THE EFFECT OF BRAND AWARENESS AND BRAND TRUST ON CONSUMERS SPORTSWEAR BRAND EXTENSION ATTITUDE AT THE HILL FITNESS CENTER MANADO

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ABSTRACT

Brand is the name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. To introduce a product to the public, company should make a strong brand to increase the consumers' attitude of sportswear. In order to support an ad in providing information and attract the attention of the public, a company will use brand awareness and brand trust. Research objectives are to analyse the effect of brand awareness and brand trust on consumers' sportswear brand extension attitude. This research used quantitative analyze by using questionnaires and used Multiple Regression analyze. The population observed is people who are member at The Hill Fitness Center Swissbell Hotel Manado with sample as many as 60 respondents. Results and conclusions show that brand awareness and brand trust have significant effect on brand extension attitude while in the case of simultaneous effect. Brand awareness has a significant partial effect on consumers brand extension attitude while brand trust has no significant partial effect on consumers brand extension attitude and to analyse the simultaneously and partially effect on consumers brand extension attitude, it is better to use brand awareness as a variable to measure consumers sportswear brand extension attitude. However, the analysis result has no proof to show the effect of brand awareness and brand trust on consumers brand extension attitude.

Keywords: brand awareness, brand trust, consumers brand extension attitude

INTRODUCTION

Research Background

Brand is the name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers. A strong brand increases the consumer's attitude strength toward the product associated with the brand. Attitude strength is built by experience with a product. The importance of actual experience by customer implies that trial samples are more effective than advertising in the early stages of building a strong brand. The consumer's awareness and associations lead to perceived quality, inferred attributes, and eventually, brand loyalty. A strong brand increases the consumer's attitude strength toward the product associated with the brand. Attitude strength is built by experience with a product. This importance of actual experience by the customer implies that trial samples are more effective than advertising in the early stages of building a strong brand. The consumer's awareness and associations lead to perceived quality, inferred attributes, and eventually, brand loyalty.

Sportswear brands such as Nike, Adidas, Reebok, Puma, Umbro and Fila are popular among sportswear consumers. Sportswear has become a common and popular category among young people as it associates them with a more relaxed lifestyle, greater versatility and comfort. As a result, consumers' judgment through brand awareness and brand trust is the most important thing for the successful brand depends on the consumers' level of fashion consciousness, so judgment will be conditioned by their opinion of what is the current fashion trend. Brands that supply stylish sportswear attract loyal consumers who are fashion conscious. Fashion leaders or followers usually purchase or continue to repeatedly purchase their fashion garments in stores that are highly fashionable.

It has long been held that one of the major goals of marketing is to generate and maintain brand awareness, it is seen as particularly important in low-involvement situations where consumers may engage in little active search for information to aid choice. Brand awareness affects the latter through its use as a heuristic for choice (e.g., I'll choose the brand I know) and its influence on perceived quality, (I've heard of the brand, so it must be good). A study of Hoyer and Brown (1990) carried out pioneering research at the individual decision level by examining the effects of brand awareness on consumer choice. It examines the impact of brand awareness as a heuristic, as well as exploring its effect on perceived quality.

Some research has examined the effect of brand awareness on choice. Consumer behavior theory in both the marketing and economic literature has tended to see product choice as a highly involving problem-solving process (Foxall et al., 1992). Marketing research has focused upon more elaborate knowledge structures than awareness, such as attitude and brand image. However, a study of Hoyer (1984) indicated that, in many purchase situations, the consumer is a passive recipient of product information who spends minimal time and cognitive effort in choosing brands. The concept of habitual consumer behavior is not new, and limited problem solving has been acknowledged in several cognitive decision-making models of consumer choice (e.g., Engel, Blackwell, and Miniard et al., 1993; Engel, Blackwell, and Kollat et al., 1978). However, there is contradiction in this inclusion: if choice is habitual, than there is no decision in the sense of conscious cognitive processing before action.

Brand affect is explained as the power of brand to extract a highly positive response emotionally after its usage (Arjun Chaudhuri; Morris B Holbrook et al., 2001), whereas brand trust is the will of the consumer to depend on brand's promise of performing a specific mentioned task (Moorman, Zaltman and Deshpande et al., 1992). Simultaneously brand trust, brand affect and loyalty together can increase the market share of an organization as it develops the willingness to pay amongst the consumers (Chaudhury and Holbrook et al., 2001) and therefore their impact shall be studied on consumer brand extension attitude along with brand image.

According to Chaudhury and Hobrook (2001), brand attitude can be measured via brand trust, brand affect, and brand quality. Brand attitude is the highest level of brand association and it frequently forms the basis of consumer behavior (e.g., brand choice) (Keller, 1998). Aaker and Keller (1990) proposed a relation between perceived quality of parent brand and consumers' attitude toward the extension. Chen (2001) also suggested that the perceived brand quality provides the reasons to buy that affect the user's attitude toward brand extension.

Research Objectives

This research aims are to analyze:
1. The effect of brand awareness on consumers brand extension attitude.
2. The effect of brand trust on consumers brand extension attitude.
3. The most significant effect of brand awareness and brand trust on consumers brand extension attitude.

THEORETICAL FRAMEWORK

Theories

Marketing

There are three different definition of marketing; Marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services (Kotler, 2011). Marketing is the process of exposing target customers to a product through appropriate tactics and channels, gauging their reaction and feedback, and ultimately facilitating their path to purchase (Augustine Fou, Founder, Marketing Science Consulting Group, Inc.). Marketing builds relationships between consumers and brands, the many disciplines that go into the process, together create a brand personality designed to be compatible with the target, marketing romances the consumer in the hopes of establishing a long term commitment (Deborah Weinstein – President,Strategic Objectives).

Brand Awareness

Brand awareness has been argued to have important effects on consumer decision making by influencing which brand enter the consideration set, and it also influences which brands are selected from the consideration set (Macdonald and Sharp, 1996). Brand awareness affects the latter through its use as a heuristic for choice (e.g., I'll choose the brand I know) and its influence on perceived quality, (I've heard of the brand, so it must be good). A study of Hoyer and Brown (1990) carried out pioneering research at the individual decision level by examining the effects of brand awareness on consumer choice. It examines the impact of brand awareness as a heuristic, as well as exploring its effect on perceived quality.

Brand Trust

Trust is the key variable in the development of an enduring desire to maintain a relationship in the long term. The construct, trust is variously defined as a generalized expectancy held by an individual that the word of another can be relied on (Rotter, 1967); the extent to which a person is confident, and willing to act on the basis of the words, actions, decisions of others (McAllister,1995); and, uniquely in the consumer domain, the willingness of the average consumer to rely on the ability of the brand to perform its stated function (Chaudhuri and Holbrook et al., 2001). It is being seen as multidimensional in the majority of marketing studies (Raimondo et al., 2000), trust is reported to be: involved, as part of brand credibility, in brand extension acceptance (Keller and Aaker et al., 1992); fundamental to the development of loyalty (Berry, 1993; Reicheld and Schefter et al., 2000); as critical in maintaining successful agency-client relationships (Labahn and Kohli et al., 1997); as a component of brand equity (Dyson et al., 1996); and as essential in building strong customer relationship on the internet (Urban et al., 2000), and perhaps the single most powerful relationship marketing tool available to a company (Berry et al., 1995). Trust therefore is defined as the confidence that one will find desired from another (Deutsch et al., 1973). It represent the confidence that the relational party in an exchange will not exploit another's vulnerability. Considering brand trust as expectancy, it is based on the consumer's belief that the brand has specific qualities that make it consistent, competent, honest, responsible, and so on, which is in line with the research on trust (Andaleeb et al., 1992; Doney and Cannon et al., 1997; Larzelere and Huston et al., 1980). Chaudhuri and Holbrook (2001) defined brand trust as the willingness of the average consumer relying on the ability of the brand to perform its stated function.

Brand Extension Attitude

A brand extension strategy involves using an established brand name in one product class to enter another product class. Many firms have used this strategy in the last decade to further leverage brand equity. A good brand extension strategy is one where the brand name aids the extension, while a very good brand extension also enhances the brand name (Aaker et al., 1991). Aaker said that consumer evaluation of a brand extension is often describe as a process by which the core brand associations of the parent brand transfers to the extension. Thus, a key aspect contributing to the success of such strategies is to understand how consumer perception towards the brand in the established as well as new category is altered by the extension. According towards the brand in the established as well as new category are altered by the extension. Brand extension is defined as when a firm uses an established brand name to introduce a new product (Keller et al., 2003).
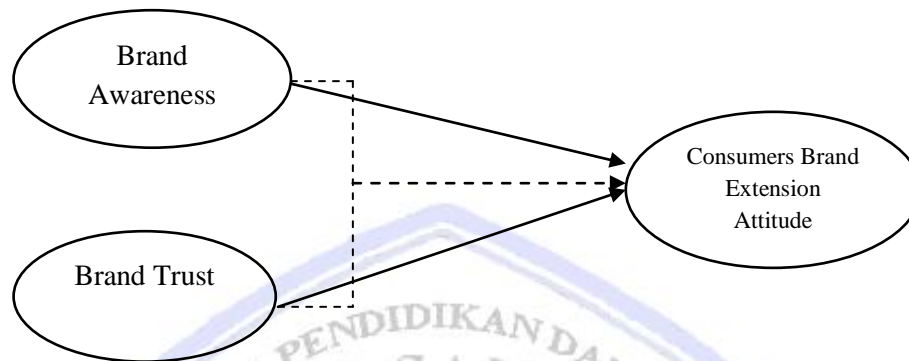
Brand Affect

Brand affect is defined as the potential in a brand to elicit a positive emotional response in the average consumer as a result of its usage (Chaudhuri and Holbrook et al., 2001; Morgan and Hunt et al., 1994). In another study, brand affect is defined as a brand's potential to elicit a positive emotional response in the average consumer as a result of its usage (Moorman, Zaltman, and Deshpande et al., 1992).

Previous Research

Macdonald and Sharp (2000) investigated brand awareness is an important choice tactic for consumers facing a new decision task, and who are aware of one brand in a choice set tend to sample fewer brands across a series of product trials. Jahangir, Parves, Bhattacharjee, and Ahamed (2009) investigated the effect of brand effect and brand quality on consumers' brand extension attitude mediated through customer loyalty. And the brand trust and brand quality are significantly and positively related to customers' brand extension attitude. Brand extension decision should in the brand managers' mind only when they realize that their brands receive a

great positioning in consumers mind. Marketers make a relationship with consumers through this brand positioning. Anwar, Gulzar, Sohail, and Akram (2011) found that brand affect, brand trust and brand image have positive impact on brand loyalty and consumer brand extension attitude, brand loyalty plays a fundamental role in enhancing the consumer brand extension attitude, and Consumer brand loyalty mediates the relationship of brand affect, brand trust and brand image to customers' brand extension attitude. Yee and Sidek (2008) showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, style, promotion, and service quality and store environment) with sportswear brand loyalty.

Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis

The hypotheses of this research are:

H1. Brand awareness and brand trust simultaneously effects consumers brand extension attitude.
H2. Brand awareness and brand trust partially effects consumers brand extension attitude.

RESEARCH METHOD

Types of Research

The purpose of this research was to identify the possible effects of brand awareness and brand trust on consumers' brand extension attitude. This research is causal. Causal since the purpose is to determine if one variable causes another variable to occur or change. This research is a quantitative method since using questionnaire as a tool to gather data and analysis.

Place and Time of Research

This research conducted at The Hill Fitness Center Swissbell Maleosan Manado. The study was conducted in Manado from June – September 2013 (4 Months) and the survey started on August 2013.

Population and Sample

Population is refers to the entire group of people, events or things of interest that researcher wants to make interferences (Sekaran et al., 2009:262). Population of this research is member at The Hill Fitness Center as a user of sportswear.

Sample is a subset of the population (Sekaran et al., 2009:263). The sample survey is mainly directed to consumers the population of the member at The Hill Fitness Center and regarding sample on 60 consumers. The Probability sample design is simple random sampling.

Data Collection Method

The source of data that used is primary data which is the information that we obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran & Bougie, 2009) in this study primary data is the data that collected from the questionnaire of respondent by direct survey, go to the field an spread the questionnaire.

Operational Definition and Measurement of Variables

1. **Consumers Brand Extension Attitude** (Variable Y) is consumer evaluation of extension attitude toward the parent brand. In this research it will measure the consumers' brand extension attitude toward low involvement product category or in this case sportswear. The measurement used Likert scale.
2. **Brand Awareness** (Variable X1) is the extent to which a brand is recognized by potential consumers, and is correctly associated with a particular product, and which the consumer associates the brand with the product they desires to buy.
3. **Brand Trust** (Variable X2) is define as a generalized expectancy held by and individual that the word of another can be relied on the extent to which a person is confident, and willing to act on the basis words, actions, decisions of others, and uniquely in the consumer domain, the willingness of the average consumer to rely on the ability of the brand to perform its stated function.

The Variables and it indicators will be measure with Likert scale as a widely used rating scale that requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements about the stimulus objects.

Data Analysis Method

Validity and Reliability Test

Reliability analysis is used to measure the correlation between multiple measurements of a construct in order to quantify some underlying dimension. The reliability of a measure is established by testing for both consistency and stability (Sekaran, 2009). The purpose of testing reliability is to determine the level of measurement non error, it means showing the consistency of measurement. Reliability was measured by using Cronbach's Alpha coefficient, when the value of Cronbach's alpha increase the consistency also increases. If the coefficient value of Alpha less than 0.60 then the reliability is bad. Research instrument is acceptable if the test shows the alpha in the range of 0.7 and the reliability is good if above 0.80 (Sekaran, 2009).

Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure. Validity is the level extent to which of precision and accuracy of a measuring instrument to perform the functions of measuring in this study is the questionnaire. An instrument has high validity if it can deliver results in accordance with the purpose of measuring the measurements itself which is valid at 0.01 level or higher. The validity of testing can use the Product-Moment Correlation Pearson techniques. This research use the Pearson correlation significant one tailed test, that I have a prior test as the sign of (-) or (+) of the correlation. Questionnaires were used as a measuring instrument should qualify the validity of the content.

Multiple Regression Analysis Models

In a general Multiple Regressions is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval-scaled dependent variable, or in other explanation multiple regression used in a situation where two or more independent variables is hypothesized to affect one dependent variable. Once gathered the data from the field, the next step to analysis the data and solving the problem using Multiple Regression Method, it also to test the hypotheses that have been stated. The data then inserted into the statical tools SPSS version 20.0. This method has been chosen to measure the effect of Similarity confusion (X1), Overload confusion (X2), and unclarity confusion (X3), on Consumen decision postponement (Y):

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

Y	=	Consumers Brand Extension Attitude
X1	=	Brand Awareness
X2	=	Brand Trust
b_o	=	Intercept
b_1, b_2, b_3	=	The regression coefficient of each variable

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

Validity test is used to know whether the instrument is valid or not. The validity test is using Pearson correlation significant two-tailed test which the instrument is valid if the score of indicator whether it has positive correlation or negative correlation is more than 0, 01 ($r \geq 0.01$). The value of Pearson correlation of brand awareness, brand trust, and consumers' brand extension attitude is more than 0.01 which indicate that the instrument is valid. The Cronbach Alpha is 0.868 which are more than 0.6. The measurement instruments used for this research are reliable and the instrument can get the consistent result if used in different times.

Multiple Regression Analysis

Multiple Regressions is used to determine the influence of some independent variables to dependent variable. Below is the result of multiple regression.

Table 1. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.156	.616		1.878	.066
1	Brand Awareness	.786	.115	.752	6.840	.000
	Brand Trust	-.095	.156	-.067	-.610	.544

a. Dependent Variable: Consumers' Brand Extension Attitude
   Source: data processed

The Equation is as follows:

$$Y = 1.156 + 0.786 \, X_1 - 0.095 \, X_2$$

The explanations of the equation are:
   a.   Constant 1.156 shows the influence of Brand Awareness (X1), Brand Trust (X2), and Consumers Brand Extension Attitude (Y). It means that, in a condition where all independent variables are constant (zero), consumers' brand extension attitude (Y) as dependent variable is predicted to be 1.156.
   b.   0.786 is the slope Brand Awareness (X1) meaning if there is increase while other variables are constant then consumers brand extension attitude is predicted to increase by 0.786.
   c.   -0.095 is the slope Brand Trust (X2) meaning if there is increase while other variables are constant then consumers brand extension attitude is predicted to increase by -0.095.

Table 2. Table R and R^2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718[a]	.516	.499	.493

a. Predictors: (Constant), Brand Trust, Brand Awareness
   Source: data processed

The value of R is 0.718 indicating a strong positive relationship between independent and dependent variable. The value of R^2 is 0.499. This means that 49.9% variation in the Consumers Brand Extension Attitude is affected by the Brand Awareness and Brand Trust, while the Remains are explained by other variables /causes. In this table also explained that R is 0.718 which also explains the variation in Y is strongly positive association of X1 and X2.

Classical Assumption Test

The tolerance value of brand awareness is 0.702 and brand trust is 0.702. The VIF value of brand awareness is 1.424 and brand trust is 1.424, which are less than 10. So, the result of the tolerance and VIF value show that this research is free from multicollinearity. The patterns of the dots are spreading and the dots are spreading above and below the zero point of Y-axis. So, there is no heteroscedasticity in this regression. The dots are spreading near the diagonal line and follow the direction of the diagonal line. Therefore, the data

is distributed normally. The result of Durbin Watson value is 1.89, and the Durbin Watson table value is 1.65 (60 sample, and 2 independent variables). The value of Durbin Watson count more than 3 minus value of Durbin Watson table. So, there is an autocorrelation in this regression.

Hypothesis Testing

Table 3. F test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	14.737	2	7.369	30.335	.000[a]
1	Residual	13.846	57	.243		
	Total	28.583	59			

a. Dependent Variable: Consumers' Brand Extension Attitude

b. Predictors: (Constant), Brand Trust, Brand Awareness

Source: data processed

The F_{count} is 30.335 obtained with a significance level is 0,000. In this study $F_{count} > F_{table}$ (F_{count} greater than F_{table}), then the regression model can be, 30.335 > 3.16 then reject H_0. It means the regression model can be used to declare that the Independent variable Brand Awareness and Brand Trust simultaneously effect the dependent variable Consumers Brand Extension Attitude. So that Hypothesis 1 is accepted.

Table 4 t test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.156	.616		1.878	.066
1	Brand Awareness	.786	.115	.752	6.840	.000
	Brand Trust	-.095	.156	-.067	-.610	.544

Source: data processed, 2013.

The partial influence for each independent variable will be explained as follows:

Brand Awareness and Brand Trust on Consumers Brand Extension Attitude, the table shows that the t_{count} value on Brand Awareness is equal to 6.840 with a significance level is 0.000 while the t_{table} is 2.00. So, $t_{count} > t_{table}$ or 6.840 > 2.00, so H_0 is rejected. It means, Brand Awareness is the partial effect of the Consumers Brand Extension Attitude. The table shows that the t_{count} value on Brand Trust is equal to -0.610 with a significance level is 0.544 while the t_{table} is 2.00. So, $t_{count} > t_{table}$ or -0.610 < 2.00, so H_0 is no rejected. It means, Brand Trust has no the partial effect on Consumers Brand Extension Attitude. So that Hypothesis 2 is rejected.

Discussion

Based on the result, it is found that Consumers Brand Extension Attitude is affected by the Brand Awareness and Brand Trust. The value of R Square is 0.499, which means that 49.9% variation of consumers brand extension attitude can be explained by brand awareness and brand trust while the rest 50.1% is explained by other factor which is not included in this research. R value is 0.718 which explains that the variation in Y is strongly positive association of X1 and X2. The result of the multiple regression analysis shows that the value of significance obtained for brand awareness is 0.786 > α = 0.05. It means that brand awareness has significant effect on consumers' brand extension attitude. T-test and F-test result shows that brand awareness has partially and simultaneously effect on consumers' brand extension attitude. In this case the instrument that is used to measure the brand awareness variable is the design of the sportswear's brand, familiarity brand, and brand popularity.

The significant influence occurs in this research because the brand awareness really exists in this case, it is happened because people use the sportswear based on the brand and their judgment about the brand that they choose. The members at The Hill Fitness Center Manado also show that they always choose the brand that is looked good but sometimes confused of how to choose one brand and another when they about to shop a sportswear that they see at sports shop. So the design of the sportswear's brand, brand familiarity, and brand popularity are important for the consumers' sportswear.

The result of the multiple regression analysis shows that the value of significance obtained for brand trust is $-0.095 < \alpha = 0.05$. It means that brand trust has no significant effect on consumers' brand extension attitude. T-test and F-test result shows that brand trust has no partially effect but there is simultaneously effect on consumers' brand extension attitude. In this case the instrument that is used to measure the brand trust variable is prestigious and quality branded, brand quality, and comfortable.

There's no significance influence even though the consumers admit that there are a lot of brands outside. The reason for this behavior is because the member at The Hill Fitness Center Manado assumes that they are still confused about the sportswear brand, because a lot of brand that has a good quality. So, their judgment is only about the design or outer looks of the brand. The negative sign also indicate where there is an increase in brand trust causes a decrease in consumers' brand extension attitude. The consumer can not differentiate one brand and another and they tend to buy everything that they saw more interesting on the store or a brand that look alike with the major brand. It is hard to choose and to be loyal on one brand when they cannot differentiate one brand and another, or even care about the brand that they will choose.

This result is different with previous result; while at the previous results, the consumers sportswear is choose the good looks of the brand. So for the consumers' sportswear, it is not too important to see the quality of the brand, because a lot of sportswear brand are quality branded. Overall, it is found that brand awareness has significant effect on consumers' brand extension attitude, while the instrument that used to measure the brand awareness variable is the design of the sportswear's brand, familiarity brand, and brand popularity. Brand trust also but has no significant partially effects to measure the consumers' sportswear brand extension attitude. So it is better to use Brand Awareness to measure Consumers' Sportswear Brand Extension Attitude.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research, the conclusions that can be drawn are as follows:

1. Brand Awareness and Brand Trust are proved to have significant influence to consumers brand extension attitude of sportswear. Brand Awareness and Brand Trust as independent variables are strong positive and influence Consumers Brand Extension Attitude.
2. Based on F and t test, Brand Awareness is proved to have significant simultaneously and partially influences on consumers brand extension attitude.
3. Based on F and t test, Brand Trust is proved to have no significant partially influence on consumers brand extension attitude, but Brand Trust has significant simultaneously influence on consumers brand extension attitude.
4. Brand Awareness has strong positive influence on Consumers Brand Extension Attitude than Brand Trust.
5. Brand awareness and brand trust simultaneously affects consumers brand extension attitude, while brand awareness and brand trust has simultaneously effect.
6. Brand awareness has partially effects but brand trust has no partially effect on consumers brand extension attitude.

Recommendation

Based on the result that have been obtained the brand awareness and brand trust have an effect on consumers brand extension attitude. So to analyze the effect of consumers brand extension attitude, researcher can use brand awareness, because based on this research brand awareness have significant simultaneously and partially effect on consumers brand extension attitude. Brand trust has an effect but only simultaneously effect, not partially effect. So it is better to use brand awareness than brand trust to analyse the simultaneously and partially effect on consumers brand extension attitude.

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