste, which features a rich and savory broth. By introducing new flavors, Lemonilo can gain a competitive advantage over other healthy noodles in the market.

5.2.1.3 Brand Loyalty

Brand loyalty is a significant indicator that greatly influences the purchase decision for Lemonilo's healthy instant noodles. This is a crucial aspect that Lemonilo needs to maintain in order to foster customer loyalty towards their brand.

Connect with customers

In today's market, a brand not only sells products but also offers experiences and interactions with their customers. Lemonilo can develop connections with consumers through interactions on their social media platforms. In their social media presence, Lemonilo can showcase content that goes beyond promotions and includes attractive content to enhance their relationship with their followers.

Lemonilo can create various types of content, such as short quizzes, riddles, and questions related to Lemonilo especially on their Instagram story. They can also share

updates and activities that they have planned for their followers, creating a sense of closeness between Lemonilo and their followers.

When managing their social media platforms, Lemonilo should be responsive to any complaints or feedback from their customers. They should address these concerns in the best possible way to improve consumer satisfaction. Based on Lemonilo's Instagram account, it seems that they have uploaded several content. However, it is noticed that Lemonilo lacks interaction with their followers in the comment section. This simple aspect is something they should pay attention to in order to make their followers feel valued and cared for by Lemonilo.

Introducing the Lemonilo Loyalty Program

Lemonilo has a loyalty program where users can access information and ongoing promotions. Additionally, Lemonilo provides a field for users to input their birthdates in their profile completion. By collecting birthdate information, Lemonilo can leverage it to provide special rewards and birthday greetings to members on their birthdays.

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.

5.2.1.4 Perceived Quality

Perceived quality has a significant impact on purchase decision. This indicates that Lemonilo Healthy Instant Noodles, as a health brand, needs to provide the best quality to its customers and also maintain the quality it currently possesses.

Consistent product quality

Lemonilo, as a healthy instant noodles brand, should prioritize consistency in the quality of their products. They need to differentiate themselves from other instant

noodle brands by continuously delivering the best quality ingredients to their customers. It would be even better if Lemonilo can exceed the expectations of their buyers. In their production process, Lemonilo should monitor and control to ensure that all their products meet the appropriate standards and consistently produce products of high quality.

Based on the responses from the participants, it is evident that the buyers trust the quality of Lemonilo's healthy instant noodles. This trust needs to be maintained and further developed by Lemonilo. It is supported by the fact that consumers prefer to purchase and consume products that have high quality standards. Furthermore, Lemonilo should strive to enhance their quality to establish the belief that their healthy instant noodles are superior to other instant noodle brands. This is supported by the responses to indicator PQ2, which has a lower mean value compared to other indicators.

In conclusion, Lemonilo should focus on maintaining consistency in their product quality, building and expanding consumer trust, and continuously improving their offerings. By doing so, they can strengthen their position in the market and attract more customers who value and prioritize high-quality food products.

Information transparency

Lemonilo, as a healthy instant noodle brand that offers better quality than other instant noodle brands, should prioritize transparency in their production process and provide detailed ingredient lists. Lemonilo has already demonstrated this by including detailed ingredient lists on each package of their healthy instant noodles, as evidenced by the highest mean value in indicator PQ1. Maintaining the presentation of detailed ingredients in each Lemonilo product is important to continue providing comprehensive information to their customers.

To further enhance transparency, Lemonilo can provide information to their customers and potential buyers about their production process which has never been done before by Lemonilo healthy instant noodles. This strategy can be implemented through their social media accounts such as Instagram and TikTok. Creating content about the

manufacturing and production process can increase the trust that customers have in Lemonilo, knowing that they prioritize quality. Additionally, this transparency will reinforce the trust of customers in the slightly higher price of Lemonilo healthy instant noodles, as reflected in indicator PQ4, which has a relatively lower mean value compared to other indicators.

By showcasing transparency in both their ingredient lists and production process, Lemonilo can build trust and confidence among their customers. This will differentiate them from other instant noodle brands and attract health-conscious consumers who prioritize quality and transparency in their food choices.

5.2.1.5 Health motivation Education and awareness

Lemonilo, as one of the healthy product brands, needs to create awareness and educate the public about the importance of observing the content, nutrition, and benefits that a product can provide them in the market. They can communicate this through their social media accounts such as Instagram and TikTok by sharing educational and awareness-related content about health and the importance of selecting products that are beneficial for their health and nutritional needs. This action has not been implemented in the content they publish on their social media accounts, both TikTok and Instagram.

This is evident in the responses of the respondents to indicator HM1, which shows a relatively low mean value regarding the awareness and concern of the public in paying attention to and observing the nutritional content and information of products available in the market.

Community Engagement



Figure 15. Zumba event in Jakarta Mall

To increase the motivation for a healthy lifestyle in the community, Lemonilo can establish a health 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.

5.2.2 Further Research

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. Furthermore, there is a possibility to explore firm-based brand equity, which analyzes brand equity from the perspective of the company. Examining brand equity from a

different viewpoint may yield distinct outcomes, making it intriguing. By comparing the findings with existing studies on consumer-based brand equity, a more comprehensive understanding can be obtained, enabling managers to make more informed decisions for their companies.

