

Promotion and Brand Awareness Analysis of Purchase Intention Sharp Brand Smart TVs in Surabaya Timur

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Abstract:- The purpose of this study is to examine how brand awareness and promotions affect Surabaya consumers' interest in purchasing smart TVs under the Sharp brand. Promotion and brand awareness have a good and considerable impact on interest in purchasing smart TVs under the Sharp brand, according to study conducted on 110 respondents. The distribution purchase decision, or the extent to which consumers would include a brand in their alternative choices when they wish to buy a product, is a measure of brand awareness, but the promotional media variable from marketing is the most important component in influencing consumer buying interest. In this situation, generating and influencing consumer interest in buying Sharp brand Smart TV goods is mostly dependent on promotion and brand awareness. This study is consistent with earlier

Keywords:- Promotion; Brand Awareness; Purchase Intention.

I. INTRODUCTION

In the current digital era, the world of television broadcasting continues to develop. This is based on information and communication needs. Television plays a role as a means of bridging the flow of information and communication which has become an important commodity in the life of society, nation and state. Television, with its ability to convey information in the form of sound (audio) and images (visual) simultaneously, makes this mass media the main choice for people in seeking information. Business competition is increasingly sharp both in the domestic (national) and international markets. The dynamic and competitive development of the business world requires companies to change their orientation in the way they release products, defend their products, attract consumers, and deal with competitors. Tjiptono (2011).

The development of mass media, especially television, is experiencing very rapid development, supported by government policies that are changing from digital to analog TV. The government is accelerating this in the form of increasing the advancement of the world of television so that people can also experience more content than before. It can be seen from the survey conducted by the data that people use television as a source of information.

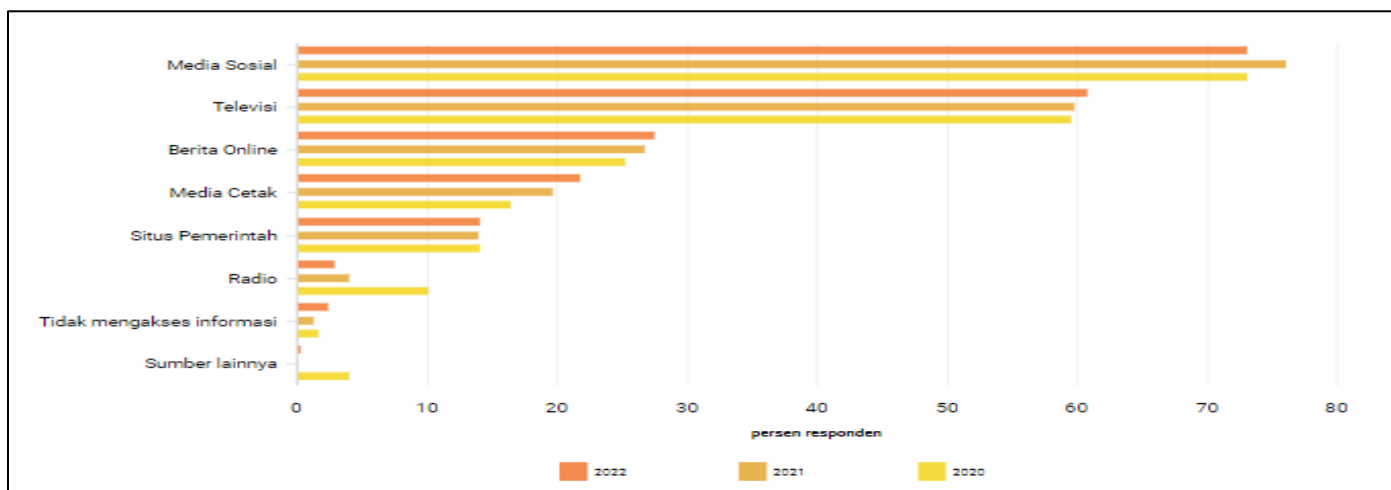


Fig 1 Sources of Information Access

From the data in Figure 1, it can be concluded that people choose to seek information via television after social media. This search increases every year, where in 2020 there were 59.5% of people looking for information from television, this figure continued to rise in 2021 to 59.7% and in 2022 it rose to 60.7. This is the effect of changing from digital TV to analog TV. According to the research company, Nielsen announced the results of measuring the number of analog and digital television viewers, which will increase from 58.9 million viewers to 96 million in 2022, or an increase of around 70%. Therefore, like it or not, people are required to switch from analog TV to digital TV, especially smart TV, where there is no need to add other devices to enjoy digital broadcasts. The increasing use of television makes competition even tighter, so entrepreneurs must try to attract consumer buying interest.

Currently, competition in the world of electronics, especially Smart TVs, is getting tighter. Facts show that Smart TV sales continue to increase in line with increasing public needs. This condition means that producers will continue to develop and innovate, such as releasing or producing new products to increase market power. In particular, the SHARP company, to overcome the regulations closing analog television, created a smart TV which can capture digital signals directly without any additional devices.

In this case, the actions taken by the Sharp Company in facing competition in the world of television include initiating promotions such as carrying out the Sharp Lover's Day movement, where the sales campaign provides attractive offers in the form of discounts to prizes in the form of electronic products and tour packages. This promotion is carried out sharply as an annual event. Sharp is also carrying out a Septibar promo campaign (New September TIVI) from Sharp which offers a variety of attractive promos for every LED TV purchase. On the other hand, in this campaign Sharp is also carrying out a TV trade promotion where you can exchange your old TV for a new TV.

Apart from that, the Sharp brand itself can be trusted by consumers because since 2003 the Sharp brand has entered the Indonesian market with its various product innovations. Therefore, the Sharp brand continues to maintain the quality of its products by continuing to innovate so that the well-known Sharp image remains the choice of consumers. This is proven by Sharp winning the customer satisfaction level award in 2020, which shows that SHARP has become a mainstay brand among consumers, so that until now the Sharp brand has always made various efforts to maintain its brand awareness in the minds of consumers.

The existence of promotions and also brand awareness that is embedded in the minds of consumers is able to attract buying interest, which is a mental statement of consumers that reflects their plans to purchase a product with a certain brand. Entrepreneurs need to know knowledge about consumers' buying interest in products to describe consumer behavior in the future so that it can help entrepreneurs to increase sales and maintain their business amidst competition (Tanoto et al., 2021) There are many factors that influence consumers to attract their purchasing interest such as price and promotions (Sakka and Winarso, 2022).

Promotion according to Kotler and Keller, (2021) states that activities communicate about product advantages and persuade target consumers to buy the product.

On the other hand, Sharp is also innovating its products, Sharp is making innovations that make consumers interested, not only the completeness of the product like other brands, but Sharp focuses on developing technology on its screen, namely XLED, which is different from the old technology, namely OLED, making consumers prefer Sharp Smart TVs from other products. other. This makes Sharp brand smart TVs popular with Indonesian people.

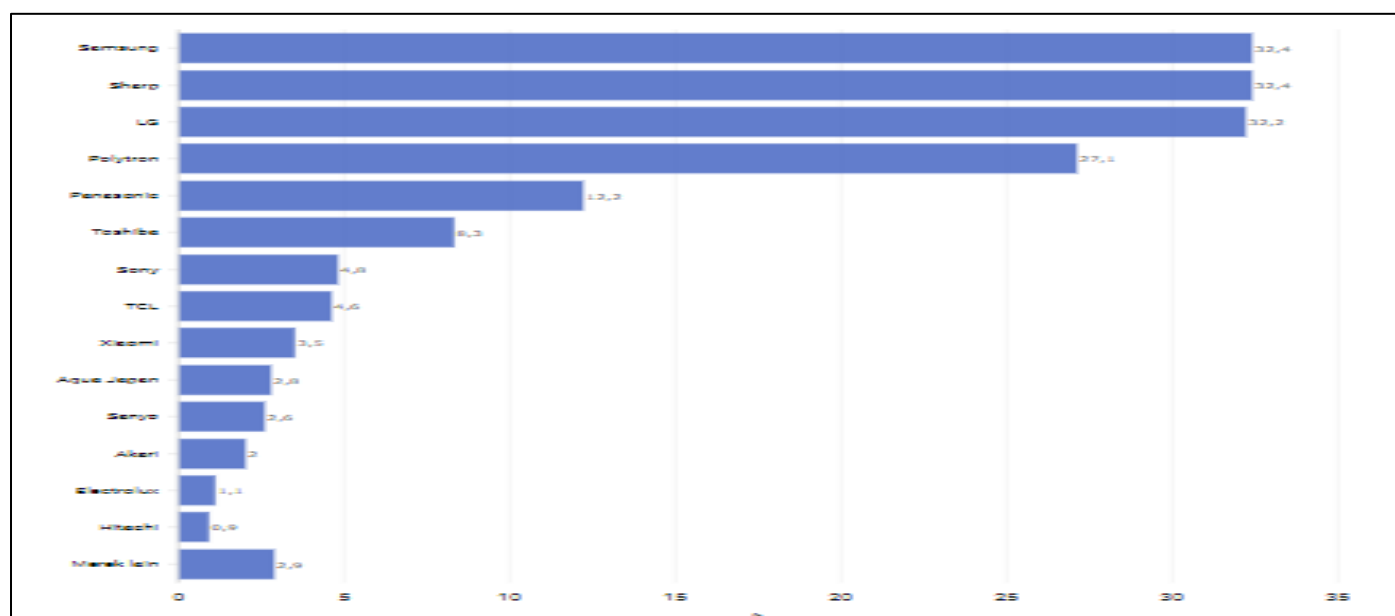


Fig 2 Favorite Television Brands in Indonesia
Source: databoks.katadata.co.id

Figure 2 illustrates this, showing that 32.4% of respondents prefer Samsung and Sharp above LG as preferred television brands. These statistics indicate that there is a comparatively high level of consumer interest in smart TVs under the Sharp brand. The cause is the increased brand awareness that resulted from Sharp's numerous promotions, which were successful in piquing consumers' interest in making purchases.

The large number of smart TV brands in circulation causes many choices to emerge, causing consumers to be confused in choosing. Sharp, which has strong brand awareness, makes consumers interested in choosing this product. As said by the president of Sharp, Hirofumi Okamoto, at the release of its newest flagship product, Aquos.

However, even though Sharp has carried out promotions and strengthened their brand awareness, they are still unable to become number one in controlling the smart TV market.

Table 1 SHARP Market Cap Data 2020-2023 in USD Units

Years	Market cap	Change
2020	\$22.03 B	0.83%
2021	\$22.34 B	1.41%
2022	\$19.28 B	-13.71%
2023 (TTM)	\$18.71 B	-2.94%

Source: <https://companiesmarketcap.com/sharp/revenue/>

Seen from the market cap data above, in 2020 Sharp's sales revenue was \$22.03 B, then in 2021 SHARP's revenue rose 1.41% to \$22.34 B, in 2022 SHARP's revenue decreased by -13.71% to \$19.28 B, and in 2023 it will still experience a

decrease of -2.94% amounting to \$18.71 B. The decline in sales results was due to the emergence of competitors similar to SMART TV SHARP.

Table 2 Top Brand Index Smart TV

	2021	2022	2023
Samsung	24.60	25.20	22.30
LG	12.90	14.30	17.30
Sharp	15.50	14.80	10.40

Source: Topbrand-Award.com

Table 2 illustrates that despite the fact that Sharp entered the Indonesian market in 2003, the brand has not been able to take the top spot. In 2023, Sharp will drop from 14.8% to 10.4%, with LG emerging as the winner. This is because new Sharp product consumers may find the appearance a little confusing and the pricing to be excessively high in comparison to comparable items. TV sales decreased by 5% to 8% from the prior year, according to Andry Adi Utomo, Senior General Manager of National Sales at PT Sharp Electronic Indonesia. This is because Chinese competitors in the market are offering their products at comparatively lower costs.

customers to express interest in buying a product under that brand if an increasing number of consumers can identify it. This indicates that consumers are aware of the presence of that brand. Thus, it may be said that a well-known brand has the

Because customers have so many options when choosing a smart TV product, this suggests a decline in consumer interest in purchasing SHARP smart TVs. A product's promotion is one of the factors that can impact a reduction in consumer buying interest. Promoting a product is an action meant to get customers to learn about the goods the firm is selling them, which will make them pleased enough to purchase the goods (Indriyo Gitosudarmo, 2015).

Durianto in Ratnawati et al, (2019) states that buying interest is a feeling of wanting to own and try a product. This desire will grow when a consumer is influenced by the quality of the product being reviewed, starting from the price of the product to the comparison of superiority with other brand products. A consumer will not make a purchase if they do not know the benefits and quality of the product they need. From the description above, a problem formulation can be obtained, namely, do promotions and brand awareness influence interest in purchasing Sharp brand SmartTVs?

II. LITERATURE REVIEW

➤ Promotion

According to Kotler & Armstrong, (2016) promotion is an activity carried out to inform the benefits of a product and persuade customers to buy the product. The length of the promotional period is also important. If the promotional period is too short, there will be many potential customers who may not buy in that short time span who will be left behind. If a promotion lasts too long, the direct influence on consumers will gradually disappear because consumers will feel they can buy the product at another time. So the length of the promotion period must be considered carefully. Promotion is a series of

marketing activities that aim to increase and encourage demand for goods and services Meme & Byre, (2020). In this case, promotion has an important role in marketing, including to boost sales of a product. Apart from that, promotion is selling in the form of direct persuasion by using various prizes and incentives which aim to stimulate potential consumers to make purchases (Ramadonna et al., 2019), therefore this form of promotion can be packaged with various activities that can attract consumer attention with the aim of consumers will buy the product.

Promotion according to Syardiansah, (2017) is a form of marketing communication that seeks to disseminate information, influence, and/or remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. In this case, it can be said that promotion is a company's activity to introduce its products to the public so that the products can be known and accepted so that people want to buy and make purchases of goods or services. According to Syahputra & Herman, (2020), promotion indicators include: 1) Promotion Message, 2) Promotion Media, 3) Promotion Time, 4) Promotion Frequency.

➤ *Brand Awareness*

The capacity of a potential customer to identify or recall a brand as being associated with a certain product category is known as brand awareness. Keller (2013) defines brand awareness as the degree to which a customer can measure the strength of a brand node or trace in memory. Conversely, brand awareness, as defined by Mitra & Arnia (2017), refers to a potential customer's capacity to identify and recall a brand within a specific category. We can draw the conclusion that, in general, people choose to purchase things bearing recognizable brands due to factors like comfort, safety, and so forth.

According to Prayogo et al. (2023), brand awareness has an impact on consumers' buying decisions as well since customers are more likely to buy from brands they are already familiar with when it comes to 1) product knowledge, 2) clear product information, and 3) product conversation. Brand awareness is the ability of a consumer to recognize or recall a brand and comprehend that it belongs to a specific category, according to Scammon & Keller (2011). Furthermore, brand awareness, also known as brand understanding, is a person's capacity as a potential consumer to identify or bring up a brand connected to a specific category of products (Aaker, 2009). In this way a brand manifests itself in the minds of consumers might be considered brand awareness. Other than that, the awareness of a brand is the

Brand awareness can be reflected by the knowledge and characteristics of a brand in the minds of consumers (Agustini et al., 2022). The indicators used to measure brand awareness were adapted from a study conducted by Gima and Emmanuel, (2017), namely as follows: 1) Brand Recall, 2) Brand

Recognition, 3) Purchase decision, 4) Consumption manner, a client who comprehend.

➤ *Purchase Intention*

Purchase intention is a reflection of consumer plans so that thoughts are formed to decide whether to consume products from a brand in a certain amount in a certain time period. Purchase intention is the inner desire of a consumer who is interested in knowing the quality of a product and wants to own the product. Purchase intention can change a person's attitude to become interested in doing something to own a product and make a purchase transaction (Tarigan et al., 2023). Purchase intention is behavior that appears as a response to objects that support all input in the form of information, bringing consumers to the stage when someone is interested in the product and shows someone's desire to decide on a purchase (Kotler and Keller 2016). Apart from that, purchasing interest is a consumer's tendency to buy a brand or take action related to purchasing which is measured by the level of likelihood that visitors make a purchase (Azizah & Wardhani, 2023).

After consumers experience a stimulus, they are then motivated to make a purchase. When a consumer feels compelled to fulfill his wants, he will ultimately realize the motivation that was first created by the interest in making a purchase, which becomes a very strong activity that is remembered (Ferdinand, 2014).

In light of this, it can be said that purchasing interest is one of the phases through which consumers choose a brand from among several others that are offered on a specific device. If the consumer finds an alternative that they prefer, they will make a purchase or engage in shopping, whether it be for goods or services.

According to (Jumizar, 2019), there are multiple components that account for signs of buying interest, including: 1) Attention, 2) Interest, 3) Want, 4) Take Action

III. RESEARCH METHODE

This study employed a quantitative research design with purposive sampling, a non-probability sampling methodology. The people in East Surabaya who had seen advertisements for smart TVs under the Sharp brand made up the study population. Those who have seen advertisements for Sharp brand smart TVs and members of generation X or those in the 43–58 age range are among the criteria used to choose the sample. The Ferdinand method, which recommends a minimum sample size of 5–10 per indication, was used to determine the sample size of 110 respondents. There are twelve indicators in this study, and the measuring parameter is nine. Secondary data about the research problem was gathered from a number of sources, including books, articles, journals, websites, and social media. The method of data analysis that was employed to handle the data is

IV. RESULT AND DISCUSSION

➤ Outer Loading

Table 3 Outer Loadings (Mean, STDEV, T-Values)

	Faktor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))
X1.1 <- Promosi	0.648967	0.594717	0.171251	0.171251	3.789569
X1.2 <- Promosi	0.700256	0.695807	0.091555	0.091555	7.648469
X1.3 <- Promosi	0.540024	0.502668	0.156047	0.156047	3.460650
X1.4 <- Promosi	0.580772	0.565006	0.181594	0.181594	3.198185
X2.1 <- Brand Awareness	0.632863	0.540438	0.243559	0.243559	2.598395
X2.2 <- Brand Awareness	0.237849	0.202997	0.189781	0.189781	1.253281
X2.3 <- Brand Awareness	0.705304	0.651661	0.204911	0.204911	3.441998
X2.4 <- Brand Awareness	0.632816	0.615843	0.213333	0.213333	2.966330
Y1 <- Minat Beli	0.771396	0.766570	0.061645	0.061645	12.513593
Y2 <- Minat Beli	0.794245	0.793458	0.059645	0.059645	13.316144
Y3 <- Minat Beli	0.633920	0.623609	0.117470	0.117470	5.396443
Y4 <- Minat Beli	0.734082	0.722967	0.083595	0.083595	8.781424

The Factor Loading value of the variable to the indicator is used to determine the validity of an indication. If the Z value at $\alpha = 0.05$ is larger than 1.96 and/or the T-Statistic value is greater than 0.5, then it is considered to have sufficient validity. A correlation between an indicator and a variable is known as factor loading. It is deemed to have satisfied validity if it is more than 0.5. Similarly, the significance of the T-Statistic value is reached if it is higher than 1.96.

The estimation results for all indicators have met convergent validity or good validity because all reflective indicators in the variables Pomosi (X1), Brand Awareness (X2), and Purchase intention (Y) show a factor loading (original sample) greater than 0.50 and/or significant (T-Statistic value more than the Z value $\alpha = 0.05$ (5%) = 1.96).

➤ Reliability Test

The promotion variable (X1), brand awareness variable (X2), and purchase intention variable (Y) are all 0.712, 0.648,

and 0.824, respectively, according to the results of the Composite Reliability test. The composite reliability rating serves as a gauge for construct reliability. An indicator is considered reliable if it consistently measures the latent variable and has a composite reliability value more than 0.70. Since all three displayed composite reliability values more than 0.70, it may be concluded that the study's variables are all dependable.

➤ R Square

The model may explain the phenomena that purchase decisions are influenced by independent variables, such as promotion and brand awareness, at 35.57%, while variables beyond the scope of this research influence the remaining 64.43%, according to the value of $R^2 = 0.350$.

➤ Path Analysis

Table 4 Path Analysis

	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ((O/STERR))
Promosi -> Minat Beli	0.338337	0.374642	0.142719	0.142719	2.370660
Brand Awareness -> Minat Beli	0.347587	0.379682	0.121162	0.121162	2.868791

➤ From the Table above it can be Concluded that the Hypothesis Stated;

- Promotion has a positive effect on Purchase intention, acceptable, with path coefficients of 0.338337, and a T-statistic value of 2.370660 which is greater than the Z value $\alpha = 0.05$ (5%) = 1.96, so it is significant (positive).
- Brand Awareness has a positive influence on Purchase intention, acceptable, with path coefficients of 0.347587,

and a T-statistic value of 2.868791 which is greater than the Z value $\alpha = 0.05$ (5%) = 1.96, then Significant (positive).

➤ Discussion

• The Effect of Promotion on Purchase Intention

According to the findings of the descriptive analysis of the promotion variable, promotional media—specifically,

brochures—are the variable's most significant indicator. Salespeople hand out pamphlets to potential customers who express interest in purchasing Sharp Smart TVs. These brochures provide various details on the Sharp brand of smart TVs, including product type, price before and after discounts, features, display quality, and guarantee. Aside from that, Sharp's smart TV brochure features a unique technology called a digital converter, which works to transform analog input signals into digital output signals so that HD visuals and audio can be seen on the TV. With the use of this Sharp smart TV feature, you may watch television series that

This is in line with previous research conducted by Hardiana et al. (2022) which states that Promotion has a significant positive effect on Purchase intention.

- *The Influence of Brand Awareness on Purchase Intention*

The hypothesis can be accepted because the research shows that brand awareness significantly positively affects consumers' desire to purchase Sharp brand Smart TVs in East Surabaya. The findings of the descriptive analysis of the brand awareness variable indicate that the purchase decision, or the extent to which a consumer will include a brand in their list of alternatives when they wish to buy a product, is the brand awareness variable indicator that has the greatest influence on purchasing decisions. When it comes time for consumers to purchase a TV, they will choose Sharp brand smart TVs. Aside from that, when consumers want to purchase a television, they will consider the Sharp TV brand among a number of other TV brands since they consistently believe that the Sharp brand is superior to the others. This is due to the fact that customers recognize Sharp as an electronic brand that offers easy maintenance and long-lasting sturdiness. Customers will never forget this experience the next time they purchase electrical goods. This is consistent with earlier research by Agustin Santoso et al. (2018), who found that the intention to purchase Innisfree beauty products is positively impacted by brand awareness.

V. CONCLUSIONS AND SUGGESTIONS

➤ *Based on the Results of the Analysis and Discussion in the Previous Chapter, it can be Concluded as Follows;*

- Promotion contributes to interest in buying Sharp brand Smart TVs in East Surabaya. With this, it can be concluded that the better and more interesting a promotion for Sharp Smart TV products is, the higher consumer buying interest will be.
- East Surabaya buying interest is influenced by brand awareness. This leads to the conclusion that interest in buying Smart TVs under the Sharp brand is positively correlated with consumer brand awareness. This occurred because the respondents, being familiar with the brand, chose to purchase a Sharp brand Smart TV when they were in the market for one. In particular, East Surabaya.
- Taking into account the need for additional research, these findings can serve as a further point of reference for future studies, with the goal of including characteristics not included in this study.

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