

CHAPTER I

INTRODCTION

1.1. Research Background

As the high growth of the fashion industry in Indonesia, it makes much more youth has chosen careers in this field. However, based on data from the Creative Economy Agency (“BEKRAF Data,” nd), in 2016, it is known that the number of creative economy businesses or companies that utilize internet media and the application of e-commerce in the fashion sub-sector is 51,210 out of a total of 89,685 companies, so there are still 38,475 companies that have not utilized ICT in their business activities. There are now so many reasons that affects the increasing number of Indonesian fashion brands such events called Jakloth Since 2007 by M. Ichsan Nasution, and also KickFest event from Bandung. Supported by technological developments, the fashion business sector has spread to the extent that it is unknown how many local brands in Indonesia, rapidly evolving fashion era certainly cannot be separated from the role of social media which is now enlivened by various kinds of fashion from all over the world. It increases the appearance of new start up brand, because it helps them to promote and sells their product broader. Besides showing the latest trends, social media make it become easier for designers or entrepreneurs to work or sell their products. By social media networks, marketers would possible to show their product design, character, logo, and another identity about the product.

As being a part of fashion, clothing is one of the things that cannot be separated from our daily, especially in a scope of today’s youth. In recent years, Indonesian clothing market has been flooded with various types of locally made clothes with very competent quality in their fields. Moreover, most of Indonesian marketers are currently already using social media to gain

their market and show more about catalogue they have, so it make easier for cusxtomer to get updated information about the product they want (Kusudyatmoko *et al*, 2019). By the time, Indonesian consumer has moved to local brand since the high growth of Indonesian brand for clothing, and dominated by teenage consumers. Simple and cool design, fun colors are the most affecting factors for them to buy the local product in current time (Harfiansyah & Djuwita, 2021). **As the statistic data provided by *beritasatu.com*, it shows that Instagram is one of the most popular social media within the period of 2020-2021 right after YouTube and Whatsapp for Indonesian user.** Furthermore, there are so many online shops are launched over the years in variant types of content to deliver the characteristic of their brand visual characters. Besides, people currently have depended on internet in every activity to fulfill their daily information. Most of teenagers use social media as their self-actualization facility or could be as their entertaining needs. Companies are challenged on determining how their information and consumer engagement impacts their branding process, because they have to decide their good advertising to get positive comments or response over the social media users (Akhunjonov & Obrenovic, 2017).

Researcher would like to investigate the effects of brand elements, brand awareness, and brand advertising on a customer purchase intention of start-up local online clothing brand of Padang called Mac Mawkish. As researcher observed, it expected that clothing brand customers of Padang doesn't really care about brand's fame, they would buy clothes as long as they like the design, color, or some other visual identity related to certain brand.

Mac Mawkish is one of clothing brand based in Padang state, it established earlier at 2020. Researcher assumed that all those mentioned variables are related and would stimulate the consumer behavior on purchasing clothing brand especially in Padang, and hopes this research to

be worth-while information for teenagers, clothing brand sellers, and another youth customer of local fashion to support our local product.

Researcher wants to find out of how brand elements variable impacts customer purchase intention. The first independent variable would be the brand elements that included logo, colors, packaging, slogan, and other factors that related to brand visual identities. The second variable that researcher wants to deliver is about the brand awareness of the brand itself. (Kotler and Keller, 2016) Brand awareness is related to the power of brand information that allows marketers to measure consumers' ability to identify brands under various conditions (Kotler and Keller, 2016).

At the moment of customer purchase a product of a brand, their intention to buy must be stimulated by the ability of its brand's visual character that the customer consider to buy. Currently, the awareness of the Indonesian people about fashion has been increasing up until now. This is due to the increasing number of best Indonesian local brands that appear such Urbain.inc, Thanksinsomnia, Maternal Disaster, Queenbeer, Shining Bright with quality that is not inferior to foreign brands entering Indonesia.

Brand advertising is the third independent variable that researcher wants to find how much effect does advertising have on purchases intention for local clothing brand consumer in Padang. Advertising is a notification or announcement created by a brand or company to give the information about their competitive advantages or value they have about the advertised product. An advertisement could be a call addressed to their own target market, the main goals of an advertisement is to gain the product sales. The dependent variable of this research is purchase intentions, it could be the output or result of consumer's evaluation about the product that they decided to have. And for more complex definition of each variable would be provided in Chapter

II. Based on the statement from the background above, researcher was interested in research of those variables with the title The Influence of Visual Identity, Brand Advertising, and Brand Awareness towards Purchase Intention of Start-Up Online Clothing Brand in Padang.

1.2. Problem Statement

1. How brand elements could influence the purchase intention of start-up online clothing brand in Padang.
2. How brand awareness could influence the purchase intention of start-up online clothing brand in Padang.
3. How brand advertising could influence the purchase intention of start-up online clothing brand in Padang.

1.3. Objectives of the research

Author thought that is important to identify what are factors that influence purchase intention towards visual identity and brand awareness of local online clothing brand in Padang. The research questions addressed in this study are:

1. To determine the relationship between brand elements with Purchase Intention of start-up online clothing brand in Padang.
2. To determine the relationship between Brand Awareness with Purchase Intention of start-up online clothing brand in Padang.
3. To determine the relationship between brand advertising with purchase intention of start-up online clothing brand in Padang.

1.4. Contributions of the research

1.4.1. For Researcher

This research is expected to add the knowledge and insight of researchers regarding the

Marketing Management Strategy, especially the application of branding strategy in the clothing brand in Padang.

1.4.2. For Company

As a reference of how to get information about their branding strategy, considers by many factors that can affect such as brand awareness, product purchase intention.

1.4.3. For academics

This research could be a reference of source and contribute to the development of studies on strategic marketing and also for future research on the same topics.

1.5. Scope of Research

The scope of the Research will focus on brand elements, brand awareness, brand advertising as independent variables, and customer purchase intention as the dependent variable. The respondent of this research are consumers of local clothing brand in Universitas Andalas.

1.6. Outline of Research

In order to make it easier and make moderate the forwarding of content, this research is divided into five chapters, they are:

CHAPTER I : Introduction

This chapter elaborates the background of the problem, formulation of the problem, limiting the problem, research objectives, the benefits of research, and systematic thesis.

CHAPTER II : Review of the Literature

It contains description of theoretical variables that include the theories that support and underline the variables used in the research and framework.

CHAPTER III : Research Methods

In this chapter, the author would describe about the object of study, population data and data sources, techniques data collection, operational definitions of variables, data presentation techniques, and data analysis techniques.

CHAPTER IV : Result and Analysis

This chapter contains the characteristic of the respondent, descriptive analysis, data collection and result of the discussion.

CHAPTER V : Conclusion

This chapter would be the conclusion of the result within this research, research implementation, research limitation and recommendation.

