



The influence of local clothing brand product design in increasing brand awareness

Ahmad Ridwan Rais¹, Arief Budiman², Nizza Nadya Rachmani³

^{1,2,3}Prodi Kewirausahaan, Universitas Pendidikan Indonesia, Bandung, Indonesia

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ABSTRACT

Product design is one of the most important parts of the way of recognizing a brand product to improve brand awareness, which in this globalization era the appearance of a product greatly affects the interest of consumers to buy a product. Brand awareness plays an important role in maintaining consumer loyalty so that consumers still feel comfortable with the products offered. In Bandung City, Indonesia, there's a competitive competition in global brand and local product, the innovation of local product and design play important role in raising brand awareness to compete the competition. This study aims to determine how much Local Clothing Brand product design effect on brand awareness. This study uses quantitative methods with a descriptive approach. Based research result it can be interpreted that the design has a contribution to the local product brand awareness variable of 78.2%, and discoveries likewise recommend neighborhood style clothing makers ought to accentuate creation quality, improve plan and item credits, and guarantee item customization because of customer and market needs. As a matter of fact, clients will foster brand dependability and positive informal as indicated by their previous encounters because of good quality items that are likewise creative and satisfy their assumptions.

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Corresponding Author:

Ahmad Ridwan Rais,

Prodi Kewirausahaan,

Universitas Pendidikan Indonesia,

Jl. Dr. Setiabudi No. 229, Isola, Kec. Sukasari, Kota Bandung, Jawa Barat, 40154

Email: ridwanrais@upi.edu

INTRODUCTION

The increasingly complex era of globalization and the rapid development of technology and science are very influential in the business sector. With technology that is developing so fast, business people can receive information about product designs that can become the hallmark of their brand. According to Rifai & Oetomo (2016) patterns of daily life have changed since the existence of internet technology, because with the internet the earth seems to be a small village that never sleeps, all kinds of activities can be facilitated by internet technology. Thus business actors compete to produce a more varied product. Business actors must pay attention to the appearance of their products in order to attract consumers and instill their brand perception in the minds of potential customers. The competition between business actors in displaying fresh products makes business actors compete in making the latest breakthroughs in their products.

In this modern era, advances in technology, information and communication have indirectly influenced developments in the fashion sector. Fashion style has become part of the trend that accompanies the lives of the younger generation. At this time there are many well-known brands, both from within and outside the country. With so many choices of brands that are already rampant, consumers are more selective in choosing products from various brands that they will wear. Every year, the fashion industry always provides new innovations and creates fashion trends that support the productivity of designers in Indonesia. The fashion subsector is the biggest contributor to the export performance of the creative economy as much as 54.54% in 2016 (Riviyastuti, 2018).

The number of local fashion brands that already exist, makes brand owners to find the characteristics of their brand which aims to increase consumer awareness of the products they offer. According to Duriyanto, et al (2016) brand awareness is the ability of a potential buyer to recognize, recall a brand as part of a certain product category. In general, consumers tend to buy products with familiar brands on the basis of convenience, safety, and others. With some of the considerations above, consumers will choose products that they feel comfortable with and avoid unwanted risks in the future. Brand awareness is one of the important things that a company must be able to achieve if it wants its products to be known by many people. Brand Awareness reflects the consumer's ability to recognize or remember that a brand is a member of a certain product category. Brand awareness of one of the fashion brands, namely Zara, is quite high, this is evidenced by a survey conducted by Boomee.co in 2016 which was obtained through Twitter user respondents regarding the most popular and most mentioned brands on Twitter, the data was taken using Provetic Indonesia technology.

Previous research conducted by Listyawati (2016) entitled "The Important Role of Promotion and Product Design in Building Consumer Purchase Interest" discussed the role of promotion and product design on consumer decisions in buying a product. So with the urgency, this study aims to determine the effect of Local Clothing Brand product design on brand awareness. Unlike previous research, this research emphasizes product design efforts to increase consumer awareness of a brand. According to Azany (2016: 45) product design can be said to be an improvement or simplification. The improvement in question is that it can be in the form of additional functions and uses of the product. While the simplification of product design aims to make it easier to use a product. According to Azany (2016: 45) indicators related to product design, namely: (1) Design variations, the designs offered have many variations or choices. (2) The latest model, model or design will change shape, size and color according to a predetermined time. (3) Design follows trends, models or product designs keep up with the times, starting from color, shape and size. Product innovation is widely recognized as an important strategic factor for driving brand success, however, despite the importance of product innovations in helping firms to develop their brands, studies relating to its effect on brand equity are very limited (Ponnam, & Balaji, 2015).

Innovative products include those which have differentiated features making it difficult for competitors to copy or imitate (Wilkinson & Kannan, 2013). Therefore, being able to introduce new products with distinctive features which are functionally effective can support organizational success and lead to sustainable competitive advantage. For instance, focusing on interior product features such as technological aspects and coming up with attractive product designs with high quality may influence the perceptions of customers and improve their overall impression about the manufacturing brand. In particular, product innovation approaches should help business managers improve the performance and operations of their organizations (Fauji & Utami, 2013). This is because product innovations not only improve organizational growth, but also it is a tool to attain long-term sales effectiveness through various promotional activities. Thus, higher record of new products success can maximize sales volume and increases market share, which ultimately results in attracting new customers, at the same time maintaining the loyalty of old ones (Tu & Hwang, 2013)..

According to Suharno and Sutarso (2018) Product design is a product characteristic that makes the product easy to attract, strong, easy to carry, store and so on. According to Widodo (2018)

Product design is a systematic approach to integrate product planning and processes that influence it, including manufacturing and support. Stephanie (2015) argues that design is more than skin deep. Design is the heart of the product. Good design contributes not only to the appearance of the product but also to its benefits. Particularly, the ability to generate new products and services that are meaningful to customers could result in higher performance and positive brand image (Sjöberg & Wallgren, 2013). Certain scholars also confirmed that product innovation significantly affected brand image (Shiau, 2014) and brand recognition (Hamid et al., 2012). Other studies (Naveed et al., 2012; Nemati et al., 2010) also found out product innovation was positively related to brand loyalty. The advantages of obtaining strong brand equity include easier brand extension, ability to charge price premium on products and services, higher customer demand, and low risk from competition (Yang et al., 2015).

Brand Awareness is defined by Aaker 2018 that brand awareness is the ability of potential consumers to recognize or remember that a brand is included in a certain product category. Kotler and Keller, (2016) define brand awareness as the ability to identify (recognize or remember) brands in a category, with sufficient detail to make a purchase. Meanwhile, according to Chamid (2017: 604) brand awareness is defined as the ability of a potential buyer to recognize or recall that a brand is part of a certain product category. Durianto (2017) in the Influence of Brand Awareness, Brand association, and Perceived Quality explains that brand awareness is the ability of a potential buyer to recognize and remember the brand as part of a product with the brand involved. The higher the level of brand awareness of a brand in the minds of consumers, the more responsive consumers will recognize a brand. In the brand awareness pyramid, where consumers are not aware of the existence of a brand. Brand Recognition (brand recognition): the minimum level of brand awareness, where the recognition of a brand appears again after being reminded again through assistance (aided recall). Brand Recall (recall of the brand): recall of the brand without assistance (unaided recall). Top of Mind (top of mind): a brand that is mentioned for the first time by consumers or that first appears in the minds of consumers.

RESEARCH METHOD

The method used in this research is quantitative research with a descriptive approach. The research method is a scientific way to collect data for a specific purpose. The scientific method means that this research activity is based on scientific characteristics, namely reason, experimentation, and systems (Hair et al, 2017). This research is a survey research, in which any information is collected from respondents using a questionnaire. According to Sugiyono (2019), this survey research collected data using a questionnaire instrument to obtain responses from respondents. Survey research is research conducted to obtain facts from existing symptoms and seek factual information without knowing why these symptoms exist. This study uses descriptive analysis and verification and uses quantitative methods. Descriptive approach is research conducted to answer questions about what, who, when, where and how (hair et all 2017). Basically, research design is a way depending on the researcher, the way to do it can be different so that the research design is also different. In this research design has two variables namely Product Design (X) and Brand Awareness (Y).

The research design that will be applied in this study is causality. Trisliantanto (2020), stated causality research is a study that investigates the possibility of a causal relationship from an event. This causality research will investigate the causal relationship of the independent variables (x) to the dependent variable (y) so that the results can be seen. In this questionnaire the author submits several questions that describe the measurement of indicators from the Product Design variable (X) whether or not it has an influence on the Brand Awareness variable (Y). The measurement of the scale in the questionnaire uses the Likert scale as a benchmark. The Likert scale is used to measure the level of consumer trust in local sports brands regarding the influence of product design on brand awareness. With reference to this scale, the variables will be measured and

translated into variable indicators. Indicators of variables will be the starting point for instrument items in the form of questions or statements. The answers to each question using a Likert scale have a gradation from very positive to very negative.

In this study, a Likert scale was used to measure variables and their indicators. The data used in research (research material) can be in the form of a population. The population involved in this study were users of local sports brands (Corination, Terrel Sportswear, Raquel, 910, Eagle, Ardiles, League, Athletica, Larocking, SPOTEC, Calci, Ortuseight, MILLS). The Non Probability Sampling technique that is applied in sampling in research is the Purposive Sampling technique. Non strata purposive sampling with the criteria of the number of followers obtained a total of 30 samples. Non-random sampling technique where the researcher determines sampling by setting specific criteria that are appropriate for the research objectives so that they can help provide solutions to research (Sugiyono, 2019). In this study, the adjusted R square value was used to measure the ability of the model to explain variations in the dependent variable.

RESULTS AND DISCUSSIONS

This study was analyzed using descriptive analysis and quantitative approach, validity and reliability tests were used to test the validity of the questionnaire statement items whether they could represent the variables in the study and the reliability of the variable dimensions, when declared valid and reliable then proceed to classical assumption testing, simple regression analysis and test coefficient of determination to find out how the design is on local brand brand awareness. The results of the validity of the statement items in the questionnaire were declared valid and met the test criteria, where the results of the comparison of r count with r table (0.3), where $df = n-2$ with sig 5%. If $r_{count} < r_{table}$ then it is valid. So the significance level used is 0.05 or 5%. Based on the results of the validity test that the researchers carried out on 30 respondents, it showed that all question items on variable X were declared valid because all question items had a value of $r_{count} > r_{table}$. Instrument reliability describes the stability of the measuring instrument used. A measuring instrument is declared highly reliable or can be trusted, if the tool is stable. So it is reliable and can be used in forecasting. In a positivistic (quantitative) view, a data is declared reliable if two or more studies on the same object produce the same data. In this study the reliability test used SPSS 20, the study also used a Cronbach Alpha value limit of 0.60. If the calculated alpha level is > 0.60 then the measuring instrument has a high level of reliability. If the value on the reliability result is less than 0.60 then the result is reliability, conversely if the value on the reliability result is less than 0.60 then the result is not reliable (Malhotra, 2016)..

Furthermore, the results of the hypothesis test (table 1.2) from the table above can be seen that each variable has a Cronbach Alpha of more than 0.60 so it can be concluded that the Design (X) and Brand Awareness (Y) variables are reliable.

Table 1. Hypothesis Testing Results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 2.341 | 1.091 | | 2.146 | .005 |
| Leadership | .945 | .281 | .270 | 3.364 | .001 |

^a. Dependent Variable: Performance

(Source: Questionnaire processed using SPSS 20, 2022)

The regression equation is used to predict how high the value of the dependent variable is when the value of the independent variable is manipulated (changed). From the results of the regression analysis in table 1.2 using the help of SPSS software, the equation is obtained, namely:

$$\hat{Y} = 2.341 + 0.945X. \quad (1)$$

This equation can be interpreted that:

(a) The value of the constant a in the regression line is 2.341. This indicates a constant price, that is, if the X variable is 0, then the consumer purchase decision remains at 2.341 (b) Coefficient $X = 0.945$ This indicates that the design variable has a positive effect on brand awareness, or in other words, if the design variable is increased by one unit, brand awareness will increase by 0.945 (c) Before testing the coefficient of determination, hypothesis testing is carried out to find out and test the significance of variable X whether or not it affects variable Y .

From the results of the calculations carried out, the results are in accordance with the research hypothesis that has been made, namely that there is a significant influence between design variables on local brand brand awareness. These results support Wasil's research (2017); Yosef (2017:604); Handayani, et al (2010: 62) and Durianto (2017) The higher the level of brand awareness of a brand in the minds of consumers, the more responsive consumers are to recognizing a brand.

From the results of the R test (Coefficient of Determination) the value of R Square (R^2) or the coefficient of determination (KD) is obtained which shows how well the regression model is formed by the interaction of the independent variables and the dependent variable. The coefficient of determination obtained is 0.791 (Table 1.3):

Table 2. R Square (R^2)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .889 ^a | .7919 | .782 | 2.923442 |

(Source: Questionnaire processed using SPSS 20, 2022)

This value is used to see the magnitude of the contribution of the leadership variable to performance. How to calculate the Coefficient of Determination is to use the formula: $KD = R \text{ Square} \times 100\% = 0.782 \times 100\% = 78.2\%$. Based on the coefficient of determination formula, it can be interpreted that the design has a contribution to the local product brand awareness variable of 78.2% while the remaining 21.8% is influenced by other factors not examined in this study. The result is in line with previous researches which reported that product innovation was positively related to brand equity (Ponnam & Balaji, 2015; Sjöberg & Wallgren, 2013; Yang., & Zou, 2015).). This means that introducing new design products with innovative features can help organizations to enhance their brand awareness and ensure their sustainable development.

CONCLUSION

Building a brand takes quite a long time and can use various ways to build awareness, one of which is by building a brand identity such as making a logo, choosing a brand name, the color of the logo, the language used, and the slogan of the brand. With a new brand, building brand awareness requires a greater marketing effort than a well-known brand, and must be more innovative and efficient. brand awareness on local brands consisting of 13 local brands is influenced by product design. The findings also suggests fashion local clothing manufacturers should emphasize on production quality, enhancing design and product attributes, and ensure product customization in response to consumer and market needs. In fact, customers will develop brand loyalty and positive word of mouth according to their past experiences on account of good quality products that are also innovative and fulfill their expectations. Particularly, as consumers' needs and expectations are continuously changing, it has become necessary to meet those needs and ensure their commitment to the brand. By doing so, firms will be able to respond to intense competition and face challenging market environments.

Recommendation of future research are expanding the number of local brand as subject of the research and expanding the number of the samples so the result can be more precisely and accurate in representative of user of the local brand in Bandung city, Indonesia. The variable of the research also can be more added and explore from the result we know there's a possibility that 11%

of brand awareness affect by another variable than design and innovation product. The segmentation on local product also can be added to get more specific and detailed results.

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