



Brand Attitude, Purchase Intention, Perceptual Mapping of Slim-Type Napkin Market, and Competitive Strategy for Charm Body Fit Super Slim

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ABSTRACT

The objective of this study is to analyse the influence of brand attitude factors on purchase intention, the comparison of brand attitude factors, the positioning of the Charm Body Fit Super Slim in the slim-type female napkin market and recommend competitive strategy for Charm Body Fit Super Slim. The study adopted qualitative and quantitative methodology including content analysis. Independent sample t-test, multiple regression, and multidimensional scaling were used to analyse data. The study sample was 100 people in addition to interviewing 10 respondents for an in-depth analysis. The results confirmed Brand Attitude had no significant persistent influence on purchase intention. There is significant influence of product quality, attitude on price, attitude on brand perception and usage attitude on purchase intention. There is no significant effect on purchase intention of product attributes, attitude on advertising, and in-store promotion. The positioning of Charm is the slim-type female napkin brand that is quality oriented. The study recommends competitive strategy in the form of product development using Japanese R & D technology, price promotion with tagline “Anti Spread Anti Leak, No Pouch No Worry”, and campaign #SayYesToSlim.

Keywords: Brand attitude, competitive strategy, positioning, purchase intention

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INTRODUCTION

Based on the population census conducted by the Central Bureau of Statistics in 2010, it is known that the percentage of the population of adult and adolescent female continues to increase by an average of 0.12% annually (BKKBN, 2011). The increasing number of female and adolescent female population

who is classified as early users would have a positive impact on the increasing use of female napkin products, which is one of the main needs of female every month (Gunawan, Diana, Muchardie, & Sitingjak, 2016). Evident from the Nielsen Consumer & Media View 2014 showed an increase of 4% in the average expenditure on napkin products by Indonesians in 2013. Charm occupied number one position in the overall market share of female napkins, accounting for 40.75%. Uni-Charm Indonesia accounts for 38.02% of Charm's market share in the slim-type female napkin market below Laurier (Nielsen, 2014).

Literature review showed positive brand attitude would increase consumer purchase intention (Tseng & Lee, 2013). Previous researches on FMCG products (fast-moving consumer goods) found that perceived value, perceived product quality functional value and perceived social value had a positive effect on purchase intention (Akdeniz & Aybeniz, 2012). Therefore, the present study examines more specific factors of brand attitude, and to find out its effect on purchase intention of slim-type female napkin specifically Charm Body Fit Super Slim. This is followed by recommendation of strategies that can highlight the direct and indirect benefits of Charm Body Fit Super Slim, and how it can have a competitive edge against its rival brand Laurier Double Comfort. This is a unique study that looks at brand attitude of consumers of two brands of female napkins, namely Charm and Laurier, and its effect on the purchase intention of the brands.

The purpose of this study is a), to understand the factors of brand attitude of slim-type female napkin of Charm and Laurier (T-1) brand, b) to compare factors of brand attitude between Charm and Laurier (T-2), c) to know the influence of the factors of brand attitude to the consumers purchase intention of the slim-type female napkin of Charm and Laurier (T-3) brand, d) to understand the positioning of Super Slim Body Fit Charm on the market competition map (T-4) and d) to come up with a sound competitive strategy for Charm to outperform Laurier brand (T-5). It is expected that with this study, PT. Uni-Charm Indonesia can gain knowledge related to consumer behavior of slim-type female napkin, especially in terms of brand attitude and purchase intention between Charm and its main competitor, Laurier. Charm is expected to understand the positioning of Charm Body Fit Super Slim among other competitor brands when viewed from the eyes of the consumers.

MATERIALS AND METHODS

Four study approaches were used, namely explorative (T-1), descriptive-comparative (T-2), descriptive-associative (T-3), and descriptive (T-4). The types and sources of study data included qualitative, primary data and obtained from in-depth interview (T-1), then quantized qualitative, primary data and obtained from questionnaires (T-2, T-3, T-4), and last is qualitative, primary and secondary data (T-5). A simple random sampling technique was used to recruit respondents in addition

to using Slovin formula for descriptive-comparative, descriptive- associative, and descriptive study. The number of samples used in the in-depth interview phase is 10 respondents, based on the previous research (Chambers, 2013). The analytical unit under study was individual female consumers of Charm, Laurier, and MDS questionnaires that are using Charm Body Fit Super Slim, Laurier Double Comfort, and slim-type female napkin simultaneously. Data analysis methods used in the study were content analysis (T-1), independent sample t-test (T-2), multiple regression (T-3), and multidimensional scaling for (T-4).

RESULTS AND DISCUSSION

Content Analysis

This is an explorative study using word-in-context analysis method which produced 7 factors of brand attitude. Table 1 below summarises the factors, dimensions and indicators of brand attitude which can then be used as independent variables affecting the dependent variable of purchase intention in descriptive-comparative, descriptive-associative and descriptive study.

Independent Sample t-test. Results of testing the t-test independent-sample in order to compare the factors of brand

Table 1
Factors of consumer brand attitude of slim type napkin

Factors	Dimensions	Indicators
<i>Attitude on product quality (X1)</i>	Absorption	Consumers believe that Charm Body Fit Super Slim / Laurier Double Comfort has a good absorption quality
	Anti-irritation	Consumers do not experience irritation when using Charm Body Fit Super Slim / Laurier Double Comfort
<i>Attitude product attribute (X2)</i>	Product packaging	Packaging of Charm Body Fit Super Slim / Laurier Double Comfort looks interesting
	Physical form of Product	Consumers consider that the type and length of the Charm Body Fit Super Slim / Laurier Double Comfort in in line with their needs
<i>Attitude on price (X3)</i>	Affordable price	Consumers find that the price of Charm Body Fit Super Slim / Laurier Double Comfort is relatively affordable
<i>Attitude on advertising (X4)</i>	Clarity of product knowledge in the advertising	The benefits and advantages of Charm Body Fit Super Slim / Laurier Double Comfort product can be known clearly through the advertising
	Advertising attraction	The actress who became the advertising star of Charm Body Fit Super Slim / Laurier Double Comfort is favoured by the consumers
	Celebrity endorsement	Consumers will believe in the benefits and advantages of Charm / Laurier female napkin product when endorsed by famous celebrities
Brand perception (X5)	Brand popularity	Consumers consider that Charm / Laurier brand is the most popular brand of female napkin
	Brand advantages	Consumers consider that Charm / Laurier brand is superior to any other female napkin brand
	Brand satisfaction	Consumers have satisfaction with Charm / Laurier brand

Table 1 (continue)

Factors	Dimensions	Indicators
In-store promotion (X6)	Sales person	Consumers are interested in purchasing Charm Body Fit Super Slim / Laurier Double Comfort due to an offer from the SPG
	Discount promotion	Consumers are interested in purchasing Charm Body Fit Super Slim / Laurier Double Comfort because there are discount promotions at the store
Usage Attitude (X7)	Usage of female napkin during heavy flow	Consumers always use the Charm Body Fit Super Slim / Laurier Double Comfort female napkin during heavy flow
	Product usage satisfaction	Consumers are satisfied using the Charm Body Fit Super Slim / Laurier Double Comfort female napkin during menstruation

attitude between Charm and Laurier brand are shown in Table 2.

Table 2
Summary of independent sample t-test result

Variable	Differences		Superior
	Exist	No Exist	
X1		√	-
X2	√		Charm
X3		√	-
X4	√		Charm
X5	√		Charm
X6	√		Charm
X7	√		Charm

Analysis of Attitude Differences to Product Quality (X1) between Charm and Laurier.

Consumers of Charm and Laurier both consider the product quality as the most important thing in choosing female napkin. Absorption and anti-irritation are two indicators of product quality, no matter what the brand is.

Analysis of Attitude Differences to Product Attribute (X2) between Charm and Laurier.

In Table 2, it is stated that the average

consumers of Charm are superior to Laurier’s consumers. It can be interpreted that Charm consumers have a more positive attitude towards product attributes such as packaging display and Charm type and length of the napkin.

Analysis of Attitude Differences to Price (X3) between Charm and Laurier.

The Charm consumer group believe that Charm’s product prices are quite cheap and in line with their spending budget, while the majority in the Laurier group with higher income levels are less likely to question the price, although Laurier’s product price is relatively higher than that of other female napkin product.

Analysis of Attitude Differences to Advertisement (X4) between Charm and Laurier.

Charm’s advantages are the clarity of product knowledge in the advertising, the advertising attraction, the stars that starring the advertising, and celebrity endorsements. Charm consumers are dominated by members of the SES B and C

group (63%). It found members of the SES B and C groups are generally easier to be influenced by advertising in purchasing the female napkin product.

Analysis of Brand Perception Differences (X5) between Charm and Laurier. Charm has an advantage in terms of brand perception. It can be interpreted that the majority of Charm consumers consider that the Charm brand is the most popular brand of female napkin, is superior to other female napkin brands, and they are very satisfied with the Charm brand.

Analysis of In-store Promotion Differences (X6) between Charm and Laurier. The average consumers of Charm are superior to Laurier's customers. It can be interpreted that Charm consumers are more affected by in-store promotion in purchasing the products. Based on the results of in-depth interview, it is known that Charm product prices are relatively cheaper and in-store promotion in the form of price discounts can increase their purchasing desire.

Analysis of Usage Attitude Differences (X7) between Charm and Laurier. The average consumers of Charm are superior to Laurier's customers. This suggests that Charm consumers tend to have a higher rate of usage of slim or thin-type of female napkin during heavy flow and are satisfied with Charm products.

Multiple Regression

The results of multiple regression tests conducted on consumers of Charm and Laurier are as follows. Among Charm consumers, X1, X3, X5 and X7 each has an individual and simultaneous influence on Y, while among Laurier consumers, only X1, X5 and X7 that has an individual and simultaneous influence on Y.

In Figure 1, it can be seen independent variable influences significantly, individually and simultaneously to the dependent variable, that is, purchase intention. These variables are Attitude on Product Quality (X1), Brand Perception (X5), and Usage Attitude (X7). But there is one difference between the consumers of Charm and Laurier, in the form of Attitude on Price (X3). Attitude in relation to price of Charm consumers has a significant influence individually and simultaneously to the purchase intention, while the attitude on price on Laurier consumers does not have a significant influence individually to the purchase intention. Thus, it can be concluded that Charm consumers are more price sensitive than Laurier consumers. That is, if the price of products is more affordable, then purchase intention of Charm consumers will increase.

Multidimensional Scaling. A multidimensional scaling test on the six brands of slim-type female napkin in Indonesia was conducted in order to understand the positioning of Charm Body

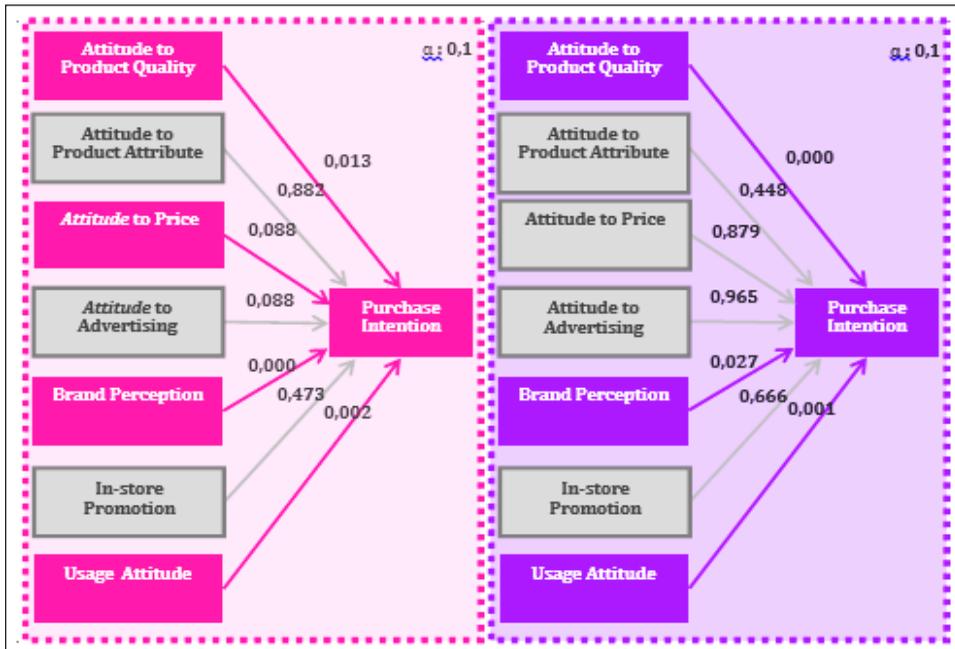


Figure 1. Comparison of multiple regression test result between Charm and Laurier

Fit Super Slim. The results are in the form of perceptual map along with the new dimension, as described in Figure 2.

Charm is in quadrant 3, which tends to the dimensions of Quality Oriented and Targeted Marketing Activities. Consumers perceive Charm as a brand of slim-type



Figure 2. Perceptual map of slim-type female napkin

female napkin that prioritises product quality, and has excellent marketing activities. Targeted marketing activities is a set of marketing activities that are focused on a specific target of consumers, for example, customer engagement, product sampling, product offerings through SPG, and bundling promotional and promotion of product price discounts. Targeted marketing activities can make it easier for Charm to increase consumers' purchasing intentions directly. However, Charm is perceived to be less superior in terms of product quality when compared with Laurier. Therefore, if Charm can improve its targeted marketing activities and improve its product quality, it has a great potential to capture a wider market share and outperform Laurier.

Competitive Strategy Recommendations

Recommendation of Attitude Strategy on Product Quality (X1). In order to increase the purchase intention of the consumers, Charm can evaluate and improve the quality of Charm Body Fit Super Slim product once every three months, by first conducting a survey on the satisfaction of product usage experienced by the consumers. Charm can use the assistance of the SPG assigned in retail stores and cooperate with retail stores to distribute questionnaires to women consumers who buy Charm Body Fit Super Slim products. The results of the questionnaire will be analysed by members of the Marketing Research division of PT. Uni-Charm Indonesia. The results of consumers survey analysis are then

forwarded to the department of Research & Development of PT. Uni-Charm Indonesia to take action in the form of evaluation and improvement of product quality.

Recommended Attitude Strategy against Price (X3).

Charm consumers tend to be price sensitive, or in other words they are more interested in buying female napkin products at a more affordable price. Charm can do price promotion by including the tagline "Anti Spread Anti-leaked, No Pocket No Worry", as described in Figure 3. The word "Anti Spread Anti leaked" highlights the functional benefit of Charm Body Fit Super Slim, and the word "No Pocket No Worry" emphasises the affordability of Charm Body Fit Super Slim product prices.

Price promotion material can be communicated via POP in the form of wobblers put on shelves at retail stores and digitally via Facebook posts of Charm



Figure 3. Illustration of price promotion material of charm body fit super slim

fanpage. With this strategy, it is expected that Charm will potentially attract early user segment who have not yet decided which brand of female napkin to buy and use. Charm consumers and other female napkin brand consumers will be lured to use Charm BodyFit Super Slim products and minimise the chance of trial purchase for Laurier slim-type female napkin products, The Laurier Double Comfort.

Brand Perception Strategy Recommendations (X5). The author proposes that Charm Body Super Fit Slim organises a campaign themed #SayYesToSlim. The Campaign #SayYesToSlim to target consumers between the age of 16 and 25, who are the active users of social media, have many activities and feel comfortable and free despite menstruating. Charm can work with Cincercella, to promote the #SayYesToSlim campaign messages through Facebook, Instagram and Youtube channels. Cincercella, aka Marcella Febriane Hadikusumo is an

Indonesian beauty blogger as well as an active member of the ICC Allstars Gold cheerleading team who has won the national cheerleading competition of Indonesia National Cheerleading Federation (FSIC) for three years in a row. She has a creative, active and cheerful characteristic and comes from the same age group as the Charm Body Fit Super Slim targeted consumers. Both of these make Cincercella relatable with Charm Body Fit Super Slim targeted consumers who come are aged between 16 and 25 years, and who may be open to affective, cognitive and behavioural influence.

The message to influence Charm consumers' affective aspect and other slim-type female napkin is the emotional benefit, namely freedom of active movement and self-confidence during the menstruation. The message to affect Charm consumers' cognitive aspect and other slim-type female napkin is that Charm Body Fit Super Slim has a functional benefit in the form of absorbing fluid at the centre of the napkin.



Figure 4. Illustration of promotion material and testimony of #SayYesToSlim Campaign

Those messages can be conveyed through campaign promotional material in the form of images posted to Charm's digital assets and Cincercella's social media account, then create a 5-minute-long video on their products and Cincercella's 'social experiment' to prove the excellence of Charm Body Fit Super Slim.

Recommended Usage Attitude Strategy (X7). The #SayYesToSlim themed Campaign described in the previous section also aims to educate women about menstruation and health, product knowledge, and invite Charm consumers to use Charm Body Fit Super Slim even if they have heavy menstrual flows. An example can be seen in Figure 5, whereby Charm customers are reminded to not forget to replace the napkin once every 4 hours. Educational materials can be packaged in a more attractive form, such as infographics, Graphics Interchange Format (GIF), and short duration videos created by Charm or a creative digital agency. Educational materials can feature Cincercella as the ambassador campaign of Charm Body Fit Super Slim. Charm can then use its digital media assets more optimally by doing a digital activation on the website, Facebook fanpage, or Charm Youtube channel, to spread this education.

In addition to educating the public on menstruation and Charm products, this method has the potential to increase the usage of Charm Body Fit Super Slim napkin products and other Charm product series. The proper usage of female napkin will enhance the feeling of comfort when

wearing napkin and is expected to increase the satisfaction of the usage of Charm products.

CONCLUSION

The seven factors of brand attitude of the slim-type female napkin Charm and Laurier



Figure 5. Illustration of female napkin usage education

brand are Attitude on Product Quality (X1), Attitude on Product Attribute (X2), Attitude on Price (X3), Attitude on Advertising (X4), Brand Perception (X5), In-store promotion (X6) and Usage Attitude (X7).

Independent sample t-test results on Charm and Laurier consumers showed:

- There is no difference between Attitude on Product Quality (X1) or Attitude on Price (X3) between Charm and Laurier.
- There is a difference between Attitude on Advertising(X4), Brand Perception (X5), In-store Promotion (X6) between Charm with Laurier, Usage Attitude (X7) between Charm and Laurier, whereas Charm

is always superior to Laurier.

Regression test results on Charm consumers showed:

- Attitude on Product Quality (X1), Attitude on Price (X3), Brand Perception (X5) and Usage Attitude (X7) have significant influence on Purchase Intention both simultaneously and individually.
- Attribute on Product Attribute (X2), Attitude on Advertising (X4) and In-store Promotion (X6) each has significant effect on Purchase Intention simultaneously but have no significant effect individually.

Regression test results on Laurier consumers showed:

- Attitude on Product Quality (X1), Brand Perception (X5) and Usage Attitude (X7) have significant influence on Purchase Intention both simultaneously and individually.
- Attribute on Product Attribute (X2), Attitude on Price (X3), Attitude on Advertising (X4) and In-store Promotion (X6) each has significant influence on Purchase Intention simultaneously but have no significant effect individually.

Positioning of Charm Body Fit Super Slim:

- There are 4 dimensions in the form of Quality-Oriented, Price-Oriented, Targeted Marketing Activities and Widespread Marketing Activities.

- Positioning of Charm as a slim-type female napkin brand that is quality oriented and superior in terms of targeted marketing activities.
- Charm is still being perceived to be less superior than Laurier in terms of its quality.

Recommendations

The focus of Charm strategy based on brand attitude factors would be better if it implements a strategy that focuses on attitude factors on product quality, brand perception, attitude on price, and usage attitude that has significant influence on purchase intention.

The focus of Charm strategy based on positioning shall be better if it implements a marketing programme that can increase the positioning quality oriented on the market competition map.

Suggestions for PT. Uni-Charm Indonesia is to conduct further marketing survey related to brand attitude or other variables that may affect the purchase intention of Charm Body Fit Super Slim.

It is recommended that future study examines brand attitude factors that affect purchase intention with different age groups and across the population.

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