

The Effect of Digital Marketing and Brand Image on Purchase Intention

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Abstract

The covid-19 pandemic has brought changes to consumer behaviour, a change behaviour in purchasing a fashion product is one of many cases, with the result that companies set strategies to keep their business running properly. This study focuses in examining the effect of Digital Marketing and Brand Image on consumer interest to Footstep Footwear shoes and sandals products in Bandung City during the Covid-19 pandemic. Digital Marketing is related to online marketing through social media for online sales communication management line. In addition, Brand Image is related to the quality trust, superiority and uniqueness of the product that could attract consumers to purchase. The data for this study were obtained through questionnaires distributed to Footstep Footwear consumers via Google Form. 164 questionnaires total have been filled out. The result of the research hypothesis shows

that digital marketing has a positive effect on consumer intention to purchase Footstep Footwear product and the Brand Image has a positive effect on consumer intention in Footstep Footwear product. The implication of this research is that Footstep Footwear must develop further digital marketing strategies, with the result that it can attract consumer interest to purchase and build a Brand Image of Footstep Footwear shoes and sandals.

Keywords: Digital Marketing, Brand Image, Purchase Intention

Background

The covid-19 pandemic has hit the world, and Indonesia is one of them. Indonesia is fighting against Covid-19 by modifying its regional quarantine (lockdown) policy into large-scale social restrictions (PSBB) that are local in nature according to the severity of the province, district or city. During this pandemic, the world economy and Indonesia specifically experienced a crash. The government and strategic assessment institutions predict Indonesia's growth will be low or even negative in 2020. To that end, the Government seeks to schedule a New Normal policy so that the economic impact of the pandemic does not cause a prolonged crisis. [1] In a fairly short time, the marketing pattern has changed when social distancing and Large-Scale Social Restrictions (PSBB) are implemented. After that, the government made a new policy, namely the implementation of Community Activity Restrictions (PPKM), with the government new policies, those who feel the impact of the policies the most are small, medium to large scale businesses. The presence of this pandemic gave rise to new habits in society. There have been many shifts and changes in consumer behaviour that occurred after the emergence of the pandemic. Starting from small habits in everyday life to habits that change lifestyle. This of course happens because of government regulations to minimize public activities. So that people prefer to fulfil their needs and desires by shopping online. One strategy that can be used during a pandemic is digital marketing, which allows fashion business to market their product without being constrained by policies during the pandemic. With changes in consumer behaviour and the use of digital marketing, it can increase consumer buying intention.

Footstep Footwear is one of many company that takes advantage of technological developments. The company applies digital marketing as a media for marketing so that its products can be known by all Indonesian. Footstep Footwear company is a company that sells local brand shoes and sandals. In its development, Footstep Footwear product sellers have increased by doing digital marketing. The Digital Marketing strategy that has been implemented can also increase sales of these products. A successful digital marketing strategy can create a brand image in the eyes of customers that can affect their buying intention in Footstep Footwear product.

Based on this background, digital marketing has an influence on the development of a company's product marketing. The researcher wants to research more about "The Influence of Digital Marketing and Brand Image on Interest in Buying Footstep Footwear Product"

Literature Review **Digital Marketing**

Digital marketing is a product marketing through media that is connected by the internet currently the internet can not only connect people with digital media, but can also be used as a communication to consumers. This facilitates communication in the form of marketing promotions through social media. The existence of digital marketing also makes communication between producers' marketers, and

consumers or buyers way easier. In addition, digital marketing makes it easier for business people to monitor and provide everything the potential consumers need [1, 2].

The characteristics of the internet are as follows.

- a. Interactivity. The ability of technological devices of facilitate communication between individuals such as face to face. Interactive communication so that participants can communicate more accurately, effectively, and overwhelmingly.
- b. Demassification, messages can be transferred to large number of participants involved.
- c. Asynchronous, communication technology has the ability to send and receive message at the desired time of each participant.

The link between digital marketing and buying interest through the marketplace is used as an intermediary that makes it easier for consumers and producers to carry out online product buying and selling transaction, so that they can be effective in attracting potential consumers quickly, easily, precisely and widely [3-8].

Brand image

The indicators that make up the brand image according to [9] are:

- a. Image maker (corporate image), which is a set of association perceived by consumers to companies that produce goods or services. Include popularity, credibility, company network and user themselves.
- b. Product / consumer image (product image), which ia a set of associations perceived by consumers towards an item or service. Include product attributes, benefits for consumers, and guarantees.
- c. User image, which is a set of associations perceived by consumers against user who use an item or service. Includes: the user himself, as well as his social status.

While the relationship between brand image and buying intention is where if the brand image owned by the company is good and the price is in accordance with the competitiveness and quality of the product it will increase consumer purchase intention [10-14]. Consumers who are interested in the produced by Footstep Footwear will tend to give a good impression, value and perception of the company.

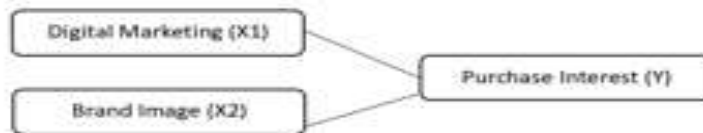
Purchase Intention

Consumer purchase intention is a person's tendency to get necessities and the introductions of products that cause a desire to buy can be referred to as purchase interest. Socio-cultural factors that can affect purchase interest, [15]

According to [2, 16], purchase intention can be identified through the following indicators:

- a. Transaction interest, namely a person's tendency to buy a product.
- b. Referential interest, namely the tendency of a person to refer products to other.
- c. Preferential interest, which is an interest that describes the behaviours of someone who has a main preference for the product, this preference can only be changed if something happens to the preference product.

Figure 1. Theoretical framework



Based on the discussion above, it can be hypothesized:

H1: Digital Marketing has a positive and significant on purchase intention.

H2: Brand Image has a positive and significant effect on purchase intention.

Methodology

The study explanatory method where this explains the relationship between the variables studied and explains the relationship between digital marketing and brand image on consumer purchase intention in Footstep Footwear. The result of this data is obtained directly through the distribution of questionnaires distributed to Footstep Footwear to customers. Footstep uses google form, the number of questionnaires distributed is 188, and 164 respondents have been received banc.

The object of research here is the respondent's perception of digital marketing, brand image of purchase interest, this unit of analysis is distributed individually, digital marketing measurement is measured by adapting the measuring tool developed by [17]. Brand image is measured by adapting the measuring instrument developed by [16] which consists of 3 items, meanwhile purchase intention adapted from the measurement developed by [16, 18] which consists of 4 items. The goodness of measure is tested using the Cronbach Alpha Criterion for reliability, and Pearson Product Moment Correlation for Validity. Hypothesis is tested using multiple linear regression analysis.

Finding and Discussion

From 188 questionnaires were sent, 164 were received, and twenty-four incomplete questionnaires were found, so that twenty-four were excluded from the analysis. The number of questionnaires returned and valid for use was 164. Therefore, the response rate of this study was 87%.

Respondent Profile

The data of the respondents in this study were 164 respondents. Based on age, respondent was distributed as many as 90 people (54.8%) aged over 16 – 24 years, aged 26-35 years as many as 63 people (38%) and as many as 11 people (7.2%) respondent aged 36-45 years more. So, it can be concluded from the data above those respondents aged 16-24 years dominate in this study. Based on age, respondent who answered the questionnaire in this study consisted of 76 men (46.3%) and 90 women with a percentage of (53.7%). So, the total number of respondents totalled 164 people. Meanwhile, based on occupation, respondents who answered the questionnaire in this study consisted of 44 students (26.8%), 4 civil servants with a percentage (2.4%), private employees totalling 85 with a percentage (51.8%) people and self-employed people amounted to 32 people with a percentage of (19%). So, the total number of respondents totalled 164 people.

Hypothesis testing using multiple linear regression analysis. Table 1, 2, and 3 show the result of multiple linear regression analysis. The independent variables are digital marketing and brand image, and the dependent variable is purchase intention. Table 1 and table 2 show the result of this regression model capable of explaining the variation of the independent variables. The F-test show an F value of 118,467 and significant at the 1% level, meaning that the variation of digital marketing and brand image variables is able to explain the variation of the purchase interest variable by 59.5% (Adjusted R Square).

Table 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.772b	.595	.590	2.23951
a. Predictors: (Constant), BI, DM				

Table 4

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1188,324	2	594,162	118,467	.000b
	Residual	807,481	161	5,015		
	Total	1995,805	163			
a. Dependent variable: Purchase Intention						
b. Predictors: (Constant), BI, DM						

Table 5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.339	1.448		.925	.356
	DM	.387	.098	.257	3.957	.000
	BI	.438	.049	.582	8.972	.000
a. Dependent Variable: Purchase Intention						

Table 3 show the result of the t-test, namely the regression coefficient test. The digital marketing regression coefficient is positive with a t-value of 3.957 and significant at one percent. These results indicate that digital marketing has a positive and significant effect on purchase interest. Therefore, hypothesis 1 is accepted. The brand image coefficient is positive with a t-value 8.957 and is significant at one percent. The result showed that brand image has a positive and positive effect on purchase interest. Therefore, hypothesis 2 is accepted. This finding reveals that digital marketing and brand image are important drivers of purchase interest, especially in Footstep Footwear companies during the pandemic due the spread of Covid-19 virus.

The finding of this study explain that digital marketing has a positive impact on purchase interest at Footstep Footwear Companies during the Covid-19 pandemic. It was also found that brand image, on the other hand, had a positive effect on purchase intention. This finding is in line with previous research which also found that digital marketing and brand image are one of the determinants of purchase intention [18-22].

1. Digital marketing has a positive and significant on purchase intention by 59.5%. this show that the right digital marketing will increase Purchase Interest. From hypothesis testing, it is obtained t count > t table or (2,487 > 1,9847) this is reinforced by probability 0.0000 < 0.05, thus H0 is accepted meaning that there is

positive and partially significant effect between digital marketing on purchase intention.

2. Brand image has positive and significant effect on Purchase Interest by 35.8% this show that a high brand image will increase purchase interest. From hypothesis testing, it is obtained t count $>$ t table or $(5.430 > 1.9847)$ this is reinforced by probability $0.000 < 0.05$, thus H_0 is rejected and H_1 is accepted meaning that there is a positive and partially significant influence between brand image on purchase intention.

The finding of this study indicate that digital marketing and brand image are important predictors of purchase interest. The result of this study is in line with several previous studies which found that the right use of digital marketing can increase consumer purchase interest [5, 7, 15, 23, 24]. Digital marketing is able to reach more audiences, and provide opportunities for communication between seller and consumers. Good digital marketing, with interesting content will be able to create positive word of mouth. In addition, digital marketing is relatively cheaper than using conventional marketing media.

This study also found that brand image has a positive and significant effect on purchase interest. This finding is in line with several previous studies which found brand image to be an important predictor of purchase intention [10-14, 18, 25, 26]. Basically, the brand image actually reflects the values and benefit that consumer can expect when they buy the product. This indicates that consumers' perceptions of the quality, value and benefits they will receive will determine the brand image of a product. The implication is that companies must be able to create value and benefits that, if possible, exceed consumer expectations, and deliver these values and benefits in a way that is better than competitors. The company must also be able to build good communication when the company conveys information about the value and benefits that exist in the product.

Conclusion

This study found that Digital Marketing and Brand Image are very important determinants in determining purchase interest at Footstep Footwear Bandung companies during the Covid-19 pandemic. Company management needs to compile systematic measurable tasks, there needs to be clarity in each concept, especially those containing elements such as clarity of excellence and uniqueness, the importance of quality in relation to the successful achievement of overall product purchase goals. Creating content that attracts consumers in promoting products, and implementation of health protocols, in terms of maintaining health. This research has been attempted and carried out in accordance with scientific procedures. However, it still has limitations factors that influence consumer purchase intention in this study only consist of two variables, namely digital marketing and brand image, while there are still many other factors that influence consumer purchase intention in the market, such as promotion activities and discount, which could be explored in future research. The next weakness in this research concerns the scope of the research which only involves one company that does product placement in e-commerce, so the generalization of this research is not too high. Future research may be able to expand this scope by researching the industry or industrial sector, so that the generalizability of the research become higher.

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