

The Impact of Brand Attitude on Brand Image and Equity in The Indonesian Outdoor Industry

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ABSTRACT

This study examines the impact of brand attitude on brand image and brand equity for the Eiger Indonesia brand. In the context of intense competition in the outdoor products industry, understanding the influence of consumer attitudes on brand image and equity is crucial for effective marketing strategies. This study aims to analyze the relationship between brand attitude, brand image, and brand equity in the context of Eiger Indonesia. The research population is social media users who buy products from Eiger Indonesia. This research uses a quantitative approach with a survey method involving 160 consumers of Eiger products. Data collection used purposive sampling method through online questionnaires and analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results showed that a positive attitude towards the brand significantly improved brand image, and a strong brand image contributed significantly to brand equity. Eiger is advised to explore more focused marketing strategies based on the findings of this study, to strengthen consumers' positive attitudes and brand image, and maximize their brand equity. The implications of this study significantly contribute to Eiger's brand equity showing that a positive brand image not only strengthens brand perception, but also increases brand value in the eyes of consumers.

1. INTRODUCTION

Tight industrial competition is an important factor for companies to increase product value, brand image is an important element for marketing strategy, without a strong brand image, businesses will find it increasingly difficult to retain customers and are at risk of being eliminated from existing competition.(Goncharova et al. 2019). A positive brand image can increase competitiveness, consumer trust, and brand loyalty.(Bernarto et al. 2020). In the context of Eiger Indonesia, a company known for its outdoor and adventure products, a strong brand image is crucial to maintaining and gaining market share in the face of increasingly fierce competition. The phenomenon of concern in this study is the importance of understanding how consumer perceptions of the Eiger brand affect brand equity and ultimately brand image. The task facing Eiger is to maintain and strengthen its market position in the face of increasingly fierce competition in the outdoor product industry in Indonesia. Although Eiger is known as a strong and reliable brand, further research is still needed to determine how much influence brand image has on Eiger's brand equity and how much role good consumer attitudes play in its formation. Assessing whether a strong brand image can actually improve important elements of brand equity, such as perceived quality, brand recognition, brand associations, and brand loyalty, is also very important. In a competitive market, Eiger may face challenges in formulating effective marketing tactics to increase its brand equity if the relationships are not fully understood.

Brand attitude refers to consumers' perspectives and evaluations of a product, which businesses can use to inform product development.(Ashdaq et al. 2024). Brand attitude is also a source of brand equity that is a priority. Therefore, to have a high brand value, companies can take steps to improve consumer perception of the brand.(Fanandaru et al. 2023). For example, Positive perception towards Eiger has the potential to increase brand awareness and create a strong association with the reliability and quality of outdoor equipment. In the long run, this will form a positive brand image in the minds of consumers. Brand equity can increase the effectiveness of marketing activities, generate higher profit ratios and increase shareholder value through increased consumer loyalty to the product. (Ashdaq et al.

2024). The ability of brand equity to influence the increase or decrease in the value of a product or service also depends on its association with a name or symbol that allows customers to recognize, identify, and remember the brand.(Mariam & Defran, 2024).

The results of previous research concluded that Brand Attitude has a significant influence on Brand Image.(Faircloth et al. 2001; Rumra & Muhrim, 2023). Brand Image has an influence on Brand Equity(Alhaddad, 2014; Aulia & Briliana, 2017; Bahri & Wijayanti, 2021; Chang & Liu, 2009; Indrayana et al. 2024; Irpan & Ruswanti, 2020; Mishra & Datta, 2011). Brand Attitude has a significant influence on Brand Equity(Ansary & Nik Hashim, 2018; Augusto & Torres, 2018; Kim et al. 2012; Park et al. 2010; Zarantonello & Schmitt, 2013).

This research is a follow-up research fromFaircloth et al. (2001), In previous studies, it has been discussed about Sweater products in the United States. However, the researcher changed the object from the previous sweater product in the United States to Eiger products in Indonesia. This study aims to analyze the relationship between brand attitude, brand image, and brand equity in the context of Eiger Indonesia. This study also aims to determine how positive consumer attitudes towards Eiger influence the formation of Eiger's brand image as a tough and reliable outdoor brand. Then, this study seeks to assess the impact of a strong brand image on Eiger's brand equity, considering factors such as brand recognition, brand association, perceived quality, and brand loyalty. This study will assess how positive consumer opinions towards Eiger directly impact brand equity and its contribution to increasing brand value in the market.

2. METHOD

In the context of Eiger products in Indonesia, this study examines the relationship between brand equity, brand image, and brand attitude using quantitative methods and causal design. Variable measurements are carried out by modifying instruments from previous studies that have undergone validity and reliability tests.Wu & Wang (2014)provides five modified sentences to measure brand attitudes. Three statements were taken fromSeveri & Ling (2013)used to measure brand image, while the four statements were taken fromHou & Wonglorsaichon (2016)used to measure brand equity. To ensure that the statements are appropriate to the research subjects, all statements were translated into Indonesian and modified to suit the context of Eiger products. In accordance with the recommendationsNemoto & Beglar (2014)For marketing research, the measurement uses a Likert scale of 1 to 5 (1 = Strongly Disagree and 5 = Strongly Agree).

A pretest, or initial assessment, will be given to a sample of thirty participants in this study. The measurement model (outer model) is evaluated using the Partial Least Squares (PLS) methodology combined with the Structural Equation Modeling (SEM) analysis method. The study population is social media users who purchase products from Eiger Indonesia. Purposive sampling is used to collect samples, focusing on Eiger customers in the Tangerang area who are between 17 and 45 years old and have purchased Eiger products. In accordance with the recommendationsHair et al. (2021), which suggests using five to ten times more indicators for SEM analysis, the sample size was set at 120 respondents. Google Forms was used to create an online questionnaire that was used to collect data over a period of two months.

Partial Least Squares (PLS) technique is used with data analysis using Structural Equation Modeling (SEM) method. Average Variance Extracted (AVE) > 0.5 and loading factor value > 0.7 are the requirements for convergent validity test, which is part of the measurement model evaluation process (outer model). Composite Reliability (CR), which has a value limit > 0.7 is used to evaluate construct reliability. Analyzing adjusted R-square is one way to evaluate the structural model, or inner model, and determine how well exogenous factors can explain endogenous variables. The hypothesis testing process involves examining the original sample values to determine the direction of the relationship and the T-statistic value, which must be > 1.650 and p-value < 0.05 to determine the significance of the relationship. The entire analysis process refers to the standards set byHair et al. (2021), which ensures the accuracy and dependability of the study findings.

3. RESULTS AND DISCUSSION

Pretest Results

Based on the pretest results to 30 respondents, there are 3 variables with Average Variance Extracted (AVE) values > 0.50, then Composite Reliability (Cr) and Cronbach's Alpha > 0.70, this indicates that all variables and indicators of this study are valid and worthy of further study. Appendix 5 contains other findings that can be reviewed.

Table1. Results *Pretest*

Variables	Indicator	OuterLoading	AVE	Cronbach's Alpha	Composite Reliability
Brand Attitude (SM)	SM1	0.881	0.694	0.889	0.901
	SM2	0.792			
	SM3	0.831			
	SM4	0.895			
	SM5	0.759			
Brand Image (CM)	CM1	0.871	0.663	0.755	0.794
	CM2	0.736			
	CM3	0.831			
Brand Euitas (EM)	EM1	0.803	0.782	0.906	0.915
	EM2	0.919			
	EM3	0.924			
	EM4	0.885			

Source: Researcher data processing results, 2024

Demographic Analysis

The questionnaire conducted online using Google Forms obtained responses from 160 participants. The gender distribution of respondents showed that 98 were male, which covered 61.3% of the total respondents, while 62 were female, which covered 38.7%. The age distribution of respondents was as follows: 42.5% were between 15 and 21 years old (68 respondents), 36.9% were between 22 and 27 years old (59 respondents), 12.5% were between 26 and 33 years old (20 respondents), 6.9% were between 34 and 39 years old (11 respondents), and 1.2% were between 40 and 45 years old (2 respondents). The respondents' last education consisted of 21 junior high school students (13.1%), 99 high school/vocational school students (61.9%), 12 Diploma (7.5%), and 28 Bachelor's degrees (17.5%). Respondents' occupations consisted of 91 students (56.9%), 27 private workers (16.9%), 13 civil servants (8.1%), and 14 self-employed (8.8%), housewives 4 people or 2.5%, and others 11 people or 6.9%. Then, Eiger brand products that are often purchased are shoes/sandals as many as 75 respondents or 46.9%, bag products as many as 30 respondents or 18.8%, accessory products as many as 27 respondents or 16.9%, clothing products as many as 25 respondents or 15.6% and other products as many as 3 or 1.9%.

Outer Model Testing

Table2. Results *Outer Model*

Variables	Indicator	OuterLoading	AVE	Cronbach's Alpha	Composite Reliability
Brand Attitude (SM)	SM1	0.810	0.811	0.882	0.883
	SM2	0.889			
	SM3	0.879			
	SM4	0.893			
	SM5	0.878			
Brand Image (CM)	CM1	0.834	0.728	0.875	0.876
	CM2	0.931			
	CM3	0.932			
Brand Euitas (EM)	EM1	0.820	0.757	0.920	0.922
	EM2	0.882			
	EM3	0.876			
	EM4	0.833			

Source: Researcher data processing results, 2024

The convergent validity test of the assessment in this study produced data showing that 12 reflective indicators had loading factor values greater than 0.7 and AVE values greater than 0.5. Additional findings are available for review in Appendix 5. The internal consistency reliability test showed that all variables showed combined reliability values exceeding 0.70.

Table3. Results of Determination Coefficient

	<i>R Square Adjusted</i>
Brand Image	0.640
Brand Equity	0.640

Source: Researcher data processing results, 2024

The results of the structural test by looking at the R² value in each equation obtained the following results:

The brand image variable has an R² value of 0.640, meaning that 64% of the brand image variable is explained by the brand attitude and brand equity variables, while the other 36% is explained by other variables outside this study. Second, the brand equity variable with an R² value of 0.640 means that 64% of the brand equity variable can be explained by the brand image and brand attitude variables, while the other 36% is explained by other variables outside this study.

Inner Model Testing (Hypothesis Testing)

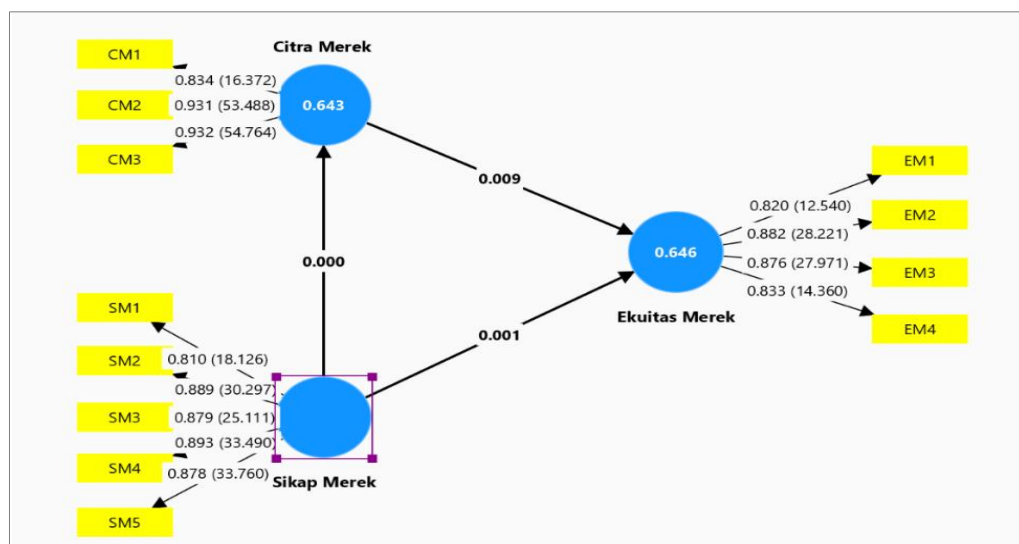


Figure 2. Hypothesis Test Results

Table4. Direct Hypothesis Test Results

	Hypothesis	<i>Original Sample(O)</i>	<i>T Statistics ((O/STDEV))</i>	<i>P Values</i>	<i>Information</i>
Brand Attitude towards Brand Image	H1	0.378	2,627	0.009	Accepted
Brand Image to Brand Equity	H2	0.802	19,267	0,000	Accepted
Brand Attitudes towards Brand Equity	H3	0.468	3,223	0.001	Accepted

Results: Researcher data processing, 2024

In Table 4, there are 3 hypotheses that are stated to be acceptable. The H1 test shows the influence of Brand Attitude on Brand Image with a T-statistic of 2.627 > 1.650 with P-value 0.009 < 0.05 and the

original sample is positive. This shows a positive and significant effect between brand attitude and brand image, thus H1 is Valid or Accepted. Test H2 Brand Image on Brand Equity with T-Statistic results of $19,267 > 1,650$ with $P\text{-value} 0.000 < 0.05$ and the original sample value is positive. This means that there is a positive and significant effect between Brand Image and Brand Equity, so that H2 is Valid or Accepted. The H3 test shows the effect of Brand Attitude on Brand Equity with a T-statistic value of $3.223 > 1.650$ with $p\text{ value} 0.001 < 0.05$ and the original sample is positive. This shows a positive and significant effect between Brand Attitude and Brand Equity, thus H3 is Valid or Accepted.

The results of the discussion of the hypothesis analysis in this study indicate that brand attitude, brand image, and brand equity have a significant relationship and influence each other on the Eiger brand. The first finding tested the influence of brand attitude on brand image was accepted. This finding shows that positive consumer attitudes towards Eiger significantly affect the brand image of Eiger as a tough and reliable outdoor brand. Positive brand attitudes reflect good consumer perceptions of the product and their experience with the brand, which contributes to the formation of a strong brand image. This phenomenon is relevant in the context of Eiger, where the brand is known for its reputation in providing high-quality and durable outdoor equipment. Positive consumer attitudes help shape a brand image that is in accordance with Eiger's image as a reliable and quality brand. Previous studies have revealed a positive relationship between Brand Attitude and Brand Image. Faircloth et al. (2001) found that Brand Attitude has a significant influence on Brand Image. This finding was later supported by further research conducted by Rumra and Muhrim (2023).

The second finding examines the influence of brand image on brand equity. This finding shows that a strong brand image contributes significantly to increasing Eiger's brand equity. A positive brand image strengthens brand equity by increasing awareness, association, perceived quality, and customer loyalty. In the case of Eiger, the brand image as a high-quality outdoor brand increases the brand's appeal in the market, allowing Eiger to set premium prices, increase customer loyalty, and expand market share. A strong brand image provides a solid foundation for high brand equity, which reflects the value and strength of the brand in the eyes of consumers. The results of previous studies stated that brand image has an influence on brand equity which is supported by Chang & Liu (2009) Mishra & Datta (2011), Alhaddad (2014), Aulia & Brilliant (2017), The Last Supper (2020) The Last Supper (2021), (Indrayana, 2024) states that brand image has an influence on brand equity.

In the third finding testing the influence of brand attitude on brand equity is also accepted. This finding shows that positive consumer attitudes towards Eiger contribute directly to increasing brand equity. Good attitudes from consumers not only shape brand image but also increase brand value directly. In the context of Eiger, positive attitudes towards the brand support brand equity by strengthening consumer perceptions of the value and quality of Eiger products, which in turn increases customer loyalty and satisfaction. The results of previous studies indicate a positive relationship between brand attitude and brand equity. Park et al., (2010), Kim et al. (2012), Zarantonello & Schmitt (2013), Ansary & Nik Hashim (2018), Augusto & Torres (2018) in their respective studies confirmed the positive influence of brand attitude on brand equity.

Based on these three statements, we can see a strong relationship between Eiger's product quality, Eiger's brand position in the market, and consumer loyalty to Eiger. Belief in Eiger's quality shows that consumers have a positive perception of the products offered. This is reinforced by broad market recognition, where Eiger has succeeded in building a strong brand image. As a result, even though there are other brands with similar features, consumers still choose Eiger. This shows that in addition to product quality, brand strength and position in the market greatly influence consumer purchasing decisions, which ultimately have a positive impact on Eiger's brand equity.

4. CONCLUSION

Based on the results of this study, it can be concluded that consumer attitudes towards the Eiger brand significantly affect brand image. A positive brand attitude will contribute to a better perception of brand image, which in turn also affects Eiger's brand equity. The results of the analysis show that brand image has a very strong influence on brand equity, making it a crucial element in Eiger's brand strategy.

In addition, brand attitude is also proven to have a direct influence on brand equity, although not as strong as the influence of brand image.

However, this study has several limitations. First, the geographical limitations of this study only cover certain areas in Indonesia, so the results may not be generalizable to all regions or international markets. Second, the respondents in this study only involved consumers who already knew or used Eiger products, which may cause the results of the study to be less representative of the views of consumers who are not yet familiar with the brand. Third, this study only considers the variables of brand attitude, brand image, and brand equity, so other variables such as price, product quality, or after-sales service are not explored, even though these factors can also affect brand equity.

Based on the results and limitations of this study, there are several suggestions that can be considered. Eiger should continue to strengthen its brand image through innovative marketing campaigns to increase positive perceptions among consumers. In addition, Eiger needs to focus on improving brand attitudes by ensuring consistent product quality, good service, and building closer relationships with consumers. Further research is also recommended to include additional variables such as customer satisfaction, brand loyalty, and other external factors that can affect brand equity.

The implication for Eiger management is the importance of managing the relationship between brand attitude, brand image, and brand equity to maintain competitive advantage. By understanding this relationship, Eiger can develop more effective strategies to build long-term relationships with consumers and increase its brand value in an increasingly competitive market. Eiger needs to focus on marketing strategies that build positive brand attitudes and strong brand images. This includes developing quality products, superior customer service, and consistent marketing communications. This study also highlights the importance of consistency in delivering brand value across multiple consumer touchpoints, from product design to post-purchase experiences.

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