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## The Role of Advertising Exposure to Consumer Purchase Interest: Study of Gain Mass Milk Ads in Fitness Center

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### ABSTRACT

Today, every day the community is always crammed with so many advertisements that offer various conveniences. For some advertisers, advertising through electronic media (television) becomes an attractive alternative choice, in addition to its wide reach, ad serving through television media can reach a broad target. This study has two problem formulations namely whether there was an influence of exposure milk advertising on consumer buying interest. Meanwhile, the data analysis techniques in this study were quantitative descriptive techniques and explanative techniques. This research was conducted with a sample of 60 respondents, namely members of AA 'Gym Fitness Club Indralaya in 2017 and conducted between March and June 2018. The data were collected via distributing questionnaires, observations, and documentation. Based on data analysis, the results show that gain mass milk advertisement had a significant influence on consumers' buying interest because in this study based on t value it is known that the t-count value is  $3.081 > t_{table} 2.002$  so it can be concluded that the ad exposure variable influences the consumer purchase interest variable. Thus  $H_1$  is accepted and  $H_0$  is rejected. In this study, it also obtained an R Square value of 0.141. So it can be interpreted that the independent variable X (exposure to advertising) has a contribution of 14.1% to the variable Y (consumer buying interest).

**Keywords:** ads exposure, consumer buying interest, advertising exposure theory

## **Introduction**

There are various forms of communication, one of which is mass communication which has an understanding of the process by which an organization produces and disseminates messages to the public at large, or a communication process where messages from the media are sought, used and consumed by the audience. Therefore, mass communication has the main characteristic of mass media as a means of spreading its message. One derivative of mass communication is marketing communication. Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands that are sold. Usually the media or means used by companies to promote the products or brands they sell are through television media called advertisements.

For some advertisers, advertising through electronic media, in this case television becomes an attractive alternative choice, in addition to its broad reach, advertisement broadcasts through television media can reach the targets that have been set and targets that have not been redefined previously. With the element of entertainment that strongly supports the formation of consumer perceptions of a product in turn can lead to positive perceptions from various parties involved in marketing activities. There are various kinds of nutritional beverage products in Indonesia and one of them is gain mass milk. For the advertisements themselves, gain mass milk have many variations in the delivery of advertisements. One of the most interesting advertisements of Gain Mass Milk product is in the advertisement shows a man who is masculine and muscular where the man's activities are always related to sport activities.

Market segments of gain mass milk are adult men aged 18-35 years who always crave an ideal and athletic body. Nowadays consumers are also familiar with similar supplement products in the form of milk powder, pills, and capsules produced by well-known companies, which are competitors for gain mass milk. One of the marketing strategies carried out by Gain Mass Milk is by making television advertisements to promote products. This is certainly a good strategy for a product because with advertising on television, Gain Mass Milk products will be more quickly recognized by the public through exposure to its advertisements.

The impact of exposure to Gain Mass Milk adverts can affect the actions of the audience who watch, this product seems to be a real need that must be met to maintain health. As a result

the audience considers the imaginary as real and authentic, desires are considered needs. Needs like this actually will not have any impact if not met, but because of lifestyle pressure people will feel it as their needs. The annual Gain Mass Milk of the Year event was considered successful in strengthening the brand of milk products for adult men and successfully creating engagement with consumers. The number of participants of brand activation by PT. Nutrifood is increasing from year to year, coming from various regions in Indonesia. Gain Mass Milk of the year is an activation in the form of awards to young men who managed to shape their bodies well through a healthy lifestyle.

Various marketing communication efforts carried out by Gain Mass Milk turned out to be enough to surpass the competition in sports milk powder. Gain Mass Milk also has several competing brands such as, Ultimate Nutrition, Dynatize, Optimum Nutrition, Twinlab and so on, which are mostly imported products. However, it is difficult to see how much market penetration each brand has compared to the Gain Mass Milk brand, due to the absence of market share data in the category of adult muscle growth milk powder in specific segments such as this. Therefore, a preliminary survey was conducted to 30 members of AA 'gym fitness corp in Indralaya City through a guiding quest regarding their response to the most popular brand of muscle growth milk powder. Respondents' responses in the pre-survey showed that Mass Gain Milk became the first choice of consumers with a percentage of 43.30 percent.

**Table 1**

**Pre survey of sports milk powder brands that are most popular among members of Indralaya AA Fitness Gym Corp**

No	Merk	Amount of Consumers	Percentage
1	Gain Mass Milk	13	43,30
2	Ultimate Nutrition	7	23,30
3	Twinlab	5	16,70
4	Optimum Nutrition (ON)	5	16,70
Total :		30	100,00

## Methods

The study design was an observational analytic study that seeks to see the relationship between exposure to milk mass forming muscle mass and consumer buying interest. The exploration dimensions for advertising exposure are ad frequency, ad duration and ad intensity. Whereas the dimensions to be explored in consumer buying interest are transactional (interest in and desire to use the product), referential (willingness to recommend the use of the product to others), preferential (loyalty to use the product), explorative (willingness to look for product information and price information).

The population in this study are all members registered at AA'GYM Fitness Corp and researchers have made observations to the research location, namely at AA'GYM Fitness Corp as many as 302 people. The sampling technique in this study uses Simple Random Sampling, using simple random techniques performed with the help of a random number table, as many as 60 people. The sample used in this study has the criteria that is, age ranges from 18-35 years and male sex.

The questionnaire was then distributed to the research sample / respondent, accompanied by observation of the research sample and documentation. Where is the validity and reliability of the questionnaire first performed. Next, a correlation test and linear regression were conducted from the results of the study. Data analysis was performed using SPSS 24 software with a p value <0.05.

## Results and Discussion

Based on the results of a questionnaire study found that as many as 65% respondents every day more than 3 times always watch the advertisement of muscle-building milk products, more than 5 minutes watching the ad and always watching the ad from the beginning to the end of the ad. As many as 70% of respondents understood the message delivered by the milk advertisement. As many as 56.7% of respondents expressed an interest in buying these muscle-building milk products. Around 58% of respondents stated their willingness to promote the product to others. Similar results, as many as 58% of respondents said this product as the main choice compared to

other similar products. As many as 62% of respondents expressed an interest in finding out about the product after watching the ad.

The value of the correlation or coefficient between advertising exposure and public buying interest is 0.375. This value can be interpreted that the relationship between the two research variables is in the sufficient category. R Square value from the data analysis obtained by 0.141. So it can be interpreted that the independent variable X (ad exposure) has a contribution of 14.1% to the variable Y (consumer buying interest). The significance test results are used to determine the significance or linearity of the regression. Criteria can be determined based on significance value tests (Sig), with provisions if the Sig value  $< 0.05$ . Based on this table, obtained Sig = 0.03, means  $0.03 < 0.05$  (significance criteria). Thus the regression equation model based on research data is significant, or the regression equation model meets the criteria. The result of simple regression coefficient calculation from this table shows the value of the constant coefficient is 14.522 and the coefficient of the independent variable (X) is 0.397. The constant value is 14.522, meaning that the consistent value of the variable consumer purchase interest is 14.522. The regression coefficient X of 0.397 states that for every 1% increase in the value of advertising exposure, the value of consumer buying interest increases by 0.397. The regression coefficient is positive, so it can be said that the direction of the effect of variable X on Y is positive. There is a significant influence between variable X on variable Y if  $t_{count} > t_{table}$ . Based on t value it is known that the value of  $t_{count}$  is  $3.081 > t_{table} 2.002$  so it can be concluded that the ad exposure variable influences the consumer purchase interest variable.

Advertising exposure is the process by which individuals gain experience and attention to messages conveyed through commercial advertising media. Ad exposure is determined by frequency (how often the ad is viewed), intensity (how far the audience understands the message of the ad), and duration (how long the audience pays attention to the ad). As often and as long as someone sees an ad, it is not certain that he or she is watching the ad carefully (from beginning to end) it can be only a glance or a part. Advertising is designed to achieve several objectives, namely to make the target market, namely consumers aware of a brand that is advertised compared to competing brands.

After an individual is exposed to advertising exposure there is a process that occurs with that individual. The process that occurs first is, exposure to advertising will create brand awareness in the minds of consumers who make consumers feel familiar. Second, consumers will get information about the benefits, properties or attributes of the brand. Third, through the use of various executions, advertisements can create an image of the brand, which is called brand personality. Fourth, advertising will produce feelings for consumers to associate something with the brand (brand association). Fifth, advertising can create the impression that the brand is favored by consumer reference groups. Sixth, this effect can create a feeling of something or attitude towards a brand that encourages consumers to buy products.

According to Kinnear and Taylor (Marketing Research, 2003: 142), buying interest is the stage in which respondents tend to act before buying decisions are actually implemented. According to Kotler, Bowen and Makens regarding buying interest, that buying interest arises after an alternative evaluation process and in the process of evaluation, a person will make a series of choices about the product to be purchased on the basis of brand and interest.

Advertising Exposure Theory put forward by Rajeev Batra, John G. Mayer, and David A. Aaker (Advertising Management, 1996: 123) states that if consumers are exposed to advertising, it will create certain feelings and attitudes towards the brand which will then move consumers to buy products. Advertising exposure can be measured through 3 dimensions, namely frequency, duration, and intensity. The frequency dimension is how often the advertising exposure is placed in media placement. The duration dimension is to indicate the length of time the stimulation of advertising exposure to the audience. While the intensity is the possibility of an advertisement getting attention.

According to Ferdinand (Development of Brand Interest in Extension Purchases, 2002: 42), buying interest can be identified as follows:

1. Transactional, i.e. one's tendency to buy products.
2. Referral, which is a person's tendency to refine a product to others.
3. Preferential, i.e. interests that describe the behavior of someone who has a primary preference on the product. This preference can only be replaced if something happens with the product of his preference.

4. Explorative, this interest describes the behavior of someone who is always looking for information about the product he is interested in and is looking for information to support the positive qualities of the product.

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## Conclusion

Based on the results of research that has been done that is about the effect of exposure to muscle mass forming milk advertisement on consumer buying interest of gymnastic members, it is concluded that the exposure to muscle mass forming milk advertisement has a significant influence on consumer buying interest. Advertising exposure has a 14.1% contribution effect on interest buy consumers. Judging from the effect of advertising exposure on consumer buying interest that is only 14.1% it can be said that there are other variables besides advertising exposure variables that affect consumer buying interest such as psychology, economics, social and others.

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