

Factors Affecting Consumer Attitudes Toward the Vivo Y35 Handphone Brand

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ABSTRACT

Powerful brands can navigate competitive markets effectively, attracting and retaining top customers. This research aims to empirically examine the impact of brand image, brand trust, and advertising exposure on consumer attitudes toward the Vivo Y35. The study focuses on buyers and users of the Vivo Y35 in Surakarta, analyzing data through multiple regression analysis. Results indicate that brand trust and advertising exposure significantly and positively affect consumer attitudes, while brand image has a positive but insignificant effect.

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1. INTRODUCTION

Belief in brand image is linked to the need to manage one's social and psychological environment, influencing the development of an individual's self-concept. (Mittal, 2009). A strong brand image leads consumers to prefer one brand over another, rooted in the belief in its quality and reliability from long-term use. A high brand image conveys an impression of superior quality. VIVO has established itself as a prestigious brand in the mobile phone market, particularly among students. This preference is driven not by specific product attributes but by the lasting image and impression (mind-share) formed in consumers' minds over time.

Powerful brands can navigate competitive markets effectively, attracting and retaining their top customers. (Fisk, 2006). Belief in a brand's benefits is the key factor driving a person's desire to make a purchase, as it centers on the advantages they expect to gain from using or consuming the product. (Mittal, 2009). When consumers recognize a brand's benefits, they develop a positive attitude toward it, which can lead to an intention to purchase the brand. (Shimp, 2003).

Advertising serves as both a marketing and communication activity. It influences sales through its level of exposure, creating a unique image for consumers. (Mittal, 2009).

The rapid technological advancements of the past decade have significantly impacted the industrial world, particularly the communications industry. These advances have fostered a new communication culture. Cellphone technology is continually evolving, with frequent updates in models and features. These changes are a key consideration for cellphone manufacturers.

In mid-2022, Vivo will revive the Indonesian market with the latest generation Vivo Y-Series smartphone, the Vivo Y35. Marketed under the tagline "Winning Really," the Vivo Y35 boasts high-

performance features such as 8 GB+8 GB Extended RAM for superior speed, 44 W FlashCharge for rapid charging, and a 5000mAh battery. It also features a high-resolution camera with a 50 MP Night Camera and 16 MP Front Camera, alongside a Crystalline Matte Design that prevents fingerprints and scratches. Notably, the Vivo Y35 introduces IP54 Splash Waterproof and Dustproof capabilities, demonstrating robust durability with level 5 dust resistance and level 4 water resistance. Tested under rigorous conditions including a 32,000 drop test and high temperature trials down to -40 degrees Celsius, the Vivo Y35 is designed to be resilient and long-lasting. (Fauzi, 2022).

Attitudes formed by individuals shape their behavior in social contexts. An attitude reflects consistent evaluations, feelings, and inclinations toward objects or ideas that influence personal preferences and dislikes. (Kotler & Armstrong, Manajemen Pemasaran, 2003). An attitude is typically linked to a consumer's direct interaction with a product, yet it's not solely based on comparisons but also on the brand reference consumers have. This research aims to analyze the impact of brand image, belief in brand benefits, and advertising on consumer attitudes toward the Vivo Y35 cellphone brand.

Brand

According to Trademark Law no. 15 of 2001, a brand is defined as "a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements which has distinguishing power and is used in trading activities in goods or services." A brand functions as a complex symbol capable of conveying six levels of messages: (1) attributes, representing specific characteristics; (2) benefits, translating traits into functional and emotional advantages; (3) values, reflecting manufacturer-held principles like performance, safety, and prestige; (4) culture, embodying cultural traits such as German efficiency and quality; (5) personality, projecting human or object-like characteristics; and (6) user, indicating the type of consumers who purchase or use the product. (Tan & Kotler, 2005).

Brand naming provides several benefits for sellers (Tan & Kotler, 2005): (1) a brand name simplifies order processing and issue tracking for sellers, (2) the seller's brand name and trademark offer legal protection for distinctive product features, (3) brand naming assists sellers in segmenting the market effectively, (4) a strong brand enhances a company's image, facilitating the successful launch of new brands that are readily accepted by distributors and consumers. There are five levels of consumer attitudes towards a brand, ranging from lowest to highest: (1) consumers will switch brands, especially for price considerations, showing little loyalty, (2) consumers are satisfied; therefore, there is no reason to switch brands, (3) consumers are satisfied and willing to switch brands by spending money, (4) consumers value brands and perceive them as companions, (5) consumers exhibit brand loyalty. A strong brand name can evoke feelings of trust, confidence, security, strength, durability, speed, status, and other positive associations. The name chosen for a brand: (1) impacts how quickly consumers become aware of the brand, (2) influences the brand image, and therefore (3) plays a crucial role in building brand equity. Establishing consumer awareness of a brand name is a crucial first step in enhancing brand equity. (Shimp, 2003).

Brand Strategy

Line extension involves leveraging a successful brand name to introduce new variations within the same product category. This can include new flavors, shapes, colors, additional ingredients, or packaging sizes under the existing brand. The effectiveness of brand awareness strategies depends on the current level of brand recognition. In some cases, marketing aims to sustain already high brand awareness levels. (Fisk, 2006).

The Role and Benefits of Brands

A brand is a name or symbol, such as a logo, trademark, or packaging design, crafted to distinguish one product from others. Brands can also serve as distinctive attributes that set a product apart from its competitors. (Rangkuti, 2002). A patented brand provides greater protection against counterfeiting and piracy. Brands offer three primary benefits: product identification, fostering repeat sales, and promoting the introduction of new products. Among these, the paramount objective is product identification. (Lamb, Hair, & Mc Daniel, 2001)

Brand Awareness

Brand awareness refers to the extent to which consumers recognize and remember the existence of a product. This is crucial in guiding a consumer's brand choice during purchase decisions. Brand recall, specifically unassisted recall, occurs when individuals can name a specific brand within a product category without prompting. Top of mind awareness occurs when individuals can spontaneously recall a brand without any aid, indicating it is the brand most frequently mentioned first among consumers' perceptions.

Belief in Brand Benefits

Belief in the benefits of a brand is the primary driver behind a person's purchasing behavior, as it influences their desire to acquire or consume the product based on the benefits they expect to gain. (Mittal, 2009). These benefits may be immediate or realized over time. When consumers are aware of the brand's benefits, they develop a positive attitude towards it and may intend to purchase it when the need arises in the future. (Shimp, 2003).

Brand Image

Brand image encompasses all aspects related to consumers' perceptions and memories of the brand. It not only exists but also varies in strength. When consumers perceive a brand to be distinct from its competitors, this perception of the brand image can lead to continuous attachment and the development of brand loyalty.

There are five advantages of quality effects: (1) reason to buy: quality impression provides a compelling reason for consumers to purchase. It influences brand consideration and selection, (2) differentiation: quality perception distinguishes a brand's position in the marketplace. It highlights important brand characteristics, (3) optimal pricing: quality perception enables setting optimal pricing strategies, catering to various distribution channels including distributors and retailers, (4) distribution expansion: enhances distribution channel effectiveness, facilitating broader market reach, (5) brand extension: quality perception supports brand extensions, allowing brands to enter new product categories effectively. (Rangkuti, 2002)

Brand Image Strategy

Brand image strategy relies on psychological differentiation, where advertising aims to cultivate a brand's identity by linking it with specific symbols. By positioning brands as symbols, advertisers convey cultural meanings and imbue their brands with those meanings.

Brand Trust

Belief in brand image is tied to an individual's desire to manage their social and psychological environment, influencing various factors that shape their life's self-concept. (Mittal, 1990: 209). An attitude is typically linked to a consumer's direct experience with a product brand. However, experience does not involve comparison in forming consumer attitudes, as consumers rely on references to the brand's image.

Consumer purchasing motives, aimed at satisfying social and psychological needs, contribute to the development of an individual's self-concept. The overall perception associated with a product brand, particularly in hedonic goods, influences how the brand resonates with consumers, portraying a sense of high value to those who own or use it. (Dharmmesta & Swastha, 2000). According to Myers, hedonic goods are consumed based solely on the impression or feeling experienced through one's imagination when using the item. (Dharmmesta & Swastha, 2000).

Advertising

Kotler (2000:550) defines advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. According to the Indonesian advertising society, advertising encompasses the entire process, including preparation, planning, execution, and supervision of ad delivery.

Advertising Management

Advertising is an investment aimed at influencing consumer minds to achieve sales targets. John R. Rossiter's "Six Stage Effect" approach outlines the process to attain desired profit and sales targets as follows (Kasali, 2007)

Advertising is a producer's effort to place messages in media so that potential consumers become aware of, hear, read, or see the product or service offered. The process involves placing ads in the media and awaiting responses from potential buyers. Responses are influenced by ad components such as attention, comprehension, acceptance, and emotional reactions.

The expected communication effect includes changes in prospective buyers' thoughts and associations, leading to increased brand awareness and favorable attitudes toward the brand. These actions guide the target audience toward making purchasing decisions, focusing on the certainty of action (whether to buy the brand or not). Producers must align with principles of consumer behavior in this context.

Ultimately, achieving sales or market share helps maintain market position before competitors gain ground, ensuring long-term profitability for the company. Increased sales directly correlate with higher profits.

Purpose and Function of Advertising

Advertising serves multiple purposes (1) providing information: advertising informs consumers about products, prices, and other relevant details that can assist in making informed choices, (2) persuasion and influence: advertising goes beyond mere information dissemination; it persuades potential buyers by positioning products as superior to competitors', (3) creating impression (image): advertisements shape perceptions and create specific impressions about the advertised product or brand in the minds of consumers, (4) satisfying desires: advertising functions as a tool to fulfill goals and objectives by facilitating mutually satisfying exchanges between buyers and sellers, (5) communication tool: advertising acts as a communication medium that fosters two-way interaction between sellers and buyers, enabling ethical and effective fulfillment of consumer desires. (Kotler, Manajemen Pemasaran, 2005).

Benefits of Advertising

There are several benefits of advertising for the development of economic society: (1) expanding consumer options: advertising increases awareness of different products and services, providing consumers with more choices, (2) building consumer trust: advertising helps producers build trust with consumers by consistently promoting their brand and offerings, (3) increasing brand awareness and trust: advertising ensures that people know, remember, and trust a brand through continuous exposure and messaging.

Advertising Process

In advertising, the hierarchy-of-effects model suggests that for successful campaigns, advertisers must move consumers through stages from initial brand unawareness to eventual brand purchase. (Shimp, 2003)

The influence of a message depends not only on its content but also on how it is presented. Different approaches can enhance the effectiveness of messages, such as: (1) fear appeals: messages that inform consumers about the risks associated with using a product, like cigarettes, (2) humor in advertising: messages delivered in a comedic style to entertain consumers and capture their attention, (3) comparative advertising: messages that compare the advantages of their products over competitors' offerings (4) hedonic appeals: messages that emphasize emotional satisfaction and fantasy, focusing on the positive image created by using a product, (5) utilitarian appeals: messages that emphasize the practical benefits and usability of a product, providing functional information to consumers. (Assael, 2001)

Consumer Behavior Theory

Consumer behavior is the study of how individuals make decisions to allocate their available resources—such as time, money, and effort—towards consumption-related items. (Schiffman &

Kanuk, 1994). Microeconomic theory, based on the principle of marginal utility, posits that consumers will continue to purchase a product over time as long as they derive satisfaction from consuming it. (Dharmmesta & Swastha, 2000).

Consumer Behavior Motivation

Fundamentally, what distinguishes motivation in consumer behavior is whether consumers are driven by utilitarian considerations or hedonic desires. Utilitarian considerations focus on practical benefits and functional needs, while hedonic motives emphasize emotional satisfaction and enjoyment. (Engel, Blackwell, & Miniard, 1994). Purchase motives manifest in behavior and purchases through two types of expected benefits: utilitarian benefits, which emphasize practical advantages and functional needs, and hedonic benefits/image, which focus on emotional satisfaction and the enhancement of one's image or lifestyle.

Marketing Communications

All marketing communication efforts aim to achieve one or more of the following objectives: (1) generate desire for product categories, (2) create brand awareness, (3) foster a positive attitude toward the product and influence intentions, and (4) facilitate purchase. (Shimp, 2003). It is important to note whether potential consumers have become aware of the company's product offerings. Through communication, there is an opportunity to generate interest among potential customers and maintain it over time.

Brand Image and Consumer Attitudes

Brand image is closely linked to an individual's desire to structure their social life and psychological environment. The benefits derived from a brand's image stem from cultural symbols associated with owning or consuming specific objects. These image-related benefits influence consumer purchasing motives to fulfill social and psychological needs, thereby shaping an individual's self-concept. Consumers assess the attributes of a product until an impression is formed. An attitude typically results from a consumer's direct interaction with a product brand, rather than comparing it with others, as consumers rely on the brand's image as a reference point. The perception customers have of a brand greatly influences their inclination to make a purchase. When customers develop a positive association with a brand, they are more likely to purchase from and engage with that brand. (Hui & Salman, 2023). By cultivating strong brand awareness, a positive brand image, and effective brand equity management, consumer attitudes toward motorbike brands in Ambon City can be shaped, thereby naturally increasing interest and purchase intent among the populace. (Rumra & Muhrim, 2023). The findings indicate a positive and significant relationship between brand image and consumer attitudes. (Tiyasiningsih, Firdiyansyah, Yusyawiru, & Fani, 2023). According to the study, brand image significantly influences consumer behavior. (Hemanth, 2023). Research findings demonstrated that both brand perception and brand image significantly impact consumer purchasing processes and behavior. (Guliyev, 2023).

H₁: Brand image significantly shapes consumer attitudes towards the Vivo Y35 cellphone brand.

Brand Trust and Consumer Attitudes

The primary driver of consumer purchasing behavior is belief in the benefits offered by a brand, which influences the desire to make a purchase based on the anticipated advantages of using or consuming the item. (Mittal, 2009). Consumers may perceive brand benefits immediately or over time. Awareness of these benefits leads to a positive attitude toward the brand and may result in an intention to purchase when the need arises in the future. (Shimp, 2003). Positive experiences with a brand often foster consumer loyalty and retention. (Hui & Salman, 2023). Both offline and online brand trust positively contribute to purchasing intentions. (Nosi, Pucci, Melanthiou, & Zanni, 2021). Through Structural Equation Modeling (SEM), we have discovered that brand trust in regional public agricultural products positively influences consumer attitudes, purchase intentions, and purchase behavior. (Liu & Wang, 2023). The SEM results indicate that brand trust has a positive and significant impact on consumer satisfaction and loyalty. (Djamaludin & Fahira, 2023). The study revealed that brand trust significantly influences consumer buying behavior and fosters positive effects on

consumer loyalty.(Rudzewicz & Strychalska-Rudzewicz, 2021). The quantitative associative research, using multiple regression analysis, found that both brand trust and brand loyalty significantly impact Adidas purchase decisions. (Pratisti & Paramitasari, 2023). The findings indicate that brand experience positively influences both brand love and trust. Additionally, brand love and brand trust have a positive impact on brand loyalty. (Madeline & Sihombing, 2019). Based on this, it's evident that offline brand trust plays a crucial role in influencing consumer purchase intentions in the new online store format operated by the offline retailer. (Fauzy & Ali, 2019). The correlation results indicated that all three independent variables—brand image, brand trust, and perceived quality—were statistically significant and strongly correlated with consumer behavior. Specifically, brand trust showed the strongest correlation among them with consumer behavior.(Alghorayer & Ansari, 2020).

H₂ : Brand confidence significantly shapes consumer attitudes towards the Vivo Y35 cellphone brand.

Advertising Exposure and Consumer Attitudes

The company aims for potential consumers to respond as anticipated through its commercial advertising efforts. Advertisements are valuable for providing sought-after information about brands, whether focusing on utilitarian or hedonic aspects. Some individuals use advertisements as a reason and basis for forming their attitudes towards a brand. (Mittal, 2009). The strongest influences observed among variables measuring ad exposure are entertainment and informativeness, which significantly impact attitudes toward the advertising. Moreover, attitude toward the advertising has a notable effect on purchase intention compared to attitude toward the brand.(Wardhani & Alif, 2019). The research findings indicate that advertising significantly influences consumer behavior.(Soti, 2022). The study's findings suggest that presenting mobile ads in a pleasing manner with relevant information can prevent consumer annoyance and potentially lead to increased consumer liking of the ads over time. Additionally, credibility, identified as a key construct in the study, has been found to be the most significant factor influencing respondents' attitudes toward mobile ads. (Chowdhury, Parvin, Weitenberner, & Becker, 2006). The study revealed that advertising creativity and entertainment significantly influenced attitudes toward the advertisement. Furthermore, it found that attitudes toward the advertisement had a significant impact on attitudes toward the brand. (Adzani & Premananto, 2023). Based on the data analysis, the results indicate that Gain Mass Milk advertisement had a significant influence on consumers' purchasing interest. (Septian, Alfatih, & Meilinda, 2018). Meanwhile, only personalization (PZ) showed a positive effect on Attitude Toward Instagram (IG) Advertising. However, Attitude Toward Instagram Advertising (AT) had a positive and significant impact on Purchase Intention (PI).(Suarsa, Hurriyati, Gaffar, Sugesti, & Munawar, 2020). The research findings indicate a significant and positive relationship between the independent variables emotional response, environmental response toward the brand, brand awareness, sensory-stimulated advertising, and the dependent variable consumer buying behavior.(Chukwu, Kanu, & Ezeabogu, 2019). The findings confirm that advertisements significantly predict brand awareness, brand loyalty, and consumer buying behavior (Zhao, Butt, Murad, Mirza, & Al-Faryan, 2022).

H₃ : Advertisements have a significant influence on shaping consumer attitudes towards the Vivo Y35 cellphone brand.

2. RESEARCH METHOD

This research is a field study involving buyers and users of the Vivo Y35 in Surakarta as research subjects. The primary data source is a 5-point Likert scale questionnaire. Convenience sampling was used to collect data. The variables in this study can be explained as follows:

a. Independent variables

(1) Brand Image

Brand image is linked to an individual's desire to structure their social interactions and psychological environment. The indicators include: (Mittal, 2009), (Dharmmesta & Swastha, 2000) : (1) the product is recognized as a leading international brand, (2) the product is synonymous with fashionable and unique designs, (3) the slogan is memorable and

resonates with consumers, (4) the product is perceived as glamorous with high prestige value.

(2) Brand Trust

This belief in the benefits of the brand forms the foundation of consumer attitudes towards the brand. The indicators include: (Mittal, 2009): (1) evaluation of quality, technology, and product innovation, (2) evaluation of product design and available variants, (3) evaluation of product design and available variants, (4) evaluation of multimedia capabilities, (5) evaluation of signal strength and sound quality of the product, (6) evaluation of ease of operation of the product.

(3) Advertising Exposure

Advertisements play a crucial role in providing valuable information about brands, whether they emphasize utilitarian or hedonic aspects. Some individuals rely on advertisements as a primary source for forming their attitudes towards a brand. (Mittal, 2009). The indicators are as follows (Mittal, 2009): (1) the advertising message content is clear and provides comprehensive product information, (2) the format of the advertising message is informative, persuasive, and serves as a reminder, (3) the advertising message structure highlights product specifications, (4) the advertising ideas are engaging and captivating, (5) the advertising design and images are appealing, (6) the delivery of the advertising message is honest, current, and avoids being dull.

b. Dependent variable

Consumer attitudes towards brands measure how consumers perceive and behave towards a specific brand within a product category. The indicators are as follows : (1) positive response to product advertisements., (2) increased understanding of the product after viewing the advertisement., (3) favorable perception of the product, (4) perception that the product features are superior and more comprehensive compared to other brands, (5) high brand recall, (6) perception of glamour and prestige associated with the product

The regression equation typically used in multiple regression analysis to analyze the data is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Y = Consumer attitudes

X₁ = Brand image

X₂ = Brand trust

X₃ = Advertising exposure

α = Intercept

β₁, β₂, β₃, β₄ = Regression coefficient

ε = Error disturbance

3. RESULTS AND DISCUSSIONS

Validity Test Results

Table 1. Brand image validity test results

Question items	r _{hitung}	r _{tabel}	Significance	Item validity
Question 1	0,724	0,361	0,000	Valid
Question 2	0,681	0,361	0,000	Valid
Question 3	0,884	0,361	0,000	Valid
Question 4	0,907	0,361	0,000	Valid

The validity testing results indicate that question items 1 to 4 have been confirmed as valid for assessing brand image.

Table 2. Brand trust validity test results

Question items	r _{hitung}	r _{tabel}	Significance	Item validity
Question 1	0,561	0,361	0,001	Valid
Question 2	0,854	0,361	0,000	Valid
Question 3	0,733	0,361	0,000	Valid
Question 4	0,736	0,361	0,000	Valid
Question 5	0,630	0,361	0,000	Valid
Question 6	0,659	0,361	0,000	Valid

The validity testing results confirm that question items 1 to 6 are valid for measuring brand trust.

Table 3. Advertising exposure validity test results

Question items	r _{hitung}	r _{tabel}	Significance	Item validity
Question 1	0,513	0,361	0,004	Valid
Question 2	0,675	0,361	0,000	Valid
Question 3	0,706	0,361	0,000	Valid
Question 4	0,824	0,361	0,000	Valid
Question 5	0,422	0,361	0,020	Valid
Question 6	0,618	0,361	0,000	Valid

The validity testing results indicate that question items 1 to 6 are validated for measuring advertising exposure..

Table 4. Consumer attitudes validity test results

Question items	r _{hitung}	r _{tabel}	Significance	Item validity
Question 1	0,400	0,361	0,029	Valid
Question 2	0,584	0,361	0,001	Valid
Question 3	0,767	0,361	0,000	Valid
Question 4	0,577	0,631	0,001	Valid
Question 5	0,858	0,361	0,000	Valid
Question 6	0,543	0,631	0,002	Valid

The validity testing results confirm that question items 1 to 6 are valid for measuring consumer attitudes.

Reliability Test Results

Table 5. Reliability test results

Variables	r ₁₁ (Crobach Alpha)	r _{tabel}	Reliability
Brand image	0,793	0,361	Reliabel
Brand trust	0,783	0,361	Reliabel
Advertising exposure	0,690	0,361	Reliabel
Consumer attitudes	0,706	0,361	Reliabel

The results of reliability testing indicate that all statements for all variables are considered reliable, as the Cronbach's alpha value exceeds 0.6.

Characteristics of Respondents

The following is a profile of 100 respondents met in the city of Surakarta during January 2023.

Table 6. Characteristics of respondents by gender

Gender	Percentage (%)
Woman	19
Man	81
Total	100

Table 7. Characteristics of respondents by education level

Education Level	Percentage (%)
Elementary school	0
Junior high school	0
Senior high school	30
College	70
Total	100

Table 8. Characteristics of respondents by average income level per month

Income Level (Rupiah)	Percentage (%)
< 1.000.000	2
1.000.000 – 2.000.000	17
2.000.000 – 3.000.000	40
> 3.000.000	41
Total	100

Table 9. Characteristics of respondents by expenditure level per month

Expenditure Level	Percentage (%)
< 250.000	2
250.000 – 500.000	5
500.000 – 750.000	16
750.000 – 1.000.000	38
> 1.000.000	39
Total	100

Classical Assumption Test

Based on the Kolmogorov-Smirnov test, with a significance value of 0.722 (greater than the table value of 0.0886), the data is confirmed to be normally distributed. The correlation analysis shows all independent variables have low (including negative) correlations with each other, all below 0.05, indicating no multicollinearity issues in the regression model. Additionally, the Durbin Watson (DW) statistic of 1.901 falls between the lower (1.613) and upper (1.736) critical values, indicating no significant autocorrelation in the model.

Table 10. Heteroscedasticity test results

	Coefficients	t	Significance
Constant	1.872	1,725	0,088
Brand image	0,039	0,616	0,839
Brand trust	-0,041	-0,793	0,430
Advertising exposure	-0,024	-0,471	0,638

Based on the table above, all significance values (p-values) associated with the independent variables are greater than 0.05. Therefore, based on this regression model, there is no evidence indicating an autocorrelation problem.

Regression Test Results

The results of regression tests on the effect of brand image, brand confidence and advertisements on consumer attitude can be seen in table 11 below:

Table 11. Regression test results

Variables	Coefficients	t value	Significance
Constant	3,264	1,914	0,059
Brand image	0,284	2,873	0,005
Brand trust	0,210	2,578	0,011
Advertising exposure	0,437	5,410	0,000

with multiple linear regression equation as follows

$$y = 3,264 + 0,284 X_1 + 0,210 X_2 + 0,437 X_3$$

The regression coefficient suggests a positive relationship with consumer attitudes, but it is not statistically significant. The regression coefficient indicates a positive relationship with consumer attitudes, and it is statistically significant. The regression coefficient shows a positive relationship with consumer attitudes, and it is statistically significant

Effect of Brand Image on Consumer Attitudes

Consumer attitudes are typically influenced by their direct experiences with a product brand. However, these attitudes are not formed through direct comparisons alone, as consumers also rely on the brand's image as a reference point. In your study, the results indicate that brand image, particularly in the case of VIVO and OPPO, does not significantly impact consumer attitudes. Despite this, both VIVO and OPPO are recognized as well-established brands with strong brand images characterized by their symbols, colors, trade names, and logos. Respondents express confidence in these brand images, perceiving both VIVO and OPPO as superior brands known for their excellence, strength, and uniqueness in terms of both price and quality. (Wijayanti, 2022). Brand image shows limited impact on purchasing decisions, indicating that factors beyond brand perception play a more decisive role in consumer buying behaviors. (Surya Putra & Abiyoga, 2023). Brand image shows a partial and insignificant impact on buying interest (Rosita & Tahmat, 2021). The study concluded that brand image does not influence the decision to choose e-commerce services. (Munir, 2023).

Effect of Brand Trust on Consumer Attitudes

Belief in a brand's benefits is a key factor driving purchasing behavior, as it influences the desire to buy based on the perceived advantages of using or consuming the product. (Mittal, 2009). The study results indicate that brand trust significantly impacts consumer attitudes. These findings align with previous research by Nosi, Pucci, Melanthiou, & Zanni (2021), Liu & Wang (2023), Djamaludin & Fahira (2023), Rudzewicz & Strychalska-Rudzewicz (2021), Pratisti & Paramitasari (2023), Madeline & Sihombing (2019), Fauzy & Ali (2019), and Alghorayer & Ansari (2020).

Effect of Advertising Exposure on Consumer Attitudes

Advertisements offer valuable information about brands, highlighting both utilitarian and hedonic aspects. Many consumers use this information to form their attitudes toward the brand. (Mittal, 2009). The results indicate that advertising exposure significantly impacts consumer attitudes. These findings are consistent with the studies conducted by Wardhani & Alif (2019), Soti (2022), Chowdhury, Parvin, Weitenberner, & Becker (2006), Adzani & Premananto (2023), Septian, Alfatih, & Meilinda (2018), Suarsa, Hurriyati, Gaffar, Sugesti, & Munawar (2020), Chukwu, Kanu, & Ezeabogu (2019), and Zhao, Butt, Murad, Mirza, & Al-Faryan (2022).

4. CONCLUSIONS

Partially, brand trust and advertising exposure have a significant positive effect on consumer attitudes, while brand image has an insignificant positive effect. These findings align with and reinforce existing theories. The study period is limited to one month, capturing only short-term conditions. Future researchers are recommended to extend the research duration, expand the sample size, broaden the study's scope, and incorporate additional variables such as brand perception, brand love, brand loyalty, product quality, and price.

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