

The Effect of Brand Awareness and Brand Image on Customer Purchase Decisions and Customer Advocacy Behavior: A Study on Consumers of Kapal Api Coffee Brand



Amri Yahya¹, Nuryakin², Siti Dyah Handayani³

^{1,2,3} Master of Management, Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia

ABSTRACT: The evolution of marketing, from traditional approaches to Marketing 4.0, has shifted the focus towards consumer behavior and advocacy. In this digital era, consumer empowerment and the significance of peer recommendations have reshaped marketing strategies. This study aims to investigate the relationships between brand awareness, brand image, consumer purchasing decisions, and customer advocacy behavior, with a specific focus on Kapal Api coffee consumers. Customer Advocacy Behavior, defined as consumer recommendations strengthening a brand, gains prominence in Marketing 4.0. Distinct from influencers, brand heroes advocate based on positive brand experiences. The study aligns with the 5A model, emphasizing the role of customer advocacy after the purchase decision. The research adopts a descriptive survey approach, utilizing a quantitative design. The sample consists of 258 Kapal Api coffee consumers, and data is collected through online surveys. The study applies Structural Equation Modeling (SEM) for data analysis. The analysis reveals significant positive relationships between brand awareness, brand image, purchasing decisions, and customer advocacy behavior. The study highlights the pivotal role of brand awareness and image in shaping consumer decisions and influencing post-purchase advocacy behavior. In conclusion, the research contributes valuable insights into the dynamics of brand awareness, brand image, purchasing decisions, and customer advocacy behavior within the context of Kapal Api coffee consumers. The findings emphasize the importance of cultivating strong brand awareness and a positive brand image to enhance consumer engagement and advocacy.

KEYWORDS: Marketing 4.0, Brand Awareness, Brand Image, Customer Purchasing Decisions, Customer Advocacy Behavior, Structural Equation Modeling

I. INTRODUCTION

Marketing has undergone significant development over time. The evolution of marketing from Marketing 1.0 to Marketing 4.0 marks a paradigm shift from a focus on products to an emphasis on consumer purchasing behavior and advocacy (Kotler & Kartajaya, 2010). Marketing 4.0 portrays the transformation of consumer purchasing behavior, where advocacy becomes a significant change in marketing strategy. Initially, vertical marketing positioned the seller above the consumer, making the consumer a passive recipient of information. However, with technological advancements, there has been a shift towards horizontal marketing where consumers can independently seek and evaluate products. This breakthrough creates consumer trust in peer reviews more than advertisements or promotions. This significant change is reflected in consumer purchasing behavior, particularly in the digital era. The shift from the 4A concept to the 5A concept in Marketing 4.0 emphasizes the role of advocacy after purchase.

Coffee, as one of the most consumed products, is the focus of this research. Data from the International Coffee Organization (ICO) shows that Indonesia ranks fifth in global coffee consumption in the 2020/2021 period (Santika, 2023). The Kapal Api brand is the subject of research due to its status as a top-of-mind brand and its leading position in coffee sales.

The paradigm shift from traditional marketing to Marketing 4.0 occurs alongside the development of the digital world, which changes marketing patterns from vertical to horizontal. Traditional marketing, relying on one-way advertising and promotion, has evolved into a model where buyers share their experiences through various channels. This indicates a significant shift, where sources of information are not only from marketers but also from the experiences and reviews of other buyers (Kotler et al., 2017).

Customer behavior changes have also come into focus, especially with the introduction of the 4A concept (aware, attitude, act, act again) as a modification of the AIDA model (attention, interest, desire, action). The increasing connectivity in the digital era has changed how customers become aware of brands, often now through recommendations from others or communities to which they are connected. New customer behaviors, known as the 5A path, include aware, appeal, ask, act, and advocate, forming a spiral model that rotates, unlike the funnel model in the 4A path.

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Customer Advocacy Behavior, or consumer advocacy behavior, is an important focus in Marketing 4.0. Customer Advocacy Behavior is not only similar to word-of-mouth (WoM) promotion but also involves supporting the brand, introducing the brand to potential new customers, and providing support to the company. Some studies indicate that advocating can be a stronger loyalty indicator than repeat purchases ((Kotler et al., 2017 ; Yuswohady, 2022). The consumer purchase decision process is influenced by information processing. Factors such as promotion, price, and brand image play a significant role in influencing consumer purchase decisions (Umbola et al., 2019). In addition to the mentioned factors, advertising also influences purchase behavior intention (Bikorin & Fatmawati, 2016)

Brand awareness is the ability of consumers to recognize or recall a brand. Building brand awareness involves strategies to differentiate, the use of slogans or jingles, the use of symbols, and active participation in social or environmental issues (Aaker, 1997; Keller, 2013). Good and impressive customer experiences can build brand awareness without relying on mass media (Aaker, 1997). After brand awareness is established, the next step is to build brand image. Brand image elements involve brand attributes and brand benefits, with three main dimensions: company image, store image, and product image. Brand image measurement involves aspects such as unique logos, presentation and packaging differences, and a good brand reputation.

Based on the aforementioned background, this research aims to examine the influence of brand awareness and brand image on purchase decisions, to test the effect of purchase decisions and brand awareness on consumer advocacy, and to examine the influence of consumer purchase decisions on customer advocacy behavior.

This study proposes five hypotheses related to the influence of the main variables in the context of consumer purchase decisions and consumer advocacy behavior. First, brand awareness is identified as a key factor influencing consumer purchase decisions (DWIJAYANTI, 2019; (Subagja et al., 2019; Nibsaiya et al., 2021; ; Agustina, 2022; Shahid et al., 2017). Therefore, the first hypothesis (H1) is proposed: "Brand Awareness has a Positive and Significant Influence on Consumer Purchase Decisions". Second, there is a positive relationship between brand awareness and consumer advocacy behavior, as found in various studies ((Bhati & Verma, 2020; Baghi et al., 2016; Awad & Abdel Fatah, 2015). Thus, the second hypothesis (H2) is proposed: "Brand Awareness has a Positive and Significant Influence on Customer Advocacy Behavior". Third, brand image is also recognized to play a significant role in consumer purchase decision-making (Djarmiko & Pradana, 2016; Raj & Roy, 2015; Ariani & Prinoya, 2021), the third hypothesis (H3) is proposed: "Brand Image has a Positive and Significant Influence on Consumer Purchase Decisions". Fourth, there is a positive correlation between brand image and consumer advocacy behavior ((Bhati & Verma, 2020); (Ladhari et al., 2011; Awad & Abdel Fatah, 2015; Saini & Arasanmi, 2021). Therefore, the fourth hypothesis (H4) is proposed: "Brand Image has a Positive and Significant Influence on Customer Advocacy Behavior". Lastly, previous purchases are believed to enhance the likelihood of consumer advocacy behavior (Keylock & Faulds, 2012; Kotler et al., 2017 ; Lin et al., 2023; Edelman, 2010). Therefore, the fifth hypothesis (H5) is proposed: "Purchase Decisions have a Positive and Significant Influence on Customer Advocacy Behavior". The research model is presented in Figure 1.

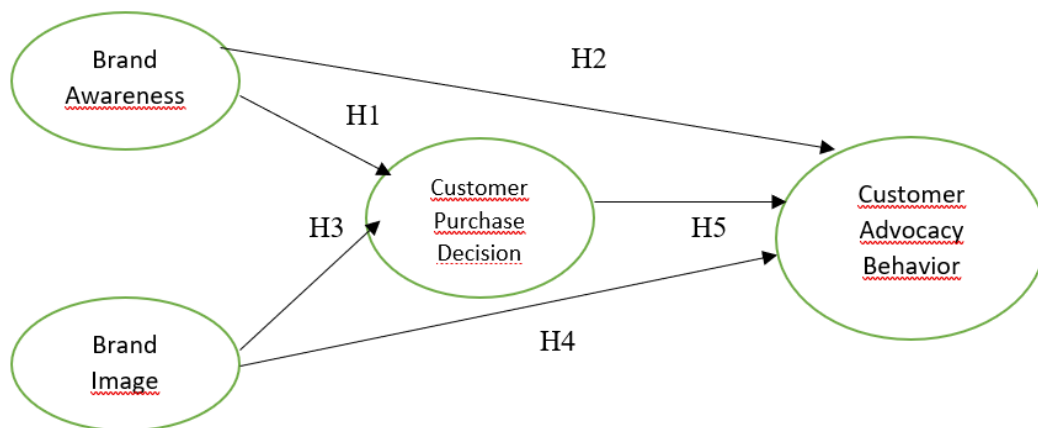


Figure 1. Research Model

II. RESEARCH METHODS

A. Research Design and Approach

This research adopts a descriptive study approach through a survey. Descriptive research aims to explain market characteristics by focusing on the relationship between variables (Malhotra & Dash, 2016; Rangkuti, 2017). This study is a cross-sectional study with data collection conducted once (Rangkuti, 2017; Sekaran & Bougie, 2017). A quantitative approach is used with data collection method through surveys, which is the most popular method in marketing research (Juanim, 2020 ; Malhotra & Dash, 2016) .

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B. Population, Sample, and Sampling Technique

The population of this study is individual consumers of Kapal Api brand coffee. This population is based on the formulation of the research problem to ensure more precise sampling (Burns & Veeck, 2020; Malhotra & Dash, 2016). The study uses a sample of 258 respondents, following the recommendation of Bougie and Sekaran (2017) suggesting a sample size greater than 30 and less than 500 or 5 to 10 times the number of indicator variables. The Sampling Technique is conducted using purposive sampling, selected based on specific considerations, focusing on individual consumers who have purchased Gajah brand coffee (Sugiyono, 2018). Data collection is carried out through questionnaires distributed via WhatsApp, Instagram, and Facebook, following an efficient survey method with easily analyzable results (Burns & Veeck, 2020; Malhotra & Dash, 2016).

C. Variables & Measurement Scales

A Likert scale ranging from 1 to 5 was used to measure variables such as Brand Awareness, Brand Image, Purchase Decision, and Customer Advocacy Behavior (Danang Sunyoto, 2018; Sekaran & Bougie, 2017).

Table 1. Variables and Research Indicators

Variable	Variable Definition	Indicators
Brand Awareness	Brand awareness is a consumer's ability to recognize or recall a brand (Aaker, 1997)	<ol style="list-style-type: none"> 1. Know the brand 2. Able to differentiate 3. Remember the logo 4. Know the appearance (Hafez, 2018)
Brand Image	Brand image serves as the distinguishing factor between one brand and its competitors	<ol style="list-style-type: none"> 1. Uniqueness of name and logo 2. Attractive packaging 3. Pleasant taste 4. Reputation (Keller, 2013)
Purchase Decision	According to Pech and Cameron as cited by Umbola et al., (2019), a purchase decision results from the information processing process	<ol style="list-style-type: none"> 1. Problem recognition 2. Information search 3. Alternative evaluation 4. Purchase decision 5. Post-purchase behavior (Kotler et al., 2015)
Customer Advocacy Behavior	According to (Urban, 2005), customer advocacy arises from customer satisfaction with what is purchased from the company. Recommending behavior is not limited to advocating but also defending the brand	<ol style="list-style-type: none"> 1. Recommending 2. Encouraging others to buy 3. Conveying something positive 4. Enthusiastic about recommending (Fullerton, 2011)

Instrument quality testing involves instrument validity testing and instrument reliability testing. Construct validity testing utilizes confirmatory factor analysis (CFA), in accordance with Ghozali (2017). Construct reliability testing achieves a minimum value of 0.70 to be considered good (Ghozali, 2017)

D. Data Analysis Technique

Data analysis technique employs descriptive analysis with Structural Equation Modeling (SEM) using the AMOS software. SEM is a data analysis technique that combines factor analysis and path analysis (Wijaya, 2020). Before conducting testing, several requirements must be met. Firstly, the sample size must reach a minimum of 100, or at least 5-10 times the number of indicators used in SEM analysis. In this study, the sample size used is 258 respondents. Secondly, outliers, or data that exhibit extreme values either univariately or multivariately, need to be identified. If there are outliers, that data can be removed from the analysis. Data normality testing is also necessary to ensure that the distribution of each variable in the study is normal. Data distribution is considered normal at a significance level of 0.01 if the Critical Ratio (CR), skewness, or CR kurtosis does not exceed ± 2.58 . Lastly, multicollinearity testing is used to check the correlation values between exogenous variables. The model is considered free from multicollinearity if the correlation value between variables is < 0.9 . All these requirements are essential to ensure the reliability and validity of the analysis conducted (Wijaya, 2020; Ghozali, 2017).

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The next step in structural equation modeling analysis begins with the development of a model based on theory, where it is important to retain all relevant predictive variables. Subsequently, the creation of a path diagram helps to illustrate the relationships between exogenous and endogenous variables in the model. There are two types of models in SEM, reflective and formative, with differences in sample size requirements and data normality. Selection of input matrices and model estimation techniques is important to be performed, with the Maximum Likelihood Estimation (ML) method suitable for sample sizes of 100-200. Evaluation of structural model identification involves several indicators such as coefficient standard errors and high correlation values between estimated coefficients.

Criteria for goodness of fit involve several indices, namely Chi-Square Statistics, CMIN/DF, GFI, RMSEA, AGFI, and TLI (Ghozali, 2017; Wijaya, 2020). After the model is accepted, model modification can be performed to improve theoretical explanation or goodness of fit (Ghozali, 2017). Before modifying the model, cross-validation (estimation with separate data) needs to be conducted. Modification measurement is the same as the decrease in chi-square. Values equal to or 3.84 indicate a significant decrease in chi-square.

III. RESULTS

A. Respondent Characteristics

The respondents in this study consist of individuals with diverse backgrounds. The researchers divided respondent characteristics based on gender, education, and year of birth. All respondents have access to smartphones or laptops, and the questionnaire was distributed online via WhatsApp and Instagram groups. A total of 258 respondents filled out the questionnaire created using Google Form and stored in Google Drive. From the descriptive analysis results, the majority of respondents are female (74%), with the majority being from the millennial generation (67.1%). The majority of respondents have a high school education background (55.8%)...

B. Descriptive Analysis of Research Variables

From the descriptive data analysis of the brand awareness variable, it was found that brand awareness has an average value of 3.61 with a minimum value of 1 and a maximum value of 5

Table 2. Descriptive Analysis Results of Brand Awareness Variable

Question	Mean
Saya mengetahui adanya kopi merek kapal api (I am aware of the brand "Kapal Api" coffee)	3,67
Saya dapat membedakan kopi merek kapal api dengan merek lain (I can distinguish "Kapal Api" coffee from other brands)	3,60
Saya dapat mengingat simbol kopi merek kapal api (I can remember the symbol of "Kapal Api" coffee)	3,59
Saya mengetahui tampilan kopi merek kapal api (I know the appearance of "Kapal Api" coffee)	3,57
Mean	3,61

Source: Researcher's Analysis, 2024

The brand image variable has an average value of 3.56 with a minimum value of 1 and a maximum value of 5 (Table 3).

Table 3. Descriptive Analysis Results of Brand Image Variable

Question	Mean
Menurut saya kopi merek kapal api menarik (I find "Kapal Api" coffee attractive)	3,57
Menurut saya kemasan kopi merek Kapal Api menarik (I find the packaging of "Kapal Api" coffee attractive)	3,56
Menurut saya kopi merek kapal api memiliki rasa yang khas (I think "Kapal Api" coffee has a distinctive taste)	3,53
Menurut saya kopi merek kapal api memiliki reputasi yang baik (I believe "Kapal Api" coffee has a good reputation)	3,60
Mean	3,56

Source: Researcher's Analysis, 2024

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The consumer purchase decision variable has an average value of 3.66 with a minimum value of 1 and a maximum value of 5 (Tabel 4).

Table 4. Descriptive Analysis Results of Consumer Purchase Decision Variable

Question	Mean
Saya Membutuhkan kopi merek Kapal Api (I Need "Kapal Api" coffee)	3,73
Saya mencari informasi mengenai kopi merek Kapal Api (I search for information about "Kapal Api" coffee)	3,59
Saya memutuskan membeli kopi merek kapal api setelah melihat iklan di TV (I decide to buy "Kapal Api" coffee after seeing an advertisement on TV)	3,64
Setelah meminum kopi merek Kapal Api, saya melakukan pembelian kembali (After drinking "Kapal Api" coffee, I make repeat purchases)	3,66
Mean	3,66

Source: Researcher's Analysis, 2024

The customer advocacy behavior variable has an average value of 3.50 with a minimum value of 1 and a maximum value of 5 (Table 5).

Table 5. Descriptive Analysis Results of Customer Advocacy Behavior Variable

Question	Mean
Saya merekomendasikan kopi merek Kapal Api kepada orang lain (I recommend "Kapal Api" coffee to others)	3,49
Saya mendorong orang lain untuk membeli kopi merek Kapal Api (I encourage others to buy "Kapal Api" coffee)	3,53
Saya menyampaikan informasi positif mengenai kopi merek Kapal Api (I convey positive information about "Kapal Api" coffee)	3,50
Saya antusias untuk merekomendasikan kopi merek Kapal Api (I am enthusiastic about recommending "Kapal Api" coffee)	3,47
Mean	3,50

Source: Researcher's Analysis, 2024

C. Instrument Quality Testing

From the validity testing results using the confirmatory factor analysis (CFA) method, all indicators of the four variables have met the value >0.5 , indicating that the questions in the questionnaire can be considered suitable for use in the research (Table 6).

Table 6. Validity Testing Results

Variable	Indicator	Loading Factor	Limit	Note
Brand Awareness	KM1	0.815	$>0,5$	Valid
	KM2	0.817	$>0,5$	Valid
	KM3	0.822	$>0,5$	Valid
	KM4	0.776	$>0,5$	Valid
Brand Image	CM1	0.824	$>0,5$	Valid
	CM2	0.812	$>0,5$	Valid
	CM3	0.822	$>0,5$	Valid
	CM4	0.772	$>0,5$	Valid
Consumer Purchase Decision	KPK1	0.779	$>0,5$	Valid
	KPK2	0.825	$>0,5$	Valid
	KPK3	0.799	$>0,5$	Valid
	KPK4	0.822	$>0,5$	Valid
Customer Advocacy Behavior	CAB1	0.810	$>0,5$	Valid
	CAB2	0.815	$>0,5$	Valid
	CAB3	0.861	$>0,5$	Valid
	CAB4	0.866	$>0,5$	Valid

Source: Researcher's Analysis, 2024

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Reliability testing indicates that all variables have construct reliability (CR) values above 0.7, indicating that the research instrument can be relied upon (Table 7).

Table 7. Reliability Testing Results

Variable	CR	Limit	VE	Note
Brand Awareness	0.882	>0.7	0.652	Reliable
Brand Image	0.882	>0.7	0.652	Reliable
Consumer Purchase Decision	0.881	>0.7	0.650	Reliable
Customer Advocacy Behavior	0.904	>0.7	0.703	Reliable

Source: Researcher's Analysis, 2024

The sample size (258 respondents) already meets the minimum requirement for SEM analysis. Outlier analysis was conducted using the multivariate method through AMOS Mahalanobis Distance output. The outlier analysis did not detect values exceeding the Mahalanobis Distance limit, indicating that there are no outlier data. The normality test results indicate that the data meet the normality assumption. Data distribution is considered normal at the 0.01 significance level if the Critical Ratio (CR), skewness, or CR kurtosis is not greater than ± 2.58 (Ghozali, 2017). The data meet the normality assumption because the value of -2.210 falls within the range of ± 2.58 . The correlation values among exogenous variables indicate the absence of multicollinearity, with a correlation between exogenous variables of 0.885 (correlation value <0.9).

D. Structural Model Testing

The structural model consists of 4 variables, each with 4 indicators. From the total number of variables and the number of indicators in each variable, the structural model created is presented in Figure 2.

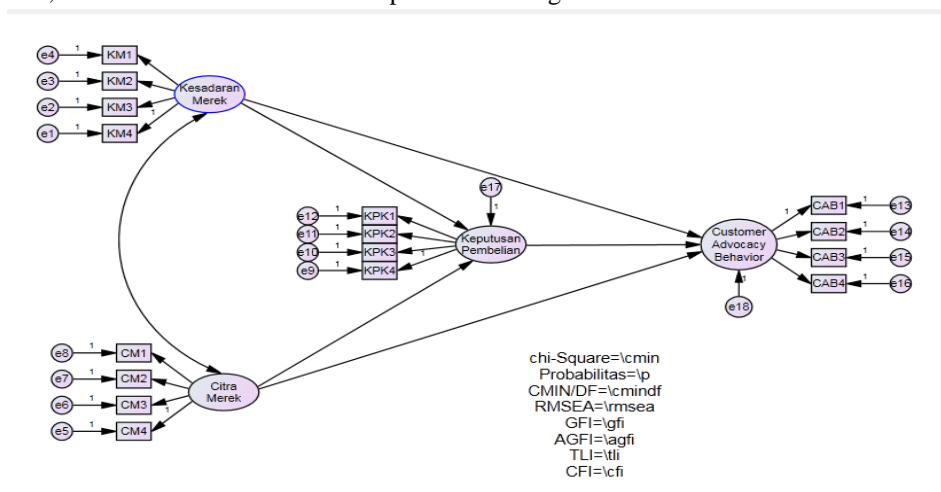


Figure 2. Structural Model Specifications

Despite the significant chi-square value, the GFI, AGFI, TLI, and CFI values are above 0.90, and the RMSEA is below 0.08, indicating that the model is considered fit (Figure 3).

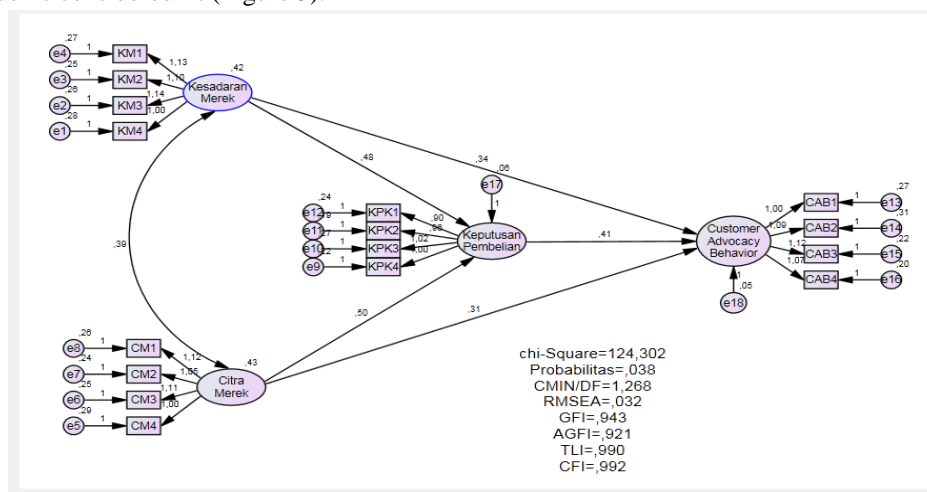


Figure 3. Structural Model Fit Test

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Table 8 presents the goodness of fit test, showing that some indicators exhibit fit values despite the significant chi-square.

Table 8. Goodness of Fit Testing

Goodness of fit index	Cut off value	Research Model	Model
Chi-square	<122.107 (df=98)	124.302	Unfit
Signifanct probablity	>0.05	0.038	Unfit
RMSEA	<0.08	0.032	Fit
GFI	>0.90	0.943	Fit
AGFI	>0.90	0.921	Fit
CMIN/DF	<2.0	1.268	Fit
TLI	>0.90	0.990	Fit
CFI	>0.90	0.992	Fit

Source: Researcher's Analysis, 2024

The evaluation results of the Goodness of Fit according to several criteria show diverse outcomes. Firstly, the Chi-square value is 124.302, exceeding the cut-off value of 122.107, thus considered not fit (Ghozali, 2017). However, the CMIN/DF value of 1.268 is below the proposed value of <2.0, indicating model fit (Ghozali, 2017). Similarly, the GFI value of 0.943 exceeds the recommended value of 0.90, indicating model fit (Ghozali, 2017). Furthermore, the RMSEA value is 0.032, below the benchmark of 0.08 for model fit criteria (Ghozali, 2017). The AGFI value reaching 0.921 also exceeds the minimal recommended value for model fit (Ghozali, 2017). Lastly, the TLI value of 0.990 indicates model conformity with criteria >0.90 (Ghozali, 2017). Despite some variations in evaluation results, overall, this model demonstrates an adequate level of fit with the observational data.

E. Hypothesis Testing

The results of the hypothesis tests are presented in Table 9. If the C.R. value is above 1.96 and the p-value is below 0.05, it indicates an influence between variables (Ghozali, 2017).

Table 9. Results of Hypothesis Testing

	Estimate	S.E.	C.R.	P	Result
Brand Awareness → Purchase Decision	0.475	0.145	3.274	0.001	Significant
Brand Awareness → Costumer Advocacy Behaviour	0.338	0.149	2.263	0.024	Significant
Brand Image → Customer Satisfaction	0.505	0.145	3.492	0.000	Significant
Brand Image → Costumer Advocacy Behaviour	0.306	0.152	2.018	0.044	Significant
Purchase Decision → Costumer Advocacy Behaviour	0.415	0.147	2.817	0.005	Significant

Source: Researcher's Analysis, 2024

The estimated value obtained is 0.475, and the C.R. value is 3.274, indicating a positive influence of brand awareness on consumer purchase decisions. The test of the relationship between these two variables shows a probability value of 0.001, which is below 0.05. This indicates that brand awareness has a positive and significant effect on consumer purchase decisions. **H1 is accepted.** The estimated value obtained is 0.338, and the C.R. value is 2.263, indicating a positive influence of brand awareness on customer advocacy behavior. The test of the relationship between these two variables shows a probability value of 0.024, which is below 0.05. This indicates that brand awareness has a positive and significant effect on customer advocacy behavior. **H2 is accepted.** The estimated value obtained is 0.505, and the C.R. value is 3.492, indicating a positive influence of brand image on consumer purchase decisions. The test of the relationship between these two variables shows a probability value of 0.000, which is below 0.005. This indicates that brand image has a positive and significant effect on consumer purchase decisions. **H3 is accepted.**

The estimated value obtained is 0.306, and the C.R. value is 2.018, indicating a positive influence of brand image on customer advocacy behavior. The test of the relationship between these two variables shows a probability value of 0.044, which is below 0.05. This indicates that brand image has a positive and significant effect on customer advocacy behavior. **H4 is accepted.** The estimated value obtained is 0.415, and the C.R. value is 2.817, indicating a positive influence of consumer purchase decisions on customer advocacy behavior. The test of the relationship between these two variables shows a probability value of 0.005, which is below 0.005. This indicates that consumer purchase decisions have a positive and significant effect on customer advocacy behavior. **H5 is accepted.**

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IV. DISCUSSION

The results of the hypothesis testing indicate that brand awareness has a positive and significant effect on consumer purchase decisions. This is consistent with previous research (Agustina, 2022; Moisescu, 2009; Shahid et al., 2017). Consumers tend to purchase a product they are aware of and acknowledge. Additionally, consumers are inclined to buy a product or brand they remember, whether it's from previous purchase experiences or promotional activities they have encountered. The more consumers are aware of a product or brand, the greater the likelihood they will purchase it (Shahid et al., 2017).

The results of the hypothesis testing also reveal that brand awareness positively and significantly influences customer advocacy behavior. This finding aligns with prior research (Bhati & Verma, 2020) Baghi et al., 2016; Awad & Abdel Fatah, 2015). Consumers with strong brand awareness tend to protect the brand from counterfeiting, which can have negative implications if not addressed properly (Veronica & Grapp, 2016). Consumers who are familiar with a brand tend to share positive stories about it with other consumers (Kotler et al., 2017).

Furthermore, the results indicate that brand image has a positive and significant impact on consumer purchase decisions. This finding is consistent with previous studies (Djatmiko & Pradana, 2016; Raj & Roy, 2015; Ariani & Prinoya, 2021). In everyday life, consumers generally purchase products from brands with positive images. Brand image is a crucial consideration for consumers before making a purchase decision. Therefore, brands and marketers need to build a positive brand image to increase sales (Kotler et al., 2018).

Lastly, the hypothesis testing results demonstrate that brand image positively and significantly influences customer advocacy behavior. This result is supported by previous research (Awad & Abdel Fatah, 2015; Bhati & Verma, 2020; Ladhari et al., 2011; Saini & Arasanmi, 2021) A positive brand image encourages consumers to convey positive sentiments about the brand to others. There is a unique phenomenon in the customer journey. In the past, the customer journey followed a rigid sequence from awareness to repurchase. However, in marketing 4.0, a consumer doesn't necessarily need to make a purchase before providing a positive recommendation. They may recommend a brand positively based on its good image, even if they have not purchased it yet.

The results of hypothesis testing indicate a significant positive influence of consumer purchase decisions on customer advocacy behavior. This finding is consistent with previous research (Keylock & Faulds, 2012; Lin et al., 2023). However, studies on the relationship between consumer purchase decisions and customer advocacy behavior are still relatively scarce, thus presenting opportunities for further research on this relationship.

The overall implications of these findings are highly relevant in the context of marketing strategies and brand development. Firstly, brand awareness has a significant impact on consumer purchase decisions. This underscores the importance of building strong brand awareness among consumers as an initial step to increase sales and expand market share. Companies need to allocate adequate resources to effective branding strategies to ensure that their products or brands are known and remembered by consumers. Secondly, brand awareness also has a significant influence on customer advocacy behavior. Consumers with strong brand awareness tend to protect the brand from counterfeiting and share positive stories with other consumers. This emphasizes the importance of maintaining brand reputation and strengthening consumer engagement in marketing efforts.

Thirdly, brand image has a strong impact on consumer purchase decisions. Consumers generally choose products from brands with positive images, so companies should focus on building a positive brand image to attract more consumers and increase sales. Fourthly, brand image also significantly affects customer advocacy behavior. Consumers with positive perceptions of the brand are more likely to provide positive recommendations to others. Therefore, companies need to develop marketing strategies that encourage positive interactions with consumers and strengthen their engagement.

Finally, the relationship between consumer purchase decisions and customer advocacy behavior has significant implications for marketing strategies and business growth. A deep understanding of how consumer purchase decisions influence customer advocacy behavior enables companies to identify potential customers to become brand advocates. Thus, companies can focus their efforts on building strong relationships with these customers, encouraging them to provide positive recommendations to others. High levels of customer satisfaction often result from appropriate purchase decisions and positive brand experiences. Therefore, measuring and understanding the relationship between these two variables can help companies evaluate the effectiveness of their marketing strategies and identify areas where improvement is needed.

V. CONCLUSIONS

Brand awareness has a significant and positive influence on consumer purchase decisions. It is crucial for brands and marketers to design strategies that can enhance brand awareness, as this will increase sales opportunities. Brand awareness also has a significant and positive impact on customer advocacy behavior. This indicates that brands that are well-known and recognized have the potential to generate positive word-of-mouth among consumers. Brand image has a significant and positive influence on consumer purchase decisions. Brands and marketers need to build a positive brand image to attract consumer interest and drive purchases. Brand image also has a significant and positive impact on customer advocacy behavior. The research findings suggest that a positive brand image can influence positive conversations among consumers about the brand. Consumer purchase decisions

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have a significant and positive influence on customer advocacy behavior. Consumers who have purchased a brand tend to talk about it positively, indicating that increased sales can contribute to positive conversations among consumers.

This research has several limitations that need to be considered. Firstly, the study only focused on three variables related to customer advocacy behavior: brand awareness, brand image, and consumer purchase decisions. Other variables that may have an impact should also be considered. For future research, it is recommended to involve other variables that may influence customer advocacy behavior so that this topic can be explored more deeply and have a broader scientific basis. Secondly, investigating the presence of intervening variables that may mediate the relationship between brand awareness, brand image, consumer purchase decisions, and customer advocacy behavior could provide further insights. Lastly, there could be a greater focus on the dynamics of consumer behavior in the digital environment and consideration of the implications of current technology.

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