



A Brand Image of E-Commerce's Buying Interest

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Abstract

This article discusses the brand image of ecommerce buying interest. The methods used in this study are the literary methods that are sourced in books, research reports, journals and websites. This article finds that brand imagery serves as a strategy to safeguard and increase consumer interest, a positive brand image can make it easier for consumers to realize their interest in e-commerce.

Keywords: brand image, buingy interest, e-commerce

Citra Merek terhadap Minat Beli E-Commerce

Abstrak

Artikel ini membahas tentang citra merek terhadap minat beli ecommerce. Metode yang digunakan dalam studi ini yaitu metode literatur yang bersumber pada buku, laporan penelitian, jurnal dan situs web. Artikel ini menemukan bahwa citra merek berperan sebagai strategi untuk menjaga dan meningkatkan minat beli konsumen, citra merek yang positif bisa lebih memudahkan konsumen untuk merealisasikan minat belinya pada e-commerce.

Kata-kata Kunci: citra merek, minat beli, e-commerce

INTRODUCTION

In the current era of globalization, technology is used as one of the benchmark of progress and failure of a country (Ngafifi, 2014). In Indonesia, the government has established a digital economy, where it is a *new economy* concept application that specifically leads to the trading of transactions through Internet access (Dianari, 2017). Advances in technology that dynamically give a big shock to the business world, so that the competition is increasingly competitive and increasing business (Supriyanto, 2004). The use of technology causes business competition to be rapidly due to various things that can be presented quickly (Hanim, 2011), although the distance between buyers and sellers is far apart.

Along with the development of times and more advanced technology, buy and sell transactions can be done through ecommerce (Wakhidah and Thohari, 2019). It shows a drastic increase in usage (Achjari, 2000). With e-commerce target market business people can wider range and more variety of coverage when compared with offline sales (Medah, 2009). Shopping online in principle can provide convenience both from the side of the seller and the buyer (Bhuwaneswary, 2016), because in all things become more effective and efficient.

Consumers are the main target to win the competition in the business world. Strategy that can be done to be superior one of them is with brand strategy, because the brand is able

to be a differentiator of similar products between one with the other (Ambarwati, 2015). According to Ranjbarian in (Verdilla, 2018) suggests that the majority of consumers use brand image as the quality and value of a brand, so it can be said that the brand image for consumers is an added value to the buying interest of a product. In line with what has been described by (Yunaida, 2017) that a brand image will likely create a good attitude towards the product by providing a positive ha that will affect the perception of the individual in selecting a product.

METHOD

This article was written using qualitative method with library review approach (Zed, 2004). Data sources in the form of publications related to the theme of brand image, buying interests and e-commerce. This type of data is a theoretical narrative from a successfully tracked publication, both print and online. Data collection techniques used in the form of tracking data related to the theme in the article. And data analysis is done descriptively from the data obtained.

RESULTS AND DISCUSSION

1. Brand Image

According to Kotler and Keller the brand image is the confidence and perception owned by consumers, as reflected in the association on Consumer Memory (Astuti, 2017). Moreover, according to Aaker, the brand image is the organized group of associations into a meaningful one (Yunaida, 2017). Similarly according to Firmansyah (Firmansyah 2019) The definition of the brand image is the perception that arises in the minds of consumers when remembering a brand of a particular product. When consumers remember certain products then those present in the mind are brands that have a positive image. According to Keller in (Yoestini and Rahma, 2007) A positive brand image was created by a strong, unique and good brand association. Therefore brand image has extraordinary value (Subroto, 2005).

According to Keller presented in the literary study studies used by Eva and Yoestini, the factors that triggered the emergence of consumer associations on the brand were driven by the company's built brand identity (Yoestini and Rahma, 2007). A good image owned by the brand will provide some benefits, according to the Rangkuti (Mendrika, 2017) including: Brand image can be used as a strategy in a company, can be used as a basis to compete with other similar products, can help to renew the amount of sales to increase, and brand image can be used to be material evaluation of quality effect of marketing strategy.

To better understand and make it easier to build a brand image, there are, at least, eight factors that influence it, namely: (1) Consumer Perception Based on Brand or Product Introduction (Raza et al., 2016). It can be formed by introducing the product to the wider community following the objectives to be formed. For example, a mobile phone SIM card

product that wants to form a cheap brand image.

These operators or providers can introduce their products in various ways, such as holding events, promos, discounts, etc.; (2) Consumer Perception Based on Product Quality (Agyekum et al., 2015). It can also be formed based on their experience of using a product from a particular brand. For example, someone who tries to use a SIM card product is said to be cheap for one month and sees the reality of the product's quality. If it really matches what was introduced, the consumer will likely be satisfied and use it again; (3) Consumer Perception Based on Product Size (Ampuero and Vila, 2006). It can also be formed from the variation or differentiation of the size of the products sold in the market. For example, brands of small face wash products for traveling are usually preferable to those that only sell one size. However, this also depends on the needs of consumers who like to travel or not. A positive image of a product can make consumers believe in the brand; (4) Consumer Perception Based on Product Durability (Saleem et al., 2015). A brand image that can be built based on a product's durability, for example, a battery product. People know that Alkaline batteries have twice the durability of ABC brand batteries. Now, when consumers are faced with two choices when buying batteries / other products, they will tend to choose the Alkaline brand; (5) Consumer Perception Based on Packaging Design (S.T. Wang, 2013).

2. Buying Interest

Buying Interest is a hidden desire in the minds of consumers, it is a desire that is always veiled in every individual (Nasution and Yasin, 2014). A sense of interest arising from a product can be noble and encourage buying interests (Agusli, 2013). The research of literature studies conducted by Syahnaz and Wahyono, suggests that buying interest is a possibility that consumers do to make a purchase by looking for information from various sources (Shahnaz and Wahyono, 2016). According to Kinnear and Taylor's interest buy is the tendency stage of the respondent before the decision to buy actually implemented (dwiyanti 2008).

Buying interest in consumers according to Henry Assael in (Maunaza 2012), divided into two phases, namely:

- a. *Purchase*: From the buying interest stage to decision making will require a considerable time lag, due to many factors affecting consumers, such as *store selection* or *brand selection*.
- b. *No purchase*: After having a buy interest, not all purchase decisions taken by consumers will be realized. It could be delayed or even change, due to some other external factors, such as the availability of the intended brand running out of or switching from one brand to another.

Purchase intention is a tendency for consumer attitudes who are interested and then take actions related to the purchase through various stages and levels of possibility up to the ability to buy a particular product, service, or brand (Imelia and Ruswanti, 2017).

Purchase interest also means the desire that appears in consumers for a product due to a process of observing and learning consumers about a product (Morwitz, 2014). Consumers who are interested in buying a product show their attention and pleasure towards the product, followed by the realization in the form of buying behavior (Joshi and Rahman, 2015).

There are several aspects of consumer buying interest: (1) Interest in finding information about products. Consumers who are aroused by their needs will be motivated to seek more information (Pratt, 1998). There are two levels of stimulation or stimulant to consumer needs: a lighter level of information seeking or attention strengthening and an active level of seeking information (Bamoriya and Singh, 2011), namely by looking for reading materials, asking friends, or visiting shops to learn about certain products (Vilppula, 2016); (2) Consider buying. Through information gathering, consumers learn about competing brands and their features. Evaluate options and start considering buying a product (Oke et al., 2016); (3) Interested in trying. After consumers try to meet needs, study competing brands and brand features, consumers will look for certain benefits from product solutions and evaluate them (Ogbeide, 2015). This evaluation is considered a cognitive-oriented process. The point is that consumers are considered to value a product in a very conscious and rational manner that results in an interest in trying (Barbarossa and Pastore, 2015); (4) Want to know the product. After having an interest in trying a product, consumers will have a desire to know the product. Consumers will see a product as a set of attributes with different abilities to provide benefits used to satisfy needs (Popovic et al., 2019); and (5) Want to have a product. Consumers will pay great attention to the attributes that provide the benefits they seek. And finally, consumers will take attitudes (decisions, preferences) towards the product by evaluating attributes and form an intention to buy or have a product they like (Laroche et al., 2001).

Furthermore, buying interest can be grouped into several types and levels: (1) Transactional interest, a person's tendency to buy a product. This means that consumers already have an interest in purchasing a certain product they want (Putra and Harijanto, 2015); (2) Referential interest, namely the tendency of a person to refer products to others. This means that a consumer who already has an interest in buying will suggest that his / her closest people also purchase the same product (Hermanda et al., 2019); (3) Preferential interest, namely interest that describes the behavior of a person who has a primary preference for the product can only be changed if something happens to the preferred product (Ebrahim et al., 2016); and (4) Exploratory interest, which describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product (Khadka and Maharjan, 2017).

CONCLUSION

From the discussion that has been presented, it can be concluded that the brand image

plays a strategy to maintain and increase the interest of consumer buying, a positive brand image can make it easier for consumers to realize their interest in e-commerce.

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