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## THE STUDY OF EFFECT USING CROSS-PROMOTION IN SOCIAL MEDIA GYM TOWARDS PURCHASE INTENTION ON HEALTHY JUICE

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**Abstract.** *In the last three years, Indonesia is one of the countries in Asia that has experienced an increase in awareness of healthy living. The percentage value of 73% of places in Indonesia states that healthy living is the number one issues addressed in the priorities of life. That means Indonesian society has started a healthy life by consuming healthy food and physical activity in the gym. Consume a healthy juice is also part in healthy lifestyles. In that case consumers are beginning to look for practical things to drink with consideration of taste and innovation. In the other hand, there is a problem facing in healthy juice industry in the composition, hard to expand the market, hard to reach a consumer. Than researcher considering use cross-promotion, cross promotion is one of the marketing strategies that can be used to attract customers. The purpose of this research is to see the effect of cross-promotion in social media gym and purchase intention in healthy juice. The researcher, conduct this research in Bandung area, who have respondent in age 20 until 49 years old, having activities in gym, and also using a social media Using Simple Linear Regression and quantitative method. The result is cross-promotion have a positive impact towards purchase intention.*

*Keywords : cross-promotion, gym, healthy lifestle, healthy juice, purchase intention*

### Introduction

Indonesia is the one of a country in Asia that has not experienced a decline in the health index and increased in the last three years about health itself (Ge, 2017). The number of diseases that arise due to lack of maintaining an unfavourable lifestyle is one reason for the increased awareness of healthy living (Kementrian Kesehatan Republik Indonesia, 2017). Amount 73% healthy lifestyle is the number one issue in the priority of life in Indonesia (Pernando, 2015). From these results show that people in Indonesia began aware to have a healthy lifestyle and began to make it a trend in modern society (Koran Sindo, 2017). In order to achieve a healthy life there are some activities that can help to getting a health itself, and *Gerakan Masyarakat Hidup, Sehat Kementerian Kesehatan Republik Indonesia* has summarized some of these activities, such as physical activity, increasing healthy life behavior by consuming fruits and vegetables, consume a healthy foods and drink and from the environment health (Kementrian Kesehatan Republik Indonesia, 2017).

In that case consumers are beginning to look for practical things to drink with consideration of taste and innovation. Besides practical, health benefits offered by healthy foods and drink will be able to attract customers purchase intention, especially in the healthy juice industry (Santos, Bottoni, Silva, Sao Jose, & Silva, 2016) . Juice becomes an essential segment of the beverage market in Indonesia and Brazil (Santos, Bottoni, Silva, Sao Jose, & Silva, 2016). Therefore, fruit and vegetable juice is one of the industries whose growth is fairly fast (Region And Segment Forecasts, 2006).

The biggest problem in healthy juice industry in the composition, hard to expand the market and to reach a consumer (Schlossberg, 2015). Based from the problems that exist in the healthy juice industry that one of them about marketing strategy that is suitable for use by companies engaged in the industry healthy juice. There are many marketing strategies that can applied in companies, than cross-promotion is one of the marketing strategies that can attract customers purchase intention. Cross-promotion can be one of the unique strategy, where unique strategy can be a reason to influence

purchase intention people to the product, cross-promotion marketing strategy usually works with two different companies, with different products and different customers (Anderson, 2018). Where Cross-promotion has significant potential, one different marketing, cross-promotion can also reduce marketing costs by sharing between companies who have a famous brand (Anderson, 2018). Cross-promotion strategy will collaborate with social media gym, because gym is one of place that can be a potential way to distribute the product juice to customers, because the customers segment of El Farm it self is people who have activity in gym. Than using Social Media is one of the cost-effective marketing solution (Karimi & Naghibi, 2015) and as a marketing tool can make a company quickly to share or receive information, create own content, and make a collaboration with other users (Taprial & Kanwar, 2012). Based on the Digital Global report, Social Media users amount to 3,028 billion.

Research objective :

1. To determine the effect of using cross promotion on social media with the Purchase Intention on healthy juice .
2. To design a model social media gym cross promotion and its implementation plan.

### **Healthy Eating Trend**

According to Nielson that 49% of the world's population have excess weight or so-called obesity, that is 50% trying to lose that weight (The Nielson Company, 2015). Many things can treat obesity and eating disorders. As with eating healthy foods, there are those that define healthy eating from a psychological perspective that can inform the theory and treatment of obesity and eating disorders, and it will provide the goal to improve healthy eating habits to society (Belon, 2016).

In general healthy eating is the process to find healthy food, fresh and natural that can help avoid disease and reduce the excess sugar foods. They do that by sorting out the healthier foods, such as making product recipes to eliminate or reduce sugar, cholesterol and others. The need for health products is very important for emerging markets, and they are also most willing to buy these health products. The average who buys healthcare products is the younger ones (The Nielson Company, 2015).

### **Juice**

Juice can build a body tissue and repair when the body damaged , so the juice can help the body to be naturally healthy. Consuming whole fruits rather difficult to consume in sufficient quantities because of their bulky nature. So from that a good way is to process it into juice. The advantage of consuming juice is the liquid consistency of the juice allowing the solute to be easily absorbed by the body. With the cellulose cell wall juice made from fruits and vegetables will be destroyed and dissolved so that it is more easily digested by the stomach and digestive tract (Wirakusumah, 2007) . In Australia, fruit juice becomes an option for nutritious beverages. Juice has an essential role as part of a healthy diet, and part of the diet varies in lifestyle (Landon, 2007) . American Academy of Pediatrics (AAP) define a fruit juice as a natural concentrate and 100% no additional sweetener (Gupta, 2008).

### **Cross-Promotion**

Cross-marketing is a collaboration between two or more companies, for expanding the target market and minimising marketing costs. Cross marketing can be implemented in marketing mixes such as price and product policy and communication and distribution. The cross-marketing divided into several classification tools, one of them is the cross-promotion (Moller & Deckert, 2009). Cross-promotion is an innovative marketing strategy, in which consumers of a product or service are targeted by different product promoters (Anastasia, 2015). Cross promotion as a marketing-oriented activity that combines two or more products or brands performed by two or more different companies to promote each other's content (Norman, 2000). The cross-promotion also collaboration between two companies to identify a new potential customer with a different segment (Gruner, 1997). Then according to another resource cross-promotion the effective, and traditional method of paid advertising. With the aim of both partners to raise awareness of the product in common targets (Moller & Deckert, 2009). Cross promotion becomes a powerful influence on the individual who thinks about the promotion itself (Norman, 2000).

Cross promotion becomes one of the marketing strategies that have many benefits for the company (DefiNet , 2017), one of the successes of cross-promotion can increase the market share and have a better brand awareness (Gruner, 1997). Cross promotion can easily develop the customer base. By working with other companies, cross-promotion can reduce the cost of a campaign that is large enough to be smaller and have a low risk (DefiNet , 2017). Cross-promotion has many opportunities to reach

promising new markets and cross-promotion can reach previously unachievable market targets if collaboration with famous companies (Gruner, 1997).

Hereby the Dimension of Cross-Promotion itself, the dimension getting from the journal, book, article and another source :

1. **Effectiveness** (Moller, Deckert, 2009) : Lower Budgeting of promotion.
2. **Informativeness** (Norman,2000) : Information that can be used for customers must be clear, such as an explanation of the products or services of both companies, can be delivered through social media or word of mouth, things done in order to generate a positive attitude from customers against both companies.
3. **Product Fit** (Norman, 2000) The extent to which the product categories involved in cross promotion are interrelated and consistent with the product itself.
4. **Mutually Beneficial** (Tang, 2015) Beneficial for the customer itself. Because cross promotion offers two products or services with a cheaper price.
5. **Large Market** (Gruner, 1997) Cross promotion can get the customers from both of the company

### **Purchase Intention**

Purchase intention is the preference of prospective customers to purchase products or services (Keller in, Younus, Rasheed, & Zia, 2015), purchase intentions are also measured by the level of likelihood of consumers making a purchase (Meldarianda, 2010) and according to Shah et al. 2012 in the study of purchase intention, the decision of consumers who buy a particular brand under certain conditions that may affect some factors of consumer purchase intention when choosing a product, and final decision depends on consumer intention (Keller in, Younus, Rasheed, & Zia, 2015). Consumers who intend to buy a particular product usually have a higher actual purchase rate than customers who have no buying intentions (Brown at Wee, Ariff, Zakuan, Tajudin, 2014).

Hereby the Dimension of Purchase Intention itself, the dimension getting from the journal, book, article and another source.

1. **Perceived Value (Tung in Younus, Rasheed and Zia, 2015)** : The higher value that can receive by the consumers, So the purchase intention to buy the product is also high.
2. **Plan to Buy (Shukla, 2010)** : Plan to buy a certain product.
3. **Willingnes to buy (Shukla, 2010)** : Willingnes to buy a certain product.

### **Previous Study**

Sales promotion consists of several techniques, and one of them is a cross-promotion. Based on a previous study conducted by a student of Islamia University Bahalwapur with the title Impact of Sales Promotion Tools on Purchase Intention, that sales promotion affects purchase intention, that means the two variables have a positive relationship. In previous research sales promotion gives direct involvement to consumer buying (Rizwan, Irshad, Ali, Nadir, & Ejaz, 2013).

### **Research Design**

A researcher using an Explanatory type, the explanatory type is described as the relationship between variables through the hypothesis testing or often referred to as explanatory research. This study has a high level because it not only has independent values or compare but also serves to explain, predict, and also control a symptom with a quantitative approach (singarimbun & Efendi, 2006 in final project Ningsih 2013).

### **METHOD**

This research aims to analyze the effect using cross-promotion in social media gym towards purchase intention on healthy juice, besides that researcher also analyze the influence between variables. Researchers prefer to use quantitative, that is a survey method and will use a questionnaire as a tool to collect the primary data. The target population in this research is female and male, who have activity in gyms, and people who aware to start consuming healthy food and stay in Bandung area. Have aged in 20 – 49 years old, this type is a purposive method, that the sample is selected based on the criteria. Based on the data the total of the population in gym Bandung is 156,000. The data gathered from the assumption of researcher that has been interview with the employee in gym .

The researcher prefers to use non-probability sampling method by using a purposive method. The researcher will calculate the sample size with solvin formula and error rate 10 percent. The formula shows below :

**Slovin Formula :**

$$n = N/(1+Ne^2)$$

n = the sample size

N = the population size

e = the margin of error

$$n = N/(1+Ne^2) = 156,000 / (1+156,000 \times 0,1^2) = 99 = 100 \text{ respondent}$$

The researcher test the validity and reliability with using an SPSS as a tool and consist of 13 question. The researcher gathers the 100 respondent using a questionnaire.

**Results and Discussion**

Below the result of validity test :

| Variable           | No Question | Coefficient Correlation | Statement |
|--------------------|-------------|-------------------------|-----------|
| Cross Promotion    | 1           | 0,719                   | Valid     |
|                    | 2           | 0,742                   | Valid     |
|                    | 3           | 0,541                   | Valid     |
|                    | 4           | 0,758                   | Valid     |
|                    | 5           | 0,636                   | Valid     |
|                    | 6           | 0,666                   | Valid     |
|                    | 7           | 0,673                   | Valid     |
|                    | 8           | 0,744                   | Valid     |
|                    | 9           | 0,717                   | Valid     |
|                    | 10          | 0,781                   | Valid     |
| Purchase Intention | 11          | 0,718                   | Valid     |
|                    | 12          | 0,778                   | Valid     |
|                    | 13          | 0,793                   | Valid     |

Based on the table, 13 question have a score of coefficient correlation more than 0,3 its mean all the question is valid, so the question and the data can be used to analyze this research.

Reliability is a measurement or measuring tool that has a consistency target in the measured. Reliability is expressed in terms of numbers, usually as coefficients (Sugiono,2005). If the Cronbach's Alpha data rate of less than 0.6 is poor and unreliable, then the data to be reliable if the Cronbach's Alpha values greater than 0.6.

The table showed the result that all of data amount to 100 respondent and 13 question have been processed without the data that is lost.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| ,920             | 13         |

*Figure 5. 1 Result of Cronboach's Alpha*

Based on the table showed above, the Cronboach's Alpha result amount to 0,920 because  $R_i = 0,920 > 0,6$  so the data is reliable and the data can used to be analyzed in this research.

Before using a Regression, there are 3 assumption that needed to be test, normality, linearity and heteroscedasticity.

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Standardized Predicted Value |
|----------------------------------|----------------|------------------------------|
| N                                |                | 100                          |
| Normal Parameters <sup>a,b</sup> | Mean           | ,0000000                     |
|                                  | Std. Deviation | 1,0000000                    |
| Most Extreme Differences         | Absolute       | ,065                         |
|                                  | Positive       | ,034                         |
|                                  | Negative       | -,065                        |
| Test Statistic                   |                | ,065                         |
| Asymp. Sig. (2-tailed)           |                | ,200 <sup>c,d</sup>          |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the table showed that the Kolmogrov-smirnov is sig > 0,05, its mean the distribution is normal.

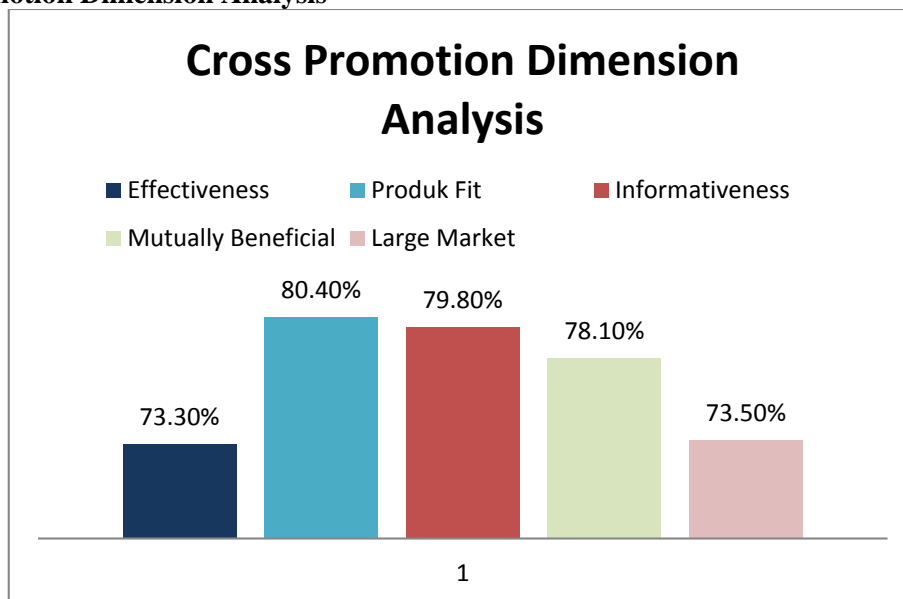
**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1     | ,740 <sup>a</sup> | ,548     | ,543              | ,55339                     | ,548              | 118,662  | 1   | 98  | ,000          | 1,920         |

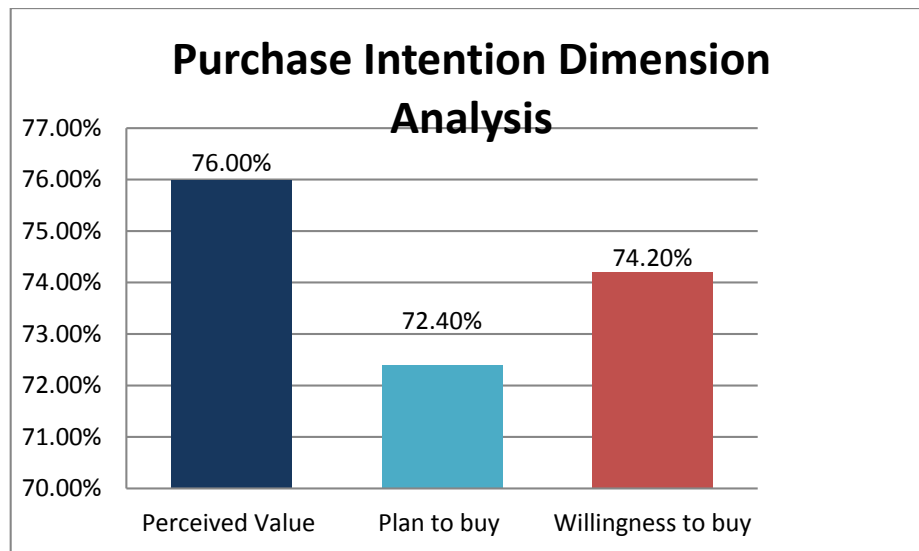
- a. Predictors: (Constant), Cross\_Promotion
- b. Dependent Variable: Purchase\_intention

Coefficient correlation describes how the relationship between independent variable and dependent variable. Results from the table above show that the correlation coefficient between the two variables is 0.740. With these results show that the correlation between cross promotion and purchase intention variables has a positive result. That is, cross promotion gives a positive influence on purchase intention. A positive correlation between independent and dependent variables occurs when R has a value of one. Then, the value of R<sup>2</sup> 0,548 it means the dependent variable can be explained by the independent variable with a value of 54.80 percent. On the other hand, 45.20 percent of dependent variables can be explained by other factors excluded in this study.

**Cross-Promotion Dimension Analysis**



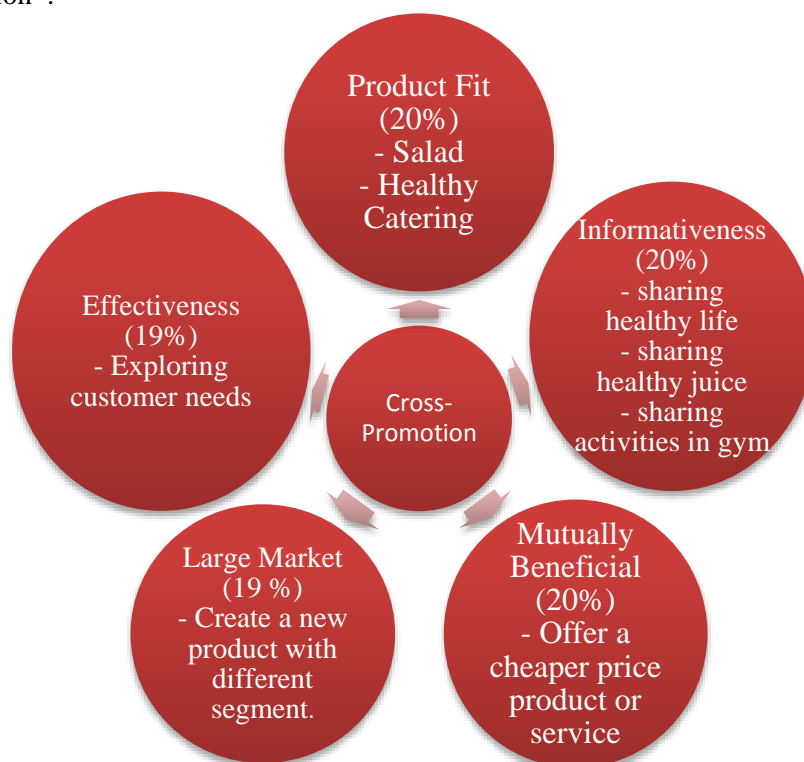
Based on these results, the most influential dimension on cross-promotion is product fit which has the highest value of 80.40%. These results have the potential to be implemented to develop cross-promotion. Its mean, the average student respondents aged 20 to 24 agree that promotion of healthy juice in social media is suitable if combined with a gym or fitness centre to attract customers purchase intention.



The most influential dimension on purchase intention is perceived value which has the highest value of 76 %. That means, the respondent agrees with getting a more value from the product or service.

### Design Strategy and implementation

Below the design and model strategy of implementation to create a customer's purchase intention in cross-promotion :



### Conclusions

Based on the results of an analysis, as a startup company El Farm seeing that into a marketing strategy cross-promotion has the potential to be applied and can attract customers purchase intention, with the result of coefficient determination in SPSS reaching up 54.80%, its mean that the independent variable influence the dependent variable, cross-promotion has a positive effect on purchase intention. The Product Fit dimension has a higher score amount to 80,40 % its mean the product that want to be partner will be good if have a related product. With using cross promotion companies can getting a lot of benefit such as, increase the market share and have a better brand awareness, reduce a cost for promotion, and reach previously unachievable market. For purchase intention dimension, perceived

value has the highest percentage reaching 76 %; meaning respondent wants higher benefit from cross-promotion by both companies. Third social media with the highest percentage of Instagram, line and youtube can be a tool used by companies for the promotion itself, by creating interesting social media content.

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