CORRELATION BETWEEN SOURCE OF AWARENESS TO BRAND AWARENESS WITH BUYING DECISION IN WEST JAVA FMCG CONSUMER

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ABSTRACT

Social media is a source of awareness among many other sources of awareness such as TV/radio, billboards/outdoor media, outlets such as shops, mini markets, stalls, people around such as friends, family etc. This study aims to find out how often people use, seek information and see advertisements on social media, and does this affect the effectiveness of social media sources of awareness? Also to find out whether brand awareness affects purchasing decisions? Especially for brand awareness in the food and beverage product category. Data were collected from 531 respondents using the survey method through a structured questionnaire with a seven-point Likert scale. Data analysis used frequency analysis, mean, standard deviation and regression analysis. In this study it was found that the frequency of people using social media is very high and social media is an effective source of awareness which ultimately has a significant effect on purchasing decisions.

Keywords: *Social media, source of awareness, brand awareness, purchasing decisions*

A. Introduction

From Hootsuite 2021 data it is known that out of a total population of 7.83 billion people in the world, 4.66 billion people or 59.5% use the internet and internet users continue to grow from year to year as an example, internet users in 2021 in January added 316 million people vs January 2020.

Even internet users in Indonesia, both in terms of percentage and growth, are bigger than internet users in the world. With the number of internet users amounting to 73.7% of the population and growing 15.5% compared to the previous year. Likewise with social media in Indonesia, the number of social media users is as many as 170 million people or 61.8% of the population and grew by 6.3% compared to last year.
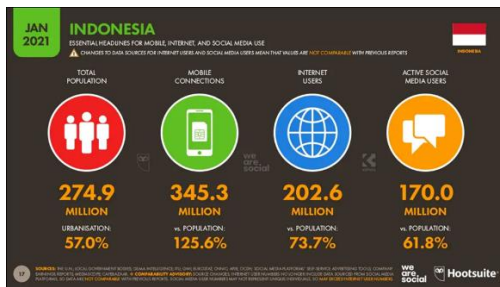
The top 4 most used social media platforms in Indonesia are Youtube with 93.8%, Whatsapp 87.7%, Instagram 86.6% and Facebook 85.5% for other platforms below 70%.
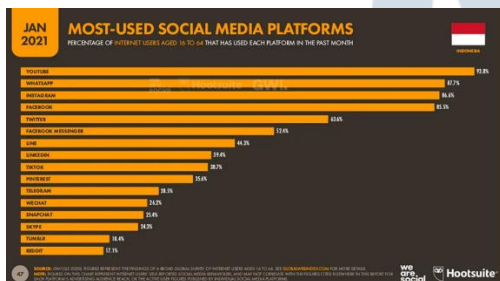
In line with several previous researchers, such as Joanna Bednardz 2019, Mohamed Moosa 2020 and R. Vidhya 2021 in their research on the effect of social media on buying behavior on FMCG products, concluded that social media has a significant effect on purchasing decisions and has experienced growth over time, but when viewed from AC

Nielsen data, which is one of the largest research companies in the world, which focuses on marketing research, it turns out that not all FMCG product purchasing decisions are significantly affected by social media marketing.
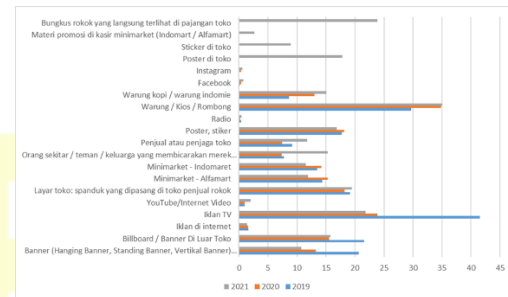
For this reason, this research was conducted to answer how often people use social media and whether social media is the most effective source of awareness and influences purchasing decisions? However, in this study it was limited only to food and beverage products with respondents spread across West Java.

B. Method of Implementation

According to Sugiyono (2018) the object of research is a person's research, object or activity that has certain variations that have been determined by the researcher to study and draw conclusions. The object of this research is the source of awareness and purchasing decisions.

According to Sekaran and Bougie (2017) the subject is one part or member of the sample. The research subject is the party that is used as a source of information or data source in a research. The subjects of this study are consumers of social media users aged 18 years and over.

The purpose of this research is to find out the relationship between brand awareness originating from various sources of awareness and purchasing decisions.

Data collection was carried out by giving questionnaires either directly or in the form of a Google form. Before answering questions on the questionnaire, respondents were asked to fill in their name, age, education, monthly expenses and place of entry. Measurements were taken with a Likert scale of 1 to 7 (frequency) with the following information: 1 = never, 2 = once or twice, 3 = rarely, 4 = sometimes, 5 = quite often, 6 = often, 7 = every time.

The questions consist of 3 parts with the first part asking about how often to use social media, the second part about the source of awareness and finally the questions about purchasing decisions. In the questionnaire, it was explained that those included in social media were Youtube, WhatsApp, Instagram, Facebook, Twitter, Line, Tiktok, Telegram, Wechat, Skype, etc. Meanwhile, what is included in the source of awareness is TV/radio, billboards/outdoor media, outlets such as shops, mini markets, stalls, people around such as friends, family.

Respondents who gave complete answers were 531 people spread across various cities in West Java. The data collected from the questionnaires were analyzed using several statistical tools such as the mean, standard deviation and regression analysis using SPSS 20.

As for the hypothesis of this study are:

H1: There is a significant relationship between advertisements on TV/Radio and brand awareness of food/beverage products

H2: There is a significant relationship between advertising on billboards/other outdoor media and brand awareness of food/beverage products

H3: There is a significant relationship between advertising in outlets and brand awareness of food/beverage products

H4: There is a significant relationship between advertising on social media and brand awareness of food/beverage products

H5: There is a significant relationship between word of mouth and brand awareness of food/beverage products

H6: There is a significant relationship between brand awareness of food/beverage products and purchasing decisions.

This research is descriptive research. Descriptive research is a type of research that aims to describe or describe existing phenomena, both natural phenomena and man-made phenomena which can include activities, characteristics, changes, relationships, similarities, and differences between one phenomenon and another (Sukmadinata, 2017).

To avoid research bias due to the diversity of consumer demographics, a purposive sampling method was used, namely a sample selection method with certain criteria. The consumer criteria used in this study are social media users, aged 18 years and over. The method used in this study is to use a survey method.

C. Result and Discussion

Respondent demographic profile:
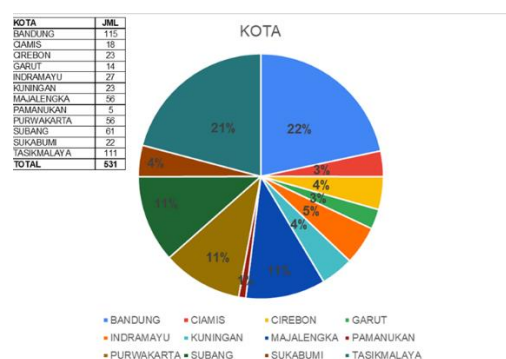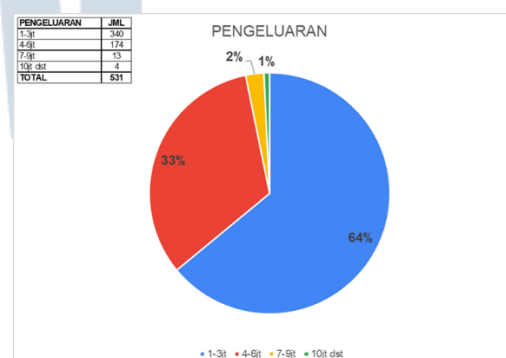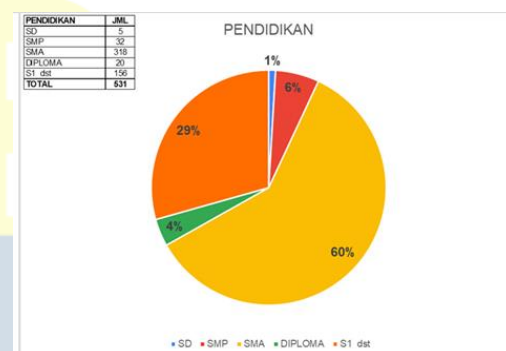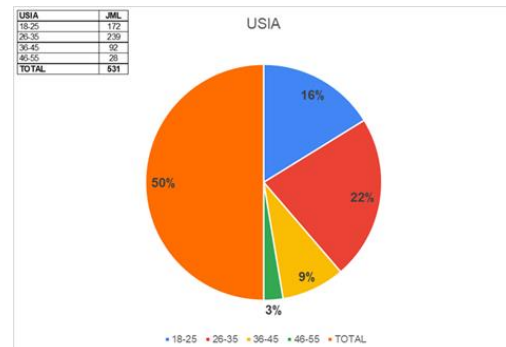
Frequency Table

Social media users:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	5,8	5,8	5,8
	2	21	4,0	4,0	9,8
	3	39	7,3	7,3	17,1
	4	72	13,6	13,6	30,7
	5	95	17,9	17,9	48,6
	6	71	13,4	13,4	62,0
	7	202	38,0	38,0	100,0
	Total	531	100,0	100,0	

From this data it can be seen that the highest percentage is 38%, which means that respondents use social media all the time and only 5.8% have never used it or in other words 94.2% of respondents are social media users, from once or twice to who use social media all the time. Read news and find information on social media:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	37	7,0	7,0	7,0
	2	31	5,8	5,8	12,8
	3	65	12,2	12,2	25,0
	4	58	10,9	10,9	36,0
	5	102	19,2	19,2	55,2
	6	77	14,5	14,5	69,7
	7	161	30,3	30,3	100,0
	Total	531	100,0	100,0	

From this data it can be seen that the highest percentage is 30.3%, which means that respondents read news and search for information on social media all the time and only 7% never read news and seek information on social media, or in other words 93% of respondents reading the news and searching for information on social media, from once or twice to all the time.

Seeing ads on social media:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	39	7,3	7,3	7,3
	2	28	5,3	5,3	12,6
	3	54	10,2	10,2	22,8
	4	66	12,4	12,4	35,2
	5	109	20,5	20,5	55,7
	6	84	15,8	15,8	71,6
	7	151	28,4	28,4	100,0
	Total	531	100,0	100,0	

From this data it can be seen that the highest percentage is 28.4%, which means that respondents see advertisements on social media at any time and only 7.3% have never seen advertisements on social media, or in other words 92.7% of respondents saw advertisements. on social media, from once or twice to every time.

Looking for product information:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	45	8,5	8,5	8,5
	2	33	6,2	6,2	14,7
	3	53	10,0	10,0	24,7
	4	67	12,6	12,6	37,3
	5	89	16,8	16,8	54,0
	6	81	15,3	15,3	69,3
	7	163	30,7	30,7	100,0
	Total	531	100,0	100,0	

From this data it can be seen that the highest percentage is 30.7%, which means that respondents are always looking for product information on social media and only 8.5% have never looked for product information on social media, or in other words 91.5% of respondents see advertisements on social media, from once or twice to every time.

Next are the results that show which type of source of awareness is most effective in creating brand

awareness for the food and beverage category:
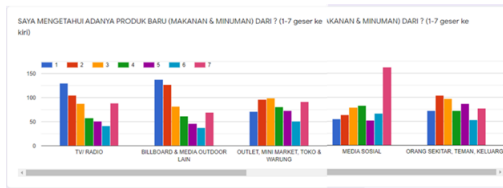
From this data it can be seen that the type of source of awareness that creates the most brand awareness for the food and beverage category is social media. It can be seen from the highest answer every time, social media is higher than other types of sources of awareness.

Meanwhile, after people find out about food/beverage products from social media, whether to proceed with product purchases, can be seen from the following results.

From this data it can be seen that once people find out about food/beverage products from social media, the person does not immediately buy them, in other words there is no significant relationship between brand awareness from social

media for food/beverage products and purchasing decisions.

Therefore the accepted hypothesis of the 6 existing hypotheses is H4 or there is a significant relationship between advertising on social media and brand awareness of food/beverage products, the other five hypotheses are rejected.

H1: There is a significant relationship between advertising on TV/Radio and brand awareness of food/beverage products → REJECTED

H2: There is a significant relationship between advertising on billboards/other outdoor media and brand awareness of food/beverage products → REJECTED

H3: There is a significant relationship between advertising in outlets and brand awareness of food/beverage products → REJECTED

H4: There is a significant relationship between advertising on social media and brand awareness of food/beverage products → ACCEPTED

H5: There is a significant relationship between word of mouth and brand awareness of food/beverage products → REJECTED

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H6: There is a significant relationship between brand awareness of food/beverage products and purchasing decisions → REJECTED

D. Conclusion

The frequency of people using social media is very high, it can be seen from more than 69.3% of people answering all the time, often & quite often using social media, while only 5.8% answered never use it.

Social media is the most effective source of awareness when compared to other sources of awareness such as TV/radio, billboards/outdoor media, outlets such as shops, mini markets, food stalls, local people such as friends and family for food/beverage products.

Brand awareness originating from social media for food/beverage products has no significant effect on purchasing decisions.

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