

The determinant of brand awareness: Lesson from Indonesia

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Abstract

This study analyzes the effect of advertising creativity, jingles and endorsers on brand awareness using Multiple Linear Regression Analysis on 150 respondents in Semarang. The results showed that advertising creativity, jingles and endorsers have a positive and significant influence on brand awareness. Advertising creativity is the strongest variable affecting brand awareness. Companies need to use this variable as the most important factor because it has positive impacts.

Keywords: Advertising creativity; jingle; endorsers; brand awareness; e-commerce.

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INTRODUCTION

Shopee is an e-commerce leading company in the Indonesia market since 2015. Previously, it was a member of the SEA Group of companies based in Singapore, which expanded to the South East Asia region. With the vision of "becoming the Number 1 Mobile Marketplace in Southeast Asia", it allows its users to sell or buy goods through the Shopee application (Shopee.com).

Indonesia e-commerce companies have developed tremendously. Significant companies include Tokopedia, Lazada, Blibli.com, Bukalapak and Shopee. Due to increased competition, each company has to invest in creative marketing practices. According to Ecommerceiq.asia (2018), Lazada and Tokopedia are the two most visited e-commerce sites, while Shopee is in the top five.

Lazada is ranked first on Popular Brand Index among Indonesians while Tokopedia, Bukalapak, Shopee and Blibli.com rank second to the fifth, respectively (WS Group (2018). Shopee's Top of Mind score is at the lowest value compared to other major sites. The self-brand relationship has the potential to signify a deeper level of consumer identification with brands (Albert et al., 2013). Comparably, shopee has a relatively low awareness level among the Indonesian market.

In efforts to build a brand, Shopee has implemented various strategies, including advertising, one of the alternatives used in the marketing communication mix. Companies spend a lot of money advertising because of its essential marketing strategy. However, the funds spend need to match the results achieved after advertising.

According to Snapcart (2018), television is the leading media source of information regarding e-commerce platforms by 25%. A survey by Nielsen Indonesia showed that e-commerce was among ten companies with the largest advertising spending in the last three years. In 2016, Shopee spent IDR 0.35 billion, then increased to IDR 177.92 billion in 2017. This made it the third company with the biggest television advertising spending.

Advertising creativity is an essential component and can generate a high level of brand awareness (Ang et al., 2007; Lehnert et al., 2013; Smith et al., 2008). Moreover, it has a positive effect on brand recall and advertisements in the short and long term (Sheinin et al., 2011).

In 2018, Shopee launched its latest advertisement, entitled "There's Shopee, Always at Heart". This ad uses a unique story of a couple fighting under the rain and finally reconciled after the man buys various items through Shopee. The creativity and uniqueness of this advertisement invite the attention and curiosity of the public. Shopee advertisements also have another distinctive feature, specifically jingles. There is Shopee, Always at Heart ad uses a jingle with a trendy phenomenal song; "Baby Shark". Songs with repetitive notes and an upbeat tempo make it easier for people to remember the Shopee brand. By using jingles, consumers remember an advertisement, product or brand (Karailievová, 2012; Kalyani, 2014). Advertising with popular music is considered more effective in increasing attention and brand memory (Allan, 2006). Furthermore, advertising jingles forms uniqueness in the minds of consumers, creating a brand image of the product and increasing recall (Gupta, 2013).

Creativity is the central aspect of an advertisement, but the frequent display of advertisements makes consumers disinterested, avoiding deeper relationships with the product or brand concept (Lehnert et al., 2013). According to Oktafiandi (2018), the creative side of an advertisement has to be considered from the planning process, selecting partners, designing, and producing the advertisement. Through preliminary research, creative advertising requires an understanding of the combination of product performance factors and the background of product consumers.

Another method used often in the advertisement is ad stars called endorsers. Celebrities are often used as endorsers because they can effectively increase brand recognition and recall (Moutinho, 2009). Using celebrity endorsers has a positive impact on brand awareness (Kim et al., 2018; Dwivedi et al., 2015).

According to Smith et al., (2008), creative advertising has a strong and consistent influence on brand awareness, learning, accepting/rejecting ad claims, and brand liking and intentions. Lehnert et al. (2013) stated that creative advertisements could increase recall and produce relatively higher recall rate.

Sheinin et al. (2011) reported that novelty and usefulness influence advertising and brand recall in the long and short term. Novelty leads to short-term ad recall, while usefulness leads to better short and long-term brand recall. Furthermore, advertisements containing

novelty, meaningfulness and connectedness elements produced a higher recall rate (Ang et al., 2007).

Oakes (2007) highlighted the compatibility between the music displayed and the brand personality. The concurrency between the two will increase the consumer's cognitive and affective responses.

Roehm (2001) shows an interesting fact about the complexity of the music used, primarily instrumental or vocals. In advertising with vocals, easily understandable lyrics helps reduce the complexity in understanding the intent of advertisement and studying the advertised product. If the music design is more complicated, consumers will lose concentration in connecting the product image and its relation to the music that accompanies the ad. interest is also be determined in by the medium of advertisement (Priana&Suwandi,2019). Additionally, consumers can differentiate the company's products from its competitors. The use of music and jingles in marketing is vital in shaping a product or brand image (Kalyani, 2014). Along with other marketing tools, music and jingles also help keep the product in consumers' memories. Combining jingles and slogans increase the probability of remembering the product or brand being promoted. These results are in line with Karailievova (2012), which stated that the use of jingles in advertisements is more effective than slogans.

According to Gupta (2013), advertising jingles have a significant effect on brand recall. There is a significant correlation between the relevance of advertising jingles with product characteristics and uniqueness. Jingles form a unique image in a consumer's mind regarding the brand products offered hence increasing brand recall. Allan (2006) stated that advertising with popular music is a relatively more effective stimulus for attention and memory.

According to Dwivedi et al., (2015), endorser credibility, measured using endorser attractiveness, trustworthiness and expertise, has a direct impact on brand equity. Moreover, celebrity familiarity and expertise have a significant effect on brand awareness. The higher the familiarity and expertise level of celebrities, the higher the brand awareness (Kim et al., 2018). Consumers can judge that there is an asynchronous and suitable relationship between endorsers and certain brands/products. Selection of the right endorser can evaluate the company's seriousness in building a brand, especially its credibility (Spry et al., 2011). Consumers already have a relationship with a particular product brand without the role of an endorser. In case a company changes the endorser, consumers can compare the concurrency between one endorser and another (Dwivedi et al., 2015).

Setiawan & Rabuani (2019) showed the relationship between the existence of endorsers in advertisements and individual advertisements. Products with high brand awareness do not require much effort in combining endorsers with their advertisements. Through advertising only, brand awareness is already maintained and consumers make planned purchases. In contrast, brands still in the introduction cycle need endorsers. However, the choice of endorsers and their social development is very risky to the image of the new product.

Using the voices of celebrities and expert endorses, it is shown that these products resemble humans and target consumers attraction because of their friendly nature (Chang, 2013). Also, Arisandi (2017) focused on the theme of humour on advertising

content, especially those related to the physical characteristics of ad players. An advertisement player with humorous or comedian backgrounds succeeded to get into consumer attention and influences brand awareness. The selection of an advertisement star replaces the role of the endorser based on credibility.

The frequency of broadcast or the exposure of a consumer is still a supporting factor in strengthening brand awareness (Kurniawati&Sipayung, 2015). Additionally, the beginnings of consumers' familiarity with advertising through mass media involve balancing serving media between traditional mass media and new media such as YouTube. The effectiveness of the company's efforts to build brand awareness of its products is related to the cultural and social characteristics of the community. Additionally, part of the general public conversation is needed to build brand awareness immediately, including viral or word of mouth (Wang & Yang, 2010).

Generation Z responds well to youtube adverts, making it a successful medium to target certain generations (Herlyna&Utami, 2020). Some companies promote through YouTube, while others still advertise on television because of increased competition in the same product category. For consumers to show their attitude towards the brand, promotional activities through advertisements, are directed to building brand awareness first (Praschita&Giantari, 2019). This study analyzes the influence of advertising creativity, jingles, and endorsers on brand awareness through Shopee's television advertisement in Semarang. The advertisement in question is entitled "There is Shopee, Always at Heart."

METHOD

The study's independent and dependent variables are brand awareness advertising and creativity, jingles, and endorsers, respectively. The operational definition used in this study is:

Table 1.
Operational Definition of Variables

Variable	Indicator	Source
Brand awareness	- Brand aware	Kim et al., (2018); Dwivedi et al. (2015)
	- Have a brand recall	
	- Can recognize brands	
	- Recognize characteristics when hearing about brands	
Advertising creativity	- <i>Original</i>	Smith et al (2008); Lehnert et al (2013); Sheinin et al (2011); Ang et al, 2007;
	- <i>Novel</i>	
	- <i>Different</i>	
	- <i>Unusual</i>	
	- <i>Meaningful</i>	
Jingle	- <i>Message usefulness</i>	Belch & Belch (2012); Kalyani (2014); Karailieva (2012); Gupta (2013); Allan (2006)
	- <i>Memorable</i>	
	- <i>Likeable</i>	

Variable	Indicator	Source
Endorser	- <i>Transferable</i>	Kim et al. (2018); Dwivedi (2015)
	- <i>Adaptable</i>	
	- <i>Protectable</i>	
	- <i>Attractiveness</i>	
	- <i>Trustworthiness</i>	
	- <i>Familiarity</i>	
	- <i>Expertise</i>	

The study used 150 respondents, sampled using probability with purposive technique. The respondents were people domiciled in Semarang during the research. They were supposed to have seen Shopee's advertisement "There's Shopee, Always at Heart". Data were analyzed using multiple linear regression analysis with the help of SPSS version 21 program.

The test results on the correlation of each variable show the following data,

Table 2.
The Correlation of Advertising Creativity with Its Indicators

Advertising Creativity	Y ₁	Y ₂	Y ₃	Y ₄	Y ₅
Correlation	.784	.815	.831	.790	.816
	Y ₆	Y ₇			
Correlation	.836	.756			

Table 3.
The Correlation of Jingle with Its Indicators

Jingle	Y ₁	Y ₂	Y ₃	Y ₄	Y ₅
Correlation	.648	.684	.731	.702	.845
	Y ₆	Y ₇	Y ₈	Y ₉	Y ₁₀
Correlation	.836	.801	.799	.801	.712
	Y ₁₁	Y ₁₂	Y ₁₃		
Correlation	.709	.623	.489		

Table 4.
The Correlation of Endorser with Its Indicators

Endorser	Y ₁	Y ₂	Y ₃	Y ₄	Y ₅
Correlation	.796	.755	.831	.862	.844
	Y ₆	Y ₇	Y ₈	Y ₉	Y ₁₀
Correlation	.841	.801	.871	.856	.860
	Y ₁₁	Y ₁₂	Y ₁₃	Y ₁₄	Y ₁₅
Correlation	.876	.878	.839	.701	.838
	Y ₁₆				
Correlation	.817				

Table 5.
The Correlation of Brand Awareness with Its Indicators

Brand Awareness	Y₁	Y₂	Y₃	Y₄	Y₅
Correlation	.772	.817	.816	.786	.827

RESULTS AND DISCUSSION

Result

Table 6.
Descriptive statistics

Description	Total	Percentage
Gender		
Male	27	18%
Female	123	82%
Age		
<20 years	44	29.3%
20-29 years	106	70.7%
Occupation		
College Student	144	96%
Self-employed	2	1.3%
Etc.	4	2.7%

Source: Results of data processing

Based on table 6, the majority of respondents were female, specifically 123 of the total respondents or 83%, while males were 27 or 18%. Therefore, females dominate and care more about advertising because their shopping stimulus is higher. Majority of the respondents aged 20-29 years, specifically 106 individuals or 70.7%. Respondents aged <20 years were 44 or 29.3%. This means individuals aged below 20 years are updated and obtain information from digital media faster. Based on the occupation profile, majority of the respondents were college students, specifically 144 or 96%. There were 2 self-employed respondents or 1.3% and 4 or 2.7% from other professions. Therefore, students are a faster and an updated generation in getting information from digital media.

The value of the determination coefficient or Adjusted R square is 0.469; thus, the variability of the brand awareness that can be explained by the variability of creativity, jingle and endorser variables is 46.9%. Comparably the remaining 53.1% is influenced by other variables not examined. The F test has a probability value of 0.000 or less than the significance level. There is at least one independent variable affecting brand awareness.

Table 7.
Hypothesis Testing Results

Hypothesis	Constant	Significant value
Constant		

Hypothesis	Constant	Significant value
H1: Advertising creativity has a positive effect on brand awareness.	.285	.008*
H2: Jingle has a positive effect on brand awareness.	.272	.011*
H3: Endorser has a positive effect on brand awareness.	.209	.014*

Source: Results of data processing

*significant level of 5%

Discussion

Advertising creativity has a positive effect on brand awarenesshencethe study hypotheses are accepted.Previous studies established that creative advertising improves brand awareness (Ang et al., 2007; Lehnert et al., 2013; Sheinin et al., 2011; Smith et al., 2008). Creativity has the most significant effect on public brand awareness.

Jingles in advertising have a positive effect on brand awareness; consequently, the hypothesis in this study is accepted. The results of this test are supported by previous studies, which established that jingles have a positive effect on brand awareness (Allan, 2006; Gupta, 2013; Karailievová, 2012; Kalyani, 2014). More likeable and interesting jingles in terms of song composition and lyricsimprove brand awareness.

Endorsers in advertising also have a positive effect on brand awareness, therefore, the hypothesis in this research is accepted. The results of this test are supported by previous researches that show endorser has a positive effect on brand awareness (Kim et al., 2018; Dwivedi et al., 2015; Moutinho, 2009). The most influential indicator to an endorser is trustworthiness and reliability hence determines brand awareness.

To build a brand in the e-commerce marketwith consumers that are mostly millennials and Z generation,Shoppee needs to consider the digital ecosystem. This includes consideration inthe existence of social media and related media such as YouTube for promotion and advertising. This is because of increased competition in e-commerce markets fromretail companies that still havephysical stores visited by the older generation.Different generations are bridged by the almost equal interest and admiration for advertising creativity.Theyconsider celebrities as an "ideal condition" or "figure of a perfect life". With the development of information technology such as the internet, the process of exploring the background and even the endorser's credibility is very easy. On the contrary consumers have a relationship with the product brand they consume; with or without an endorser.

Music's primary role in advertising is building the atmosphere andhelping advertising messages with similar themes. Consequently,viewers and consumers become awareand relate their values with advertisedproducts.

CONCLUSION

This study showedthat advertising creativity has a positive and significant effect on brand awareness. The hypothesis test results show that the higher the creativity in the advertisements, the higher the public's brand awareness. Moreover, jingles, have a

positive and significant effect on brand awareness. The higher the jingle appeal, the higher the brand awareness. Furthermore, endorsers have a positive and significant effect on brand awareness. The higher the endorser credibility, the higher the brand awareness.

This study focused on analyzing the advertising activities launched by Shopee, primarily through television media. Apart from being a pioneer in advertising through television, the attention of the public and respondents is at the stage of high interest. The high level of interest means that the effect on the Shopee brand has not been known for a longer time. This research only focused on the initial days of launching Shopee's advertisement. The effect is not yet known, for example, the respondent has been able to compare the advertisements launched by Shopee with other e-commerce companies, especially to the three independent variables studied.

Future research can develop and modify variables by adding other advertising creativity indicators, such as flexibility, elaboration, synthesis and valuable to customers (Smith et al., 2008). Furthermore, further research can expand the sample coverage area by covering a broader area in Indonesia in order to allow different analysis results from this research.

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