

# Online Marketing, Milenial Generation Attitudes And Brand Awareness Relationship With Purchase Decisions

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# Online Marketing, Milenial Generation Attitudes And Brand Awareness Relationship With Purchase Decisions

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26

## ABSTRACT

The purpose of this study was to determine the impact of online marketing, millennial generation attitudes and brand awareness on purchasing decisions for "Mayasi Beans" snacks in Jember Regency. The sample used is as many as 80 respondents who consume snacks with the brand "Mayasi Beans" which are spread across all sub-districts in Jember Regency. Validity test and reliability test to test the measuring instrument used. The data analysis used was Structural Equation Modeling (SEM). The results showed that online marketing had an effect on purchasing decisions. Awarannes brand has a positive influence on purchasing decisions. The attitude of the millennial generation also has a significant effect on purchasing decisions.

**Keywords:** online marketing, millenial generation attitudes, brand awareness, purchasing decisions

## INTRODUCTION

Along with the increase in people's lifestyles from a simple one to an easy and fast society, many people have practical snacks that are easy to carry everywhere. The development of snack companies is also increasing, making it easier for people to choose which snack they like. The era of the industrial revolution 4.0, which is like today, has seen rapid developments in the field of technology in various countries including Indonesia. Currently, there are many technological advancements that support the development of the information world. The development of technology in computer networks has led to a rapid increase in telecommunications, marked by the emergence of the internet. The internet also boosts the economy with the rise of commerce via the internet. Internet as an implementation of information and telecommunication technology is the main technology that is being developed by many organizations or individuals. Every individual or organization also always experiences changes, currently changes in the delivery of information, social, economic and cultural changes are driven by adequate information and communication technology and are very influential in people's lives.

All businesses in the business sector experience competition. Business competition occurs in all aspects of life, including competition from entrepreneurs in the field of snacks. Snacks are foods that are most liked by all levels of society. Snacks such as nuts, for example, are foods that are relatively available in all supermarkets, shops or food stalls. Many factors cause people to determine snacks in an effort to meet their daily needs. The community's decision in choosing this snack is a distinct advantage for entrepreneurs engaged in this snack. People who have decided to buy a product have in their minds already attached to the product or service. The community's decision in determining which product to choose is influenced by several factors such as online marketing, the attitude of the millennial generation and brand awareness.

E-marketing is all efforts made to market a product or service through or using the internet media. Online Marketing is a marketing communication activity using the internet media. The rapid growth of internet technology has enabled consumers to purchase products or services from retailers and search for product information from the internet. However, retailers can only offer a certain range of products and services to buyers, including e-banking services, gadgets, technology, cosmetics, clothing and airline ticket reservations. Many studies link online marketing to purchasing decisions made by the public. Several studies on the relationship between online marketing and purchasing decisions include: (Rahmi & Yogia, 2015), (Nurgayatri, 2016), (Prasetyo et al., 2016), (A. Dewi, 2018), (Khoemnikmah & Widarko, 2018), (Mileva & Dh, 2018), (Hamdani & Mawardi, 2018), (Sugianto Putri, 2016), (Hening Ary Putra, 2014), (Alhasanah et al., 2014), (Istanti, 2017), (Diansyah & Nuralmasari, 2017), (Jamaludin, 2015), (Wati, 2013).

The benefits of the internet have brought many people connected to the internet and consumers have started to make online purchases via the internet. Millennial generation (Generation Y) is the

demographic group after Generation X (Gen-X). There is no definite time limit for the beginning and end of this group. Experts and researchers usually use the early 1980s as the beginning of the birth of this group and the mid 1990s to early 2000s as the end of birth. This technologically intelligent generation grew up in the information age and tended to use the media as a daily basis. It is believed to be the largest group of people using the internet as a shopping channel. Millennial characteristics vary based on region and socio-economic conditions. However, this generation is generally characterized by increased use and familiarity with communications, media, and digital technology. With these characteristics, of course, as the majority of internet users, they also use online shops as a trend to fulfill their needs. Consumer behavior is the study of how individuals, groups and organizations choose, buy, use and spend goods, services, ideas or experiences to satisfy consumer needs and wants (Kotler & Armstrong, 2008). The attitude of this millennial generation is different from the attitude of the previous generation in deciding to buy a product. Products purchased are usually products that can provide their own satisfaction (Qomariah, 2016). Research on the relationship between the attitudes of the millennial generation and purchasing decisions was carried out by: (Wiridjati & Roesman, 2018), (Triana, 2019), (Rizal & J, 2017), (Zahroh, 2020).

Brand as a name, term, sign, symbol, or design, or a combination thereof, which is intended to identify goods or services of a seller or group of sellers and to differentiate it (Tjiptono & Candra, 2012). In addition to strengthening brand names in the minds of consumers, it is necessary for companies to provide awareness in consumers of existing brands (Lupiyoadi, 2013). Brand awareness, which can be defined as a customer's ability to recognize or recall a brand and associate it with a particular product category. Thus, a customer who has a brand awareness will automatically be able to describe the elements of the brand without any assistance. Brand awareness can be defined as consumer awareness of the existence of a brand name in their minds when consumers think of a product category and it is the name they remember most for that category. Improving brand function is necessary to provide brand awareness in the memory of consumers, so that consumers can differentiate one product from another or competitors' products, so that consumers are expected to understand more about the brand. The increasing demand and need of the public for products has attracted companies in Indonesia as well as foreign companies to compete to meet consumer demand. People usually buy a product based on a product brand that is well known to the public. Products that are well known to the public are usually products that have a good sales history or a high level of purchase from the public. Research on the relationship between brand awareness and purchasing decisions has been carried out, including: (Hartiningtiya & Assegaff, 2010), (Heridiansyah, 2012), (Kurnyawati, 2014), (Krisnawati, 2016), (Cahyani et al., 2016), (Eliasari & Sukaatmadja, 2017), (Sari & Santika, 2017), (N. Dewi & Warmika, 2017), (Dwiyanti et al., 2018), (Setiawan & Rabuani, 2019), (Maulani & Sanawiri, 2019), (Ambarini et al., 2016), (Husen et al., 2018), (Qomariah et al., 2020), (Indra & Sanosra, 2016), (Napik et al., 2018), (Agustina et al., 2018).

PT. Manohara Asri is a private company engaged in the food business by prioritizing the best quality for its products. Various types of food products are produced by the company. One of them is Mayasi Beans, which is a snack product. Mayasi Beans is a brand that is engaged in the business of savory nut snacks. For peanuts themselves, nuts contain lots of nutrients that are beneficial to health. Based on the results of the 2019 Top Brand survey, Mayasi Beans are a category of branded nuts that are in great demand by consumers. P.T Manohara Asri as a distributor of Mayasi Beans uses online marketing with the aim of minimizing the promotion process time which is expected to increase sales volume so that the company's income. P.T Manohara Asri uses online media such as websites, YouTube, Instagram as a means of online promotion with a wider reach. P.T Manohara Asri's website is used to promote products, one of which is Mayasi Beans. Apart from being used for marketing media, the website can also function as a means of criticism and consumer suggestions to companies through our contact feature. Furthermore, the online marketing used in marketing Mayasi Beans is youtube. Youtube online media is an online media that is widely accessed by the millennial generation because the content on YouTube is increasingly attractive. The promotional concept for Mayasi Beans is YouTube using the Naruto character as a role so that it is expected to be able to attract interest in purchasing Mayasi Beans. The online media Instagram is also considered important to attract millennials to buy mayasi beans because Instagram is an online media that is widely used by millennials.

Regarding the attitude of the millennial generation, this shows the ability of the Y generation, which is very aware of technology. Almost all millennial generations take advantage of internet-based

technology to support daily activities. The millennial generation really understands a product (brand awareness) in the market, they often search for information about product specifications via Google or reviews on YouTube. Awareness of a product and knowledge of technology makes the millennial generation selective in making purchasing decisions. Products that have advantages and are viral are generally in great demand by the millennial generation at this time. From the description in the background and based on research that has been done by several researchers, the purpose of this study is to determine the impact of online marketing, the attitude of the millennial generation and brand awareness of purchasing decisions for "Mayasi" brand peanuts in Jember Regency. While the research hypothesis is:

H1: Online Marketing Affects Purchasing Decisions

H2: The Attitude of the Millennial Generation Affects Purchasing Decisions

H3: Brand Awareness Influence Purchasing Decisions

### RESEARCH METHODS

This research approach is a quantitative approach. The quantitative approach requires using numbers, starting from data collection, interpretation of the data, and the appearance of the results (Arikunto, 2013). The experimental research method is a research method used to find the effect of certain treatments on others under controlled conditions (Sugiyono, 2013). Where the experimental research method in this study aims to determine whether there is an effect of teacher professionalism and learning facilities on student motivation and achievement. In this study, the population is all consumers who have bought mayasi beans in the campus area of Sumbersari District, Jember Regency. The sample in this study was determined by a non-probability sampling technique, in which every consumer or respondent who met the population criteria did not have the same opportunity or opportunity to be selected as a sample. The sampling technique in this research is purposive sampling technique, this method is a sampling procedure that selects samples from people or units encountered or accessed with certain considerations. Based on the sampling guidelines above, the number of samples used in this study was 80 respondents. The criteria that can be used as samples in this study are respondents at least 17 years of age. Because at this age they are considered capable of responding well. Descriptive statistical analysis was carried out to record the descriptions of respondents. Validity and reliability tests were conducted to test the measuring instrument used in the form of a questionnaire. Data were analyzed using Structural Equation Modeling (SEM) with the Smart Partial Least Square (SmartPLS) statistical tool.

### RESULTS AND DISCUSSION

#### Descriptive Characteristics of Respondents

Based on the age of the respondents, the data obtained shows that the number of respondents aged 18-25 years is 31 people (38.7%), respondents aged 26-35 years are 25 people (31.3%), respondents aged 41-50 years, as many as 14 people (17.5%) and respondents aged > 46 years as many as 10 people (12.5%). Based on the gender of the respondents, data was obtained that the number of respondents based on male gender was 36 people (45%) and respondents with female gender were 44 people (55%).

#### Data Validity and Reliability Test Results

The result of the convergent validity test shows that each indicator of the research variables has an outer loading value of > 0.7. However, it appears that there are still several indicators that have outer loading values < 0.7. Outer loading values between 0.5 - 0.6 are considered sufficient to meet the convergent validity requirements (Ghozali, 2011). The results of the analysis show that there is no variable indicator whose outer loading value is below 0.5, so that all meet the requirements. The results of statistical calculations show that each indicator in the research variable has the largest cross loading value for the variables it forms compared to the cross loading value for other variables. Based on the results obtained, it can be stated that the indicators used in this study have good discriminant validity in compiling their respective variables. The result of the calculation of composite reliability shows that the value of the composite reliability of all research variables is > 0.6. These results indicate that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

### Path Coefficient Test Results

Path coefficient evaluation is used to show how strong is the effect or influence of the independent variable on the dependent variable. Meanwhile, coefficient determination (R-Square) is used to measure how much the endogenous variable is influenced by other variables. Results of 0.67 and above for endogenous latent variables in the structural model indicate that the effect of exogenous variables on endogenous variables is in the good category (Ghozali, 2011). The results of the path coefficient test can be seen in Table 1. Meanwhile, if the result is 0.33 - 0.67, it is in the medium category, and if the result is 0.19 - 0.33 it is in the weak category. The results of the calculation show that of the 5 criteria used to judge whether a model is feasible or not, it has met the model is said to be good. Thus it can be said that the model in the equation is acceptable, which means there is a match between the model and the data.

**Table 1. Model Fit Results**

Model Fit Criteria	Model Fit Value	Terms	Information
X <sup>2</sup> -chi-square	653,117	It is expected to be greater than X <sup>2</sup> at df = 80, namely 139.921	Good
p-value	0,000	p-value < 0,05	Good
Average block VIF (AVIF)	3,157	acceptable if ≤ 5, ideally ≤ 3.3	Good
R square	0,788	> 0,50	Good
	0,683	> 0,50	Good

### Hypothesis Test Results

Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can be stated as accepted if the P-Values value < 0.05. The results of hypothesis testing obtained in this study through the inner data model are shown in Table 2.

**Table 2. Hypothesis Test Results**

Hypothesis	Direct Effect	Path Coefficients	P-value	Result
H1	X1 ( <i>Online Marketing</i> ) → Y ( <i>Purchasing Decisions</i> )	0,52	0,00	Positive Significance
H2	X2 ( <i>Attitude of Millennial Generation</i> ) → Y ( <i>Purchasing Decisions</i> )	0,30	0,00	Positive Significance
H3	Z ( <i>Brand Awarannes</i> ) → Y ( <i>Purchasing Decisions</i> )	0,21	0,01	Positive Significance

## Discussion

### The Influence of Online Marketing on Purchasing Decisions

Hypothesis test results show that online marketing has an effect on purchasing decisions by looking at the significance level of 0.000. The effect shown by the regression coefficient is positive, meaning that the better online marketing, the more purchasing decisions will increase (H1 is accepted). One of the tools in marketing that can be used by a company is through online media. The right and effective use of online media can enhance the image of a company in the eyes of consumers. The power of a company's online media is built on the pleasure, hobbies, lifestyle, loyalty, and curiosity of the consumer itself. These things influence consumer purchasing decisions. So that if consumers understand very well about our products which they think are interesting, then customers will immediately notify

friends or people around them, so that it is expected of course to influence them to make purchasing decisions.

### **The Influence of the Attitude of the Millennial Generation on Purchasing Decisions**

The results of the hypothesis test show that the attitude of the millennial generation has an effect on purchasing decisions by looking at the significance level of 0.000. the effect shown by the regression coefficient is positive, meaning that the higher the brand awareness, the higher the purchasing decision (H2 is accepted). Millennial Generation (Y) is a demographic group (cohort) after Generation X. Social researchers often classify the generation born between the 1980s and 2000s as millennials. So it can be said that the millennial generation is the younger generation today who are currently in the 15 - 34 years range. This generation shows a different learning style. Regarding purchasing decisions, millennial generations are more selective in buying a product. Generations use the internet as a source of information about a product.

### **The Influence of Brand Awareness on Purchasing Decisions**

Hypothesis test results show that brand awareness has an effect on purchasing decisions by looking at the significance level of 0.019. The effect shown by the regression coefficient is positive, meaning that the better the brand awareness, the more purchasing decisions will be (H3 accepted). According to Hasbun and Ruswanti (2016: 3) Brand awareness is the brand's ability to appear in the minds of consumers when they think about certain products and how easily that products appear. Brand awareness is a fundamental dimension in brand equity. A brand has no equity until consumers are aware of the brand's existence. The new brand must be able to achieve brand awareness and maintain brand awareness of all brands. So that consumers can remember a brand even though the consumer does not use the product that was used repeatedly before. Brand awareness shows the initial level of acceptance when someone sees or hears information about a product and its brand. By creating brand awareness, the company hopes that whenever a category need arises it can affect consumer knowledge in terms of recognizing, recalling a brand which is then used as a consideration for various alternatives in making purchasing decisions.

### **CONCLUSION, LIMITATIONS AND SUGGESTIONS**

The path test results show that online marketing has an effect on purchasing decisions on "Mayasi" beans. The results of the pathway test show that the attitude of the millennial generation has a significant effect on purchasing decisions for "Mayasi" beans. Path test results show that brand awareness has a significant effect on purchasing decisions.

The limitation of this research is that this study only took the largest sample in Summersari district so that the results could not be generalized to all consumers of mayasi beans in all Jember districts; This study only uses online marketing variables, millennial generation attitudes and Brand Awareness in influencing purchase needs so that they are still considered insufficient in measuring purchase decisions. The contribution of the millennial generation attitude variable to explain Brand Awareness and purchasing decisions in this study is still quite low, seen from the coefficient value, so it needs further development.

Suggestions that can be given are for further researchers, questionnaires should be distributed using technology through a questionnaire with link.bit.ly to make it more time efficient and paperless. For further research, it is hoped that the questionnaire should be distributed in an attractive packaging so that respondents will increasingly participate in filling out the research questionnaire.

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