

# Analysis of the Effectiveness of Brand Communication of Project Mom and Baby Universe at the Store Raja Susu in Creating Brand Awareness, Shopper Satisfaction and Repurchase Intention on Danone Specialized Nutrition Product Consumers<sup>1</sup>

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## ABSTRACT

*This study aims to analyze the effectiveness of Brand Communication (Project Mom and Baby Universe) on brand awareness, shopper satisfaction and repurchase intention of Danone Specialized Nutrition products at Raja Susu Store. Done by distributing questionnaires to 100-150 respondents who have or are buying Danone Specialist Nutrition products at the Raja Susu Store. Quantitative analysis using the SEM (Structural Equation Modeling) method, the path analysis model is used for technical analysis.*

**Keywords:** Brand Communication, Brand Awareness, Shopper Satisfaction and Repurchase Intention

## INTRODUCTION

The importance of the presence of children for parents makes parents especially mothers give their best to meet the needs of their children, including nutrition for their children. One of the nutrients that is important for the development and growth of children is milk. Almost all mothers (90.4%) who have children under two years of age

(baduta) provide breast milk until the age of 19-24 months (Sigma Research, 2017). As the child grows, it is usually difficult for mothers to continue giving breast milk to their children. Studies show that 69.1% of mothers choose formula milk to replace breastfeeding. As many as 33.6% of them have started giving formula milk when the child is less than 3 months old (Sigma Research, 2017).

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Apart from shopping online, one of the goals for mothers to get formula milk is at the Milk Shop which is near their residence. I Nyoman Sugiarta (2012) in the book "Practical and Strategic Guide to Retail Consumer Goods" argues, in retail concept, dairy stores can be grouped in retail format:

1. *Specialty Store* (a specialty shop that only sells a few product variants / categories)
  2. *Killer Category* (only sell specifically certain categories)
- Both have relatively the same meaning. This dairy shop sells several types of milk which, when broken down, are:
1. Canned milk
  2. Milk powder
  3. Liquid milk
  4. Full cream & instant milk
  5. Milk based on the age of the consumer (infant formula, growth etc.)
  6. Several types of brands

One of the biggest milk shop chains in Jabodetabek is the Raja Susu Store. This dairy shop was first established in 2008 by Yohanes David, the first store opened in the Cosmos Ruko Complex, Kedoya, West Jakarta. As of September 2019, the number of shops spread throughout Jabodetabek is 23 stores, Raja Susu Store not only sells dairy products, but also baby diapers, baby toiletries (eucalyptus oil, telon oil, baby powder, etc.) as well as baby food that accompanies breastfeeding. Of the many brands that are sold and in collaboration with Raja Susu Store, Danone Specialized Nutrition is one of the

largest in Raja Susu Store. Danone Specialized Nutrition itself is a manufacturer of formula milk for children aged 0-12 years, consisting of 4 main brands, namely SGM, Nutrilon Royal, Bebelac and Advance Medical Nutrition.

From the contribution that is considered large enough to Danone's business, a branding strategy is created that allows to create brand awareness, shopper satisfaction and repurchase intention. The branding strategy or brand strategy according to Schultz and Barnes (1999) can be interpreted as the management of a brand where there are various activities. which arranges all the elements that aim to form a brand. According to Gelder (2005), elements of the brand strategy or branding strategy include brand positioning, brand identity, and brand personality. In addition, according to Schultz and Barnes (1999), which is also included in the brand strategy is brand communication. Schultz and Barnes (1999) add aspects of brand communication in brand expression as a way or form of brand communication through a visualization process so that customers can easily understand and remember it quickly. This step aims to create a strong memory in the minds of customers of the brand character.

In December 2018, Danone Specialized Nutrition appointed Insight Active Consulting to carry out a project called "Findings from a Shopper Profiling Study". This project aims to develop a broader strategy on how to understand what consumers want. From this study the following samples were selected:

**Table 1.1 Table of Pre-Survey Samples at Raja Susu Store**

No.	SES	Age	Brand	total
1	A	21-35	Nutrilon Royal & Morinaga	25
2	B	21-35	Bebelac	12
3	C1	21-35	Dancow and SGM	8
4	C2	21-35	Frisian Flag	5

Source: Internal company data (2018)

From this sample, it was asked how the experience of the correspondents when shopping at the Raja Susu Store.

**Table 1.2 Detailed Table of Correspondents' Answers at the Raja Susu Store**

No.	Correspondent Answer	The number answered
1	The displays are not effective because they are stacked	21
2	Want to find products easily	11
3	The hallways are narrow making it difficult to walk	8
4	Parking is difficult	6
5	The promo is interesting	4

Source: Internal company data (2018)

And obtained 3 (three) things that were felt the most by the mother representing 80% of the answers, namely:

1. Ineffective display because it is stacked
2. Want to find products easily
3. Narrow hallways that make it difficult to walk

Armed with these three most dominant reasons, Danone Specialized Nutrition tries to facilitate consumer desires by creating Project Mom and Baby Universe. What is the meaning of Project Mom and Baby Universe? This is a branding project on a store display shelf. Branding in the form of colors identical to Danone Specialized Nutrition products. SGM is identical to red because the packaging is predominantly red, Bebelac is identical to orange, Nutrilon is identical to blue and Advance Medical Nutrition is identical to purple. Danone Specialized Nutrition appoints vendors to build their own shelves in such a way that they are specifically designed to display their own Danone Specialized Nutrition products based on the color of the shelves that have been made.

This project aims to fulfill customer desires based on the survey that has been conducted. Shelves are made to the size of the product packaging so as not to be stacked, made based on identical colors to the product packaging in the hope that it is easily visible to consumers and awareness of the product's existence is fulfilled and is expected to provide the desired repurchase intention effect.

Based on the explanation above, the author is interested in conducting thesis research entitled "Analysis of the Effectiveness of the Brand Communication of the Mom and Baby Universe Branding Project at the Raja Susu Store in Creating Brand Awareness, Shopper Satisfaction and Repurchase Intention of Consumers of Danone Specialized Nutrition Products".

## RESEARCH METHODS

The sampling technique used was purposive sampling, in which a person was taken as the sample because it was ensured that that person had the information needed for the study. The author uses a purposive sampling technique with the following limitations:

- a. Respondents must have or are currently purchasing a store product in the past year.
- b. Respondents are at least 18 years old.
- c. Respondent's domicile in the JaBoDeTaBek area.

Population unknown, the minimum sample size is 5 to 10 times the number of question items contained in the questionnaire, Hair et al (1995 in Kiswati 2010). The total questions in this study were 20 questions, so the minimum sample size of this study was between  $20 \times 5 = 100$  to  $20 \times 10 = 200$ . So the number of samples taken in this study were 100-200 respondents.

Methods of data collection using a survey method through a list of questions (questionnaire) distributed to respondents. The questions in the questionnaire use closed

questions where the answers are already available and the respondents just have to choose. And the method used in analyzing the data is using quantitative methods with data analysis techniques the method of Structural Equation Model (SEM). SEM motivation is a continuation of path analysis and multiple regression which are both forms of multivariate analysis, which have the advantage of being able to analyze data more comprehensively (Haryono, 2017).

## RESULTS

### Respondent Characteristics

Based on the results of the survey the author has done the age of the respondents in this study, out of 174 respondents, 5.7% of whom were aged between 18-20 years, then 79.3% of employees were between 21-30 years old, then around 14.9% of employees were between 31-40 years old. Respondents aged 21-30 years are the largest group. The above reflects that visitors who come to the Raja Susu store are a productive age group who have family responsibilities and are also categorized as millennial generation visitors.

The majority of respondents (as much as 76.4%) were female, while the remaining 23.6% were male. This situation indicates that visitors to the Raja Susu Store are dominated by relatively young women.

Respondents who were married were 66.7%, were widows or widowers by 4.0% and 29.3% were unmarried. This indicates that visitors to the Raja Susu Store are not always married and have children.

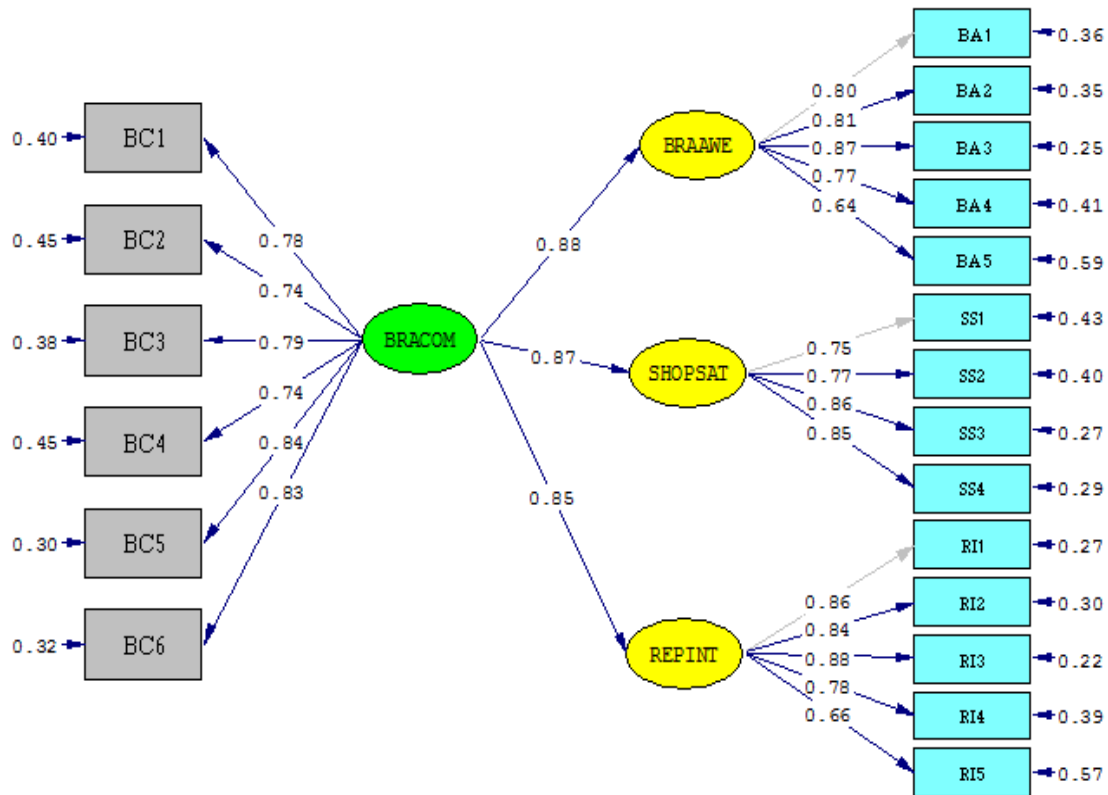
The majority of visitors to the Raja Susu Store are people with a high school graduation of 75.3% while a bachelor's degree is 24.7%. The occupation of private employees is the majority that the respondents are engaged in, namely as much as 85.1%. Meanwhile, housewives, entrepreneurs, state civil servants, students and BUMN employees followed in sequence.

The income of the respondents where the range > 3 million - 6 million was the highest, 68.4%, followed by > 6 million - 10 million as much as 11.5%, then > 1 million - 3 million as much as 8.0%, then > 15 million as much as 4.6%, did not have their own income 4.0% and range > 10 million - 15 million as much as 3.4%. Danone Specialized Nutrition does not only consist of premium, super premium and ultra-premium products but also mainstream products whose prices are relatively more competitive. This shows that most mothers use mainstream products.

### Structural Model fit test

The overall model fit test is conducted to see how well the resulting model describes its actual conditions. Research data processing was carried out using the maximum likelihood method on the Lisrel 9.2 application. Based on data processing, a structural equation goodness of fit is produced as described in Figure 4.8.

Figure 4.1 Overall variable model



Chi-Square=537.94, df=167, P-value=0.00000, RMSEA=0.113

Source: Results of analysis using Lisrel 9.2

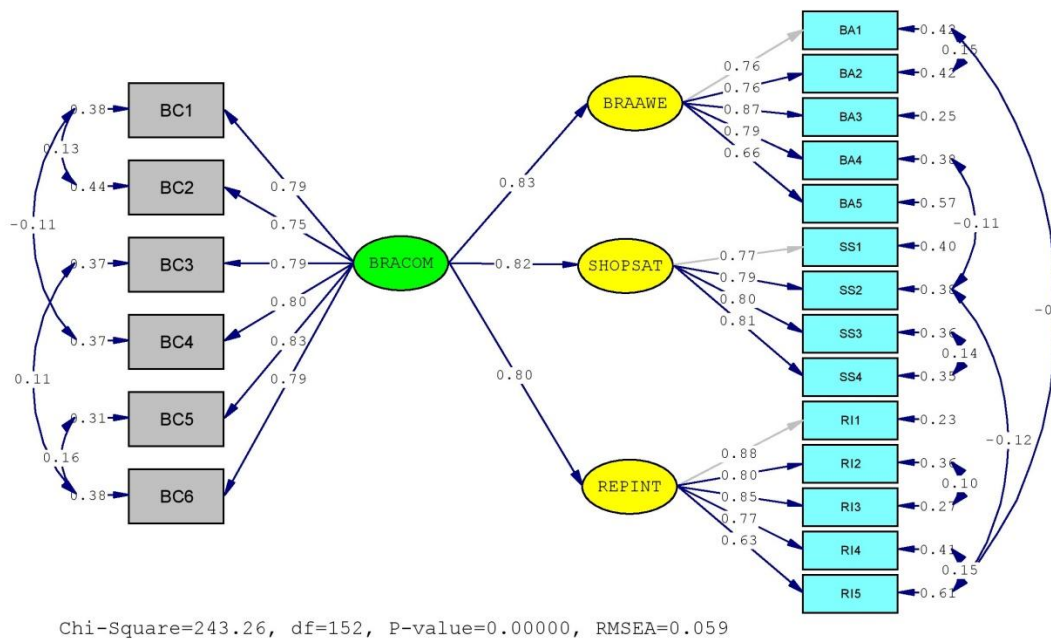
After testing the fit of the entire model, the next step is to test the research hypothesis on the structural model. Model testing is conducted to determine the relationship between the variables Brand Communication (X), Brand Awareness (Y1), Shopper Satisfaction (Y2), and Repurchase Intention (Y3). With this test it will be known whether the research model hypothesis is accepted or rejected. All variables in this study were measured using 20 indicators / observed variables that had been compiled in the form of statements, namely each latent variable consisting of: Brand Communication, namely 6 indicators, Brand Awareness with 5 indicators, Shopper Satisfaction with 4 indicators, and Repurchase Intention consisting of of 5 indicators. The results of the hypothesis test can be seen from the printed output of the syntax process in the equation formulas processed by researchers and also in the path diagram. A significant relationship will be indicated by a black t-value on the path diagram with a value of  $\geq 1.96$ . Meanwhile, an insignificant relationship is indicated by a red t-value on the path diagram with a value below 1.96. The path diagram shown in Figure 4.6 provides an overview of the relationship between the latent variables of Brand Communication (X), Brand Awareness (Y1), Shopper Satisfaction (Y2), and Repurchase Intention (Y3). In testing the validity and reliability before testing the model, all variables in the study had been tested for validity and reliability because they met the requirements with a value of  $\geq 1.96$ . After obtaining the structural model specifications, then the next step is to analyze the statistical Goodness of Fit (GoF) of the entire model. This test evaluates whether the resulting model is a fit model or not. The following are the results of the Goodness of Fit test for the entire model:

Table 4.1 Goodness of Fit Full Model

Goodnes Of Fit Measures	Match Size		Measurement results	
	Good Fit	Marginal Fit		
Normed Chi-Square ( $\chi^2 / df$ )	<2.0		1,600	Fit
Root Mean Square Error (RMSEA)	<0.08		0.059	Fit
p-value	> 0.05		0.0001	Unwell
Goodness of Fit Index (GFI)	$\geq 0.90$	0.70 <0.90	0.88	Marginal Fit
Normal Fit Index (NFI)	$\geq 0.90$	0.80 - <0.90	0.98	Fit
Non-Normed Fit Index (NNFI)	$\geq 0.90$	0.80 - <0.90	0.99	Fit
Comparative Fit Index (CFI)	$\geq 0.90$	0.80 - <0.90	0.99	Fit
Incremental Fit Index (IFI)	$\geq 0.90$	0.80 - <0.90	0.99	Fit
Relative Fit Index (RFI)	$\geq 0.90$	0.80 - <0.90	0.97	Fit

Source: Processed Lisrel Output (2020)

Figure 4.2 Structural Fit Model



Source: Results of analysis using Lisrel 9.2

The SEM analysis results illustrate that the GFI value is 0.88 close to 0.90 (marginal fit), the RMSEA value is  $0.059 < 0.08$  (model fit), this shows that the structural equation model meets the absolute fit measure requirements, which means that the structural equation model in this study as a whole has conformity with the data. . In the incremental fit measure requirements, the NNFI / TLI value is  $0.99 \geq 0.90$  (fit model), CFI value  $0.99 \geq 0.90$  (model fit), RFI value  $0.97 \geq 0.90$  (model fit), NFI value  $0.98 \geq 0.90$  (fit model), and IFI  $0.99 \geq 0.90$  (model fit), indicating that the structural equation model meets the incremental fit measure requirements, then for the parsimonious fit measure requirement the normed chi-square value is  $1.6 < 2.0$  (model fit), indicating that 7 out of 9 criteria state the model is fit,

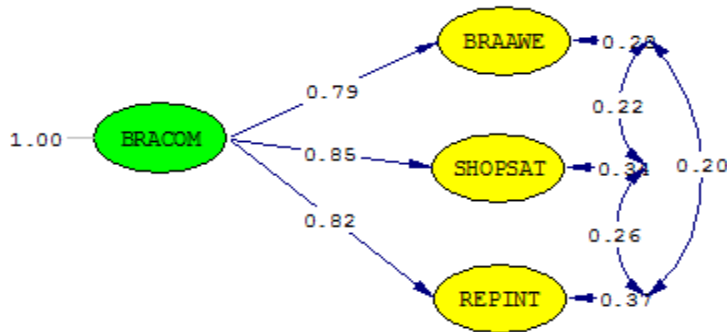


Figure 4.3 Structural Model Estimates Using Lisrel 9.2

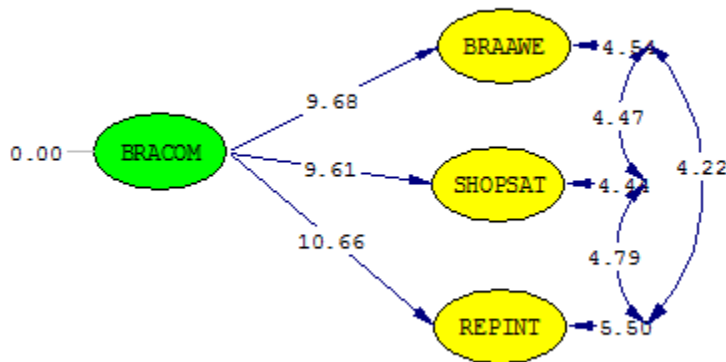


Figure 4.4 Structural Model t-Value Using Lisrel 9.2

Based on the results of the SEM analysis of the structural equation model in Figure 4.9, the causal relationship between the dependent and independent latent variables is as follows:

Figure 4.5 Structural Equation Model Output



## Structural Equations

$$\begin{aligned} \text{REPINT} &= 0.82 \cdot \text{BRACOM}, \text{ Errorvar.} = 0.37, R^2 = 0.65 \\ &\quad (0.077) \quad (0.067) \\ &\quad 10.66 \quad 5.50 \\ \\ \text{SHOPSAT} &= 0.85 \cdot \text{BRACOM}, \text{ Errorvar.} = 0.34, R^2 = 0.68 \\ &\quad (0.088) \quad (0.076) \\ &\quad 9.61 \quad 4.44 \\ \\ \text{BRAAWE} &= 0.79 \cdot \text{BRACOM}, \text{ Errorvar.} = 0.28, R^2 = 0.70 \\ &\quad (0.082) \quad (0.061) \\ &\quad 9.68 \quad 4.54 \end{aligned}$$

Source: Primary Data Processing (2020)

The coefficient of determination ( $R^2$ ) is used to measure how well the regression line matches the actual (Goodness of Fit). This determination coefficient measures the percentage of the total variation in the dependent variable, from the calculations carried out the coefficient of determination is obtained from Figure 4.9 it can be seen that: for the dependent variable Brand Awareness is 0.65 meaning that 65% of the existing variations can be explained by Brand Communication independent variables, while the remaining 0.35 or 35% is explained by other variables outside the variables used in the study. Brand Communication, indicated to have a significant positive relationship with Brand Awareness ( $Y_1$ ) with a coefficient value of 0.79 which is positive. Then the dependent variable Shopper Satisfaction is 0, 68 means that 68% of the existing

variations can be explained by the independent variable Brand Communication, while the remaining 0.32 or 32% is explained by other variables outside the variables used in the study. Brand Communication, indicated to have a significant positive relationship with Shopper Satisfaction ( $Y_2$ ) with a coefficient value of 0.85 which is positive.

While the dependent variable Repurchase Intention is 0.70, meaning that 70% of the existing variations can be explained by Brand Communication independent variables, the remaining 0.30 or 30% is explained by other variables outside the variables used in the study. Brand Communication has a significant positive relationship to Repurchase Intention. This is indicated by the coefficient value of 0.82 which is positive.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on the data analysis and discussion described in the previous chapter, several research conclusions can be drawn as follows:

- 1) Brand communication variables have a positive and significant effect on brand awareness of Danone Specialized Nutrition products. This answers the phenomenon where Danone Specialized Nutrition products, namely Bebelac and SGM, are the most recognized children's growth milk products, meaning that brand

communication that has been built has influenced consumers.

- 2) Brand communication variables have a positive and significant effect on customer satisfaction for Danone Specialized Nutrition products. This answers the phenomenon where when consumers shop at the Raja Susu Store they feel the product is not neat, the aisles are narrow and want to find products easily, the Mom and Baby Universe Project facility that has been created to answer consumer complaints.
- 3) Brand communication variables have a positive and significant effect on the interest in buying back Danone Specialized Nutrition products. This is the answer from Danone Specialized Nutrition's investment by making branding on



the shelf able to generate interest in buying back visitors to Raja Susu Store, although indirectly, this in the future will make the company's margins more stable and measurable.

### Suggestion

By analyzing the research results, there are several suggestions that can be considered and input for Danone Specialized Nutrition.

### Advice for companies

1. Danone Specialized Nutrition is expected to be able to make Project Mom and Baby Universe even more attractive with interesting forms or messages. Currently, it appears that there is no writing on the shelf that provides information about the Danone Specialized Nutrition product brand so that new consumers do not feel educated from Project Mom and Branding Universe. Even though branding on the shelf is a powerful way to educate without human assistance. This is also to answer the statement "I know the benefits of Danone Specialized Nutrition products after seeing branding on the shelf" which has the highest standard deviation which means this statement is the focus of the company.

2. Even though it has been given branding on the shelf, it can be seen from the results of the research that Raja Susu Store is not the only choice for consumers to get Danone Specialized Nutrition products. To maintain consumers who have purchased Danone Specialized Nutrition products, they must maintain the availability of goods and do not empty them frequently so that consumers do not have the opportunity to look for other products or in other stores.

### Suggestions for Future Research

Further researchers are expected to conduct research by adding other variables such as price, word of mouth, purchasing decisions and promotions. Thus it can enrich the factors studied regarding brand communication where research requires a lot of development in various sectors, so that the research results can make a positive and applicable contribution to the world of education in general and also to develop the company's business in particular.

Further researchers are also expected to be able to conduct research with the same variables by changing the object category or research area, so that it can be seen whether the results of this study are consistent in the various types of objects and places analyzed.

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