



The Impact of Some Variables Toward Consumer Preferences of Isotonic Drinking in Surabaya

Achmad Daengs GS^{1*}, Enny Istanti², Indriana Kristiwati³

¹Universitas 45 Surabaya, Indonesia

² Universitas Bhayangkara Surabaya, Indonesia

³STIAMAK Barunawati Surabaya, Indonesia

*Penulis Korespondensi: jurnaleko45@gmail.com

Abstract. Drinking in packaging business still has appeal for entrepreneurs, it is same as in the food market, and the selling of drinks is no death business. Drinking business is promising the great profits, because it has a large market as well, especially for a country with a population of approximately 230 million people as Indonesia. (Kontan, 2nd Week, October 2009). Drinking market has increased annually, from drinking market shares in overall package of 44 trillion rupiah, isotonic drinks market has its share of USD 2.9 to 3.4 billion in 2009 and continued to rise from previous years. Mizone has ranked first in three of the Top Brand Index began in 2008 to 2010 with Pocari Sweat as the competitors. The purpose of this study is to determine the effect of (1) consumer attitudes to the advertising toward consumer attitudes to the brands, (2) consumer attitudes to the advertising toward brand image, (3) consumer attitudes towards consumer preferences, (4) brand image toward consumer preferences; (5) consumer attitudes on the brand toward brand image. The population in this study is that consumers who buy and consume Mizone, with the characteristics are minimum in high school on education and domiciled in Surabaya. The sampling technique is using accidental sampling. The analysis techniques are using Structural Equation Model (SEM) with support of AMOS 15.0 program. Based on the results it was obtained that there are effect of consumer attitudes on advertising toward consumer attitude on brands image; there are effect of consumer attitudes on advertising towards brand image; there are effect of brand images towards consumer preferences; there are effect of brand image on consumer preferences; there are effect of consumer attitudes on brand toward brand image.

Keywords : Advertising Attitude; Brand Image; Consumer Preference; Mizone; Structural Equation Modeling.

1. INTRODUCTION

This opportunities in the drinking markets that still great is reinforced by Yessy Lestarina Harahap's statement, according to the count of Coca Cola, in 2007 there were around 8.96 billion liters of various branded non-alcoholic drinking types in Indonesia market, if the assumption on a single person needs to drink about 1.5 liters, then in a day should be available approximately 345 million liters of various drinking water types to met the needs of Indonesia population.

In fact, the number of branded drinks that circulating in Indonesia is still at 15% of the required amounts, so it is still available for about 85% market share that could be contested by the drinking manufacturers, from the supply of branded fast food drinks earlier, the bottled drinking water was taking the largest portion. Currently, the leader of the bottled water market is Aqua Golden Mississippi. (Kontan, 2nd Week in October 2009), but in recent years it was emerged a new phenomenon, outside of the drinking such as carbonated drinking, tea, or fruit-flavored drinks, namely isotonic drinking, the majority of consumers today are prefer on isotonic drinks compared to regular drinking water, this is because in order to change the body ion quickly that gets lost it.

Isotonic drinking companies were advertise themselves through advertising as a drinking that can replace the body ions, even it was considered able to increasing concentration, keeping the skin moist, restoring the energy that began to decline, isotonic drinks are considered better than ordinary drinking water, because the latter usually have not a mineral such as isotonic drinks.

Isotonic drinking is a drinking that has the same pressure to the fluid in the cell body, the content of the isotonic drink is electrolytes (Na^+ , K^+ , Ca^{2+} , Mg^{2+} , Cl) that dissolved in the form of salt and sugar to help speed up the absorption of electrolytes, and of course the most content is water, so it is actually isotonic drink water containing several types of ions in the salt form.

If condition of body is dehydrated, isotonic drinks is beneficial to replace body fluids, for example in athletes, diarrhea, or when dehydration (mediaindonesia.com). In period of late 2005 there are various brands that appear in isotonic drinks to rival Mizone Indonesia, including the MizpBe, X-ion, Pro- Sweat, Optima Sweat, Powerade, Kino Sweat, Vitarone, and the last in 2008 came the new players that was Fatigon Hydro Plus (Source: MIX, 20 June- 20 July 2009).

Top Brand Index based on a survey in 2009 and 2010 were carried out by Frontier Consulting Group it can be seen that Mizone isotonic drinks has Top Brand Index that rose from 28.28% in 2009 to 32.4% in 2010, it was indicating a decrease of brand strengths in the consumers minds, market share that indicated repurchase and use the brand (purchase) of Mizone in the future.

Promotion strategy is one that very important in building a brand, especially if managements want their brand to entry in the Top Brand of various dimensions of promotional strategies, and determining the amount of the promotional budgets is a key factor of success.

Handi Irawan's observations on Top Brand survey that conducted by Frontier Consulting Group it was showed that many of brands that succeed because the optimal promotional budget supports. And conversely, a lot of brands that are less successful in establishing its brand as a promotional budget is too lesser, for that, determining the appropriate promotional budget is very important (Handi Irawan, 2007). Promotions strategy that was undertaken by Mizone in the television media is an effort to improve consumer attitudes on advertising. The ads that favored in consumers look will create a positive brand attitude and has higher willingness to buy (Peter and Olson, 2004). When consumers watch ads that served it will incurred an interest in consumer's mind that will arise consumer's desire to meet their

needs with the products being advertised, so here seem the positive relationship between attitudes toward ads with attitudes toward the advertised product.

2. LITERATURE REVIEW

Consumer Attitudes on Advertising

The advertisers are always trying to measure the extent to which the consumers evaluate on ads that served. Some researchers found that consumer's attitudes on advertising is how to evaluate the affection of advertising can be effected by their attitudes toward the product or brand that being advertised. (Peter and Olson, 2004). The ads that favored in consumers look will create a positive brand attitude and higher willingness to buy than ads that are not favored.

Mechanism that can explain the impact of attitude toward the brand will lead to like on an ads or vice versa, to like an advertisement it would affect on attention and understanding of the brand and ultimately love the brand, it was referring to the social cognitive theory of Bandura (1989). The effect of advertising can only generate a positive attitude towards a brand, but it does not always lead to an increasing in purchase of that brand.

Attitudes on advertising was works through consumer reaction process that occurs because stimulation of ads elements, where these reactions occur when consumers are seeing, hearing, thinking about an advertisement, and it can be shown through an attitude of like or dislike to the ads stimuli (Mowen and Minor, 2002:352).

Reaction process will be used to encourage the ads elements in more detail depending on the advertising media used, so it could be sounds of picture or word, music or other (Rossiter and Percy, 1987:194). Someone would feel like to a brand if the ads has a certain appeal as an attractive color combination, featuring idol, the message is easy to understand, and has a high creativity as a distinguishing factor to other ads and vice versa.

Attitude on the ads can be formed from the elements of the ads itself, in other words, the attitude on the ad is a person's feelings on seeing the advertising display, which are formed by examining the attitude on the advertisement of the quality characteristics of the existing ads (Aaker, Batra, and Myres, 1996:293).

Brand Image

Brand image is obtained impression about a brand that was considered as a group of associations that connect human thought with a brand name (Beil, 1992:8). According Sehiffutan and Kanuk (1997:182), the brand image is a collection of associations that linked to a brand that was remembered by consumers, so the larger associations linked to the brand of a product, the more positive the product in the consumers mind. So a positive brand image was

created by a strong, good, and unique brand association that will enhance brand preference (Aaker, 1998:160-165) and have a good impact on the probability of selecting a brand.

The brand knowledge in memory is important to make a purchase decision which usually have been well documented in the memory (Albe, Hutchinson, and Lynch, 1991 in Keller, 1993:2), so the brand knowledge is very important and can effecting to what a person thinks about a brand, which is consists of two components, namely brand awareness; associated with the introduction and recalling of performance about the brand, and brand image refers to a series of associations related to the brand that embedded in consumers mind (Keller, 1993: 2).

Keller (1993:11) also mentions that the brand image which built from brand association is usually associated with the information in the memory with something related to the products or services, because a brand is identified from the entity, the consumer often linking the brand association with these entities, resulting in a secondary association or associations that are not directly connected with the brand. Secondary association is derived from the primary association that associated with the company name, country of origin, distributors, celebrities who advertise that products or services, and events.

Brand image can be described as the contribution of the sub-image or the image that the image of product or service provider, the image of the wearer, and the image of the product or service itself (Biel, 1992:8). For example is the case of Marlboro, the reputation of the company Philip Morris plays the most important role in building the brand image. However the relative contributions of these elements are varies depending on the product category and brand. The image of the product also supports this and their contribution to the impression of the wearer.

Consumer Attitudes on Brands

The attitude on brand is a tendency of behavior derived from the situation in order to assess the influence of a brand product, and that is shown through likes or dislikes and a prior learning process (Aaker, Bata, and Myres, 1996:126). This is because every consumer will act, react, and respond to what was communicated by marketers about a product, which will affect the attitude toward the brand, although attitudes have a traits that are relatively consistent, attitude is not a psychological element that is static, because the attitude are more dynamic or variable. Attitude on the brand can be measured directly by asking whether consumers like or dislike towards a brand or by assessing consumers' feelings toward an object through an evaluation by considering the attributes of a product and whether the product is beneficial or

not for them (Schiffman and Kanuk, 1997:242). If consumers like a brand then they will have a positive assessment of attributes of the product that offered and vice versa.

Brand is a promise to consumers, with expectations when consumers call the brand it will provide the best quality, comfort, status, and other that will be consumers consideration when they buying (Shimp, 2003:8). So the elements of the brand (Keller, 1998:135165) can be measured through the brand name, logo and symbols, characters, slogans, jingles, packaging.

Consumer Preferences

Brand preference is said to be a tendency towards a brand based on strong consumer confidence or stand at any given moment (Fishbein and Ajzen, 1997; Mitchell and Olson, 1981 in D'souza and Rao, 1995:33). Brand preferences that affect the selection process into a brand was distinguished by two things: a preference based on attributes and preferences based on attitudes, where the process of preference based on attributes, many studies say that the brand name that mentioned latter is the main brand that used as the subject of comparison and the brands mentioned earlier as the choice brand (Houston and Sherman, 1995; Houston, Sherman, and Baker, 1989; Kardes and Sabon Matsu, 1993). The preference process requires knowledge and usability of a specific attribute at the time of decision-making by doing comparison attributes to a brand (Mantel and Kardes, 1999:336).

Consumer preferences based on attribute (Mantel Kardes, 1999:337), there are indicators that affect that was the amount of existing knowledge on consumer that consist of product information that obtained from the ads; levels of consumer involvement on their intention based on information about the ability of a product from the packaging; levels of engagement against the wishes of consumers based on information about the ability of a product from references.

Preference based on the using attitude that was the sense to build preference (Muthitacharoen and Palvia, 2002:203). Evaluation can be positive and negative evaluations. This situation illustrates the preferences of consumers based on attitudes, whereas the processes based on memory, information about existing alternatives are limited to human memory. So in general, attitude of the consumer is a combination of beliefs, feelings, goals (intention) of consumer behavior on the object in marketing context. Element of consumer preferences can be measured by (1) beliefs, where consumers have different beliefs of an object depends on each situation and are usually difficult to change from the perceived experience, (2) feelings, which feelings also emerged through a belief and able to have a different impact for consumers, (3) consumers interest (behavioral intention) to buy or not a particular product that will have an impact on the logical thinking on existing belief of the situation. The three components have

a high level of dependability and together indicate a consumer reaction to the brand selection of an object (Hawkins et al., 1998:26).

The Effect of Consumer Attitudes on Advertising toward Consumer Attitudes on Brand

Consumers will directly have attitude on ads when the ads were aired, and will form attitudes towards the advertised brand product. When consumers watch ads that served and incurred an interest in the consumer's mind will arise the desire of consumers to meet their needs with the products being advertised, so here seem there was positive relationship between attitudes on ads with attitudes on advertised product, and vice versa (Mowen and Minor, 1998 : 351). So the feeling of like on the ads that aired becomes important matter because it can potentially affect consumer attitudes on the product brand. In other words, the feeling on the ads will work as consumers like it or not the ads and this attitude will associate with the brand, so there is a causal connection between the attitude on ads and the attitude on brand (Aaker, Batra, and Myres, 1996:293).

The Effect of Consumer Attitudes on Advertising toward Brand Image

Each ads are contained a variety of signs such as symbols and words that can give rise to a distinct impression in the minds of consumers, or in other words, consumer attitudes may reflect an assessment on advertising the brand image of the advertised product (Aaker, 1998:341). Attitude on advertising also plays an important role in shaping the brand image of a product in which look at the characteristics quality of the ads that displayed (whether interesting or not), consumers will have a positive reaction to the product that being advertised so that there will be an interest to try and eventually purchase a product or vice versa (Aaker, Batra, and Myres, 1996:293). So the like or not of consumer attitudes to the advertising will also affect the brand image of an advertised product (Shimp, 2003:11).

The Effect of Consumer Attitudes on Brand toward Brand Image

Consumers attitude on brand has an effect toward brand image (Low and Lamb, 2000), where the brand image of a product is determined by consumers attitude to the brand of a product, whether it was positive or negative attitude, because this attitude that will be an impact in the consumers minds, whether to accept or reject on such products, which will ultimately have an impact on the desire to make a purchase. Eva Martinez' (2003) research on the expansion of the brand in brand image found that consumer attitudes on brand also have effect to brand image of a product. The company has been using a brand extension strategy to launch a new product. The reason why this strategy has been popular is the fact that it will lowers the risk of new product failures, because consumers were initially more willing to accept the products that marketed under the famous brand.

The Effect of Consumer Attitudes on Brand toward Consumer Preferences

The advertising that done by the marketers is expected to lead an assessment of consumers that will impact on consumer attitudes toward the brand in choosing a product that has been advertised. Where from a positive attitude towards brands, consumers will decide to try or buy the brand. So the attitude towards a brand will positively increase consumer preference to choosing a product brand of a particular product category (Rossiter and Percy, 1987:131 in Keller, 1993:17), or a positive attitude towards the brand will affect consumers in making purchasing decisions, because consumers already have a very positive assessment of the brand (Aaker and Keller, 1990 in Keller 1993:16). The results Punj and Hillyer (2004) shows the cognitive structure of the brand equity found that attitudes on global brand has effect on preferences strength significantly. On Punj and Hillyer's (2004) research found that attitudes affect the strength of the global brand preference, where attitudes toward a positive brand will increase consumer preferences to choose the brand of a product of a particular product category.

The Effect of Brand Image toward Consumer Preferences on Brand

A brand image will be identified with the company's image. They will also be identified with the image of the country where the company produce the products or services so that with looking on origin of country a consumer can evaluate and belief to the brand (Erickson, Johansson, and Chao, 1984; Hong and Wyer, 1989 in Keller, 1993:11). Image of any distributor or retailer can also build brand image, because the prestige of the retailers will be connected with the association of the brand has offered (Keller, 1993:11). The brand image of a drug significantly has effect on consumer preferences that prescribed by doctors in Surabaya (Purnawati, 2003). Kotler and Armstrong (2005:273) says that consumers will develop a belief in brands where each brand has a characteristic, consumer beliefs in certain brand is called brand image. Consumer beliefs can vary according to the actual characteristics to consumer preferences attitudes toward alternative brands through specific evaluation procedures. One of procedures that has effecting the evaluation is beliefs of brands or brand image.

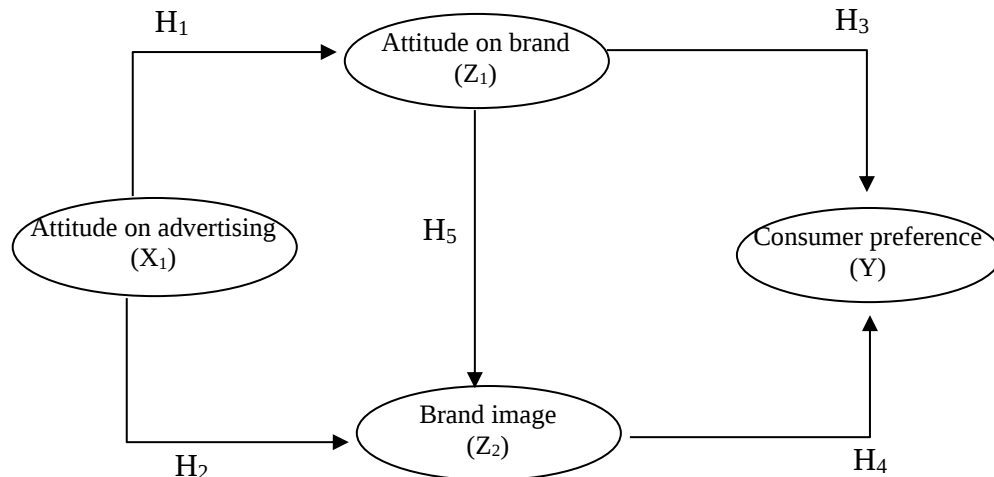


Figure 1. Conceptual Framework

3. RESEARCH METHODS

Research Types

This research is also called explanatory research because the objectives was to explain the causal relationship between variables through hypothesis testing and also a conclusive study as fulfill the following characteristics (Malhotra, 1999: 84) :

- The objectives are to test hypotheses about the relationship between the variables studied.
- The information required to be clearly defined.
- Formal and structured research process.
- Data Analysis is using quantitative techniques.

Sampling Techniques

Sampling in this study is using non-probability that is the sampling that does not provide the same opportunities for every members of the population to be selected into the samples (Sugiyono, 2004). Sampling technique is using accidental sampling, i.e. sampling by chance, i.e., anyone who by chance met with investigators can be used as a sample (Sugiyono, 2004). According to Ferdinand (2002:48) depending on the number of indicators multiplied by 5-10, when there are 20 indicators, the sample size is 100-200, in this study the samples taken are consumers who buy and consume Mizone with the number of indicator $20 \times 5 = 100$ consumers. So minimal sample obtained was 100 consumers.

Operational Definition and Measurement of Variables

Variables that according to the conceptual framework in this study, is defined operationally as follows:

Attitude on ads (X)

Attitude on ads is like or dislike of someone when viewing Mizone ads through characteristics quality of Mizone ads. The indicators as follows (Rossiter and Percy 1987:147):

- X1 = preference to the voice that heard in Mizone ads.
- X2 = preference to the music that used in Mizone ads
- X3 = preference to words that look to explain Mizone advertising messages.
- X4 = preference to images or impressions of Mizone ads
- X5 = preference of colors of picture harmony and light settings on Mizone ads.
- X7 = preference to movement on Mizone ads that affect emotions

Attitude on the brand (Z1)

Attitude on brand is derived from the behavioral tendencies that obtained of situation effect to assess Mizone brand product, which is indicated by like or dislike of Mizone of a previous learning process. The indicators of attitudes on brand (Keller 1993:82) as follows:

- Z1.1 = preference to the brand name of Mizone
- Z1.2 = preference to the logos and symbols of Mizone
- Z1.3 = preference to the characters of Mizone letter
- Z1.4 = preference to the slogan “drink water alone is not enough” of Mizone

Brand image (Z2)

Brand image is the impression that obtained consumers about products of Mizone that are considered as the part group associations that linking human thinking with Mizone brand name. The indicators of brand image (Biel, 1992 and Keller, 1993) as follows:

- Z2.1 = Mizone was perceived as isotonic drinks (replacement drink of lost body fluids)
- Z2.2 = Mizone was perceived as isotonic drinks (replacement drink of body fluids) that more rapidly absorbed by body
- Z2.3 = Mizone was perceived as a health drink
- Z2.4 = Mizone’s logo was memorable
- Z2.5 = Mizone’s slogan “drink water alone is not enough” was perceived as a catchy slogan
- Z2.6 = Mizone was perceived as a drinking that similar in composition of body fluids

Consumer preferences (Y)

Brand preference is said to be a tendency towards Mizone brand that based on a strong customer beliefs or stand at any given moment. The indicators of Hawkins brand preference (1999:337) as follows:

Y1 = belief in Mizone as quality drinks

Y2 = belief in Mizone that reasonably price

Y3 = preference of the composition that Mizone offered

Y4 = interest in choosing a brand of Mizone isotonic drinks (replacement drink of body fluid) that was consumed

Data Analysis Techniques

The research conducted is a study to describe multidimensional phenomenon observed in a variety of practical dimensions or indicators. To obtain the results that are able to accommodate the multidimensional study the researchers used statistical analysis of structural equation modeling (SEM). In principle, in SEM is to analyze the causal relationship between exogenous and endogenous variables that indicate a change in the value of a variable will result in changes and other variables, besides that it also can be well to examine the validity and reliability of research instrument (Solimun, 2003:72).

SEM is a model of an integrated approach between Factor Analysis, Structural Models, and Path Analysis, by doing three activities simultaneously, which checks the validity and reliability of the instrument (equivalent to confirmatory analysis), model testing of the relationship between latent variables (equivalent to path analysis), and get a useful model to estimate (equivalent to Structural models and regression analysis) (Solimun, 2003:66).

4. RESULTS AND DISCUSSION

Results of structural equation model of consumer attitudes on advertising, consumer attitudes on brand, brand image and customer preferences are using AMOS 6.0 that can be seen in the figure below.

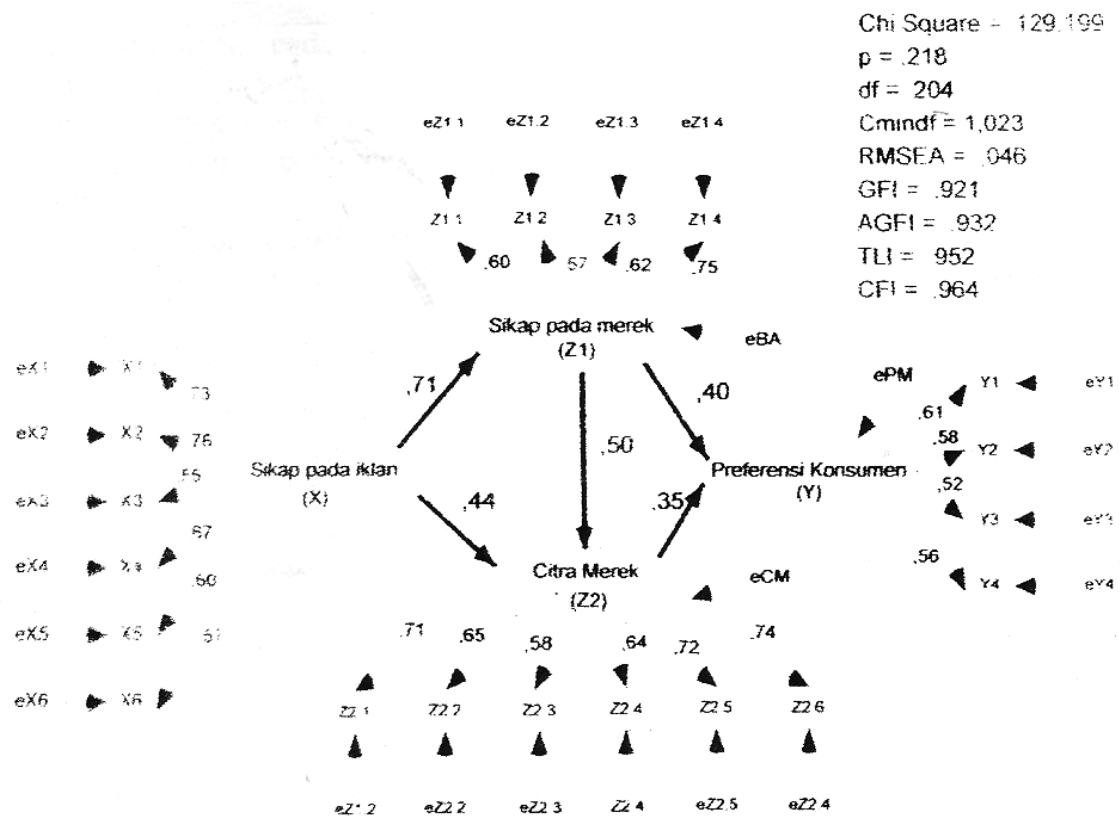


Figure 2. Structural Equation Model

Table 1. Goodness of Fit Index

Goodness of Fit Index	Cut-off value	Results Model	Specification
Chi Square	expected small	129.199	
Prob	≥ 0.05	0.218	Good
GFI	≥ 0.90	0.921	Good
AGFI	≥ 0.90	0.932	Good
TLI	≥ 0.95	0.952	Good
CFI	≥ 0.95	0.964	Good
RMSEA	≤ 0.08	0.046	Good

Sources: Appendix

Based on the analysis of structural equation models it can be known the value and the critical ratio estimate in each impact between variables.

Table 2. Hypothesis Testing of Structural Equation Models

The Effect	Estimate	Critical Ratio	Prob.	Specification
H1 : consumer attitude on ads → consumer attitude on brand	0.709	3.858	.000	Significant
H2 : consumer attitude on ads → brand image	0.437	2.872	.009	Significant
H3 : consumer attitude on brand → consumer preference	0.401	3.228	.002	Significant
H4 : brand image → consumer preference	0.351	2.056	.029	Significant
H5 : consumer attitude on brand → brand image	0.501	2.697	.001	Significant

Sources: Appendix 4 (data processed)

Based on Table 2 it can be explained as follows:

- a. The estimated value of consumer attitudes on advertising toward consumer attitudes on brand by 0.709 with an error probability of 0.00, because the value of error probability is smaller than 0.05, it can be concluded that the effect of consumer attitudes on advertising toward consumer attitudes on brand was significant. So the first hypothesis which states that the more positive of consumer attitudes on Mizone advertising the more positive of consumer attitudes on brand products of Mizone was accepted.
- b. The estimated value of consumer attitudes on advertising toward brand image by 0.437 with an error probability of 0.009, because the value of error probability is smaller than 0.05, it can be concluded that the effect of consumer attitudes on advertising toward brand image was significant. So the second hypothesis which states that the more positive consumer attitudes on Mizone advertising the more positive of Mizone brand image was accepted.
- c. The estimated value of consumer attitudes on brands toward consumer preferences by 0.401 with an error probability of 0.002, because the value of error probability is smaller than 0.05, it can be concluded that the effect of consumer attitudes on the brand toward consumers preferences was significant. So the third hypothesis which states that the more positive consumer attitudes on Mizone brand the more positively brand preference of Mizone was accepted.
- d. The estimated value of brand image toward consumer preference by 0.351 with an error probability of 0.029, because the value of error probability is smaller than 0.05, it can be concluded that the effect of brand image toward consumer preference was significant. Thus

the fourth hypothesis which states that the more positive brand image of Mizone the more positively brand preference Mizone was accepted.

- e. The estimated value of consumer attitudes on brand towards brand image by 0.501 with an error probability of 0.001, because the value of error probability is smaller than 0.05, it can be concluded that the effect of consumer attitudes on brand toward brand image was significant. So the fifth hypothesis which states that the more positive consumer attitudes on Mizone brand will be more positive of Mizone brand image was accepted.

Discussion

The Effect of Consumer Attitudes on Advertising toward Consumer Attitudes on Brand

Based on AMOS analysis in Table 2 it is known that there is a significant positive effect of consumer attitudes on advertising toward consumer attitudes on brand. Results of this study showed that the more positive consumer attitudes on Mizone ads the more positive consumer attitudes on brand products of Mizone. Results of this study was support the notion of Mowen and Minor (1998) and Aaker, Batra, and Myres, (1996) that when consumers seeing the ads and incurred an interest in consumers minds will give rise the consumers desire to meet their needs with the products that being advertised.

Consumer preferences in the ads picture of Mizone are provide stimulus to the consumer to like the actor's character of these ads. As said by Rossiter and Percy (1997) that consumers would feel like to a brand if the ads have a certain appeal as featuring the idol on Mizone so it was easy to remember.

Harmony in blue dominant color that combined with white light on Mizone advertising can influence to the consumer preferences towards Mizone packaging, because Mizone packaging as a combination of the two colors. The letter of Mizone and symbols of water flowing beneath white combined with blue color on the packaging. According to Rossiter and Percy (1997) said, consumers will feel like on a brand if the ads has a certain appeal as an attractive color combination.

The Effect of Consumer Attitudes on Advertising toward Brand Image

Based on AMOS analysis in Table 2 it is known that there is a significant positive effect of consumer attitudes on advertising toward brand image. Results of this study showed that the more positive consumer attitudes to Mizone ads the more positive brand image of Mizone products in consumers eyes. Results of this study support the statement of Aaker (1987), Aaker, Batra, and Myres (1996) and Shimp (2000) that attitudes on advertising also plays an important role in shaping the brand image of a product in which to see the characteristics quality of the ads displayed.

The attitudes toward Mizone advertising can affect brand image with the formation of association brand advantage that by drinking Mizone it can replace the lost body fluids, because Mizone has similar electrolyte composition of body fluids. The words that visible on Mizone ads was explaining that drinking water alone is not enough to create strong brand associations that is consumers easily to remember the slogan of Mizone that drinking water alone is not enough.

The Effect of Consumer Attitudes on Brand toward Consumer Preferences

Based on AMOS analysis in Table 2 it is known that there is a significant positive influence of consumer attitudes on brand toward consumers preferences. Results of this study showed that the more positive consumer attitudes on Mizone brand will influence brand preference of Mizone products.

Consumer attitudes towards Mizone brand are shown by the preference of slogan “drinking water alone is not enough”, will affect consumer preferences that indicated by the response of consumers to like composition that offered by Mizone because it is similar to the body fluids. As said by Mantel and Kardes (1999) that the preference process requires a knowledge and usability of a specific attribute at the time of decision-making by doing comparison attributes to a brand. Consumer knowledge that drinking water alone is not enough was give preference to the consumer that Mizone as the replacement drinking of lost body fluids. Consumer preferences based on attribute (Mantel Kardes, 1999:337), on Mizone isotonic drinks have been formed based on information about the ability of a product of the reference that the composition that offered Mizone are similar with the body fluids, the composition is similar with body fluids that comprising liquid electrolyte ions that are very easily absorbed by the body.

The Effect of Brand Image toward Consumer Preferences

Based on AMOS analysis in Table 2 it is known that there is a significant positive effect of brand image on consumer preferences. The results of this study showed that the more positive of Mizone brand image the more positive of Mizone product brand preferences.

The results support the statement (Keller, 1993) that brand image will be identified with the company image and identified with the country of origin where the company produce the products or services so that by the country of origin a consumer can evaluate and belief to the brand. Mizone isotonic drinks is derived from Japan, a country that very concerned about the quality of their products, so consumers no longer need to doubt the quality of Mizone. The manufacturers from Japanese will provide brand associations that can increase the strength of consumer preferences that is consumer beliefs that Mizone is qualified isotonic drinking.

Brand association advantage of Mizone that is a body fluid replacement drinking that more quickly absorbed by the body can increase consumer preferences that composition offered by Mizone because it was similar with body fluids. Results of this study reinforce the statement of Mantel and Kardes (1999) that the preference process requires a knowledge and usability of a specific attribute at the time of decision-making by doing comparison the attributes to a brand.

The Effect of Consumer Attitudes on Brand toward Brand Image

Based on AMOS analysis in Table 2 it is known that there is a significant positive effect of consumer attitudes on brand toward brand image. Results of this study showed that the more positive consumer attitudes on Mizone brand will be more positive of the product Mizone brand image. Results of this study support the notion of Low and Lamb (2000) that the brand image of a product is determined by the attitude of consumers towards the brand of a product, whether it was positive or negative attitudes. Because attitude is what will be an effect in consumers minds, whether to accept or reject such products, which will ultimately have an effect on the desire to make a purchase.

Brand is a promise to consumers, with expectations when consumers call the brand will provide the best quality, comfort, status, and other consideration consumers when buying (Shimp, 2003:8). Based on the results of consumer responses it was showed that Mizone are qualified isotonic drinks. Brand image of comfort when drinking Mizone was formed in consumer based on consumer response that Mizone is replacement drinking of body fluids that more quickly absorbed by the body because Mizone has similar electrolyte composition with the body fluids.

5. CONCLUSION

Based on the results of the data analysis and discussion, the conclusions of this study are as follows: the better the consumer attitude toward advertising, the higher the consumer attitude toward the brand, meaning that increased interest in Mizone advertising leads to a stronger preference for the Mizone brand. In addition, a more positive consumer attitude toward advertising can improve brand image, indicating that increased attraction to Mizone advertisements enhances the Mizone brand image. Consumer attitudes toward the brand also strengthen consumer preferences, where a more positive attitude toward the Mizone brand increases consumer preference and understanding of Mizone's usefulness as an isotonic drink for replacing body ions. Furthermore, the brand image built by Mizone can improve consumer preferences, meaning that a more positive brand image enhances consumer perception of

Mizone's quality as an isotonic beverage. Finally, a better consumer attitude toward the brand has a positive impact on brand image, indicating that increasingly positive attitudes toward the Mizone brand contribute to strengthening its brand image.

REFERENCES

- Aaker, D. A. (1998). *Strategic market management*. John Wiley & Sons.
- Aaker, D. A., Batra, R., & Myers, J. G. (1996). *Advertising management*. Prentice Hall.
- Atha, J. W., Hutchinson, J. W., & Lynch, J. G. (1991). Memory and decision making. In T. S. Robertson & H. H. Kassarian (Eds.), *Handbook of consumer behavior* (pp. 1–49). Prentice Hall.
- Augusty, F. (2002). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis dan disertasi ilmu manajemen*. Universitas Diponegoro.
- Beil, A. L. (1992). How brand image drives brand equity. *Journal of Marketing Research*, 32, 6–11.
- D'Souza, G., & Rao, R. C. (1995). Can repeating an advertisement more frequently than the competition affect brand preference in a mature market? *Journal of Marketing*, 59, 32–42.
- Erickson, G. M., Johansson, J. K., & Chao, P. (1984). Image variables in multi-attribute product evaluations: Country-of-origin effects. *Journal of Consumer Research*, 11(2), 694–699.
- Hawkins, D. I., Best, R. J., & Coney, K. A. (1998). *Consumer behavior: Building marketing strategy* (7th ed.). McGraw-Hill.
- Houston, D. A., & Sherman, S. T. (1995). Cancellation and focus: The role of shared and unique features in the choice process. *Journal of Experimental Social Psychology*, 31(4), 357–378.
- ICAN Arth. (2010). *Perildanan*. <http://ican-arth.blogspot.com/2009/02/perildanan.html>
- Kardes, F. R., & Sanbonmatsu, D. M. (1993). Direction of comparison, expected feature correlation, and the set size effect in preference judgment. In S. P. Mantel & F. R. Kardes (Eds.), *Journal of Consumer Research* (Vol. 25, pp. 335–352).
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22.
- Keller, K. L. (1998). *Strategic brand management*. Prentice Hall.
- Kontan. (2009). [Artikel industri minuman kemasan]. <http://kontan.realviewusa.com/default.aspx?iid=22516&startpage=page0000023>
- Kotler, P., & Armstrong, G. (2001). *Dasar-dasar pemasaran*. Intermedia.
- Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of brand association. *Journal of Product & Brand Management*, 9(6), 350–368.
- Malhotra, N. K. (1999). *Marketing research: An applied orientation*. Prentice Hall.
- Mantel, S. P., & Kardes, F. R. (1999). The role of direction of comparison, attribute-based processing, and attitude-based processing in consumer preference. *Journal of Consumer Research*, 25(4), 335–352.
- Martinez, E., & Pina, J. M. (2003). The negative impact of brand extensions on parent brand image. *Journal of Product & Brand Management*, 12(7), 432–448.
- Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude? *Journal of Marketing Research*, 18(3), 318–332.
- Mittal, B. (1990). The relative roles of attitude toward the advertisement and brand beliefs in explaining brand attitudes: A second look. *Journal of Marketing Research*, 27(2), 209–219.
- Mowen, J. C., & Minor, M. (2002). *Consumer behavior*. Prentice Hall.

- Muthitacharoen, A., & Palvia, P. (2002). B2C Internet commerce: A tale of two nations. *Journal of Electronic Commerce Research*, 4(3), 201–212.
- Peter, J. P., & Olson, J. C. (2004). *Consumer behavior* (4th ed.). Erlangga.
- Punj, G. N., & Hillyer, C. L. (2004). A cognitive model of customer-based brand equity for frequently purchased products: Conceptual framework and empirical results. *Journal of Consumer Psychology*, 14(1–2), 124–131.
- Rossiter, J. R., & Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill.
- Schiffman, L. G., & Kanuk, L. L. (1997). *Consumer behavior*. Prentice Hall.
- Shimp, T. A. (2003). *Advertising, promotion, and supplemental aspects of integrated marketing communications*. Thomson South-Western.
- Solitnun. (2003). *Structural equation modeling, LISREL, dan AMOS*. Universitas Brawijaya.
- Sugiyono. (2004). *Statistika untuk penelitian*. Alfabeta.
- SWA. (2009). *Berguguran di tengah jalan*. <http://swa.co.id/2009/02/berguguran-di-tengah-jalan/>