

How Does Mixue's Guerilla Marketing Influence Purchasing Decisions? Mediation Analysis Of Brand Awareness In Higher Education Students

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Article Info

Article history:

Received December 2023

Revised December 2023

Accepted December 2023

Keywords:

Guerilla Marketing

Brand Awareness

Purchase Decision

ABSTRACT

The number of Mixue outlets has rapidly spread in Indonesia since 2020, creating a stigma in the community that Mixue is a "Malaikat Pencatat Ruko Kosong". The availability of many Mixue outlets located in almost every region in the city/regency of Indonesia affects the decision-making process of consumers to be interested in buying Mixue products. This study aims to determine the influence of guerilla marketing on purchasing decisions through brand awareness. The quantitative research method with the student population of the Management Study Program of Buana Perjuangan University Karawang amounted to 3,017 students, while the sample used was 76 students. The analysis used uses SEM. The analysis results prove that guerilla marketing affects brand awareness but does not affect purchasing decisions directly. Brand awareness influences purchasing decisions. Brand awareness is proven to mediate the influence of guerilla marketing on Mixue's product purchase decisions.

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1. INTRODUCTION

The profits obtained from the culinary business are indeed large, it can even reach up to 200 percent [1]. So fierce competition in the culinary business is increasingly real, especially with the demands of people's lifestyles and diets today. One culinary that has shifted due to lifestyle and diet is Ice Cream. Ice cream used to be known as dessert or dessert during meals. But now it turns into a snack in leisure time.

Seeing this opportunity, Mixue is presented as an ice cream product at an affordable price for the community but still prioritizes a soft and delicious taste. Mixue

comes from China and was established in 1997 until now Mixue can occupy the position of the five most outlets in the world, which is 21,582 outlets. Even Mixue's position is above Burger King products (19,247 outlets) and Domino's Pizza (18,848 outlets) which were established in 1954 and 1960 [2].

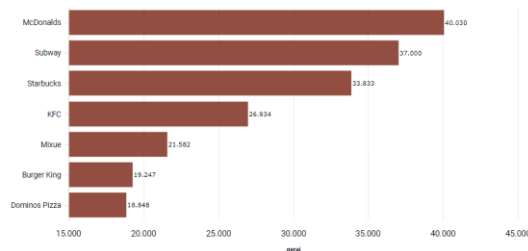


Figure 1. Culinary Business with the Most Outlets in the World in 2021

Sumber: (Annur, 2022) [2]

Based on Pandaily data, Mixue outlets in Indonesia reached 317 outlets at the end of March 2022. With this number of outlets, Mixue is predicted to achieve an operating income of IDR 57.2 billion and a net profit of IDR 5.04 billion [3]. In fact, on Dityo Enggar's YouTube uploaded on July 6, 2023, it is explained that Mixue's turnover reaches IDR 300 million/month, or it can be said to be IDR 10 million/day with product prices ranging from IDR 8,000 to IDR 24,000 [4]. The province in Indonesia with the highest number of Mixue outlets in West Java, with around 189 outlets spread across several cities/regencies [5].

The number of Mixue outlets that have quickly spread in Indonesia since 2020, has stigmatized the community that "Mixue Marketing Strategy: Malaikat Pencatat Ruko Kosong". The availability of many Mixue outlets located in almost every region in the city/regency of Indonesia affects the decision-making process of consumers to be interested in buying Mixue products.

Not only has an impact on consumer decision-making, but the stigma describes that Mixue's strategy has tended to use unconventional strategies or currently often known as Guerilla Marketing. Guerilla marketing is an unconventional marketing method to target the right consumers at unexpected times in an original but relevant way so that the impact will be long-lasting and unforgettable [6]. The results of research conducted by [7]–[9] showed that partial guerilla marketing variables have a significant effect on purchasing decisions.

Outlets located everywhere also shape consumer perception to be able to recognize Mixue products wherever consumers are. To be able to improve consumer purchasing decisions. The results of research conducted by [8] show that brand awareness variables partially affect purchasing decisions.

Based on the results of a study conducted by [10] noted that Mixue is favored by various age groups, with the dominance of the most age who consume Mixue, namely

between the ages of 18-28 years (53%). This age category includes in teenagers who are in college or college students.

Based on the phenomenon of these problems, researchers will raise the topic of the influence of guerilla marketing on the purchase decision of Mixue products with brand awareness as a mediating variable in UBP Karawang management students.

2. LITERATURE REVIEW

2.1 *Guerilla Marketing*

Guerrilla marketing is a different type of marketing and aims to win the minds of consumers [11]. Guerrilla marketing does not depend on the size of the marketing budget but relies on creativity and imagination [6]. Some guerrilla marketing techniques include:

1. Word of Mouth (WoM)

Word of Mouth as the dissemination of information about an object that is transferred from one individual to another, either directly or indirectly through communication media.

2. Buzz Marketing

Buzz marketing has proven to be very effective because individuals tend to trust recommendations from friends and family more than direct promotion of products.

3. Viral Marketing

Viral marketing creates a domino effect like Word of Mouth. Viral marketing is similar to Word of Mouth; The difference is that when a consumer becomes aware of a viral marketing activity, he tells five to ten people about it, and then they confide in five to ten people, and so on. The secret of this type of marketing is to reach and touch the customer's emotional point that will disseminate information to others.

4. Ambient Marketing

Ambient marketing is defined as the placement of advertisements in unusual and unexpected locations, which are often done by conventional methods, and being the only or one of the few ad executions that do so.

5. Ambush Marketing

Ambush marketing is when companies act as if they are sponsoring an event, when in fact they are not. At the same time, they get the same benefits as if they were official sponsors. Arguably, ambushers avoid sponsorship fees, but at the same time they want to touch customers to make them believe that the company is becoming a sponsor.

According to [9] there are 7 dimensions of Guerrilla Marketing, namely:

1. Novelty
2. Surprise
3. Clarity
4. Aesthetic
5. Humor
6. Relevance
7. Emotional arousal

2.2 Brand Awareness

Brand awareness is very important because if there was no brand awareness, communication and transactions would not occur [12]. [13] define brand awareness as the ability of consumers to recognize or remember a brand in enough detail to make a purchase. Brand Awareness is related to the strength of a brand's nodes or footprints in memory, which we can measure as a consumer's ability to identify a brand under different conditions. According to [8], the dimensions of brand awareness include:

1. Brand recognition
2. Brand recall

3. Top of mind brand

2.3 Purchase Decision

Purchasing decisions are stages in the decision-making process where consumers buy through six stages of purchase decisions made by consumers, namely product selection, brand selection, purchase channel selection, purchase amount, and purchase time. The dimensions of purchasing decisions include [14]:

1. Needs recognition
2. Information search
3. Evaluation of alternatives
4. Purchase decision
- Post-purchase behavior

3. METHODS

The author will explore information from respondents through online with quantitative research types through a descriptive verification approach. The population in this study is students of the Management Study Program of Buana Perjuangan University Karawang amounting to 3,017 students. The sample was taken based on the criteria that the author had determined and distributed via Google form to students of the Management Study Program UBP Karawang who had purchased Mixue products. The number of samples to be used in this study follows Lameshow's formula, which is 76 students (alpha 5%) with the sampling technique used is purposive sampling technique. The analysis used uses SEM (Structural Equation Model). The data processing process is carried out using the help of Smart PLS version 3.

4. RESULTS AND DISCUSSION

Descriptive Analysis

Table 1. Respondent Characteristics

Characteristics	Amount	%
Gender		
Female	62	81.6
Male	14	18.4

Stage		
2020	33	43.4
2021	27	35.5
2022	16	21.1
Age		
< 20 Years	12	15.8
20 – 25 Years	62	81.6
> 25 Years	2	2.6
Occupation		
Not Working Yet	49	64.5
Already Working	27	35.5
Income (Per Month)		
<Rp 1.000.000	41	53.9
Rp 1.000.000-Rp 3.000.000	13	17.1
Rp 3.000.001-Rp 5.000.000	13	17.1
Rp 5.000.001-Rp 10.000.000	8	10.5
>Rp 10.000.000	1	1.3
Frequency of Buying Mixue (Per Month)		
1 time	46	60.5
1-3 times	22	28.9
3-5 times	4	5.3
> 5 times	4	5.3

Source: Processed Primary Data (2023)

Based on table 1, shows that most of the respondents are female, 81.6%, and the rest are male respondents at 18.4%. According to the student class, most of the respondents for the class of 2020 were 43.4%, while the respondents who increased in 2021 were 35.5%, while for the class of 2022, they were 12.1%. According to age, most respondents aged 20 – 25 years amounted to 81.6% while respondents aged less than 20 years amounted to 15.8%, and the rest were aged more than 25 years 2.6%. According to employment, most respondents are not yet employed by 64.5% while respondents who are already employed by 35.5%. According to monthly income, most respondents have a monthly income of 53.9% while respondents who have income ranging from Rp 1,000,000-Rp 3,000,000 and Rp 3,000,000-Rp 5,000,000 each of 17.1%, income of Rp 5,000,000-Rp 10,000,000 of 10.5% and the rest have income of more than Rp 10,000,000 of 1.3%. According to the frequency of buying Mixue products in a month, most respondents bought Mixue products in a month only 1 time by 60.5%, while respondents bought 1-3 times by 28.9%, the remaining 3-5 times and >5 times each by 5.3%.

Verification Analysis

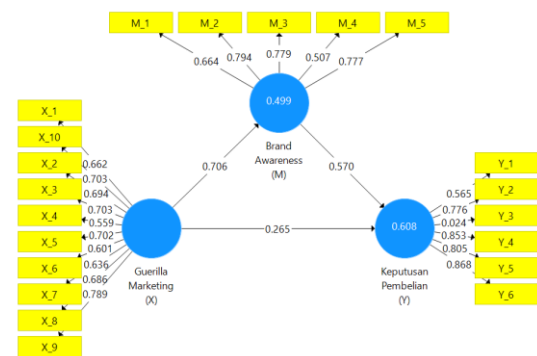


Figure 2. Research Result Model

This study uses the Structural Equation Modeling (SEM) modeling equation with the SmartPLS analysis tool version 3. SEM modeling is a further development of path analysis, in the SEM method the causality relationship between exogenous variables and endogenous variables can be determined more completely.

By using SEM, not only can causality relationships (direct and indirect) to observed variables or constructs be detected, but also the components that contribute to the formation of that construction can be determined in magnitude. Thus, causality relationships between variables or constructs become more informative, complete, and accurate.

This study uses a quantitative analysis approach that adopts Partial Least Square (PLS). PLS is a powerful analysis method because it is not based on many assumptions.

Here is the final result of the outer model test that shows the outer loading value.

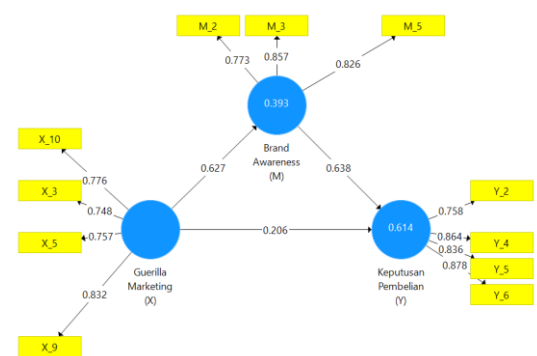


Figure 3. Outer Model Test Results

Based on figure 2, there are 21 constructs used to measure variables, 11 constructs are declared valid because they have a loading factor value above 0.7 while there are 10 constructs namely X1, X2, X4, X6, X7, X8, M1, M4, Y1, and Y3 that are invalid because they do not meet the test requirements, namely having a loading factor value below 0.7. So that the final model of the study is following Figure 3.

Table 2. Cross Loading Value

Question Item	Guerilla Marketing (X)	Brand Awareness (M)	Purchase Decision (Y)
X3	0.748	0.509	0.498
X5	0.757	0.365	0.384
X9	0.832	0.483	0.492
X10	0.776	0.561	0.491
M2	0.571	0.773	0.550
M3	0.495	0.857	0.651
M5	0.477	0.826	0.679
Y2	0.611	0.542	0.758
Y4	0.650	0.502	0.864
Y5	0.610	0.446	0.836
Y6	0.685	0.529	0.878

Source: Processed Primary Data (2023)

Based on the results of outer loading and Average Variance Extracted (AVE) measurements, it can be seen that all constructs are declared valid (AVE value ≥ 0.5), then this convergent validity test is declared to meet the test requirements.

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Guerilla Marketing (X)	0.607
Brand Awareness (M)	0.671
Purchase Decision (Y)	0.698

Source: Processed Primary Data (2023)

Based on table 4 shows that all variable values in reliability testing, both using Cronbach's alpha and composite reliability have values above 0.7 or it can be concluded that the variables tested are reliable, so they can be carried out to the structural model testing stage.

Table 4. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Guerilla Marketing (X)	0.785	0.860
Brand Awareness (M)	0.754	0.860
Purchase Decision (Y)	0.854	0.902

Source: Processed Primary Data (2023)

Based on Table 5, it is known that the value of R Square model line 1 is 0.393 which means that guerilla marketing can explain its effect on brand awareness by 39.3% and the rest is influenced by other variables outside the variables in this study, it can be concluded that the influence belongs to the category of moderate weak levels.

Then the R Square value of line 2 model is 0.614 which means that brand awareness can explain its influence on purchasing decisions by 61.4% and the rest is influenced by other variables outside the variables in this study.

Table 5. R-Square

Variable	R-Square
Brand Awareness (M)	0.393
Purchase Decision (Y)	0.614

Source: Processed Primary Data (2023)

Based on Table 6, the determination of accepted or rejected hypotheses is explained as follows.

Table 6. t-Statistic Results

Hypothesis	Original Sample	T Statistics	P Values	Info
Guerilla Marketing \rightarrow Brand Awareness	0,627	9,210	0.000	Accepted
Guerilla Marketing \rightarrow Purchase Decision	0,206	1.705	0.089	Rejected
Brand Awareness \rightarrow	0,638	6.517	0.000	Accepted

Purchase Decision				
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Source: Processed Primary Data (2023)

In Table 6, it is known that the coefficient value is 0.627 the t-statistic value is 9,210 > 1.96 and the p-value is 0.000 < 0.05, meaning that there is an influence of guerilla marketing on Mixue product brand awareness in UBP Karawang Management students. This is supported by previous research conducted by [7], [8], [15], [16] that there is a positive and significant influence between guerilla marketing on brand awareness. The better guerilla marketing on a product/service, the more it will increase brand awareness of the product/service. So, guerilla marketing that has been carried out by Mixue products can be felt by consumers so that it has an impact on consumers with the emergence of awareness in consumers to recognize Mixue products.

From Table 6, it is known that the coefficient has a value of 0.206 a t-statistic value of 1.705 < 1.96, and a p-value of 0.089 > 0.05. That is, there is no influence of guerilla marketing on the purchase decision of Mixue products in UBP Karawang Management students. This result is supported by previous research conducted by [17], which stated that in multiple linear regression analysis, of the five factors of Guerilla Marketing only creativity partially has a significant effect on purchasing decisions, while the other four factors (novelty, humor, clarity, and interest) do not have a significant influence on purchasing decisions.

According to [18], the majority of consumer responses are related to consumer reliability of a product or service that cannot be maintained just because of guerrilla marketing. It also depends on consumer confidence in the product or service. What's more, marketers need to frequently adopt innovations in guerrilla marketing to impress their consumers endlessly, rather than sticking with the same ads for a long time and different product lines of the same business.

Based on [19], factors that can influence consumer choices are (1) consumers themselves individually, meaning that the

choice to buy a product/service is influenced by things that exist in consumers, such as perception, brand characteristics, consumer attitudes, geographical conditions, lifestyle, economic conditions, and personality characteristics will affect the choice of available brands; (2) The environment that affects consumers, meaning that when consumers buy a brand of product, it may be based on many considerations such as imitating friends or other family members who have purchased first. So social interaction also affects the choice of product brand purchased.

In Table 6, it is known that the coefficient value is 0.638 the t-statistic value is 6,517 > 1.96 and the p-value is 0.000 < 0.05, there is an influence of brand awareness on the purchase decision of Mixue products in UBP Karawang Management students. This is supported by previous research conducted by [20]–[22] that in the decision-making process, brand awareness plays an important role because brand awareness can influence the purchase decision of a product/service. Brand awareness affects the process of taking consumers when choosing tourist attractions to visit. Brand awareness creates an image of Mixue that can attract visitors. So, if Mixue has high brand awareness, it will have an impact on consumers' purchasing decisions for Mixue's products. There is a strong tendency for consumers to buy brands they can recognize.

To find out how far the brand awareness variable mediates the relationship between guerilla marketing and purchasing decisions can be seen in the table of specific indirect effects.

Table 7. Specific Indirect Effects

Hypothesis	Original Sample	T Statistics	P Values	Info
Guerilla Marketing → Brand Awareness → Purchase Decision	0.400	4.984	0,000	Accepted

Source: Processed Primary Data (2023)

In Table 7, it is known that the coefficient value is 0.400 the t-statistic value is 4.984 > 1.96, and the p-value is 0.000 < 0.05, meaning that there is an influence of guerilla marketing on purchasing decisions mediated by brand awareness of Mixue products in UBP Karawang Management students. This is supported by previous research conducted by [23] showing that brand awareness is a strong mediating variable that significantly increases the influence of guerilla marketing on purchasing decisions. Although guerilla marketing directly does not influence purchasing decisions it must go through brand awareness mediation variables first so that it has a positive and significant influence. This shows that brand awareness is an important variable because it can increase the influence of guerilla marketing on visiting decisions. The existence of brand awareness makes indicators on guerilla marketing variables more visible and this has an impact

on the consumer decision-making process to be more positive.

5. CONCLUSION

This study aims to determine the influence of guerilla marketing on purchasing decisions mediated by brand awareness variables on Mixue products. Based on the analysis results, it was concluded that guerilla marketing directly affects brand awareness, but does not affect purchasing decisions. Guerilla marketing must first go through brand awareness so that there is an influence on purchasing decisions. Then brand awareness can also influence the purchase decision of Mixue's products. Therefore, efforts are needed to increase consumer brand awareness of Mixue products, so that guerilla marketing can maximally influence purchasing decisions.

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