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Model of Consumer Intention to Purchase Herbal Supplement Products during the COVID-19 Pandemic**Ade Octavia, Yayuk Sriayudha, Husni Hasbullah, Musnaini, Garry Yuesa Rosyid**³
*Faculty of Economics and Business, Universitas Jambi, Indonesia**Received: June 9, 2022 ▪ Reviewed: June 20, 2022**▪ Accepted: July 14, 2022 ▪ Published: September 29, 2022***Abstract:**

This paper aims to analyze whether the integrated marketing communication variable is an antecedent variable of the brand's capabilities and whether the purchase intensity variable is a consequence variable of the consumer's capability variable in brand recognition. We analyzed the integrated marketing communication relationship model and the ability of consumers to identify brands to the intensity of purchases of herbal supplement products in the Covid-19 outbreak period. The study uses quantitative methods with a sample survey approach and primary and secondary data. The primary data are collected with a questionnaire measuring on the Likert scale. It was given to 200 consumers of herbal supplement products during the Covid-19 outbreak. The sampling technique using judgment sampling and the analysis tool used is the structural equation model (PLS). The results observed that the variables of public relations, advertising, and information through websites significantly influence consumers' ability to brand (antecedents). Meanwhile, variables of integrated marketing communication that do not affect brand capabilities are direct marketing, promotion, and sponsorship. Furthermore, the ability of consumers to brand recognition has a significant effect on the intensity of purchases of herbal supplement products in the Covid-19 period (variable consequences). The results of this study allow us to advance the theory of purchasing intensity that analyzes its relationship to integrated marketing communication variables and the ability of consumers to brand in consuming herbal products, especially during the Covid-19 outbreak period. Furthermore, it makes scientific contributions in marketing management science related to consumer behavior for strengthening health product-based research. Integrated marketing communication is an antecedent factor that can affect the ability of consumers to brand a product or service to provide information to consumers that will affect them in conducting research. Novelty in this study that was not found in previous research is that three dimensions of variable integrated marketing communication are not significant to the brand's brand capabilities, namely promotion, public relations, and sponsorship.

Keywords: integrated marketing communication, brand recognition, consumer purchase intention, COVID-19.**COVID-19 大流行期间消费者购买草药补充产品的意向模型**

摘要:

本文旨在分析整合营销传播变量是否是品牌能力的前置变量, 购买强度变量是否是品牌识别中消费者能力变量的结果变量。我们分析了 Covid-19 爆发期的综合营销传播关系模型和消费者识别品牌的能力。该研究采用定量方法, 采用抽样调查方法和主要和次要数据。主要数据是用李克特量表测量的问卷收集的。在 Covid-19 爆发期间, 它被给予了 200 名草药补充产品的消费者。使用判断采样的采样技术和使用的分析工具是结构方程模型 (请注意)。结果观察到公共关系, 广告和通过网站的信息的变量显着影响消费者的品牌能力 (先行因素)。同时, 不影响品牌能力的整合营销传播变量是直接营销、促销和赞助。此外, 消费者的品牌识别能力对 Covid-19 期草药补充产品的购买强度有显著的影响 (可变后果)。这项研究的结果使我们能够推进购买强度理论, 该理论分析其与整合营销传播变量的关系以及消费者在消费草药产品时的品牌能力, 特别是在 Covid-19 爆发期。此外, 它在与消费者行为相关的营销管理科学中为加强以保健产品为基础的科学研究做出了科学贡献。整合营销传播是一个先行因素, 可以影响消费者品牌产品或服务的能力, 以向消费者提供信息, 这将影响他们进行研究。这项研究的新颖之处在于, 在以前的研究中没有发现, 可变整合营销传播的三个维度对品牌的品牌能力不显着, 即促销, 公共关系和赞助。

关键词: 整合营销传播, 品牌识别, 消费者购买意向, COVID-19.

1. Introduction

Coronavirus disease 2019 (COVID-19) was first identified in Wuhan, China, in December 2019. The COVID-19 pandemic has affected not only the healthcare systems worldwide but has also disrupted other sectors (Al-Fadly, 2020), including consumer habits of buying (Aburumman, 2020; Baicu et al., 2020). In addition, the pandemic has led to an increased public awareness towards maintaining and enhancing their health and immune system, respectively. Of the many approaches people have adopted to enhance their immunity, the use of traditional herbal medicines was one of them. In Indonesia, there are three clusters of traditional medicines: jamu, standardized herbal medicines, and phyto-pharmaceuticals (Diniarti & Iljanto, 2017).

When making purchasing decisions, consumers are influenced by various factors, such as brand awareness (Chen et al., 2018; Duffett, 2020; Godey et al., 2016; Ratnatunga & Ewing, 2005). Brand awareness affects consumer purchase intention (Pham & Nguyen, 2020), consequently influencing their purchase actions or purchase decisions (Chen et al., 2018; Duffett, 2020). Furthermore, brand awareness and consumer satisfaction affect the intensity of buying behavior (Akman & Mishra, 2017). Perceptions of the value contained in a product related to risks, sacrifices, and benefits become antecedents to purchase intensity (Chen et al., 2018), and for some herbal products, their safety and benefits are important factors consumers pay attention to. Consumers should be able to understand information regarding the ingredients of herbal supplement products. For successful marketing, trust and confidence in the products are critical factors. These factors should be communicated to consumers in an integrated manner.

Integrated marketing communication is a competitive advantage for companies since marketing and communication continue to change and grow (Gordon-Isasi et al., 2021; Laurie & Mortimer, 2019). Organizations implementing this approach have found

great benefits associated with positive consumer behavioral responses and brand image (Porcu et al., 2017). This phenomenon is supported by other studies that reported better customer relationships and brand value when the concept of integrated marketing communication was applied. During the COVID-19 pandemic, integrated marketing communication, especially social media platforms, became the most appropriate and effective strategic choice to communicate with consumers (Hancu-Budui et al., 2020).

Every organization has various communication options to market and promote its brand. Rapidly changing technology and the internet have become the way companies interact and communicate with their consumers. To achieve their competitive advantage, organizations increasingly prefer using mobile marketing and social media. Technology is reshaping unified marketing communications and creating new and increasingly diverse digital marketing (Porcu et al., 2017). The more the organization's ability to build integrated marketing communication, the greater its effectiveness in product campaigning and the higher the organizational performance. Integrated marketing communication has been recently recognized by most academics and practitioners as the most effective approach to adopt in a complex multidisciplinary environment (Laurie & Mortimer, 2019). The utilization of e-commerce as part of marketing communication can affect business performance (Octavia, 2018; Piscichio & Toaldo, 2021).

The implementation of unified marketing communications is based on consistency, collegiality, and synergy, requiring people across the organization, clients, and external stakeholders to collaborate to ensure that all brand touchpoints are integrated and ensure a smooth and effective journey for the customer (Laurie & Mortimer, 2019).

Ratnatunga and Ewing (2005) argued that integrated marketing communications provide a competitive advantage by blending interacting relationships,

resources, organizational values, and technology. This concept is a business marketing-oriented approach that consistently embraces all types of organizational marketing and communications. It is considered a holistic concept by many authors in many studies (Porcu et al., 2017). In addition to positive consumer behavioral responses and brand image (Porcu et al., 2017), there is a better customer relationship and brand value when the concept of integrated marketing communication is applied. Because marketing and communication are dynamic, changes continue to occur in the dimensions of integrated marketing communications (Gordon-Isasi et al., 2021).

Several dimensions of integrated marketing communication according to Porcu et al. (2017) are: (1) message consistency, (2) interactivity, (3) stakeholder-centered strategic focus, and (4) organizational alignment. As a result of changing markets, diminishing confidence in the effectiveness of mass media, shifting technology, and the emergence of relationships as a central marketing paradigm, companies have developed design marketing communications policies.

Previous research observed a significant relationship between electronic word of mouth (eWOM) and purchase intensity, information quality, and consumer satisfaction. Furthermore, there is a relationship between satisfaction and brand attachment, brand satisfaction and purchase intention, brand trust and purchase intention, brand attachment and purchase decision, and purchase intensity and purchase decision (Danniswara et al., 2017). However, further research is required to establish the relationship between integrated marketing communication and purchase intensity, particularly for herbal supplement products. The selection of the right communication media must be in line with the specific objectives and target market (Valos et al., 2017). The effectiveness of marketing communication can be assessed through advertisements in mass media or social media and awarding events (Zwerin et al., 2020).

A brand is an image, sign, color, logo, or symbol for a product that distinguishes it from the other brands. Branding is a product power that can influence consumers' buying behavior by distinguishing the brand in their minds. Loyal consumers give great attention to the brand's commercialization, which ultimately affects their buying behavior (Lee & Jung, 2018). Brand equity is strongly influenced by brand associations and brand loyalty, which will affect their relationship (Jamira et al., 2016). Consumer perceptions of quality and brand will impact purchasing decisions (Saputra et al., 2019).

Alalwan (2018) stated several factors that influence purchase intensity. Performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance significantly affect purchase intentions. Danniswara et al. (2017) also support the statement that there is a significant relationship between eWOM and purchase intention, information quality and brand satisfaction, information quality and brand trust,

brand satisfaction and brand attachment, brand satisfaction and purchase intention, brand trust and purchase intention, brand attachment and purchase decisions, and purchase intentions and purchase decisions. Rahman et al. (2018) also measured business accounts (fan pages) concerning purchase intensity and connectivity of social media use. Social media dimensions such as brand equity, purchase intensity, attitudes, and others are a consequence of shared content and interactions on social media (Beig & Khan, 2018).

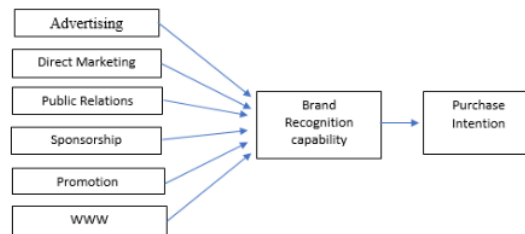


Figure 1. Research framework

The higher the demand for herbal supplements, the greater the potential market opportunities that will open up. Concerning the use of health products, complete information about the product needs to be conveyed to consumers. Brand equity is one of the factors that affect consumer confidence in product quality (Octavia et al., 2020), so manufacturers need to be able to recognize the brand. An integrated marketing communication strategy is a strategic choice to recognize brands. Therefore, research needs to be done on how purchase intensity is driven by integrated marketing communication factors and brand recognition capabilities. Based on this description, the main problems in this research are whether integrated marketing communication is an antecedent variable of the ability of manufacturers to recognize brands and if the intensity of product purchases is a consequence variable of the ability to recognize herbal supplement product brands during the Covid-19 pandemic.

H1a: Advertising has a positive impact on brand recognition capability.

H1b: Direct marketing has a positive impact on brand recognition capability.

H1c: Public relation has a positive impact on brand recognition capability.

H1d: Sponsorship has a positive impact on brand recognition capability.

H1e: Promotion has a positive impact on brand recognition capability.

H1f: Web information has a positive impact on brand recognition capability.

H2: Brand recognition capability has a positive impact on consumer purchase intention.

2. Methods/Material

This study applied a quantitative research design by forming and testing the model. A survey was conducted using a sample of herbal supplement consumers. A

structured questionnaire was used to elicit respondents' information, and a simple random sampling method was used to select the samples. The population in this study was consumers of herbal supplement products from several brands. Data on the number of consumers of herbal supplement products are not published and recorded. However, it is estimated that many well-known brands offer their products through social media, so the number of samples is determined using a minimum sample of 200 respondents. The consumer criteria used as samples were consumers of herbal supplement products, aged 18-34 years, male and female, and willing to be respondents in this study.

This study used partial least squares SEM (PLS-SEM) for data analysis. SEM measurement with SmartPLS uses the outer and inner models. The measurement model or outer model was evaluated through confirmatory factor analysis (CFA), testing the validity by checking the loading factor, average variance extracted (AVE), and communality values, and testing the model's reliability by checking Cronbach's alpha and composite reliability values.

3. Results

Public awareness about maintaining health and the immune system is increasing during the Covid-19 pandemic. People believe they can increase immunity by consuming traditional medicine. According to WHO, about 80% of the world's population uses traditional medicines derived from plant extracts. Herbal supplement products derive from plants containing one or more ingredients in the form of vitamins, minerals, amino acids, or other ingredients in concentrated amounts. There are various purposes for people to consume herbal supplements, including supporting body health, increasing immunity, maintaining body health, and various other health purposes. The Indonesian people widely use herbal supplements to treat certain symptoms or diseases. The diversity of plants and spices is often used as ingredients for medicines and herbal supplements, such as pearl grass, purwoceng, and beluntas leaves. However, there are also some herbal medicines made from animals or minerals. The factor of trust and confidence in the product is an important point in successful marketing, and this must be communicated to consumers in an integrated manner. Integrated communication provides a competitive advantage for the company. Promoting products is an important activity in the marketing communication process.

Table 1. Socio-demographic profile of the respondents

Variables	Frequency	Percentage
Gender	Male	90
	Female	110
Age (Years old)	18 - 25	75
	26 - 33	25
	34 - 41	40
	42 - 49	41
	> 50	19
		9,5
Occupation	Students	50
	Civil servants	35
	Professionals	65
	Entrepreneurs	28
	others	22
Education Level	Master	41
	Degree/Diploma	93
	Senior High School	65
	Junior High School	1
Communication Media	Television	29
	Radio	1
	Printed Media Mass	4
	Social Media	166
Length of time Consuming (Years)	< 1	148
	1 -- 2	24
	3 -- 4	8
	> 4	20
Type of Supplement	Pill	133
	Powder	18
	Liquid	22
	Others	27
		13,5

Detailed socio-demographic characteristics of the respondents are offered in Table 1. A total of 200 respondents were included in the sample. Respondents comprised 45 percent females and 55 percent males. Greater than three quarters of the respondents were 18-25 years old. The respondents' occupations varied, with 32.5 percent of professionals and the rest being entrepreneurs, students, and civil servants. The highest level of education dominated with 46.5 percent university graduate degree/diploma. The responses revealed social media as communication mass media to introduce herbal supplements. Almost 74% of the respondents consumed herbal supplements less than one year during the Covid-19 pandemic, and 66.5 percent of the respondents consumed herbal supplements in the form of pills.

Table 2. Total effect value

	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Value
Public Relation -> Brand Recognition	0.086	2.353	0.019
Advertising -> Brand Recognition	0.076	2.499	0.013
Direct Selling -> Brand Recognition	0.092	0.486	0.627
Promotion -> Brand Recognition	0.088	0.484	0.628
Brand Recognition -> Purchase Intention	0.057	11.937	0.000
Sponsorship -> Brand Recognition	0.097	1.367	0.172
Website -> Brand Recognition	0.086	2.656	0.008

The first research hypothesis suggests a relationship between integrated marketing communication through public relations and brand recognition of herbal supplement products. This hypothesis is acceptable with a p-value of 0.019 and a statistical T greater than 1.69. The data support the theory that public relations influence brand recognition. In accordance with the heuristic recognition proposed by Goldstein and Gigerenzer (2002), people choose one of the communications they recognize to measure their awareness of a brand or product. Therefore, public relations techniques are preferred (Khurram et al.,

2018). Changes in people's behavior patterns will change the way they communicate. Therefore, public relations have become important elements of integrated marketing communication for herbal supplement products. Healthy living behaviors and the emergence of the perception that herbal supplements will help the body's resistance to the Covid-19 virus attack support a relationship that is in harmony with consumers' ability to recognize herbal supplement products.

Advertising in mass media, both electronic and social, can be a means of communication between producers and consumers. By looking visually and reading the information displayed in the ad, consumers will obtain information related to the product to be purchased. Visual displays stimulate consumers better than writing (van Grinsven & Das, 2016). The second hypothesis suggests a significant relationship between advertising and brand recognition of herbal supplement products. Data processing results show a p-value of 0.013 and a statistical T of 2.499, supporting this hypothesis. This means that the data support the statement that advertising affects the recognition of consumer brands. From a marketing point of view, Amatulli et al. (2016) stated that global consumption trends allow consumers more freedom in purchasing choices. As a result, it can change the effectiveness of more developed advertising and branding campaigns.

Direct marketing, as a dimension of integrated marketing communication, does not significantly influence brand recognition. The data do not support this hypothesis statement. The data show a p-value greater than 0.05. It means that the hypothesis is not accepted. There was no significant relationship between the two variables studied. Direct marketing is the direct interaction between producers and consumers to attract consumer attention to the product. Previous research has suggested that integrated communication through direct marketing improves the brand recognition of products or services, but the study found different results. Direct marketing does not make herbal supplement consumers brand the brand well. Younger consumers remember herbal supplements when they, with their desires, look for information through advertisements and sites with attractive and informative views.

Traditional marketing in which sellers and buyers physically meet the nauseous is abandoned. The same results were also shown from the fourth hypothesis that integrated marketing communication through promotion affected brand recognition. The data shows an insignificant value. This means that the relevant data do not support the fourth hypothesis. Previous theories stated that brand recognition is how quickly consumers recognize and discriminate against a brand when one of its elements is displayed in, for example, a logo or a slogan. Previous research has also stated that promotion affects customers (Tol et al., 2017). Through promotion, manufacturers have the opportunity to introduce brands, but this study obtained different findings. Promoting herbal supplement products does

not affect the ability of consumers to recognize products through logos and slogans. Consumers seek information through other integrated communication dimensions they can meet, such as advertising or online website ports. People choose their own way of recognizing products (Khurram et al., 2018).

Furthermore, the fifth hypothesis of research suspects a significant association exists between brand recognition and the intensity of purchases of herbal supplement products. Data processing results show relevance to the p-value of 0.000. Hypotheses are accepted and supported by relevant data. The study's results are in line with the opinion of Amatulli et al. (2016) that the attention to and recognition of the brand is related to the final decision of the product purchase. Today's consumers are aware and knowledgeable, making it more complicated for marketers to understand consumer buying behavior. The goal of any business is the consumer's desire to buy and develop profitable relationships for the long term (Khurram et al., 2018).

Integrated marketing communication also involves a sponsorship variable. This study predicted a significant relationship between sponsorship and brand recognition, with test data showing a p-value of 0.172 with an irrelevant statistical t-value. As such, the hypothesis is not accepted because it is not supported by relevant data, showing there is no influence between sponsorship and brand recognition. The results of this study differ from previous research on the role of sponsorship (Salma, 2018), which state that companies can conduct effective marketing communication activities through sponsorship cooperation. Moreover, sponsorship can help consumers recognize product particularly in certain event. Through sponsorship, consumers can identify a brand name of herbal supplements, logos, symbols, characters, slogans, and packaging of herbal supplements. Sponsorship efforts are carried out through large events where the company gives a certain amount of funds or products to be used or displayed according to the event held in order to build a positive image. However, not all products can be communicated to consumers through sponsorship. Some factors need to be considered, such as who the target consumer is and how to position the product and facilities that display the benefits of the product. Sponsorship is more appropriate for products related to major events such as sports, music performances or other types of performances that attract masses of people. Therefore, for herbal soup products, it is recommended that the right product be communicated to the target audience in an integrated manner through sponsorship elements. For instance, information obtained by consumers through the website portal is thought to have a significant influence on brand recognition. From the data in Table 2, we obtained a p-value of 0.000 and a statistical t-value of 0.000. This indicates an accepted hypothesis. There is a significant relationship between the information on the website and the ability of consumers to brand herbal supplements. It is in line with previous research that visual aesthetics

play an important role in transmitting brand ideas and messages. They show that people associate the visual design of a product with certain attributes to be well recognized by consumers (Gonzalez et al., 2019). When detailed information is displayed through a website, consumers can search for the information they need themselves. The more informative the website displays the product, the greater the ability of consumers to recognize the product. In recent decades, many attempts have been made to consider the perception of website users. Evidence shows that countless tools have been developed to create preferred portals or platforms based on user experience. This subject-centered approach analyzes user experience and comment sharing to evaluate visual aesthetic features as beautiful. According to Gonzalez et al. (2019), to analyze a website, there are five components: general, visual, clearly seen on the screen, text, and details. Common elements are also taken into account regarding layout features such as screen upper limits, main sections, screen lower limits, logos, page transitions, and content position. Visual elements that refer to images, photos, videos, graphics, and icons should be able to catch the reader's eye and direct them to specific parts of the page. Therefore, navigation is crucial in keeping customers on the site so as to recognize products.

4. Conclusion

The objective of this paper was to analyze the relationship with IMC, brand recognition capability, and purchase intention in consumers of herbal supplement products. Several dimensions in integrated marketing communication, such as public relations, advertising, and information through the website, have a significant relationship to the ability of consumers to develop herbal supplement products. The consumers' ability to brand herbal supplement products affects the intensity of the purchase of herbal supplement products. The dimensions of integrated marketing communication that do not affect the recognition of herbal supplement brands are direct marketing, promotion, and sponsorship. Changes in people's behavior during the COVID-19 pandemic encouraged the public to be more aware of the importance of maintaining health and endurance. Consuming herbal supplements becomes a viable option to stay healthy by utilizing effective natural products.

Paradigms can cause differences in research results. Some IMC variables do not show the same results as previous studies (Salma, 2018). Several factors, such as differences in behavior and attitudes, can trigger variances between the results of one study and another.

We contribute to the integrated marketing communication literature by showing that public relations, advertising, and website information positively influence brand recognition of herbal supplement products. We also contribute to this literature by showing the relationship between brand recognition and purchase intention of herbal supplement

products. By doing so, we expand the research from Amatulli et al. (2016) related to brand recognition and from Khurram et al. (2018) on the point of purchase, intention, and subject.

However, some limitations to our study research need to be recognized. Since our study is related to perception, results may be different for consumers in other regions with a larger number of respondents. The limited number of samples has not been able to generalize to further research. Consequently, the generalizability of the results might be limited.

Future research suggests comparing the brand recognition and purchase intention between herbal and non-herbal products. Other areas for future research have also been identified. Focusing research on consumers from the millennial generation can enrich theoretical studies of the intensity of purchasing herbal supplement products.

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