

## **SLOGANS: CREATE AND INCREASING CONSUMER AWARENESS AND PURCHASE DECISION MAKING**

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**Abstract:** Slogans play an important role in efforts to increase consumer awareness of a brand or product. If the slogan has won the hearts and minds of consumers it is not something that is difficult to drive consumers to action to make the purchase of a brand or product. A favored slogans, exciting and memorable become one of the key for winning the existing market share.

**Keywords:** Slogans, Consumer Awareness, Purchase Decision Making.

### **1. INTRODUCTION**

The slogan is one of the important components in products where slogans can support and strengthen a brand. Many companies pay little attention to the creation of a good slogan because many thought that the famous brand or product is the only factor of a product can be recognized and remembered by the consumer. Currently many consumers, especially in Indonesia make the slogan as a powerful reminder of the mind. Consumers will be able to instantly recognize and remember a brand or product when a slogan exposed both in the form of voice, video and writing. According to Abdi and Irandoust (2013), the purpose of designing a slogan is to promote awareness of a brand and create, protect and change the image or the perception of the brand.

A fine slogan should have used the word, phrase, sound, intonation attractive and able to describe a brand or product that is being offered. Currently the slogan of a brand or product developed by using simple sentences but reflects the lifestyle of the intended market share as well as situations or conditions trending among the community. Therefore, sometimes the slogan can be choppy and changed at any time. This is done so that the slogan coined able to continue to be a good reminder

in the minds of consumers. However, some brands or products while maintaining the same slogans from time to time. This is done with the consideration that the slogan has proved capable give a awareness and if the company changed the slogan then there will be a large risk that consumer awareness on the brand or the product will be reduced. The company will perform a variety of continuous research on the slogan of the brand or product used. If it is a slogan is not able to attract and retain the brand or product awareness of consumers, the company will soon replace the old slogan with a new slogan. Replacement slogan must of course be followed by a variety of promotions, especially through various advertising media. From an advertising medium can be measured whether the consumer is able to receive a new slogan or not. If at the time the new slogan launched through media advertising and there was a decrease in the purchase of a brand or a product, it can be said to have failed slogan accepted by consumers.

The decision to create, maintain and replace a slogan greatly influence the success of the brand in the market. Successful slogan usually directly related to the success of a brand or product positioning, as an example that happened to one brand or product packaging that tea

drinks Teh Botol Sosro. By carrying out one of the slogans are quite famous among young people that “Whatever the food, drink Tea Bottle Sosro”, Teh Botol Sosro able to change the positioning of its products which in the usual when someone eats it will be followed by drinking water (mineral water), but through the slogan Teh Botol Sosro able to change and replace the positioning of water (mineral water) into Teh Botol Sosro. The success of a brand or product positioning will continue in an effort to raise awareness of thoughts, speech and actions of consumers only focused on a brand or product. If a slogan is able to build brand awareness or positioning and strong product then it is not impossible if a slogan became one of the important factors that influence the consumer’s decision to purchase.

This study investigates the description of the product or brand tea beverages in packaging of the most memorable and often purchased by consumers, and want to know how the consumer will remember the slogan of the product or brand tea beverages in packaging. The study also want to describe whether the slogan of the product or brand tea beverages in packaging is categorized as the preferred slogan, catchy and easy to remember so that they can be a major consideration for consumers when choosing and buying a brand or product.

## **2. CONCEPTUAL FRAMEWORK**

### **Slogan**

The slogan is one of the elements of the brand. Elements of the brand is the most prominent part in a brand where the brand name, slogan, logo and symbols and images used in product offerings as well as contained in each message delivered in marketing. (Pullig, 2008). According to Kohli et. al., (2007), the slogan also plays an important role in supporting the brand name of the brand identity.

According to Lee et. al., (2015), the slogan is one of the keystone element of the brand identity which also contributes to the slogan of the brand equity. Almost all brands have a slogan. The slogan can memantu to enhance the image, awareness and differentiation of the brand in consumers’ minds. The slogan also can establish

the identity of the brand where brand identity serves to assist consumers in recognizing and remembering a brand.

According to Keller (2013), the slogan is a short phrase that communicates a descriptive or persuasive information about the brand. The slogan often appear in the ad but also play an important role in packaging as well as various other marketing aspects. Further according to Keller (2013), a slogan to help build brand awareness through the use of brand names in a variety of ways, in addition to the slogan often associated with a campaign of advertising and serves as a summary of the information to be conveyed in the advertisement, the slogan can be juxtaposed with the brand name in build brand awareness and image, the slogan can also contain messages related to product and another meaning.

### **Consumer Awareness**

According Wadhe & Ghodke (2013), consumer awareness is a marketing term that means the consumer aware of a product or service, whether it’s characteristics and other marketing initiatives such as the place, price and promotion. According Arora et. al., (2014), consumer awareness has meaning creating consumer awareness of their rights and duties. Furthermore, Arora et. al., (2014) explains that consumer awareness plays a major role in decision-making in society by promoting customer satisfaction, improve the economic stability and create realistic expectations that consumer awareness can be useful to improve critical thinking, life skills and self-confidence. According to Chartrand (2005), there are three types of awareness identified that environmental awareness that triggers an automatic process, automating the process and outcome of the process is automatic.

### **Purchase Decision Making**

According to Kotler and Keller (2009), consumers’ purchasing decisions begins with the process of problem identification, information search, evaluation of alternatives, purchase, post-purchase behavior. Furthermore, Kotler and Keller (2009) suggests that the purchasing decisions of consumers includes activities in choosing a product, brand, dealer, amount and timing

of purchases and the method of payment. The slogan is one element in a product that could ultimately influence purchase decisions by consumers.

**Research Methods**

This study wants to give a description of one of the product elements that is slogan of, where the slogan used by the product or brand tea beverages in packaging felt able to raise awareness of a product or brand and purchase decisions of consumers. For that the method used is descriptive method, which through this method is expected to result of research can be described fully and clearly. The samples used in this study amounted to 50 respondents, where respondents were selected are the consumers of the product or brand tea beverages in packaging that circulated in Indonesia.

**3. RESULT AND DISCUSSIONS**

Results obtained from the data collection are as follows:

1. *Characteristics of consumers by gender:* The results were obtained from data collection 50 respondents found that there were 36 respondents are male and the remaining 14 respondents female. This may be due to that many respondents were found by investigators at the time of data collection is a man, but it can also be identified as one of the possibilities that men prefer the product or brand tea beverages in packaging than women.

<i>Gender</i>	<i>Total</i>
Male	36
Female	14

2. *Characteristics of consumers by age:* The results showed that only 8 respondents were younger than 18 years means that as many as 42 respondents aged over 18 years where the age of 18 years is the age limit towards maturity. This shows that more and more adults aged person to consume more the product or brand tea beverages in packaging.

<i>Age</i>	<i>Total</i>
≥ 18 years old	8
< 18 years old	42

3. *Brand tea beverages in packaging which known:* The results obtained showed that Teh Botol Sosro a bottled tea beverage that is most known by the respondent in the amount of 48%, followed by Teh Kotak 22%, 17% Fresh Tea, Teh Pucuk Harum 13%. This suggests that the promotion of Teh Botol Sosro, Fresh Tea, Teh Kotak, Teh Pucuk Harum was considered quite successful because at least enough people know and recognize the existence of the four of tea beverage in the market.

<i>Brands</i>	<i>Total</i>
Teh Botol Sosro	48%
Teh Kotak	22%
Fresh Tea	17%
Teh Pucuk Harum	13%

4. *Brand tea beverages in packaging most remember:* The results showed that 86% of respondents most considering Teh Botol Sosro as bottled tea drinks the remaining 14% of respondents most remember Teh Kotak. This indicates that the level of consumer brand awareness of the Teh Botol Sosro as brand tea beverages in packaging most high even compared to other.

<i>Brands</i>	<i>Total</i>
Teh Botol Sosro	86%
Teh Kotak	14%

5. *Brand tea beverages in packaging most often purchased:* The results showed that 92% of respondents most often bought Teh Botol Sosro than other bottled tea drinks. This suggests that Teh Botol Sosro is the market leader in the similar product categories. Teh Botol Sosro capable of dominating the hearts and minds of consumers so that consumers make purchases on Teh Botol Sosro.

<i>Brands</i>	<i>Total</i>
Teh Botol Sosro	92%
Others	8%

6. *The slogan of bottled tea beverage brands most often purchased:* Based on the results of respondents stating that Teh Botol Sosro are most often purchased the slogan of Teh Botol Sosro also dominated the minds of consumers. All respondents were able to mention and write precisely from the slogan Botol Sosro.

Slogan	Total
“Whatever the food, drink Teh Botol Sosro”	100%

7. *Slogan is catchy, attractive and well liked:* The results showed that all respondents were able to remembering and meyebutkan slogan of Whatever the food, drink Teh Botol Sosro namely “Whatever the food, drink Teh Botol Sosro” with good and perfect. This is not apart from that respondents believe that the slogan of Whatever the food, drink Teh Botol Sosro is easy to remember, interesting and likeable by various age levels. Language slogan that is easy to understand and be able to show the superiority of the product into added value for Whatever the food, drink Teh Botol Sosro. Through this slogan, Whatever the food, drink Teh Botol Sosro also able to change the positioning of the product from the extra drinks or soft drinks become mandatory for everyone after the meal.

Slogan	Total
“Whatever the food, drink Teh Botol Sosro”: Catchy, Attractive and Well liked.	100%

8. *The slogan became a major consideration in the purchase decision:* Based on the results of most of the respondents indicated that 70% of respondents stated that their decision to purchase and consume Teh Botol Sosro not as a slogan. This is quite contrary to the results in the previous table that states that all respondents were able to mention the slogan of Teh Botol Sosro and agrees that sequins are memorable, exciting and well liked. It turns out a lot of things beyond the slogan of factors that can influence consumer purchasing decisions on products Teh Botol Sosro. From the results of further observations, the

respondents who stated that the slogan is not a major consideration in the purchase decision suggests that some of the reasons why they make a purchase Teh Botol Sosro, among others:

Purchase Decision	Total
Yes	30%
No	70%

1. *Teh Botol Sosro a bottled tea drinks longest they know:* Through the website Botol Sosro (<http://www2.sosro.com/>) mentioned that the first time in 1940 Botol Sosro is brewed tea with the brand “Teh Cap Botol” and then in 1969 it was decided to sell en masse under the brand “Teh Botol Sosro”. Therefore, it is no wonder almost the majority of Indonesian people familiar Teh Botol Sosro. Teh Botol Sosro is one of brand tea beverages in packaging which had long been present in the midst of Indonesian society.
2. *Teh Botol Sosro easy to find and buy:* Currently, Teh Botol Sosro is the market leader of bottled tea drinks in Indonesia so that the presence of these products in the Indonesian market is very easy to be found, ranging from supermarkets to small markets.
3. *Teh Botol Sosro is affordable:* If seen Teh Botol Sosro as brand tea beverages in packaging, which have long existence then Teh Botol Sosro regard to price competition is fair, where Teh Botol Sosro can not be so easy to raise product prices without considering the purchasing power and market competition.
4. *Teh Botol Sosro is tasty:* According to respondents, the taste of Teh Botol Sosro tasty and has a characteristic taste of tea is unique compared to other packaged tea beverage flavor.

5. *Teh Botol Sosro show pride:* Some respondents argued that by selecting and consuming Teh Botol Sosro provide for their own pride. This is because the current Tea Bottle is the market leader of brand tea beverages in packaging.
6. *Advertising Teh Botol Sosro interesting:* The last reason respondents chose Teh Botol Sosro actually nearly related to the slogan of Teh Botol Sosro. This is because each ad Teh Botol Sosro definitely mention catchphrase. So the reason respondents chose advertising as one of the main considerations in buying is one effect of the slogan itself.

#### 4. CONCLUSION

From the description above can be concluded that basically slogan as one component in the marketing mix has a role and influence that is quite important in building awareness and attention of consumers on a brand or product. The slogan is also able to form positioning and image in the minds of consumers. However, from the results of the study, the slogan has not been able to become a major consideration for consumers in making purchasing. This may be due to the culture, mindset, lifestyle and the environment is able to dominate the consumer to behave. For example: parenting and family culture capable of creating certain behaviors such as preference for a product from every generation in the family. Therefore, if a company wants to maximize the slogan as a strong incentive for consumers to make decisions then needed the right strategy.

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