

Research Article

Decoding Consumer Choices: How Brand Image and Pricing Form Purchasing Behavior?

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Abstract

This study analyzes the impact of brand image and price on consumer purchasing decisions for Aice ice cream in Bekasi City. In a competitive market like the ice cream industry, both brand image and price are essential factors influencing purchasing behavior. Data were gathered from 100 Aice consumers through a questionnaire survey, and multiple linear regression analysis was employed to assess the effect of brand image and price (independent variables) on purchasing decisions (dependent variable). Results show that both brand image and price significantly and positively influence purchasing decisions. This suggests that to enhance consumer interest, companies should focus on maintaining a strong brand image and offering competitive pricing. The findings provide valuable insights for managers and marketers in developing effective marketing strategies. If brand image indeed strongly affects purchasing choices, companies should prioritize consistent branding and communication efforts to reinforce their brand image. This study aims to assist companies in designing more targeted strategies to increase consumer demand and competitiveness in the ice cream sector.

Keywords: Brand Image, Price Perception, Consumer Behavior

JEL Classification: M31, D12, L81

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1. Introduction

Today's economic landscape fosters intense competition, particularly for companies influenced by ongoing global economic dynamics. This has led to the emergence of various business categories, including transportation, real estate, electronics, culinary, and more. The food sector, in particular, has been prioritized for development, significantly contributing to the country's economic growth, exports, investment, and job creation (Santosa, 2020). The food industry remains in high demand, driven in part by the integration of Industry 4.0 technologies. Among its products, ice cream stands out as a highly promising segment. In Indonesia, the potential for ice cream consumption is substantial, reaching approximately 60 million liters annually, although only 47 million liters have been actualized. Nonetheless, the market share for ice cream in Indonesia has experienced an annual growth rate of around 5-10% (Anisya et al., 2020).

Based on the results of the population census in Karawang Regency published in 2021, the millennial generation was 27.34%, and Gen Z was 27.15%; this is in line with the trend in consuming ice cream, which is more dominated by the millennial generation. Various brands of ice cream from different companies can be easily found in stalls, shops, and supermarkets such as Wall's, Campina, Diamond, Alice, and others. Good product diversity is an important factor in attracting consumers to visit and influencing consumers when making purchases.

According to Kotler and Keller (2019), product diversity offers consumers the flexibility to select products that best meet their needs and desires. Brand image refers to the perception consumers hold about a brand, which fosters a sense of comfort and positive associations. This perception influences consumers to choose products from that brand, whether through personal experience or information obtained from various sources (Mustafa & Santosa, 2024). When consumers have a favorable view of a product, they are more likely to exhibit a strong desire to select and purchase items they prefer.

Givent et al. (2022) finds that brand image has a significant positive effect on purchasing interest means that the more appropriately the company carries out the brand image strategy, the more consumer purchasing interest will increase. Purchase interest is an important factor in the business world because consumer decisions to buy a product are based on interest, and interest arises because of positive stimuli that create motivation to allow consumers to buy products and services in the future (Salimun & Sugiyanto, 2019)(Ramadhan et al., 2024).

AICE is a licensed company based in Singapore that operates within the ice cream industry. In Indonesia, AICE has established two factories: one in Mojokerto and another in Cikarang, Bekasi. The production of AICE ice cream in Indonesia is managed by PT Alpen Food Industry. Sylvana Zhong, the Group Brand Manager for AICE, stated that the company is poised to expand in order to foster growth within its ice cream business. As an initial step, PT Alpen Food Industry (AFI) plans to construct a new factory in the Sumatra region (Kompas, 2020). According to Sylvana, this initiative to increase the number of factories aims to make AICE ice cream more accessible to the Indonesian populace. Additionally, the company intends to enhance its ice cream exports to more Southeast Asian nations. To date, AICE ice cream has been exported to several countries, including the Philippines and Vietnam (Kompas, 2020).

Also said that the demand for AICE ice cream continues to increase can be seen from the number of resellers who have joined the AICE company, which currently covers almost all of Indonesia, from Sabang to Marauke. However, in 2017, this business step was multiplied in contrast to the fulfillment of basic labor rights. PT AFI apparently exploited workers and provided wages that were not in accordance with the workload given to its employees. On social media, the hashtag Boycott AICE also became a trending topic in 2020. The public criticized PT AFI's actions. Because of this incident, the brand image of AICE ice cream was bad in the eyes of some consumers. However, with the cheap price of the product offered by AICE ice cream, many people still buy AICE ice cream products. One of the factors that is considered in making a purchasing decision is price.

The main problem in this study is to understand how brand image and price influence consumer purchasing decisions towards Aice ice cream products in Bekasi City. In a highly competitive environment in the ice cream industry, brand image and price perception are key factors that can drive or hinder consumer purchasing interest. Strong brand image and competitive prices are often drivers of purchasing decisions, especially in markets with diverse product choices. This study aims to provide insight into the extent to which these two factors can influence consumer decisions. The results are expected to help companies design more effective and relevant marketing strategies for consumers.

2. Literature Review and Hypothesis

Literature Review

Purchasing Decisions

According to Kotler and Armstrong (2017), "Consumer buyer behavior refers to the buying behavior of final consumers - individuals and households that buy goods and services for personal consumption." this definition can be interpreted as purchasing decision behavior refers to the final purchasing behavior of consumers, both individuals and households who buy goods and services for personal consumption. Kotler and Armstrong (2019) describe purchasing decisions as the stage of buyer decision-making where an individual decides to buy the product being considered. In line with that, state that the purchasing decision-making process is the stage where consumers buy the product. Setiadi (2018) defines a decision as involving a choice between two or more alternative actions or behaviors. Decisions always require a choice between several different behaviors (Utami et al., 2024).

Brand Image

The brand image represents the overall perception of a brand and is formed from past information and experiences with the brand. Kotler and Keller (2019) argue that brand image is the perception and beliefs held by consumers as reflected in the associations held in consumer memory. Similarly, the definition of brand image, according to (Kotler and Armstrong 2019), is "the set of beliefs held about a particular brand is known as brand image." According to Aaker in Aris Ananda (2017), brand image is how customers and others view a brand. Modern products cannot be imagined without brands. However, brands represent consumer perceptions and sentiments about a product and its performance (Kotler & Armstrong, 2019). Brands reflect the personality and image of the products they represent. This reflection in the minds of consumers shapes their purchasing behavior. Based on several definitions of the meaning of several theories above, brand image can be interpreted as the image obtained by consumers or the perception formed in consumers towards a particular brand or brand image is a collection of brand associations formed in the minds of consumers (Maghfur et al., 2023).

Price

According to Kotler (2017) and Ningsih & Kurdi (2023), price is the sum of money that is charged for a good or service, or the value that customers trade for the advantages of owning or utilizing the good or service. The marketing mix's price is the sole component that brings in money; the other components are all expenses. Three factors determine a product's price: relative pricing, fixed price, and fair price. According to Kotler and Keller (2019), a fair price is a price adjustment that provides a balance between quality and service that is consistent with a fair price. According to Kotler and Keller (2017), a fixed price is one that is predetermined for every buyer. A relative price is a price that is set according to the quality and service provided by the seller (Kotler and Armstrong, 2019). Shows that most respondents consider price as an important factor influencing their purchasing decisions, like the findings.

Hypothesis

The Influence of Brand Image on Purchasing Decisions

An image is a person's collection of thoughts, feelings, and perceptions regarding a thing. Customers' perceptions and ideas about a brand are represented in associations that are ingrained in their memory (Kotler & Keller, 2019). One thing that buyers will keep in mind while deciding whether to buy a product is its brand image. According to studies (Mukarromah & Rofiah, 2019) and (Samad & Wibowo, 2020), brand image significantly influences consumers' decisions to buy. However, studies by Adonis & Silintowe (2021), Cahyono (2018), and Ranto (2017) demonstrate that brand image has no discernible impact on consumer choices. In light of this, the following is the study's hypothesis:

H1: Brand Image has a positive effect on purchasing decisions

The Influence of Price on Purchasing Decisions

Price is the only component of the marketing mix that generates income or revenue for the business. In contrast, Kotler and Armstrong (2019) define price as the cost of a good or service or the value that consumers exchange in order to profit from owning or utilizing said good or service. Since price is frequently viewed by consumers as a measure of value when it is connected to the advantages of a good or service, pricing can have an impact on their decision to buy. Price has a major impact on the influence of product quality, brand image, price, and promotion on purchase decisions, according to studies (Adonis & Silintowe, 2021; Kasanti et al., 2019; Irawan, 2017; Ranto, 2017). In the meanwhile, purchasing decisions were not significantly impacted by the research findings (Cahyono, 2018). In light of this, the following is the study's hypothesis:

H2: Price has a positive effect on purchasing decisions

Conceptual Framework

Based on the description of the theory that has been put forward above, the research framework can be described as follows:

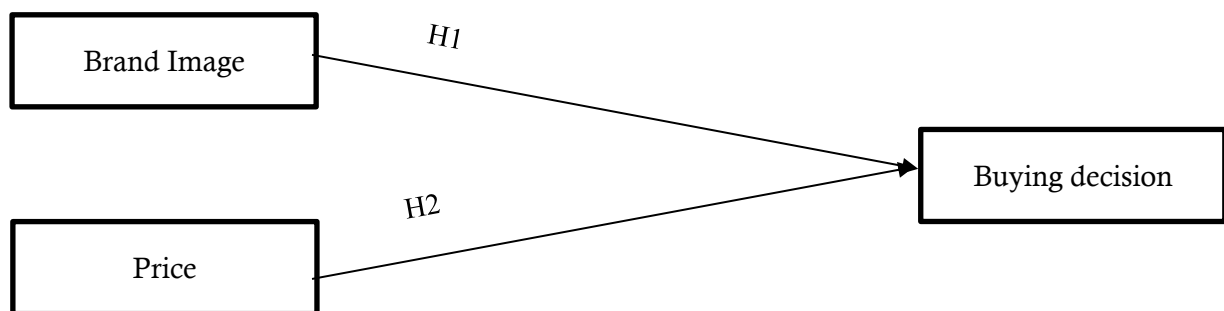


Figure 1. Conceptual Framework

3. Data and Method

Time and location of the study

The research location used by the author is online, which will be distributed via Google Forms. The research time used by the author in this study was from March 2021 until the target of July 2021.

Research design

One kind of research methodology is survey research. The purpose of this study is to ascertain how costs and brand image factors affect consumers' decisions to buy Aice ice cream in Bekasi City.

Population and sample

Research population

A population is a collection of items or people with specific attributes chosen by researchers to be examined and from which conclusions are subsequently made (Sugiyono, 2017). Customers that purchase Aice ice cream goods in the Bekasi City area make up the study's population.

Research Sample

According to (Wahyuddin et al., 2023), a sample is a subset of the population's size and makeup. Researchers can employ samples drawn from a population if it is too big to investigate in its entirety, for example, because of a lack of resources, personnel, or time.

Sampling Techniques

Research samples are chosen using a variety of sampling approaches. There are two categories of sampling techniques: probability sampling and non-probability sampling. Since the number of

population members in this study is unknown, the author employed a non-probability technique. The sampling strategy, in contrast, employs judgment sampling or purpose sampling, a sample determination approach in which the person or unit chosen as a sample is consistent with the study's objectives. Customers who have ever or at least twice bought Aice ice cream items in a single month meet the researcher's criteria.

Multiple Regression Analysis

Using SPSS, multiple regression analysis was used to test this study. The value of the dependent variable is predicted using many independent variables in multiple regression analysis. Ghozali (2018) provides the following formulation for the Gujarati multiple linear regression equation:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + e \quad (1)$$

4. Results

Normality Test

In the histogram graph, it is said that the variable is normally distributed in the bell-shaped histogram graph if the data distribution is close to the left or too far to the right. The test results can be seen in the graph below:

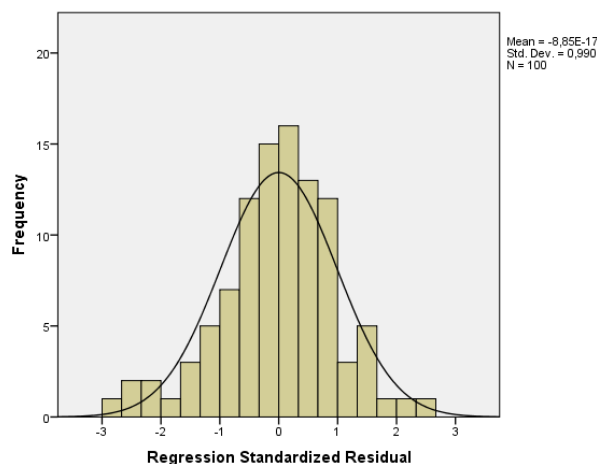


Figure 2. Histogram

If the plots of both are linear (can be approached by a straight line), then this is an indication that the residuals are normally distributed. Suppose the point patterns located other than at the ends of the plot are still linear, although the ends of the plot deviate slightly from the straight line. In that case, the distribution of the data (in this case the residuals) is normally distributed.

Multicollinearity Test

Table 1. Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	-16,889	6,347	
	Brand Image	,262	,074	,267
	Price	1,241	,161	,580

Source: Processed data, (2021)

The results of the multicollinearity test in this model show that the brand image coefficient is 0.262, with a standard error of 0.074 and a standardized beta value of 0.267. Meanwhile, the price variable has a coefficient of 1.241, with a standard error of 0.161 and a standardized beta of 0.580. A positive brand image coefficient indicates that an increase in brand image perception will contribute positively to purchasing decisions.

Multiple Linear Regression Analysis

Multiple regression analysis is used to determine how much influence the independent variables, consisting of Brand Image and Price, have on the dependent variable, namely Purchase Decision. Based on the results of data processing in Table 1 as follows:

Table 2. Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-16,889	6,347		-2,661	,009
Brand Image	,262	,074	,267	3,546	,001
Price	1,241	,161	,580	7,690	,000

Source: Processed data, (2021)

The results of the regression test show that the constant in this model is -16.889, with a t value of -2.661 and significance at 0.009. This shows that when the independent variables (Brand Image and Price) are zero, the value of the dependent variable will be negative (-16.889).

Simultaneous Test (F Test)

The F test is used to determine whether the independent variables affect the dependent variables together or simultaneously. It compares the calculated F to the F table at a significance level of 5% or = 0.5.

Table 3. F Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5633,496	2	2816,748	50,979	,000 ^b
Residual	5359,504	97	55,253		
Total	10993,000	99			

Source: Processed data, (2021)

Based on the test results in the table above, it can be seen that the Fcount value is 50.979 with the Ftable value of 3.09, so the Fcount value > Ftable or $50.979 > 3.09$, and the significance level is $0.000 < 0.05$, then H_0 is rejected and H_3 is accepted, it can be concluded that the brand image and price variables simultaneously have a significant effect on the decision to purchase Aice ice cream in Bekasi City.

Partial Significance Test (t-Test)

Table 4. Results of t-Test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-16,889	6,347		-2,661	,009
Brand Image	,262	,074	,267	3,546	,001
Price	1,241	,161	,580	7,690	,000

Source: Processed data, (2021)

Based on the results of the t-test (partial) in Table 3, it is known that Brand Image and Price have a significant effect on the purchasing decision variable. The Brand Image variable has a regression coefficient of 0.262, a t value of 3.546, and a significance of 0.001. This significant value is smaller than 0.05, which indicates that Brand Image has a positive and significant effect on purchasing decisions. Thus, every one-unit increase in Brand Image will increase purchasing decisions by 0.262.

Testing the Coefficient of Determination (R^2)

The coefficient of determination is between zero and one. A small R^2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. Conversely, if the value is close to 1, it means that the independent variables provide almost all the information needed to predict the dependent variables.

Table 5. Results of the Coefficient of Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,716 ^a	,512	,502	7,433	1,764

Source: Processed data, (2021)

Based on Table 4, the determined coefficient value is at the Adjusted R Square value of 0.502. This result means that the ability of the independent variable to explain the dependent variable is 50.2%, and the remaining 49.8% is explained by other variables not discussed in this study, such as the quality of Alice ice cream products and promotions

5. Discussion

The Influence of Brand Image on Purchasing Decisions

The study's findings demonstrate that customer purchase decisions are positively and significantly impacted by brand image. The mean score, which tends to be above 3, indicates that the majority of respondents concur that Aice has an excellent reputation, a positive image, and satisfactory product quality. Furthermore, over half of the respondents purchase Aice items because they are accustomed to them, and they believe that the brand is easy to recall. Nevertheless, a small percentage hold contrasting opinions about Aice's quality, reputation, and service, suggesting that opinions about the brand might differ. According to studies (Mukarromah & Rofiah, 2019) and (Samad & Wibowo, 2020), brand image significantly influences consumers' decisions to buy. Meanwhile, the results of research (Adonis & Silintowe, 2021), (Cahyono, 2018), and (Ranto, 2017) show that brand image does not have a significant effect on purchasing decisions.

The Influence of Price on Purchasing Decisions

With a t-count value of t-table and significant, the study's findings demonstrate that price has a positive and substantial impact on purchasing decisions. This suggests that raising the price per unit may lead to more purchases. The majority of respondents firmly believe that Aice's pricing is reasonable, in line with the quality and advantages, and matches customer expectations. In addition to offering a large variety of flavors based on consumers' purchasing power, Alice ice cream is thought to be less expensive than comparable goods. This conclusion is supported by descriptive statistics, which show that consumers have favorable opinions of Aice prices based on the mean indicator value. Based on research (Adonis & Silintowe, 2021), (Kasanti et al., 2019), (Irawan, 2017), and (Ranto, 2017) shows that price has a significant effect on purchasing decisions. While the results of the study (Cahyono, 2018) did not have a significant effect on purchasing decisions.

6. Conclusion

The following is the conclusion drawn from the analysis that was completed: Price and brand image both have a big impact on what customers decide to buy. Purchase decisions made by consumers are significantly and favorably impacted by the brand image variable. Consumer purchasing decisions are significantly and favorably influenced by price. According to this survey, the primary determinant of Aice ice cream consumers' decisions to buy in Bekasi City is price. Implications for Managers The study's findings on how price and brand image affect decisions to buy suggest that these two elements significantly impact customer behavior. This conclusion has managerial ramifications, as businesses should concentrate on creating and preserving a strong brand image through regular communication, assured product quality, and offerings that are pertinent to the target market. Businesses must also take into account

competitive pricing tactics that align with consumers' perceptions of the product's value.

Recommendation

For further research, it is recommended that researchers expand the independent variables that can influence purchasing decisions other than brand image and price, for example, through aspects of product quality, promotion, or customer service. Research can be conducted with a more diverse population to obtain a broader perspective on consumer behavior from various demographic and geographic segments in order to obtain more comprehensive results. In addition, researchers can also examine the long-term influence of brand image and price on brand loyalty, which can provide deeper insights for companies in formulating long-term marketing strategies.

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