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INSIGHT Journal focuses on social science and humanities research. The main aim of INSIGHT Journal is to provide an intellectual forum for the publication and dissemination of original work that contributes to the understanding of the main and related disciplines of the following areas: Accounting, Business Management, Law, Information Management, Administrative Science and Policy Studies, Language Studies, Islamic Studies and Education.

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FOREWORD BY DEPUTY RECTOR OF RESEARCH, INDUSTRIAL LINKAGES & ALUMNI



Since 2018, the INSIGHT JOURNAL (IJ) from Universiti Teknologi MARA Cawangan Johor has come up with several biennial publications. Volume 1 and 2 debuted in 2018, followed by Volume 3 this year as well as Volume 4 with 19 published papers due to the great response from authors both in and out of UiTM. Through Insight Journal, lecturers have the ability to publish their research articles and opportunity to share their academic findings. Insight Journal is indexed in MyJurnal MCC and is now an international refereed journal with many international reviewers from prestigious universities appointed as its editorial review board members.

This volume 5 as well as volume 6 (which will be published in 2020) are special issues for the 6th International Accounting and Business Conference (IABC) 2019 held at Indonesia Banking School, Jakarta. The conference was jointly organized by the Universiti Teknologi MARA Cawangan Johor and the Indonesia Banking School Jakarta. Hence, the volumes focus mainly on the accounting and business research papers compiled from this conference, which was considered a huge success as over 66 full papers were presented.

Lastly, I would like to thank the Rector of UiTM Johor, Associate Professor Dr. Ahmad Naqiyuddin Bakar for his distinctive support, IJ Managing Editor for this issue Dr. Noriah Ismail, IJ Assistant Managing Editor, Fazdillah Md Kassim well as all the reviewers and editors who have contributed in the publication of this special issue.

Thank you.

ASSOCIATE PROF. DR. SAUNAH ZAINON
Deputy Rector of Research, Industrial Linkages & Alumni
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Factors Influencing Brand Awareness of Feminine Hygiene Products among Young Female Adults

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Abstract

This paper studied the effects of distribution, pricing, advertising and brand activation on brand awareness among young female adults. Data from 100 respondents were analyzed using descriptive, correlation and multiple regression analysis. Empirical results authenticated that brand activation significantly affects brand awareness. Input regarding the effects of distribution, price, advertising and brand activation on brand awareness among respondents would be crucial in helping marketers formulate strategies to enhance their brand, obtain competitive advantage and business sustainability among young consumer markets. Empirical findings offer academic contributions to the existing body of knowledge of consumer behavior. The findings indicated price and advertising as significant towards brand awareness.

Keywords: Females, feminine hygiene products, brand awareness, roadshows.

1. Introduction

There is a wide variety of feminine hygiene products (FHP) sold at retail outlets in Malaysia that comes with its own brand name and it will have its own unique selling proposition to provide the best FHP for women. Customers have their own preference in choosing what type of brand to use. Some preference towards FHP can be the features, price or social influence that leads to what brand to use. Promotional activities can help the retailers to get close to the customers and understand their needs. It can also help in increasing their awareness towards the brand itself.

2. Problem Statement

Popular brands have carried out promotional strategies such as brand activation, sales promotion, sponsor for a local movie and offer premiums in order to gain new customers and retain existing ones. However, the number of sales of FHP keeps dropping and failed to meet their sales target. Thus, a preliminary interview was conducted with several respondents in order to gain the information related with these issues. From the feedback, most of them are not interested in roadshow activities since they have no fun factors. There are no games conducted or celebrities invited to make them interested in visiting the brand's booth. Other than that, the booth location is not strategic enough, making it difficult to be noticed. In addition, students will not go to a site sale if they do not know what booths are available there. Hence, this study attempted to fill in the gaps by providing a theoretical and practical perspective about the relationship between distribution, price, advertising, brand activation, brand awareness and factors affecting brand awareness of FHP among female university students.

University roadshows is one of the brand activities in order to enhance brand activation among customers. The roadshows' objective is to approach as many female students as possible because it is easier to influence them about hygiene and to make them be aware about the brand. It is also much easier to interact and to introduce new products to the students. Price discounts and free mechanics are also given to everyone who purchased their products in order to stimulate customer's purchasing behavior. Unfortunately, product choices offered at roadshows are limited and customers have difficulties in making a purchase if they want other product choices. In addition, customers also face difficulties to purchase stock keeping units (SKU) based on their preferences since what they want is not always available during the roadshows.

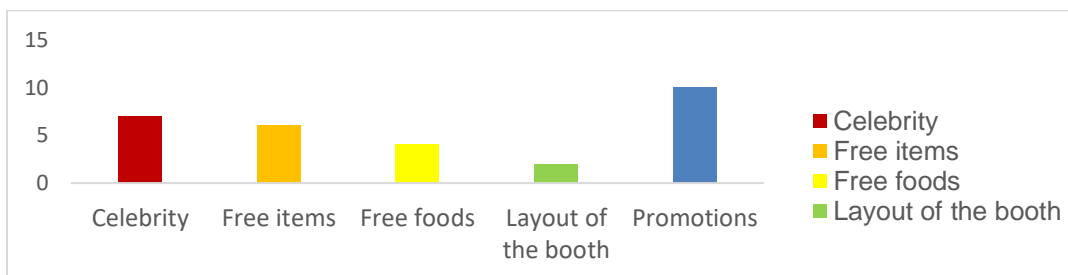


Figure 1: Factors that influence students to visit the booth

3.0 Literature Review

3.1 Distribution

A brand is deemed strong in the market and has many consumers if it has the widest distribution. Huang & Sarigöllü (2012) stated that a more intensive brand distribution leads to greater awareness among customers. Since FHP is a fast-moving consumer good, manufacturers will use an intensive distribution strategy to distribute the products as it is cheaper and more effective to reach out to customers.

3.2 Price

Some customers will look for a lower price product compared to other customers that choose quality over price as these types of customers will have a perception that high price products are of high quality (Memon, Arif, & Lecturer, (2016) Memon et al., (2016), Shahid, Hussain, & Zafar, (2017). Likewise, there are also customers who are price sensitive and therefore they will tend to compare between the prices and choose the most affordable price of FHP available. This popular brand is offered its product at a higher price compared to other brands, but it is also known for its high-quality.

3.3 Advertising

Advertising helps to increase brand awareness and most customers will be influenced by the advertisement shown by the brand. Each advertisement must be unique and able to catch the attention of potential customers. Powerful commercial also encourages the association to build the mindfulness about a brand (Chi, Yeh, & Yang, 2009) and good and effective advertisements can increase awareness of a brand (Shahid et al., 2017).

3.4 Brand activation

Promotional activities such as roadshows, exhibitions, awareness campaigns (Islam Sutirtha, 2012), sales promotions, advertisements, sponsorships and events that can catch the consumer's attention is considered as brand activation (Chi, 2009). The purpose of activation is to create consumer experience towards the brand during a selected event. Promoters can explain more regarding the products especially if they can persuade the consumers to purchase their products. Many activities can be done during activation to assist in gaining more attention and increase the number of audiences. Likewise, sponsorships can create product awareness especially if the event is related to the brand. Through activation, the company can highlight their brand as well as align with the purpose of the product. Thus, brand activation is the cheapest way to interact with consumers and increase brand awareness.

3.5 Brand awareness

As indicated by Chi et al (2009), brand awareness is a consumer's ability to recall and recognize a brand in different situations while Svensson (2005) mentioned that to increase brand awareness, retailers should increase the familiarity of the brand through brand exposure. Brand recognition occurs when a consumer can identify or spot the brand in a store based on what they saw in the advertisement. Meanwhile, recall is when a consumer can recall any memory that they gain when purchasing any specific item. In addition, Chi et al (2009) revealed that brand recall and brand recognition are the elements of brand awareness. When consumers see a product, they can identify and recall a brand name of the product perfectly. Once the companies had achieved brand awareness from the customer, it shows that the brand has a stronger image and has competitive advantage.

4.0 Research methodology

Quantitative research method was chosen to obtain data for this research. Convenience sampling technique has been chosen and the respondents are female students who passed by the brand's booth on the day of the event. Regression analysis is used in order to identify the relationship between independent variables which are distribution,

price, advertising, promotional activities and the dependent variable which is brand awareness.

Table 1: Reliability Statistics

DISTRIBUTION	PRICE	ADVERTISING
Cronbach's Alpha 0.801	Cronbach's Alpha 0.726	Cronbach's Alpha 0.875
BRAND ACTIVATION		BRAND AWARENESS
Cronbach's Alpha 0.821		Cronbach's Alpha 0.739
No of items for every variable = 5		

Table 1 shows the Cronbach's Alpha where the acceptable alpha coefficient should be in the range of 0.7 to 1.0. When testing for reliability, the researcher did not delete any item in the variables used such as distribution, price, advertising, brand activation and brand awareness as the initial outcomes already exhibited an acceptable alpha coefficient in the reliability analysis. Brand awareness is indicated as good for the reliability analysis based on the Cronbach's Alpha rule of thumb, which is the same for the rest of the variables which are distribution, price, advertising, and brand activation as the results is between 0.7 to 0.8. In addition, from all the variables, advertising and brand activation are in the highest scale which is 0.8 (good). It clearly shows that all the questions that are used in the questionnaire are reliable and able to represent the variables.

Table 2: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand_awareness	100	1.80	5.00	3.9700	.68953
Distribution	100	1.00	5.00	3.9620	.64429
Price	100	1.00	5.00	3.2840	.84144
Advertising	100	1.00	5.00	4.0540	.62010
Brand_activation	100	1.40	5.00	3.9160	.67819
Valid N (listwise)	100				

Table 2 shows the value of mean for brand awareness (3.9700), distribution (3.9620), price (3.2840), advertising (4.0540) and brand activation (3.9160). These values represented the response from the students who answered the questionnaire on the scale of 1 (strongly disagree) to 5 (strongly agree). It shows that the respondents understand the statements in the questionnaire. Overall, the respondents agreed that all variables or factors that were chosen are important and relatable to brand awareness. Thus, it can be derived that the highest mean is cumulated by advertising which is 4.0540 and the lowest mean is cumulated by price which is 3.2840.

Table 3: Correlations of Purchase Intentions and The Four Factors

		BRAND AWARENESS	DISTRIBUTION	PRICE	ADVERTISING	BRAND ACTIVATION
BRAND AWARENESS	Pearson Correlation	1	.111	-.462**	-.104	.194
	Sig. (2-tailed)		.442	.001	.472	.178
	N	100	100	100	100	100
DISTRIBUTION	Pearson Correlation	.111	1	-.140	.748**	.558**
	Sig. (2-tailed)	.442		.332	.000	.000
	N	100	100	100	100	100
PRICE	Pearson Correlation	-.462**	-.140	1	-.039	-.067
	Sig. (2-tailed)	.001	.332		.790	.644
	N	100	100	100	100	100
ADVERTISING	Pearson Correlation	-.104	.748**	-.039	1	.535**
	Sig. (2-tailed)	.472	.000	.790		.000
	N	100	100	100	100	100
BRAND ACTIVATION	Pearson Correlation	.194	.558**	-.067	.535**	1
	Sig. (2-tailed)	.178	.000	.644	.000	
	N	100	100	100	100	100

*. Correlation is significant at the 0.01 level (2-tailed).

Based on the test that has been conducted, all the variables have low correlation with brand awareness. Price has the strongest correlation with $r=0.462$. Next, correlation results for brand activation, distribution and advertising shows little if any correlation with brand awareness represented by $r=0.194$, $r=0.111$ and $r=0.104$. The results analyzed indicated that brand awareness can be improved and enhanced with other elements or variables other than distribution, brand activation and advertising. In addition, all the independent variables can be seen to have negative relationship with the dependent variable which is brand awareness. The findings indicate that brand awareness is dependent on those variables which are distribution, price, and advertising and brand activation. The result shows that the strongest factor influencing brand preferences of FHP is price with a correlation factor of $r=0.462$.

5.0 Conclusion

5.1RO1: To identify the factors affecting brand awareness of FHP among female students.

Table 4: Table of Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.881	0.742		6.580	0.000
Distribution	0.253	0.221	0.223	1.141	0.260
Price	-0.364	0.106	-0.429	-3.439	0.001
Advertising	-0.490	0.215	-0.433	-2.274	0.028
Brand activation	0.289	0.161	0.272	1.795	0.079

Four variables of brand awareness that have been tested are distribution, price, advertising and brand activation. From the results, only two variables that are significant towards brand awareness as they have a p-value of less than 0.05 which are advertising and price while two other variables that are not significant are distribution and brand awareness. Then, in terms of Reliability Analysis, Cronbach's Alpha has determined that all variables are positively correlated to each other as all have a value of more than 0.7.

Based on the descriptive statistics conducted by the researcher, the results indicated that the value of mean for distribution, price, advertising and brand awareness showed a positive value (above neutral) as all variables obtained more than 3.00. This means that the respondents agreed that all variables chosen are important and related to brand awareness. Next, for correlation coefficient analysis, all variables used towards brand awareness have a negative relationship with the dependent variable. This indicated that brand awareness is dependent on those variables which are distribution, price, and advertising and brand activation. Results from the correlation test can determine the size of correlation coefficient for each variable between each other. As for the model summary (R Square) which is 32.1%, it can be concluded that only 32% of changes in the dependent variable can be explained by all independent variables chosen. The remaining 67.9.0% cannot be explained due to omission at some other variables.

The findings also derived the coefficients level that each variable has with brand awareness. Previously, it showed only price and advertising are found to be significant with brand awareness while the other two variables which are distribution and brand activation are not significant because the p-value is more than 0.05. Besides that, the table of coefficients can also point out the type of relationship that each of the variables has towards brand awareness which is seen at the unstandardized coefficients value. The variables that have the highest value in B (Beta) can be concluded to have a strong relationship between dependent variable and independent variables as the highest value is advertising and followed by price. Thus, factors affecting brand awareness of FHP are price and advertising as they have a significant p-value with brand awareness which is 0.001 and 0.028 respectively. As for distribution and brand activation, they must be rejected as they have an insignificant p-value which are 0.26 and 0.079 respectively, whereas it should be less than 0.05 ($p < 0.05$) for it to be significant.

Reasons why price and advertising have a p-value that is less than 0.05 are related to brand awareness. Svensson (2005) stated that, one of the most important factors that make a consumer choose a product is price but there are also consumers who focus more on the quality of the products rather than price. This brand offers FHP at a slightly higher price compared to other brands, but customers still choose this brand due to its high-quality products. Since millennial's main information source is social media and internet, it is crucial for any organization to keep up with the trend by using this media for advertising. It is the easiest, cheapest and fastest way to reach out to the audience. However, for the insignificant variables such as distribution and brand activation, there is a reason why the result of p-value is more than 0.05. Svensson (2005) stated that, a strong brand can give more influence on the distribution channels. Thus, it is vital for a fast-moving consumer goods category to have access in store as consumers will not go to other stores to search for their preferred brand. Instead some will purchase any brand

that is available. Unfortunately, this brand is only distributed to selected petrol stations that have a higher traffic which may result in them losing some consumers.

The final factor is brand activation or known as outdoor advertising. Activation has become significant due to its potential to reach many consumers who are prone to social media (Till, 2018). If news regarding the brand's activities and campaigns are not posted on social media, it will not reach many audiences. Customers tend to search the social media for their favorite products' recent updates and news. Thus, by updating important news on social media it will gain and reach a larger number of audiences. This popular brand conducted university roadshows, but they did not provide updates on the roadshows' schedule on their social media. Thus, they need to update more on their activities on any social platforms that can easily reach the consumers and choose perfect timing to hold the roadshows. In conclusion, this study discovered that advertising has the highest impact towards consumer brand awareness, followed by price.

5.2. RO 2: To identify the main factor affecting brand awareness of FHP among female students.

As indicated from the findings, all variables have their own significance level towards the dependent variable which is brand awareness but only price and advertising are significant to brand awareness while distribution and brand activation are proven otherwise. Therefore, distribution and brand activation should be eliminated as the factors affecting brand awareness on FHP among female students. In addition, among these two significant variables, advertising is the main contributing factor affecting brand awareness for FHP. This is because advertising has the highest standardized coefficients with brand awareness with Beta = (-0.49) in value followed by price with Beta = (-0.364) in value. Price is also proven as the most contributing factor affecting brand awareness on FHP because consumers tend to look at a product's price before purchasing it. Anyone that prefers product quality rather than its price would choose this popular brand. In conclusion, people will choose product quality over product price.

5.3 Recommendations

I. Widely distribute the products to retail stores like petrol stations and convenience shops. It may not be very profitable, but it helps to gain sales especially for customers who are in an emergency to purchase FHP. Once they could not get their desired brands on the shelves, they may choose another brand and then stick to it. If the product is available in shops in rural areas, it will help to increase the consumer brand awareness.

II. Do aggressive promotion during brand activation whereby this brand supplier should conduct more roadshows because it helps to gain new customers and to reach target sales. They should rent or buy mobile vehicles and set up the layout in the vehicle to help the company get ready their booth quickly. It is also efficient and cost saving especially if the schedule is at East Coast. The mechanics or free items that they give with every purchase should be changed. Different promotional tools that are offered with every purchase help to bring more customers to purchase it since satisfaction of a customer is important to influence customer loyalty to a brand for a long term relationship (Ranabhat, 2018). Since competition between brands are very high, using

sales promotional tools help to influence individual buying behavior towards the brand (Ranabhat, 2018).

III. Create more awareness on safety standards among Malaysian FHP users as there is a standard requirement for health and safety products for consumer as mentioned in Part III of Consumer Protection Act 1999. Section 19 (1) of the Act provides that the Minister may by regulations prescribe the safety standards in respect of any goods or class of goods; and (b) any services or class of services, and may prescribe different safety standards for different goods or services, or classes of goods or services.

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