

THE IMPACT OF BRAND REPUTATION AND MARKETING TOOLS ON PURCHASING INTENTIONS -CARE PRODUCTS AS AN EXAMPLE

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ABSTRACT

With air pollution, many dirty particles easily adhere to people's skin, through the function of body care products to complete the daily maintenance work. There are too many body care products on the market, consumers will not buy because of the relationship of brand reputation when purchasing. In addition, counters use different promotional tools to attract consumers to buy, such as providing independent or open skin care and beauty spaces. Will consumers purchase the home's products due to the skin care and beauty services offered by the skin care and beauty space? Therefore, this study uses 2×2 experimental design to analyse the brand reputation of counter body care products and the impact of whether there is an additional skin care and beauty space on consumers' purchase intentions. The results of this study show that consumers will choose high-profile brands to buy skin care products. Moreover, this study confirms that skin care and beauty space settings have an impact on purchase intentions. Therefore, this study suggests that operators can increase brand reputation and provide skin care and beauty spaces to stimulate consumer's willingness to buy.

Keyword: brand reputation; skin care and beauty space; purchasing intentions; care products

1. INTRODUCTION

Along with air pollution, the dusty particles adhere to skin, especially faces. Although we clean our faces or bodies, actually we don't cleanse totally. The efficacy of care products moisturizes and balances oily skin on face's skin appropriately. More and more people is not only pursuing healthy skin but also through care products achieves skin care daily. Similarly, the newest skin care products will improve human's skin at such short notice.

According to previous paragraph, the customers will select the higher reputation of brands as a the first choose. The higher reputation of brands always takes the greatest advantage in market for customers. The higher reputation of brands is whether it represents the brands of care products' quality is worth or the brands have their own status on markets and enhance. The case of S brand from Paris France and L brand from South Korea, there are dedicated to research and develop naturally skin care products and cosmetics. The S brand is known for using natural ingredients to made skin care product and the L brand is known for moisture skin care product and it's dedicated to research and develop male skin care products. It also invites Korean celebrities to endorse their products, thereby they expand the reputation of brand. In this study, would like to learn about whether the reputation of brand influences customer purchasing intentions.?

Every skin care product is throwing money to build skin care spaces and offer a high-class skin care experience. However, some brands don't have skin care spaces, some brands have.

If the skin care brands have skin care spaces, does it influence customer purchasing intentions?

According to previous paragraph, this study discussed that when customers buy skin care products, do they be influenced purchasing intentions. by reputation of brands? Or whether offering skin care spaces will influence purchasing intentions. and whether the high and low reputation of brand and offer skin care spaces or not will influences purchasing intentions. The objectives can be achieved after this research is as follows:

- (1) Whether the reputation of brands will influence customers purchasing intentions.
- (2) Whether offering skin care spaces will influence customers purchasing intentions.
- (3) Whether the high and low reputation and offering skin care spaces will have interaction effect and influence customers purchasing intentions.

2. LITERATURE REVIEW

According to Hui-Lung Lee (2014) [1] research found the reputation of brands has positive impact to purchasing intentions. Shiao, Chih Hui (2008) [2] research found the customers increase purchasing intentions. that have higher reputation of brands. On the other hand, the brands' reputation is lower, the customers' purchasing intentions. is decrease. The brands' that are lower reputation can't have great impressions or don't have quality assurance are increase customers' purchasing intentions. Therefore. The study hypothesis is that the positive impact of brands' reputation between customers purchase intentions. Rossiter and Percy (1987) [3] Consumers buy products based on familiar and well-known brands. Luo, Kannan and Ratchford (2008) [4] Purchasing Intention to buy is influenced by attributes. For example: brand awareness and price.

Aaker's (1973) [5] study found that purchasing intentions can be divided into short-term and long-term, which can stimulate Consumer or intermediate activity. Short-term purchasing intentions, such as discounts, lottery draws, buy two get one free, discount coupons, etc. Long-term purchasing intentions, such as exchange coupons, etc. Tools marketing is increased customers' purchasing intentions in short term then achieve the sales target by advertisement and salesperson. Chandon et al. (2000) [6] research found the tools marketing is monetary promotion that could compare with products like discount or coupon and non-monetary promotion that couldn't compare with lottery or competitions. Kotler (2006) [7] research found it builds customer loyalty like products sample or coupon and the other don't build customers loyalty like lottery or competition. When customers purchase skin products are not only purchase skin care products, but also enjoy the peace and privacy throwing experience skin products in skin care spaces. Therefore, the study hypothesis is that the positive impact of skin care spaces between customers purchase intentions. Shimp, Terence A. T. A. (1993) [8] found five promotional tools (1) Immediately try out samples and discount coupons, (2) Delayed trial of new products. For example, mailing discount coupons, (3) Continue to use the product Test. For example, price cuts, free gifts with the goods, (4) Continuing to use the product with a delay. For example, with the goods discount coupons (5) The delay enhances the product image. such as competition and prize money.

Schmitt, B. (1999) [9] The definition of experiential marketing is the thing that consumers experience by observing or participating in an event Excited and motivated, generate consumer behaviour and increase product value. The experiential marketing attaches great importance to experience and the experience is responses from customers. Therefore, the more and more companies value customer's services and experience. For customers, the

products and services are external and the inner experience belongs to customers' feeling. The experiential marketing means that the companies could catch up customers' demand and expectation. Therefore, the hypothesis is that the positive impact of brand reputation, skin care spaces and customers purchasing intention's interaction. Feng-Ying Huang (2011) [10] If SPA shops implement experiential marketing, consumers will have five senses about SPA (vision, hearing, smell, taste, and touch) have a clear positive effect. Therefore, SPA shops can create aromatherapy and natural environment spaces to combine SPA Techniques provide consumers with different stress-relieving feelings in order to gain business opportunities.

3. RESEARCH METHOD

The higher brand reputation and the lower brand reputation are independent variables; extending skin care spaces and doesn't extend skin care spaces are moderator variables and the independent variable and the moderator variable each have 2 levels to verify whether there is an interaction effect on the dependent variables of purchase intention. The research structured study is displayed in Figure 1 below.

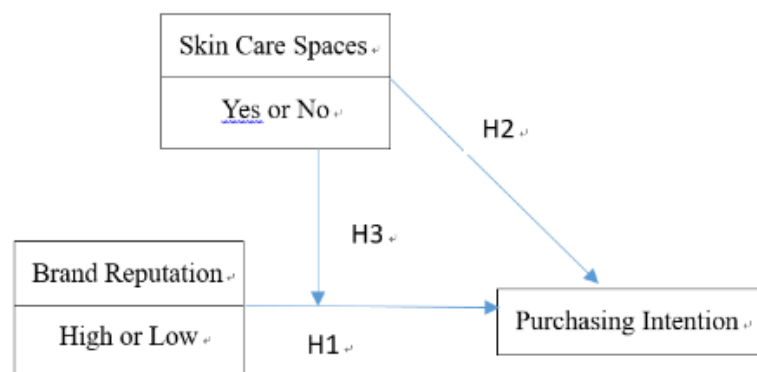


Figure 1. Research Framework

According to literature and research structure, the three hypotheses are as follows:

- H1: The positive impact of brand reputation between customers purchasing intention.
- H2: The positive impact of extending skin care spaces between customers purchasing intention.
- H3: The positive impact of brand reputation, skin care spaces and customers' purchasing intention's interaction.

According to Keller (1993) [11], Sanrenxing (2020) [12], and Lin, Chia-Chieh (2020) [13], the brand reputation could have two structures: brand recognize and brand association. The questionnaire is below Table 1. The independent Variables is based on beauty and skin spaces and it has two structures: the impact of beauty and skin care service's experience and the impact of beauty and skin care independent spaces. The questionnaire is below table2. According to Huang, Jui-Hsiung (2017) [14], Chang, Chia-Ling (2017) [15] and Lin, Chia-Chieh (2020) [13] found four operational definitions of purchasing intention: purchasing possibility, purchasing gain, future purchasing intention, purchasing considering, the level of recommendation to others. The questionnaire is displayed in Table 3 below.

Table 1. The Operational Definition of Brand's Reputation

Structure ^o	Operational Definition ^o	Item ^o
Brands' Reputation ^o	Brand Recognize ^o	1. I think these brand has more famous reputation in beauty and skin care products. ^o
		2. I can recognize these brand easily. ^o
		3. I think these brand's quality is certainly recognition. ^o
	Brand Association ^o	4. I often hear somebody mentions these brand. ^o
		5. I think this brand is representative in the beauty and skin care market Status. ^o
		6. When I buy beauty and skin care products,, I will think about these brand. ^o

Table 2. The Operational Definition of Beauty and Skin Care Spaces

Structure ^o	Operational Definition ^o	Item ^o
Beauty and skin care space ^o	the impact of beauty and skin care service's experience ^o	1. I knew I buy these skin care products, I'll have a free beauty and skin care experience. ^o
		2. I learned the brand offers different beauty and skin care service for customers. ^o
		3. The brand offers beauty and skin care service will influence me to purchase these brand's products. ^o
		4. It will have beauty and skin care service, I should purchase set product of these brand. ^o
	the impact of beauty and skin care independent spaces ^o	5. I learned these brand offers the independent beauty and skin care spaces. ^o
		6. It may influence to purchase the skin care products that offers the independent beauty and skin care spaces. ^o

Table 3. The Operational Definition of Purchasing Intention

Structure ^o	Operational Definition ^o	Item ^o
Purchasing Intention ^o	Purchasing Possibility ^o	1. I'll purchase these skin care products with higher purchasing intention. ^o
	Purchasing again ^o	2. I'll continually purchase product and service from these brand. ^o
	Future purchasing intention ^o	3. These brand's skin care products will be the first choose to purchase in the future. ^o
	Purchasing considering ^o	4. I'll these brand's products, because of its reputation. ^o
	Recommendation to others ^o	5. I'll recommend these skin care products to others. ^o

4. STATISTICS AND ANALYSIS

The structures of every brand's higher or lower reputation and offering beauty and skin care spaces is brand reputation, promotion tools and purchasing intention. Every structure's α value is 0.844, 0.898, and 0.904. The acceptable level is $\alpha > 0.7$ and it means structures are consistent results. The reliability analysis is displayed in Table 4.

Table 4. Reliability Analysis

Structure ^o	item ^o	Cronbach's Alpha value ^o
Brand Reputation ^o	6 ^o	0.844 ^o
Promotion Tools ^o	6 ^o	0.898 ^o
Purchasing Intention ^o	5 ^o	0.904 ^o

The LEVENE test of Error Variance analysis can be seen in Table 5. The LEVENE test F value is 5.942 (significance $0.001 < 0.05$). it means There are significant differences in the discrete situation of each group.

Table 5. The LEVENE Test of Error Variance Analysis

The LEVENE test of Error Variance analysis ^o			
Dependent Variable ^o			
F value ^o	df1 ^o	df2 ^o	Significance ^o
5.942 ^o	3 ^o	936 ^o	0.001 ^o

The two-way analysis of variance of brand higher or lower reputation and offering beauty and skin care spaces is displayed in Table 6. The brand reputation's significance 0.000 (< 0.05); the beauty and skin space's significance is 0.000 (< 0.05); the interaction of brand reputation and beauty and skin space's significance is 0.013 (< 0.05). Three of between factors significance is < 0.05 . it means the customers' purchasing intention was impacted by brand reputation; the customers' purchasing intention was impacted by offering beauty and skin spaces and the interaction of brand reputation and beauty and skin care space impacted the customer's purchasing intention.

Table 6. Analysis of Variance

The two-way analysis of variance					
The Tests for between-subject effect terms					
cases	Sum of Squares	df	Mean Square	F	significance
Corrected Model	60.361 ^a	3	20.120	17.199	0.000
intercept	8816.478	1	8816.478	7536.271	0.000
Brand reputation	23.682	1	23.682	20.243	0.000
beauty and skin space	29.456	1	29.456	25.179	0.000
the interaction of brand reputation and beauty and skin space	7.223	1	7.223	6.174	0.013
deviation	1095.001	936	1.170		
total	9971.84	940			
data revisions	1155.362	939			
a. R squared = 0.052 (Adjusted R squared = 0.049)					

The two-way variance analysis of purchasing intention of higher and lower brand reputation and offering or non-offering beauty and skin care space. It learned the difference between groups and the statistical interaction form, the two Manipulation factors are interactive. This study learned with brand high reputation and offering beauty and skin care space do impact customers purchasing intention. It's displayed in Figure 2 below.

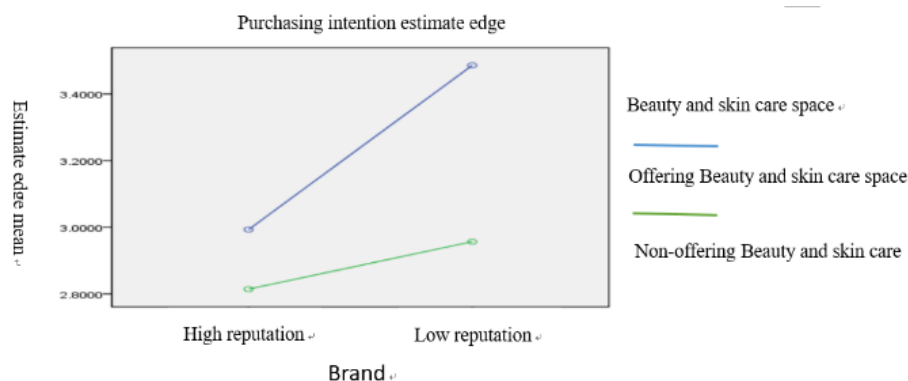


Figure 2. The two-way analysis of brand reputation and offering or non-offering beauty and skin care space

The two-way variance analysis of purchasing intention of offering or non-offering beauty and skin space and higher and lower brand reputation. It learned the difference between groups and the statistical interaction form, the two Manipulation factors are interactive. This study learned that with higher or lower brand reputation, offering or non-offering beauty and skin space impacted customers' purchasing intention. It's displayed in Figure 3 as follows:



Figure 3. The two-way analysis of offering or non-offering beauty and skin care space and brand reputation

According to above analysis, the positive impact of higher and lower brand reputation, offering or non-offering beauty and skin care space and the interaction of higher and lower brand reputation, offering or non-offering beauty and skin care space to customers purchasing intention are valid.

5. CONCLUSION

It learned that the brand reputation to purchasing intention are positive impact. On the purchase decision making, customers will choose the high brand reputation because of brand's quality and trustworthy or easily to think of.

According to study, it learned that the offering beauty and skin care space has positive impact to customer purchasing intention. It means that customers need beauty and skin care space to have a high-end skin care experience and beautician's professional service to improve skin care therapy.

These study verified that the interaction of brand reputation and beauty and skin care space has positive impact. In other words, with high brand reputation and beauty and skin care space, customers feel their sense of value is improved and then the brand of skin care products has a market position and the companies cost a budget of money to build beauty and skin care space for customer through experiential marketing.

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