

The Influence of Brand Image, Brand Trust and Product Packaging Information on Purchasing Decisions

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doi <https://doi.org/10.31603/bisnisekonomi.v18i1.3077>



Submitted: 03/12/2019

Revised: 17/04/2020

Accepted: 06/05/2020

Abstract

Keywords:

*Herbal Medicine;
Brand Image;
Brand Trust;
Product Packaging
Information;
Purchase Decision*

Consumer health awareness has increased recently, this is evidenced by the desire to consume herbal products. Today's packaged colds jamu become a practical alternative for consumers to continue taking herbal medicines that are easy to obtain. This study aims to examine the influence of brand image, brand trust and product packaging information on the purchase decision of packaged cold herbs. This quantitative study applied purposive random sampling by using PLS-SEM 3.0 as statistic tools with questionnaire filled by 100 respondents. This article delivers a substantial effect to significant variables in purchasing decision. The results show that brand image does not directly influence purchasing decisions, but is fully mediated by brand trust. On the other hand, packaging information has a positive and significant effect on purchasing decisions.

Abstrak

Kata-kata kunci:

*Obat Herbal; Citra
Merk; Kepercayaan
Merk; Informasi
Kemasan;
Keputusan
Pembelian*

Kesadaran kesehatan konsumen pada saat ini telah meningkat, hal tersebut dibuktikan dengan keinginan untuk mengonsumsi produk herbal. Jamu masuk angin kemasan pada saat ini menjadi alternatif yang praktis bagi konsumen untuk tetap mengonsumsi obat herbal yang mudah untuk didapatkan. Penelitian ini bertujuan untuk menguji pengaruh citra merk, kepercayaan merk serta informasi kemasan produk pada keputusan pembelian jamu masuk angin kemasan. Penelitian kuantitatif ini menggunakan purposive random sampling dengan menggunakan PLS-SEM 3.0 sebagai alat statistik dengan pengisian kuesioner dilakukan oleh 100 responden. Hasil penelitian memiliki implikasi terhadap variabel penting dalam keputusan penelitian dan menunjukkan bahwa citra merk tidak berpengaruh langsung kepada keputusan pembelian, melainkan dimediasi secara penuh oleh kepercayaan merk. Disisi lain, informasi kemasan berpengaruh secara positif dan signifikan terhadap keputusan pembelian.

1. Introduction

Treatment using chemical drugs has the potential side effects listed on the packaging. These side effects can slowly affect a person's health condition. Research conducted by Peters, Hart, & Fraenkel (2011) stated that a person needs to be convinced that the benefits received will be bigger compared to the side effects that will be experienced, it is intended so that consumers have a positive perception of the drug. This shows that a drug made from chemicals has benefits to cure the disease as well as having side effects that affect the patient's health. Before getting to know the treatments performed by doctors, herbal remedies were widely used and practiced for a long time. Herbal remedies used to cure pain are known as herbs. On the other hand, making herbal medicine requires materials and equipment that are quite complicated, such as raw materials that are currently not easy to find, processing that

requires a long time, durability or durability of herbs that can only last a short time, as well as practical reasons.

At this time, people tend to re-use herbal medicine to treat several diseases, such as flu, chills, allergies, stomach aches and toothaches (Khan & Ahmad, 2019). Purwaningsih (2017) explained that the results of the Basic Health Research (Riskesdas) in 2010 showed that more than 50% of Indonesian people use herbal medicine. There is a common in Indonesia, namely colds, which are generalizations of unfavorable bodily conditions, even though in the medical world the disease is unknown. Herbal treatment is done by drinking herbs made from warm spices to treat colds. This resulted in an increase in the level of transition of consumption of drugs from chemical drugs to herbal medicine. On the other hand, it requires a long process in making, starting from buying materials and processing them to be ready to be served. Manufacturers of packaged cold herbs have offered convenience to consumers in order to consume herbs without buying raw materials and processing them. The producer tries to convince consumers that even though it is produced through a factory, it does not reduce the naturalness of medicinal colds.

Advertisements of cold herbal packaging are an effort to build brand trust through brand image. Manufacturers of packaged cold herbs have the aim of building an herbal brand image to be trusted by consumers so that their reputation will increase according to consumer perceptions (Afzal, Khan, Rehman, Ali, & Wajahat, 2014). Manufacturers also explain that consumers will not get any side effects when consuming medicinal colds because they are made from natural ingredients. Even though it is mass-produced at a factory, the belief in the herbal brand of cold herbal packaging is built through advertising by displaying herbal composition. In addition to advertising, the packaging for colds has a more detailed composition regarding the ingredients used to make the herbal medicine. Consumers who are aware of their health can read and analyze the nature of the composition contained in medicinal colds. Brand image is important because it can illustrate the perception of consumer confidence in the product, so the more positive the brand image, it will encourage consumers to increasingly trust (Faircloth, Capella, & Alford, 2015). Herbal brand image also encourages consumers to buy herbal medicine because the consumer wants a natural product.

Herbal products prioritize the natural aspect of the composition of the ingredients making up for cold packaged herbal. The composition is listed on the product packaging that can be read by consumers when buying, so it can be more convincing to consumers. Consumers who want to consume herbal products will first select what drugs they want to consume based on their beliefs. The information contained on the product packaging will affect consumers in purchasing cold packaged herbal. If the consumer has chosen the herbal medicine for cold packaging, then when purchasing the product, the information contained in the package will be read by the consumer to strengthen his belief. This is confirmed by research Aschemann-Witzel et al., (2013) which revealed that the information contained on product packaging can strengthen consumers' decisions in choosing herbal products. There are previous studies conducted by Shah et al., (2012) in examining the influence of brands on the intention to buy, on the other hand there are opinions expressed by (Carrigan &

Attalla, 2001; Sniehotta, Presseau, & Araújo-Soares, 2014) that the purchase intention variable does not always correlate with the product purchase decision, meaning that it would be better if the research was conducted to analyze the purchase when compared to the intention to buy. Research on herbal medicine, especially medicinal colds, is rarely found when related to these variables. This study aims to fill the gap of previous research by testing and analyzing the influence of brand image mediated by brand trust on purchasing decisions and product packaging information on purchasing decisions.

2. Literature Review

2.1. An Overview of Brand Image, Brand Trust, and Product Packaging Information

Brand image is the overall consumer perception of a brand (Zhang, 2015). Consumers perceive that image from many sources, such as television advertisements, promotions or press releases from companies. There are various kinds of images currently used by producers so that consumers are interested in buying products, one of the images used by producers to attract consumers is the impression of products that are herbal and environmentally friendly, as is done by manufacturers of packaged colds. Brand image is important for herbal medicine to catch cold packaged herbs to suit the desires of consumers who like herbal products. When consumers are experiencing colds and wish to buy medicines made from herbal ingredients, herbal medicine for packaged colds will be the choice.

Trust can be defined as the confidence of consumers of certain products that are considered capable of fulfilling desires so as to produce satisfaction (Chinomona, 2016). Trust is important for producers so that the products sold can be absorbed by the market. When consumers believe that a product is suitable for themselves, it will be made a choice to meet their needs or desires. Basically, producers want to have a strong bond with consumers, this can be done if consumers believe in the product being sold (Hegner & Jevons, 2016). The bonds of trust emerge through the brand image that is promoted through various lines by producers. When consumers see advertisements displayed by producers, this can be one way that will form trust. Brand trust can be related to the expectations that exist in consumers, where the hope lies in the desires of consumers so that their needs or desires can be met through certain products (Munuera-Aleman, Delgado-Ballester, & Yague-Guillen, 2018). In this study, consumers hope that the herbal remedy can help provide healing by using herbal ingredients. Consumers want herbal medicines that can be consumed practically and can be easily obtained.

The information contained on the product is part of the product attributes of the medicinal cold packaging. This information will strengthen consumer preferences in buying when the composition of the product can be known by consumers (Bradu, Orquin, & Thøgersen, 2014). The herbal medicine for cold packaging has been imaged as an herbal product so that consumers prove it through information obtained on the product packaging, meaning consumers can be more confident when making a purchase with the information on the product composition. Increasing consumer awareness about health, it will be more selective in choosing a product that can provide benefits to consumers. For consumers, the

label is very closely related to the herbal image that has been advertised by the manufacturer, but more than that consumers need a product confidence through the BPOM registration number or halal information contained in the product packaging. [Engels, Hansmann, & Scholz \(2010\)](#) explained that a comprehensive label about the product can influence consumer buying behavior. The more comprehensive, the consumers will feel that the product is safe for consumption. The more interesting the information in the packaging, the more it can affect the positive impression of consumers ([Lancelot Miltgen, Pantin Sohier, & Grohmann, 2016](#)), this is due to consumers feeling that the packaging is attractive so that carry positive picture of the product.

2.2. The Effect of Brand Image on Purchasing Decisions

Research by [Malik et al., \(2013\)](#) showed that brand image has a positive influence on purchasing behavior, it means that advertisements that are displayed through television or other media can influence consumers to buy products. Other studies related to medicinal colds in packaging are environmentally friendly products, as research from [Bagheri \(2013\)](#) which stated that consumers will be interested in buying environmentally friendly products caused by brand image. If the brand promotes products that do not damage the environment, while consumers have the motivation to care for nature, then it can encourage consumers to buy products that are friendly to the environment.

H1: Brand image has a positive effect on the decision to purchase herbal medicine

2.3. The Effect of Brand Image on Brand Trust

[Chinomona \(2016\)](#) stated that brand image has a positive influence on brand trust. When consumers get persuasion exposure to buy certain products that have benefits in accordance with the wishes of consumers, then it will be an alternative choice for consumers. The trust arises because of exposure to brand image obtained by consumers. [Moon \(2012\)](#) strengthen in his research that image can influence consumer confidence. Consumer perception is an important thing that can change beliefs become stronger or weaker. When consumers want to consume drugs made from herbal ingredients and see convincing advertisements, then it encourages consumer confidence to be stronger. The brand image contains a promise by the manufacturer that when consuming medicinal colds, the health condition will improve and be free from colds. [Chen-Yu, Cho, & Kincade \(2016\)](#) argued that when consumers have in common with the company's offer, it will strengthen brand trust. Consumers who like naturalness and get exposure to natural brand image, then it will encourage consumers to trust the brand, this also applies to packaged herbal remedies where consumers who tend to like herbal products, get a promotion that cold packs made from herbal ingredients, so that the brand image will have a positive effect on brand trust.

H2: Brand image has a positive influence on medicinal colds

2.4. The Effect of Brand Trust on Purchasing Decisions

Research by [Dumortier, Evans, Grebitus, & Martin, \(2017\)](#) stated that trust in brand can be a determinant of consumers in buying a product. Consumers who already believe that

the product is the right choice, will decide to buy. Consumers who have believed that herbal medicine has a herbal composition, will buy with the reason according to their wishes. In the context of purchasing drugs, research [Lodorfos, Mulvana, & Temperley, \(2006\)](#) revealed that trust is one of the strong determinants of drug purchases by consumers. Consumers will choose carefully the right treatment for consumption because it is related to healing. Herbal remedies that have herbal brand image will be the choice of consumers because it is made from herbal ingredients that are relatively safe for consumption. Research conducted by [Song, Wang, & Han \(2019\)](#) stated that brand image has an influence on brand trust, in addition to trust affecting the desire to buy back the same product. This indicates that brand trust can be a mediator between brand image and purchasing decisions. Consumers who have the perception of herbal imagery from herbal remedies, will feel confident about their natural composition. The belief in natural composition encourages consumers to buy medicinal colds.

H3a: Brand trust has a positive effect on purchasing decisions for herbal remedies

H3b: Brand trust is the mediator between brand image and the decision to buy herbal packaging

2.5. The Effect of Product Composition Information on Purchasing Decisions

When a consumer buys medicinal colds in the packaging compared to taking chemical drugs, it is associated with the consumer's attitude to like the product according to the value believed by [Cranage, Conklin, & Lambert \(2005\)](#) research concluded that nutritional information provided by producers will increase intention to repurchase compared to products without nutritional information. That means that when herbal medicine producers catch a cold, they provide information on the composition of herbal ingredients, which will improve consumers' decision to buy. This is reinforced by research [Yoon & George \(2012\)](#) who argues that consumers will have a negative attitude to the menu that has no calorie content information. This means that when consumers know the content of the product to be consumed, it will increase the positive attitude to buy.

H4: Product packaging information has a positive effect on the decision to buy medicinal colds

The research model is presented in [Figure 1](#).

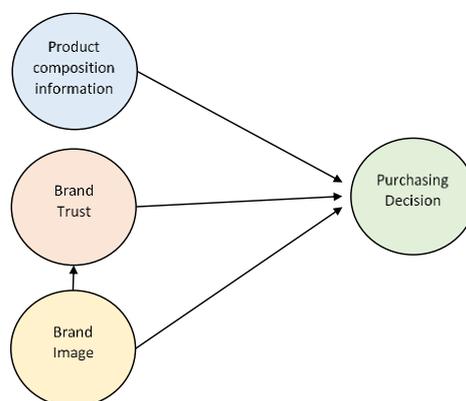


Figure 1. Research model

3. Method

3.1. Scale of Measurement

This study uses four variables consisting of brand image, brand trust, product labeling and purchasing decisions. Variable brand image and brand trust are based on the research of [Erkmen & Hancer \(2019\)](#) each of which has three indicators to describe consumers' perceptions and beliefs about medicinal colds. Variable information on herbal medicine product packaging packaging is adapted from the [Prentice, Chen, & Wang \(2019\)](#) [Tirelli, Pilar Martínez-Ruiz, & Gómez-Ladrón-De-Guevara \(2013\)](#) research that is used to determine consumer understanding of product packaging with four indicators. This research adopts a conative buying decision based on [Djarmiko & Pradana \(2016\)](#) with three indicators. This study uses a Likert scale with a range of numbers one to five, where the number one shows that strongly disagree with the research statement until the number five shows that consumers strongly agree with the statements submitted to respondents.

3.2. Research Sample

The sample in this study is consumers who have purchased the medicinal product of cold packaged herbs. This study used a sample of 100 respondents to be processed and answered the research hypothesis. Sampling is using a purposive random sampling method. The criteria of respondents in this study were consumers who had consumed herbal remedies. The data obtained will be processed using PLS-SEM 3.0.

3.3. Sampling Process

Questionnaires that have been translated into Indonesian are then distributed to respondents. In the questionnaire, a filter question is given that only consumers who have consumed cold packaged herbs can fill out the questionnaire. The data that has been obtained is then tabulated for processing using the appropriate statistical method.

4. Result and Discussion

4.1. Descriptive Result

[Table 1](#) shows that the majority of respondents are women. Consumers most often buy at the grocery store around in their neighborhood so that it is easy to reach, and consumers with young age have consumed a lot of packaged herbal medicine.

4.2. Validity and Reliability Test Result

The validity test in this study is based on the loading factor found in each research indicator. An indicator is valid if it has an equivalent or greater than 0.7. As shown in [Table 2](#), the loading factor value of each indicator is greater than 0.7. In addition, this study utilised Fornell-Larcker validity testing to test the validity of a variable, if a variable has a greater value than other variables, then it shows that the variable is valid. Furthermore, there is validity testing through cross-loading, if the value of a group of variables is greater than other variables, then it can prove a valid measurement.

Table 1. Respondent descriptive data

Characteristics	Amount	Percentage
Gender		
Male	43	43%
Female	57	57%
Purchasing Location		
Pharmacist	15	15%
Minimarket	21	21%
Grocery Store	58	58%
Else	6	6%
Age		
17-20	27	27%
21-24	45	45%
25-28	17	17%
> 28	11	11%

Table 2. Validity and reliability test result

Variable	Indicator	Load Factor	CR	Cronbach Alpha	AVE
Brand image	Packaged cold herbs has herbal image	0.930	0.932	0.891	0.820
	Packaged cold herbs has quality reputation	0.919			
	Packaged cold herbs is familiar for me	0.866			
Brand trust	I am sure that Packaged cold herbs can help heal colds	0.935	0.905	0.838	0.762
	I am sure that Packaged cold herbs promising satisfaction	0.757			
	I am sure to choose Packaged cold herbs	0.916			
Product composition information	When I buy Packaged cold herbs , I read the ingredient composition	0.906	0.884	0.825	0.657
	I can remember the Packaged cold herbs composition	0.773			
	For me, Packaged cold herbs composition is important	0.747			
	For me, safety information (Herbal, Halal label etc) Packaged cold herbs is important	0.808			
Purchasing decisions	I want to buy Packaged cold herbs	0.842	0.935	0.894	0.828
	I buy Packaged cold herbs	0.957			
	I will buy Packaged cold herbs	0.927			

Fornell-Larcker values appear as in [Table 3](#) shows that all variables in this study are valid. The cross loading test results in [Table 4](#) also reinforce that the indicators in this study are valid. Reliability testing is based on the value of AVE, Composite Reliability and Cronbach Alpha, the ideal value of AVE is not less than 0.5 while the composite reliability and Cronbach alpha are at least 0.7. Based on [Table 2](#) the values of AVE, composite reliability and Cronbach alpha in this study have been fulfilled, so that all the variables in this study are reliable.

Table 3. Fornell_Lacker result test

Variable	Brand Image	Product composition information	Brand Trust	Purchasing Decision
Brand image	0.906			
Product composition information	0.779	0.811		
Brand trust	0.580	0.717	0.873	
Purchasing decision	0.638	0.829	0.832	0.910

Table 4. Cross-Loading test result

Indicator	Brand image	Product composition information	Brand trust	Purchasing decisions
BI1	0.930	0.726	0.587	0.671
BI2	0.919	0.758	0.523	0.557
BI3	0.866	0.622	0.451	0.484
BT1	0.468	0.608	0.935	0.788
BT2	0.628	0.672	0.757	0.616
BT3	0.422	0.595	0.916	0.765
IF1	0.774	0.906	0.728	0.824
IF2	0.715	0.773	0.455	0.470
IF3	0.446	0.747	0.510	0.676
IF4	0.601	0.808	0.578	0.642
PD1	0.757	0.853	0.722	0.842
PD2	0.479	0.698	0.780	0.957
PD3	0.491	0.699	0.764	0.927

4.3. Hypothesis Testing

This study tested the hypothesis by using one-tailed bootstrapping. A summary of the results of hypothesis testing is presented in [Table 5](#).

Table 5. Hypothesis test result

Hypothesis	Variable Relationship	t-statistic	P values
H1	Brand Image- Purchasing Decisions	0.363	0.358
H2	Brand Image-Brand Trust	8.194	0.000
H3a	Brand Trust- Purchasing Decisions	3.938	0.000
H4	Product composition information- Purchasing Decisions	3.009	0.001

Hypothesis 1 shows that it does not show a significant influence between brand image and purchasing decisions. This shows that when herbal medicine producers put a cold advertising product with an herbal image, consumers do not necessarily buy it right away. For consumers, further stimulus is needed in order to proceed with purchasing decisions. The results of this study are not in line with previous research as conducted by [Djatkiko & Pradana\(2016\)](#); [Bagheri \(2013\)](#). Previous studies tested the direct relationship between brand image and purchasing decisions by not using other variables as a moderating factor, so that it would produce a strong purchasing decision. This means that consumers who already have perceptions of products that are deemed appropriately to their needs and desires will make a purchase. In this study there is a mediating variable, namely brand trust which is proven to fully moderate the relationship between brand image and purchasing decisions as will be explained in the discussion of variable 3b. Hypothesis 2, brand image has a positive and significant influence on brand trust, indicating that consumers believe in advertisements delivered by herbal medicine manufacturers of colds that the product contains herbal compositions and is safe for consumption. This belief arises because consumers expect

healing from illness when consuming herbal remedies. The results of this study are in line with [Chinomona \(2016\)](#); [Moon \(2012\)](#) which shows the same results. Hypothesis 3a is proven by showing that brand trust has a positive and significant influence on consumer purchasing decisions for colds. This proves that consumers who have believed that the herbal medicine in the packaging has herbal ingredients or composition will make a purchase. The results of this test strengthen previous research conducted by [Lodorfo et al., \(2006\)](#); [Dumortier et al., \(2017\)](#) that brand trust has a positive effect on purchasing decisions. The trust is derived from the promotion carried out by the manufacturer of cold herbal packaging has been able to attract consumers.

Hypothesis 3b is supported by the results of hypothesis 1 which does not show insignificant influence, while hypotheses 2 and 3a have a significant effect. [Baron & Kenny \(1986\)](#) brand trust has the role of fully mediating or mediating in full the influence of brand image on the purchase decision of medicinal packaging. Consumers who believe that medicinal colds are made from natural ingredients will make a purchase based on this belief. Hypothesis 4 shows the positive and significant influence of the product composition information contained on the packaging on purchasing decisions. This means that the consumer first reads the information on the package which includes the composition of the product as well as other information that indicates that the product is safe for consumption. The results of this research do not conflict with previous studies, as conducted by [Cranage et al., \(2005\)](#); [Yoon & Goerge \(2012\)](#). Consumers will be more confident when buying products with labels and clear information and have obtained a health permit from a health watchdog, in this case BPOM.

4.4. Research Implication

Manufacturers of packaged cold herbs need to convince consumers that the products sold contain herbal composition and are safe for consumption. Consumers who are aware of health need the belief that the drug is able to help cure colds, so the implication will be making a purchasing decision. Producers can convince consumers through promotions by using testimonials or celebrity endorsers by choosing the right figure.

5. Conclusion

This study examines and analyzes the effect of brand image, brand trust and product composition information on the purchase decision of medicinal packaged colds. The results showed that the image of the herbal medicine brand has no significant effect on purchasing decisions, while the brand image has a positive and significant influence on brand trust. The trust of the herbal medicine brand in the cold packaging has a positive and significant influence on the purchase decision of the herbal medicine for cold packaging, this means that brand trust fully mediates the relationship of the brand image to the purchase decision. Consumers need to enter the phase of trusting first to the herbal cold packaging before deciding to buy. In addition, there is a positive and significant influence on the product composition information contained in the packaging on purchasing decisions. This research is limited to purchasing decisions made by consumers, so it needs to be studied more deeply

whether the purchase will be resumed in the future by using the satisfaction and loyalty variables. This can help herbal producers to catch cold packaging and to make sure their products are accepted by consumers.

Authors' Declaration

Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

Funding

Not applicable.

Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

No additional information from the authors

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