THE IMPACT OF BRAND IMAGE, FOOD LABEL, PRODUCT QUALITY AND CONTENT MARKETING ON CONSUMER PURCHASING DECISION OF IMPORTED SNACK: Study on Tao Kae Noi Consumers in Semarang

Fathia Nur Annisa, Amie Kusumawardhani [1]

Management Department, Faculty of Economics and Business, Diponegoro University
Jl. Prof. Soedharto SH Tembalang, Semarang 50239, Phone: +622476486851

ABSTRACT

The popularity of snacking among Indonesian consumers is rising gradually. This is supported by the food and beverage industry's impressive performance growth over the several years. As a result of the rising competition, Tao Kae Noi will be forced to remain competitive, develop their brand image and product quality, as well as improving their consumer purchasing decisions by utilizing food label and content marketing trends.

This study was conducted to observe the influence of brand image, food label, product quality, and content marketing on consumer purchasing decisions of Tao Kae Noi consumers. The population in this study are the consumers of Tao Kae Noi products located in Semarang, Indonesia. The samples taken were 129 respondents. The sample collecting method used is purposive sampling. The data collecting method used was distributing questionnaires through Google Form. The analysis method used in this study was Multiple Linear Regression using SPSS 25 as the analysis tool.

The findings from this study indicate that brand image, food label, product quality, and content marketing partially and simultaneously have positive and significant influence on consumer purchasing decision. In addition, content marketing has the biggest influence on purchasing decision of Tao Kae Noi products.

Keywords: Brand image, food label, product quality, content marketing, consumer purchase decision.

---

[1] *Corresponding author*

INTRODUCTION

Indonesia is one of the top eleven countries in the world for snack food growth (Indonesia, 2019). This trend demonstrates that snacking has developed into a way of life for the majority of Indonesians. With the advancement of technology and an increased level of activity, these snacks can be used as a substitute for other foods to meet temporary energy needs. Snacks come in a wide range of flavors, from salty to sweet. In running food and beverages business, especially in Indonesia, a form of strategy is needed to introduce the products, facilities and advantages of the goods to the public or potential consumers. Building and maintaining a strong brand image is important for a business to do well in a competitive market (Ramesh et al., 2018). In Sasmita's (2015) study, Lau and Phau defined brand image as the connection between customers' usage of a brand and their perception of its symbolic importance in relation to consumption and self-expression. It signifies the present state of the company's brand positioning.

Research conducted by Kumar & Kapoor (2017) has demonstrated that prospective consumers exhibit a high level of attentiveness towards food labels and engage in extensive reading of them prior to making a purchase. Labels serve as crucial indicators of the search, experience, and trustworthiness attributes of products, hence acting as a powerful determinant for consumers in their purchasing decision. (Kelly & Jewell, 2019).

Ensuring product quality is of utmost importance for all firms since it greatly influences consumer happiness, which is the ultimate goal of all marketing efforts (Lone & Bhat, 2023). Quality refers to the extent to which a product meets established criteria and is free from faults (Mirabi et al., 2015). Moreover, Dsouza and Sharma (2021) found that the quality of food plays a crucial role in shaping consumer happiness and influencing their decision-making process.

Lou and Xie (2021) define content marketing as a widely used marketing approach that involves the creation and dissemination of pertinent and quality material. The primary goal is to attract and engage the intended audience, leading to increased profitability and fostering customer connection and loyalty. Consequently, businesses have started employing social media platforms to establish tighter and more efficient connections with their target audience (Chehtman, 2022).

This study focuses on investigating one of the popular brand for seaweed snack in Indonesia called "Tao Kae Noi". Tao Kae Noi is a company from Thailand which engaged in the food industry. Starting from being marketed in Thailand, the company has successfully penetrated the global market. Numerous innovations have been developed by the company to increase the competitiveness of its products and allow them to operate successfully on a global scale.

According to company financial statement, there has been decline sales in Asia countries during 2019 to 2021. Moreover, the data from Statistica showed that Tao Kae Noi total sales in Asia countries is not as high as in Thailand. Rivalry in nori seaweed goods is not limited to Tao Kae Noi Food items in Asian countries, particularly in Indonesia. Apparently, after conducting a pre-survey, most respondents chose opposite brand called Mamasuka due to its quality and other factors. Tao Kae Noi concerns undoubtedly influence consumer purchase decisions. Therefore, the company is required to be able to face the existing competition. Every year, the company has to reevaluate what factors they can use to boost its sales again because of the trend that happened constantly. This is allegedly caused by several reasons. Therefore, this study wants to investigate about factors that can influence consumer purchasing decision so that the company can create new strategies to increase their performance in the future. Based on the explanation and description of the existing problem, the author proposes research with the title **"The Impact of Brand Image, Food Label, Product Quality and Content Marketing on Consumer Purchasing Decision of Imported Snack: Study on Tao Kae Noi's Consumers in Semarang."**

RESEARCH FRAMEWORK AND HYPOTHESES DEVELOPMENT
Theory of Self-Congruity

This research study is based on the theory of self-congruity, which is derived from the self-concept that can be explained through a process of how consumers determine products that they think are in accordance with their values or self-image (Sehgal, et al. 2023). Likewise, the self-congruity theory posits that individuals are more likely to purchase products that correspond with their self-concept. This is because they perceive these products as manifestations of their individuality, and thus as a reflection of themselves. In other words, consumers have a tendency to select brands that reflect their personality, according to the self-congruity theory by Usakli & Baloglu in Li & Zhang (2023). The concept has been broadened to include personal beliefs, lifestyle, affiliation with particular social causes, and more (Boley & Woosnam, 2021). Rosenberg and Sirgy in Sehgal et al. (2023) defines it as "the totality of an individual's thoughts and emotions in relation to the self as an object.". The components of self-perception include the following: actual self-image (consumers' perception of themselves), ideal self-image (consumers' desired perception of themselves), social self-image (consumers' perception of how others perceive them), and ideal social self-image (consumers' desired perception of how others perceive them). This consumer-perceived congruity is the foundation and essential condition for making a purchase.

Self-congruity has become so ingrained in branding that it is accounted for in the notion of brand personality, which describes the optimal correspondence between the consumer and the service or product (Chua et al., 2019). Health-conscious consumers were more receptive to elaborating on food label and placed a premium on food naturalness, according to Mai et al. in Hanspal & Devasagayam (2017). In food and beverage industry, self-congruence theory is the matching degree between the overall product offered with the consumer's self-concept. It includes the quality they perceived, the image of the brand, the way the company communicate to consumers, and many more. Previous research has posited that consumers' purchasing decisions and choices are impacted by the perception of self-congruence theory (Sirgy et al., 2016; Kumar, 2022).

Brand Image and Purchase Decision

Brand image refers to the perceptions and beliefs that the customers hold, which reflects the association placed in the memory of customers (Kotler & Keller, 2016). Research by Sugianto et al. (2022) found that brand image has a positive and considerable influence on consumer purchasing decision. A study conducted by Amron (2018) informed that brand image has a positive influence on consumers' buying decision. Sasmita and Suki (2015) investigated the extent to which the brand image influences the purchasing decisions of 200 respondents while buying branded goods in Malaysia. Moreover, the study emphasized that there exists a strong and positive relationship between brand image and consumers' purchasing decision.

Foster (2017) conducted a survey in Indonesia and discovered that the brand image of Amidis mineral water influences positively the online purchasing decisions of consumers and potential buyers. Additionally, the study emphasized that there is a strong and meaningful correlation between brand image and consumers' purchasing decision. The study conducted by Watson et al. (2015) examined the impact of brand image on the purchasing choice of branded clothing products in Germany. The findings indicate that brand image has a beneficial impact on purchasing decisions. Regarding the issues above, the researcher developed hypotheses suggesting that the brand image of Tao Kae Noi has a favorable impact on consumers' purchasing

H1 : *Brand Image positively influences purchase decision*

Food Label and Purchase Decision

According to Sobaih and Abdelaziz (2022), food labeling offers consumers with relevant information about the nutrient composition of food items, allowing them to make nutritionally appropriate meal choices. a label is a part of a product that carries verbal information about the product or the seller. Research conducted by Kumar and Kapoor in 2017 stated that food label positively influenced purchasing decision. In addition, previous study conducted by Miller and Cassady (2015) have acknowledged the importance of nutrition labels in helping consumers make better food purchasing decision. Scarborough et al. (2015) define nutrition labelling formats as including health endorsement logos, comprehensive nutritional information, and even a straightforward traffic light system where colored nutritional symbols are affixed to food product packaging to indicate the level of healthiness.

In 2021, Hsu-Ju Teng conducted research and found that consumers perceived combined labels that included information about the type and amount of sugar, along with guideline daily quantities and a traffic light display, as being of high quality and trustworthy. This perception led to an improvement in consumer attitude and an increased intention to purchase sugar-sweetened beverages. Consumers interpreted the traffic light display and warning claim as a message about excessive sugar consumption, resulting in a decrease in their desire to purchase sugar-sweetened beverages due to social norms. Through the exhibition of food labels, individuals can comprehend the advantages and disadvantages associated with the food they consume. When consumers understand the nutrition information provided, they can evaluate the healthiness of a particular food product. Based on the description above, hypotheses raised as follows:

H2 : *Food Label positively influences purchase decision*

Product Quality and Purchase Decision

Product quality encompasses more than just the external appearance of the product, it also emphasizes the product's capacity to meet consumer needs. As defined by Kotler & Keller (2016), product quality refers to the collective attributes and qualities of a product or service that determine its capacity to meet the demands of consumers. A product is considered to be of high quality if it is able to meet the needs of consumers. According to Potter and Hotchkiss in Lestari et al. (2022), food quality is the quality characteristics of food that can be accepted by consumers, such as size, shape, color, consistency, texture, and taste. Tasty and fresh food plays an important role in trying to surpass competitors. Thus, quality food is one of the best ways to maximize success in the restaurant business.

Prior research has consistently demonstrated that product quality has a favorable and positive impact on consumer purchases. For instance, Amron's study in 2018 specifically found that product quality has a positive and large influence on the purchase of MPV cars. Research conducted by Herawati (2019) revealed that product quality is the most dominant variable which influence purchasing decision. Similarly, the results of Mirabi et al. (2015) study indicate that product quality is the primary determinant of consumers' buy intention, highlighting its significance in influencing customers' decision to purchase. A study conducted by Suhaily and Darmoyo (2017) demonstrates that the quality of a product has a favorable and substantial impact on the decision to buy Japanese electronic goods. Based on this description, the following hypothesis in this study is made.

H3 : *Product Quality positively influences purchase decision*

Content Marketing and Purchase Decision

According to Slater, "Content marketing is a dynamic method of acquiring clients by sharing knowledge online in order to attract and retain potential consumers" (Rancati et al., 2015). There are many options for advertising the products and services, but social media

has become the most popular due to its accessibility and widespread use around the world. Because of this, businesses are now embracing content marketing on social media to communicate with their customers on a much more regular basis. In a study by Toor et al. (2017), it was found that content marketing in social media has a big effect on what Pakistani customers want to buy.

Moreover, as claimed by Yang et al. (2019), short video content that is informative and emotional can influence consumer purchasing decision, indicating that content marketing has a positive effect with consumer purchasing decision. Similarly, study conducted by Pertierra (2021) found that entertaining content has a significant factor that impacts the way in which consumers perceive and interact with a social media platform. Undoubtedly, entertainment has become a crucial part of social media content marketing, requiring the creation of material that is humorous, and captivating at the same time (Sharma et al., 2022). In consequences, the hypothesis has been developed.

H4 : *Content Marketing positively influences purchase decision*

Brand Image, Food Label, Product Quality, Content Marketing and Purchase Decision

Many factors influence a consumer's decision to buy a packaged food product, including taste, quality, convenience, and ease of use (Mauludyani, Nasution, & Aries, 2021). Research conducted by Salem (2018) said that the influence can be either from external or internal. Two of the aspects are brand image and product quality. According to research conducted by Sari et al. (2022), brand image and product quality have a direct, positive impact on purchasing decision. Moreover, a study in 2017 found that consumers value food labels and examine them before making final purchasing decision (Kumar & Kapoor, 2017).

Toor et al in (2017) discovered that content marketing on social media significantly affects consumer preferences in Pakistan. Additionally, Cheung et al. (2021) demonstrated that a business that interacts and communicates with its target audience via social media sites is more likely to earn the trust of consumers and become one of their preferred options. Based on the explanation above, the hypotheses have been developed.

H5 : *Brand Image, Food Label, Product Quality and Content Marketing simultaneously influence purchase decision*

RESEARCH MODEL
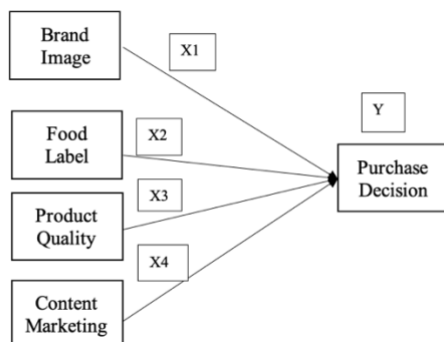
RESEARCH METHODOLOGY
Population and Sample

The population used in this study is Generation Z who have purchased Tao Kae Noi products in Semarang City. The criteria used in this research are Consumers of Tao Kae Noi

products with the age range of 14 to 28 years, who had purchased the product, and were domiciled in Semarang.

Data Collection Method

The sampling method used in this research uses a non-probability sampling with purposive sampling technique. This data collection technique was carried out by researchers by distributing online questionnaire through Google Form.

Data Analysis Technique

The data analysis method employed in this research is quantitative analysis, which involves processing data in the form of numbers. The analysis technique employed is the Multiple Linear Regression, which is run through the SPSS 25 program.

RESULT AND DISCUSSION

Validity and Reliability Test

Table 1
Validity Test

Variable	R Count	R Table	Status
Brand Image (X1)			
X1.1.1	.488	0.304	**Valid**
X1.1.2	.590	0.304	**Valid**
X1.2.1	.575	0.304	**Valid**
X1.2.2	.639	0.304	**Valid**
X1.3.1	.780	0.304	**Valid**
X1.3.2	.749	0.304	**Valid**
Food Label (X2)			
X2.1.1	.695	0.304	**Valid**
X2.1.2	.815	0.304	**Valid**
X2.2.1	.708	0.304	**Valid**
X2.2.2	.716	0.304	**Valid**
X3.3.1	.707	0.304	**Valid**
X3.3.2	.756	0.304	**Valid**
Product Quality (X3)			
X3.1	.549	0.304	**Valid**
X3.2	.697	0.304	**Valid**
X3.3	.784	0.304	**Valid**
X3.4	.770	0.304	**Valid**
X3.5	.694	0.304	**Valid**
X3.6	.553	0.304	**Valid**
Content Marketing (X4)			
X4.1	.819	0.304	**Valid**
X4.2	.722	0.304	**Valid**
X4.3	.832	0.304	**Valid**
X4.4	.810	0.304	**Valid**
X4.5	.743	0.304	**Valid**
X4.6	.623	0.304	**Valid**
Purchase Decision (Y)			
Y1.1	.820	0.304	**Valid**
Y1.2	.722	0.304	**Valid**
Y1.3	.587	0.304	**Valid**
Y1.4	.687	0.304	**Valid**

| **Y1.5** | .847 | 0.304 | **Valid** |
| **Y1.6** | .539 | 0.304 | **Valid** |

Source: Primary data processed by researcher, 2023

This study examined the validity of the first 41 respondents to determine whether or not each research statement is valid. All indicators used to measure variables in this study can be presented as valid units, as shown in the table above. Variables indicators used in this study have correlation values that exceed the r-table value, which is 0.304 and significant values are below 0.5.

Table 2
Reliability Test

Variable	**Cronbach's Alpha**	**Status**
Brand Image	.691	**Reliable**
Food Label	.828	**Reliable**
Product Quality	.763	**Reliable**
Content Marketing	.842	**Reliable**
Purchase Decision	.766	**Reliable**

Source: Primary data processed by researcher, 2023

Based on the table above, it can be stated that all variables were reliable. It is proven by the value of Cronbach Alpha from all variables which is more than 0.6 (standard a), hence all the question items in this research can be categorized as reliable and can be used for the next analysis.

Multiple Linear Regression Analysis Result

Table 3
Multiple Linear Regression Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.156	2.884		2.135	.035
	X1	.270	.062	.259	4.341	.000
	X2	.171	.054	.210	3.191	.002
	X3	.121	.054	.147	2.269	.025
	X4	.325	.053	.412	6.167	.000

a. Dependent Variable: Y

$$Y = 0.259\,X_1 + 0.210\,X_2 + 0.147X_3 + 0.412X_4$$

1. Brand image (X1) variable (β1) has a positive effect on purchase decision (Y)
2. Food label (X2) variable (β2) has a positive effect on purchase decision (Y)
3. Product quality (X3) variable (β3) has a positive effect on purchase decision (Y)
4. Content marketing (X4) variable (β4) has a positive effect on purchase decision (Y)

Table 4
Coefficient of Determination

7

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835[a]	.696	.687	2.804

a. Predictors: (Constant), X4, X1, X3, X2

In Table 4, it can be seen that the Adjusted R Square value is 0.687, meaning that 68.7% of the variation in the purchase decision variable can be explained by the brand image, food label, product quality and content marketing variables. The remaining 31.3% can be explained by other factors not included in this study.

Table 5
Simultaneous Significance Test Result (F Test)

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2236.101	4	559.025	71.118	.000[a]
	Residual	974.705	124	7.861		
	Total	3210.806	128			

a. Predictors: (Constant), X4, X1, X3, X2

b. Dependent Variable: Y

F_{table} = 2.45.

Based on Table 5, it is known that the F_{count} value is 71.118 > F_{table} 2.45 and with a Sig. (0.000 <0.05), based on the hypothesis testing criteria if F_{count} > F_{table} then H0 is rejected and H1 is accepted, meaning that the independent variables are Brand Image (X1), Food Label (X2), Product Quality (X3), and Content Marketing (X4) simultaneously has a positive and significant effect on Purchase Decision (Y) of Tao Kae Noi products.

Table 6
Partial Significance Test Result (T Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.156	2.884		2.135	.035
	X1	.270	.062	.259	4.341	.000
	X2	.171	.054	.210	3.191	.002
	X3	.121	.054	.147	2.269	.025
	X4	.325	.053	.412	6.167	.000

a. Dependent Variable: Y

t_{table} = 1.979

Therefore, based on table 6 it can be seen that:

1. Brand image variable (X1) has a coefficient ($\beta1$) = 0.270 > 0 with t_{count} (4.341) > t_{table} (1.979) and significance (0.000) <0.05. Thus, brand image has a positive and significant effect on purchase decision for Tao Kae Noi products. If brand image increases, purchase decision will also increase significantly, and vice versa.
2. Food label variable (X2) has a coefficient ($\beta2$) = 0.171 > 0 with t_{count} (3.191) > t_{table} (1.979) and significance (0.002) <0.05. Thus, food label has a positive and significant

effect on purchase decision for Tao Kae Noi products. If food labels increase, purchase decision will also increase significantly, and vice versa.

3. Product quality variable (X3) has a coefficient ($\beta2$) = 0.121 > 0 with t_{count} (2.269) > t_{table} (1.979) and significance (0.025) < 0.05. Thus, product quality has a positive and significant effect on Tao Kae Noi's purchase decision. If product quality increases, purchase decision will also increase significantly, and vice versa.

4. Content marketing variable (X4) has a coefficient ($\beta2$) = 0.325 > 0 with t_{count} (6.167) > t_{table} (1.979) and significance (0.000) < 0.05. Thus, content marketing has a positive and significant effect on purchase decision for Tao Kae Noi products. If content marketing increases, purchase decision will also increase significantly, and vice versa.

CONCLUSION

Based on the results of the discussion obtained in the research "The Impact of Brand Image, Food Label, Product Quality and Content Marketing on Consumer Purchasing Decision of Imported Snack: Study on Tao Kae Noi Consumers in Semarang", it can be concluded:

1. Brand image positively and significantly influences purchase decision. Thus, (H1) is declared accepted.
2. Food label positively and significantly influences purchase decision. Thus, (H2) is declared accepted.
3. Product quality positively and significantly influences purchase decision. Thus, (H3) is declared accepted.
4. Content marketing positively and significantly influences purchase decision. Thus, (H4) is declared accepted.
5. Brand image, food label, product quality and content marketing positively and significantly influence purchase decision. Thus, (H5) is declared accepted.

Research Limitations

This research has certain limitations. These limitations are expected to serve as guidelines and directions for future researchers so that they do not recur in the future. Limitations of this study include:

1. Researcher was unable to confirm that respondents had comprehended the questionnaire statements since it was delivered through the Google Form.
2. This research was dominated by respondents who work as colleagues as much as 54.3% and also dominated by female respondents as much as 72.9%. Therefore, the result may be uneven.
3. This study only looked at a few of the many variables that could influence consumer purchasing behaviour. According to the findings, the variables in the study could explain 68.7% of the variation in the purchase decision. Therefore, the remaining 31.3% can be explained by other factors outside this study.

Agenda for Future Research

Future research can conduct study on various types of respondents to determine if differences in demographic characteristics can affect purchase decision on import snack. As an example, future researchers can conduct research in areas other than Semarang by covering various age groups for better generalization. Secondly, numerous factors can influence customer purchasing decision. However, this study specifically examines the impact of four variables, which are brand image, food label, product quality, and content marketing. There are additional variables that could potentially influence the outcomes of

this study but have not been included. Future research can conduct research with other variables such as brand loyalty, brand awareness, consumer engagement, and many more.

REFERENCES

Amron, A. (2018). The influence of brand image, brand trust, product quality, and price on the consumer's buying decision of MPV cars. *ESJ: European Scientific Journal*, *14*(13), 228-239.

Boley, B. B., & Woosnam, K. M. (2021). Going Global or Going Local? Why Travelers Choose Franchise and Independent Accommodations. *Journal of Travel Research*, *60*(2), 354–369. https://doi.org/https://doi.org/10.1177/0047287520904786

Chehtman, A. (2022). *Top Six Trends Shaping the Global Snacks Industry*. Euromonitor International. https://www.euromonitor.com/article/top-six-trends-shaping-the-global-snacks-industry

Cheung, M. L., Pires, G., Rosenberger, P. J., Leung, W. K., & Chang, M. K. (2021). The role of social media elements in driving co-creation and engagement. *Asia Pacific Journal of Marketing and Logistics*, *33*(10), 1994–2018.

Chua, B.-L., Kim, H.-C., Lee, S., & Han, H. (2019). The role of brand personality, self-congruity, and sensory experience in elucidating sky lounge users' behavior. *Journal of Travel & Tourism Marketing*, *36*(1), 29–42. https://doi.org/10.1080/10548408.2018.1488650

Dsouza, D., & Sharma, D. (2021). Online food delivery portals during COVID-19 times: an analysis of changing consumer behavior and expectations. *International Journal of Innovation Science*, *13*(2), 218–232.

Foster, B. (2017). Impact of Brand Image on Purchasing Decision on Mineral Water Product "Amidis" (Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences*, *2*(1), 1–11. https://doi.org/10.21694/2378-7031.16023

Hanspal, S., & Devasagayam, P. R. (2017). Impact of Consmers' Self-Image and Demographics on Preference for Healthy Labeled Foods. *SAGE Open*, 1–18. https://doi.org/10.1177/2158244016677325

Herawati, Prajanti, S. D. W., & Kardoyo. (2019). Predicted Purchasing Decisions from Lifestyle, Product Quality and Price Through Purchase Motivation. *JEE: Journal of Economic Education*, *8*(1), 1–11.

Indonesia, S. B. (2019). *Global Opportunities: Opportunity in the Food Industry in Indonesia, Salty Savory Snacks, Sauces, Mustard, and Mayonnaise*. Switzerland Global Enterprise. https://www.s-ge.com/ko/node/35203

Kelly, B., & Jewell, J. (2019). Front-of-pack nutrition labelling in the European region: Identifying what works for governments and consumers. *Public Health Nutrition*, *22*(6), 1125–1128.

Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran Edisi 12 Jilid 1 & 2*. PT. Indeks.

Kumar, N., & Kapoor, S. (2017). Do labels influence purchase decision of food products? Study of young consumers of an emerging market. *British Food Journal*, 218–226.

Lestari, R., Pradani, T., & Digdowiseiso, K. (2022). The Effects of Price Perceptions, Food Quality, and Menu Variations on Ordering Decisions and Their Impact on Customer Loyalty in Online Culinary Products. *Budapest International Research and Critics Institute Journal*, *5*(1), 1518–1527. https://doi.org/https://doi.org/10.33258/birci.v5i1.3754

Li, Z., & Zhang, J. (2023). How to improve destination brand identification and loyalty using short-form videos? The role of emotional experience and self-congruity. *Journal of Destination Marketing & Management*, *30*, 1–13.

Lone, R. A., & Bhat, M. A. (2023). The Role of Customer Satisfaction as a Mediator Between Product Quality and Customer Loyalty. *International Journal of Management and Development Studies*, *12*(06), 13-31.

Lou, C., & Xie, Q. (2021). Something social, something enter- taining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, *40*(3), 376–402. https://doi.org/https://doi.org/10.1080/02650487.2020.1788311

Mauludyani, A. V., Nasution, Z., & Aries, M. (2021). Knowledge on Nutrition Labels for Processed Food: Effect on Purchase Decision among Indonesian Consumers. *Jurnal Gizi Pangan*, 47–56.

Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention (Case Study: the Agencies of Bono Brand Tile in Tehran). *JMEST: Journal of Multidisciplinary Engineering Science and Technology*, *2*(1), 267–273.

Ramesh, K., Saha, R., Goswami, S., Sekar, & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, *26*(2), 377-387.

Rancati, E., Codignola, F., & Capatina, A. (2015). Inbound and outbound marketing techniques: A comparison between Italian and Romanian pure players and click and mortar companies. *Risk in contemporary economy*, *2*(1), 232-238.

Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 1748–1768.

Sari, N., Sudarmiatin, & Dewi, T. S. (2022). The Influence of Product Quality, Brand Image on Purchase Decision and Brand Trust as Mediation Variables (Study on iPhone Users in Malang City). *IJHESS: International Journal Of Humanities Education And Social Sciences*, 129–137.

Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity. *International Journal of Retail & Distribution Management*, *43*(3), 276–292.

Scarborough, P., Matthews, A., & Eyles, H. (2015). Reds are more important than greens: how UK supermarket shop- pers use the different information on a traffic light nutrition label in a choice experiment. *Int J Behav Nutr Phys Act*, *12*(151).

Sehgal, N., Jham, V., & Malhotra, G. (2023). Does green brand anthropomorphism influence repurchase intention? Understanding the impact of brand warmth, psychological ownership, and self-brand congruity. *Journal of Retailing and Consumer Services*. https://doi.org/10.1016/j.jretconser.2023.103546

Sharma, A., Fadahunsi, A., Abbas, H., & Pathak, V. K. (2022). A multi-analytic approach to predict social media marketing influence on consumer purchase intention. *Journal of Indian Business Research*, *14*(2), 125–149.

Sirgy, M. J., Lee, D. J., & Grace, B. Y. (2016). Revisiting self-congruity theory in consumer behaviour: making sense of the research so far. In *Routledge International Handbook of Consumer Psychology* (hal. 203–219). Routledge.

Sobaih, A. E. E., & Abdelaziz, A. S. (2022). The Impact of Nutrition Labelling on Customer Buying Intention and Behaviours in Fast Food Operations: Some Implications for Public Health. *International Journal of Environmental Research and Public Health*, *19*, 7122. https://doi.org/https://doi.org/10.3390/ijerph19127122

Sugianto, L. O., Ardiana, T. E., & Wardhani, D. P. (2022). The Effect of Brand Image and Product Quality on Customer Purchase Decision (Case Study on the Adidas Brand in Siman Ponorogo Sub-district). *IJEBAR: International Journal of Economics, Business and Accounting Research*.

Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.

Suhaily, L., & Darmoyo, S. (2017). Effect of Product Quality, Perceived Price and Brand Image on Purchase Decision Mediated by Customer Trust (Study on Japanese Brand Electronic Product). *Jurnal Manajemen*, *21*(2), 179–194.

Teng, H. J., Lo, C. F., & Ni, J. J. (2021). Synergy effect of nutritional labelling on purchase intention of sugar-sweetened beverages. *British Food Journal*, *123*(12), 4402–4420. https://doi.org/https://doi.org/10.1108/BFJ-11-2020-1014

Toor, A., Mudassir, H., & Hussain, T. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. *Asian Journal of Business and Accounting*, *10*(1).

Watson, A., Lecki, N. K., & Lebcir, M. (2015). Does size matter? An exploration of the role of body size on brand image perceptions. *Journal of Product & Brand Management*, *24*(3), 252–262.

Yang, Q., Qin, L., & Chen, Z. (2019). Empirical study on the impact of short video content marketing on consumer's purchasing intention based on the integrated model of TRA and ELM. *EDMI: 1st International Symposium on Economic Development and Management Innovation*, 519–524.