



Building Timeless.co Brand Awareness Through Influencer and Internet Marketing

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ABSTRAK

Perkembangan yang pesat pada teknologi menyebabkan peningkatan perkembangan pada industri smartphone serta sangat diminati oleh masyarakat Indonesia. Sejumlah 175 juta pengguna smartphone di Indonesia telah terhubung pada internet dan sebagian besar dari mereka menghabiskan waktu lebih dari 3 jam setiap harinya untuk mengakses media sosial. Perkembangan smartphone telah menyebabkan terbukanya peluang bagi perusahaan untuk menciptakan kesadaran merek, salah satunya adalah perusahaan produsen jam tangan otomatis. Tujuan dari riset ini adalah untuk mengetahui apakah Timeless.co dapat menciptakan kesadaran merek melalui pemasaran via influencer dan pemasaran via internet. Selain itu, riset ini pun bertujuan untuk mengetahui strategi pemasaran yang paling efektif untuk meningkatkan kesadaran merek Timeless.co. Riset ini menggunakan metode kuantitatif melalui pendekatan eksplanatif. Data riset dikumpulkan dengan metode convenience sampling dan dianalisis melalui SPSS v25. Hasil riset ini mengindikasikan bahwa pemasaran via influencer dan internet mempengaruhi kesadaran merek Timeless.co. Strategi yang efektif bagi Timeless.co adalah pemasaran via internet

ABSTRACT

The rapid development of technology makes the smartphone industry developed sharply. Today, in Indonesia, 175 million smartphone users have connected to the internet and many of them spent more than 3 hours to open social media. The developments of smarphone open up the opportunities for companies to build up their brand awareness, one of them is the automatic watch producer companies. The purpose of this study is to determine whether Timeless.co can create brand awareness through influencer marketing and internet marketing and to know which marketing strategies are most effectively used to build Timeless.co brand awareness. This study employed quantitative method with explanative approach. The collected data were taken by convience sampling and analyzed by SPSS v25. The result of this study indicates that influencer marketing and internet marketing does affect brand awareness Timeless.co. Internet marketing has become an effective strategy at Timeless.co.

INTRODUCTION

The rapid development of technology has made the smartphone industry more developed. Data from Katadata (2016) shows that smartphone users in Indonesia in 2018 amounted to 83.5 million and grew by around 11 percent to 92 million users in 2019. Currently, 175 million of Indonesia's population of 272 million are connected to the internet, where 98 percent of the total internet users use smartphones as devices to access the internet. Many of the users in Indonesia use their mobile phone to access the social media applications and they spend more than 3 hours for opening social media (Pertiwi, 2020).

Hootsuite's Wearesocial data (2019) shows that social media users in Indonesia in January 2019 reached 56 percent of the total population, which was around 150 million people. Facebook and Instagram are the most used social media applications in Indonesia where as many as 130 million active users use Facebook while Instagram has 62 million monthly active users (Pertiwi, 2019).

With the increasing number of social media users, there are opportunities to use the application for various purposes, one of which is building a brand. A strong brand will make the company stand out more in a dense market (Wheeler, 2009). Building a brand is a long-term investment that results in increased awareness and loyalty (Wheeler, 2009).

Keller (2013) explains that a brand is more than just a product because it has dimensions that are different from competitors' products. The difference should be logical and real where the appearance of the product must represent a brand symbolically and emotionally. Brands can be in the form of names, logos, trademarks, or coverage of the three elements.

The increasing number of business actors engaged in watch accessories has made difficult for people to determine the product that suits for their needs. According to Octavianti (2012), one way that businesses can do to differentiate their products from competitors is to build brands. Building brands helps companies to attract consumer attention and build brands in the market (Seturi, 2017). Furthermore, critical points in the success of a brand are determined by creating a positive image and awareness of the brand. Therefore, it is necessary to establish brand awareness that aims to compete for consumer attention. Brand awareness can be built with influencer marketing and internet marketing (Sjoberg, 2017 and Isoraite 2016).

At this time, social media is one of the most effective marketing alternatives used to target markets that are in accordance with the product segment offered by a company. It is

undeniable that the development of social media has caused companies to start switching to various alternative marketing strategies found on social media, such as marketing via influencer and marketing via the internet. According to Childers et al. (2018), influencer marketing aims to support brands offered by companies while connecting the intended target audience with brands while maintaining regular communication. Abidin et al. in Castillo & Fernandez (2019) says an influencer is someone who gathers followers on social media through narratives and visualizations of the influencer's life that makes money.

Fisher et al. (2003) explain that marketing via the internet is a process used to form and foster relationships with consumers online that aim to meet the goals of both parties. Any marketing activity that is carried out online using internet technology is called marketing via the internet (Beneke et al. 2020).

Timeless.co was founded in 2018 and is engaged in watch accessories, namely watch winders. Initially, the founder of Timeless.co needed a watch winder for his automatic watch, but the products on the market had a high price. Unbranded products are also an alternative choice for consumers looking for more affordable prices. Seeing this opportunity, the founder decided to build his own watch winder brand. The first sales strategy chosen is to sell these products in large marketplaces in Indonesia.

Marketplace sales weren't going very well at first. From November 2018 to February 2019 the sales were not satisfactory, so a marketing strategy in the form of advertising was adopted. Ads used are ads available on the marketplace. Ads can be placed on the marketplace by setting a price rate and appropriate keywords so that the target market is right. So that consumers who are looking for a watch winder product category can see the Timeless.co brand in that product category. Seeing the very significant sales results, the founder decided to add a marketing strategy that could reach a wide range of potential buyers. By building brand awareness through influencer marketing and marketing via the internet, it is hoped that consumers will know about the Timeless.co brand in the watch winder product category. With the awareness of the Timeless.co brand, it is hoped that it can increase sales in the future.

Based on the data and previous research described above, influencer marketing and internet marketing are the right choices for Timeless.co to build brand awareness. Both strategies are suitable for Timeless.co to build brand awareness because the growing number of smartphone users connected to the internet indicates an increasing number of potential customers at Timeless.co who are engaged in online business.

This study aims to discuss the Timeless.co product marketing strategy. Timeless.co is currently focused on building brand awareness. The marketing strategies used to build brand awareness for Timeless.co products are influencer marketing and internet marketing. The focus of this research is to look at the impact of influencer marketing and internet marketing on increasing brand awareness of Timeless.co. Between the two marketing strategies, it will be seen which strategy provides the highest conversion rate at a rational or cheapest expense.

LITERATURE REVIEW

A. Brand Awareness

Andriyanto and Haryanto (2010) define brand awareness as the ability of consumers to recognize a brand or how strongly a brand is attached to consumers' minds. Andrews (2013) suggests that when consumers are thinking about a certain product category and they can easily name a brand from that product category, this shows that the brand has succeeded in building brand awareness in the minds of consumers.

Aaker (1991) explained that there are four levels of brand awareness. The first, unaware of the brand. At this level, consumers are not aware of the existence of brands circulating in the market because consumers' thoughts on all brands have the same quality. The second, brand recognition. Consumers who are at this level are able to recognize the brand from a certain product category when given instructions in the form of a product's characteristics. The third, brand recall. In this level, consumers can name various kinds of similar brands that are circulating without being given any instructions. The fourth, top of mind. This is the highest level of the brand awareness. The brand is first mentioned by the consumer.

Keller (1993) states that a higher level of brand awareness will strengthen brand relationships, loyalty and consumer commitment to the brand. Keller also said that a strong brand relationship has many advantages such as higher pricing, increased sales and gathering valuable reviews.

B. Brand Awareness Indicator

Abdelmoety and Gounaris (2014) in their research suggest that the use of social media is positively related to brand awareness. Furthermore, with the increase in consumer word of mouth communication, it is possible for companies to enter consumer

conversations and interact with them through social media. Bond (2010) suggests that brand awareness is the result of customer engagement in a social media context. Bond's findings are supported by research conducted by Shojaee and bin Azman (2013), which states that electronic word of mouth and customer engagement have a positive relationship with brand awareness in the context of social media.

C. Electronic Word of Mouth

Word of mouth is a form of unpaid promotion, where consumers tell other consumers about products or services from a brand (Sjoberg, 2017). Furthermore, electronic word of mouth refers to consumer-based brands or promotions in digital channels. Word of mouth has a direct relationship with brand awareness (Xu and Chan in Sjoberg, 2017) and has become one of the most powerful marketing tools, because people have greater trust in brands and companies recommended by friends and family.

Goehring and Rewardstream (2016) say that 84 percent of consumers believe that word of mouth is the most trusted source of recommendations for consumers when they are going to buy a product. Meanwhile, only 77 percent of consumers are more willing to buy a new product when they find out about the product from family or friends.

D. Customer Engagement

Customer engagement refers to consumer loyalty based on satisfaction, intention to repurchase, and recommending a brand (Hollebeek, 2011). According to Bansal and Chaudhary (2016), customer engagement is an emotional attachment between consumers and a brand. Furthermore, this attachment can occur because consumers are satisfied with the related brand. Customer engagement is defined as the intensity of individual participation in the activities of the company (Beatty et al, 2012).

E. Influencer Marketing

Sudha and Sheena (2017) state that influencer marketing is also known as "influencer marketing" which is the development of the word of mouth concept which is carried out more professionally with the aim of increasing consumer loyalty. Influencer marketing is a marketing strategy that uses the influence of individuals or opinion leaders to drive their brand awareness and purchasing decisions (Brown and Hayes in Lou and Yuan 2019).

Traditionally, when people think about influencer marketing, they think of celebrity appearances on TV commercials or famous people posing on billboards along highways

(Glucksman, 2017). Furthermore, as media and technology become more advanced, companies can choose from a variety of media options to market their products, an example is the use of influencers on social media. It is now possible to find people representing companies through content on social media accounts, such as Instagram, Snapchat, Twitter, and YouTube. According to Evelina and Handayani (2018), influencers on social media are individuals who have a big influence on the trust of their followers and have a huge impact on the product or brand. Furthermore, when choosing an influencer, it must be relevant to the company's product or target market.

The influencer used in this research is @officialwatchsupply as an account to sell automatic watch products. Followers on the account have followers who are interested in automatic watches and even have an interest in buying automatic watches through the account. These criteria are very relevant to the Timeless.co target market so that through collaboration with @officialwatchsupply, it is hoped that followers who have or are interested in automatic watches will apply the same to Timeless.co products.

F. Internet Marketing

Marketing via the internet is one of the digital means that can be used to increase awareness that informs, reminds and convinces consumers of the brand being promoted (Isoraite, 2016). According to Andriyanto and Haryanto (2010), marketing via the internet aims to build brand awareness with the aim of being the top of mind of related consumers. Marketing via the internet is the process of building and maintaining relationships with consumers through online media (Fisher et al., 2003).

Internet marketing is a form of advertising that uses the internet to attract customers by sending messages via websites or banner ads on other popular websites that direct online users to the company site. The company website must be well-organized, well-designed and user-friendly to attract more customers (Rowley in Linh and Tung 2008). According to Isoraite (2016) internet marketing is not only through websites, but also through email and social media.

Marketing via the internet can be done in 3 different media, namely paid, owned and accepted media (Barman, 2018). The media chosen in this study is paid media. According to Pereira (2020), paid media is paid promotion on other sites that aims to display the company's marketing and influence an unreached audience. Paid media can be

done on social media, websites and including conventional media. Furthermore, one of the paid media that has the best performance is Instagram.

RESEARCH METHODOLOGY

A. Methods

The type of research used in this research is quantitative with an explanative approach. Data collected using research instruments, data analysis is statistical / quantitative, with the aim of testing the hypothesis that has been set. The sampling technique used in this study is non-probability sampling with a convenience sampling method. In this study, researchers used primary and secondary data. Primary data obtained through a questionnaire method. Questionnaires are distributed via direct messages on the Instagram app to people who have an interest in automatic watches. Secondary data used came from books, journals, and news.

In this study, data collection through questionnaires was conducted twice to see the effect of marketing via internet and marketing via influencer on brand awareness of Timeless.co. In the first stage, the researcher collected data with a questionnaire to find out which respondents used automatic watches. The question asked to find out which respondent uses automatic watches and not is "Do you have an automatic watch?". If the answer given by the respondent is "yes", then the respondent will be asked to fill out a questionnaire containing questions in accordance with the research objectives. Conversely, if the answer given by the respondent is "no", then the respondent does not need to continue filling out the questionnaire until it's finished. In this first stage of research, information collection about the characteristics of the respondents was carried out.

In the second phase of research, researchers distributed questionnaires to 47 respondents in the first phase of research to find out their responses to internet marketing and influencer marketing towards increasing awareness of the Timeless.co brand with competing brands. In the second phase of research, researchers have used influencer marketing with @officialwatchsupply as an influencer and Instagram as a medium for implementing internet marketing to see whether there is an effect of using influencer marketing and internet marketing on Timeless.co brand awareness.

B. Data Analysis Methods

Descriptive Statistical Analysis

In this study, descriptive statistical analysis was used to present data in the form of bar charts for respondent demographics such as age, gender, occupation, domicile, and income. In addition, table diagrams are used to illustrate the insights of the influence of influencer marketing and internet marketing on increasing brand awareness of Timeless.co. Analysis on this insight is used to answer the second problem formulation, namely a more effective marketing strategy at Timeless.co.

Test Validity and Reliability

The validity test aims to find out whether the questionnaire was formulated correctly in measuring what to measure. Reliability test aims to determine whether a measuring instrument can measure consistently if done repeatedly (Widi, 2011). Furthermore, a data is said to be valid if:

- a. The result of sig 2 tailed <0.05 , then the data is valid.
- b. The result of sig 2 tailed > 0.05 , then the data is invalid.

In the reliability test, conclusions can be seen from the Cronbach's alpha value, if the value is greater than r table (in this study 0.288 with $N = 47$ and a significance of 5%) it can be said that the data is reliable.

Chi-Square Test

The Chi-Square test is used to determine whether there is a relationship between the two variables being compared (Sirkin in Boran et al, 2020). Decision making from the results of the Chi-Square test can be done by making the following hypothesis (McHugh, 2013):

- a. H_0 = There is no relationship between the two variables being compared.
- b. H_1 = There is a relationship between the two variables being compared.

If the significance value of the Chi-Square test results > 0.05 , then H_0 is accepted so that it can be concluded that there is no relationship between the two variables being compared. Meanwhile, if the significance value of the Chi-Square test results <0.05 , then H_0 is rejected, so it can be concluded that there is a relationship between the two variables being compared.

In this study, the Chi-Square test was used to determine whether there was a difference between the brand of the watch winder that the respondent knew about and the respondent's brand awareness after influencer marketing and internet marketing were implemented.

The hypothesis used is:

H_0 : There is no significant difference between the watch winder brands known by respondents and the respondents' brand awareness after influencer marketing and internet marketing were implemented.

H_1 : There is a significant difference between the watch winder brands that respondents know about and their brand awareness after influencer marketing and internet marketing are implemented.

Based on probability:

H_0 is accepted if the significance > 0.05

H_0 is rejected if the significance is < 0.05

The results of the chi-square test will answer the first problem formulation, namely, "Is there a significant difference between Timeless.co brand awareness and competing brands with influencer marketing and internet marketing?". The conclusion of the hypothesis made will be supported by the results of the second questionnaire distributed after influencer marketing and internet marketing have been implemented.

RESULTS AND DISCUSSIONS

a. Demographic Analysis

Table 4.1 Demographic Analysis

Demographics	Frequency (%)
Gender	
Male	72%
Female	28%
Age	
17-25	34%
26-35	30%
36-45	23%
>46	13%
Domicile	

Demographics	Frequency (%)
Jakarta	45%
Other	30%
West Java	11%
Banten	6%
East Java	6%
Central Java	2%
Occupation	
Entrepreneur	38%
Student/ University Student	26%
Employees	15%
Housewife	13%
Government Employees	2%
Other	2%
Income	
> Rp 14.000.001	53%
Rp 4.500.001 - Rp 14.000.000	28%
< Rp 4.500.000	19%
Awareness of Watch Winder	
Aware	60%
Do not Aware	40%
Known Brands	
Billstone	76%
Swiss Kubik	10%
Timeless	5%
Avante	5%
Westwood	5%
Source of Information	
IG Ads	42%
Friend	37%
Other	16%
Family	5%

Source: Authors' Processed Data (2020)

The majority of respondents were men (72%), the rest were women (28%). This result is not too surprising because from a historical point of view, men buy more luxury watches than women who prefer jewelry (Rivoira, 2018). Most of the respondents were 17-25 years old (34%). Furthermore, 30% of respondents are in the age category 26-35 years. The results of this study are supported by research conducted by Wang and Tong (2017) which states that the age of the respondents is in the same age range as the results obtained by the researcher.

The majority of respondents are domiciled in Jakarta (45%). Furthermore, respondents who live in Central Java are only 2% of the total respondents. Most of the

respondents are entrepreneurs, namely 38% respondents from the total respondents (47 people). Students and university students are in second place with 12 respondents or 26% of the total respondents. Mussry (2020) also explains that most owners of luxury products have their own businesses or are self-employed.

The majority of respondents have an income of more than IDR 14,000,000 per month (53%). The results also showed that respondents with an income of less than Rp 4,500,000 were only 19% of the total respondents, namely as many as nine respondents. These results indicate that the average income level of the respondents falls into the high-income level category. This is understandable because automatic watches are a tertiary necessity (classified as luxury goods).

The majority of respondents do not know about watch winders (60%), the rest (40%) of respondents said that they know about watch winders. The high level of respondents' unfamiliarity with watch winders is a challenge for business players in this field, especially how to introduce their brands to consumers. That of the 40% of respondents who know the watch winder, the brand that the majority of respondents know is Billstone (76%). Furthermore, 10% of respondents know the Swiss Cubic brand. Respondents who know the Timeless brand are only 5% of the total respondents who are aware of the watch winder. Source of information for respondents' watch winders comes from Instagram ads (42%). Furthermore, 37% of respondents know the watch winder from friends and only 5% of the information is obtained from family.

b. Influencer Marketing and Internet Marketing Insights

Table 4.2 Insights in Timeless.Co Instagram

	Before influencer marketing and internet marketing were implemented	After influencer marketing and internet marketing are implemented	Escalation
Reach	15	5.187	34.480%
Impressions	127	6.582	5.083%
Interactions	16	163	919%

Source: Authors' Processed Data (2020)

The results showed that the total reach, impressions, interactions resulting from influencer marketing and internet marketing increased significantly before and after the marketing strategy was implemented. The number of reaches before the research was conducted

was 15 and increased to 5187 or 34.480% after influencer marketing and internet marketing were implemented. Impressions increased by 5,083% from 127 to 6,582 after influencer marketing and internet marketing were implemented.

An increase also occurred in interactions from 16 to 163 or 919% after influencer marketing and internet marketing were implemented. The increase in these three factors proves that the strategy of influencer marketing and marketing via the internet is one of the right strategies to increase brand awareness of Timeless.co.

Table 4.3 The results of the calculation of engagement rate on influencer marketing and marketing via the internet.

	Influencer Marketing (@officialwatchsupply)	Internet Marketing
Likes	34	1771
Comment	9	0
Total	43	1771
Followers	19.800	2015
Engagement Rate	0.2%	87.9%

Source: Authors' Processed Data (2020)

Engagement rates on influencer marketing get low results because the number of followers (followers) on @officialwatchsupply is quite high compared to the number of likes and comments generated. This can happen because of the availability of fake followers. Where the fake followers do not contribute to the number of likes and comments on the influencer. So that the selection of influencers becomes important so that the results given are maximum. Whereas in internet marketing, the resulting engagement rate is very high at 87.9%. Based on the calculation data in Table 4.3, internet marketing has a greater influence on Timeless.co brand awareness with a higher engagement rate of 87.7% compared to marketing via influencer which is only 0.2%.

c. Chi-Square Test

Table 4.4 Chi-Square Test Result

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	47.000 ^a	3	0.000
Likelihood Ratio	63.422	3	0.000
Linear-by-Linear Association	35.023	1	0.000
N of Valid Cases	47		

Source: Authors' Processed Data (2020)

The results of the Chi-Square analysis (Table 4.4) show that the Pearson Chi-Square significance value in this test is 0.000. The significance value is $0.000 < 0.05$, which means that the H_0 hypothesis is rejected. The hypothesis H_0 is rejected means that the H_1 hypothesis is accepted. Therefore, it can be concluded that there is a significant difference between the watch winder brand which the respondents know and the respondent's brand awareness after influencer marketing and internet marketing are implemented.

This conclusion can occur because before the research was carried out, there was only one watch winder brand that implemented influencer marketing and internet marketing strategies, namely the Billstone brand. So that the watch winder brand that was known by the majority of respondents before the study was only the watch winder brand.

With Timeless.co implementing influencer marketing and internet marketing strategies, the watch winder brands circulating is not only Billstone but also Billstone and Timeless.co. So that the advertisements or products circulating to consumers are not fully controlled by Billstone which results in differences in the watch winder brands which are known to respondents with the respondents' brand awareness after influencer marketing and internet marketing are implemented.

d. Business Development Strategy

The marketing strategy used by Timeless.co is internet marketing because when compared to marketing via influencer, the value of the engagement rate given to marketing via

the internet is far higher than marketing via influencer. Where engagement rate is one indicator that affects brand awareness. So that the internet marketing strategy answers the researcher's questions as a more effective marketing strategy to be used on Timeless.co. The target of the internet marketing strategy will be determined according to the results of descriptive statistical analysis on the demographics of the respondents. The marketing target chosen for the implementation of marketing via the internet is men aged 17-35 years who live in Jakarta.

The content used for internet marketing strategies is the Timeless.co product offering with a lifetime warranty period. Keller (2013: 31) explains that: a brand is more than just a product because it has dimensions that are different from competitors' products. Offering a product with a lifetime warranty can be a difference between Timeless.co and its competitors. No competitor from Timeless.co provides a lifetime warranty for watch winder products. So that buyers will always remember watch winder products with a lifetime warranty only at Timeless.co which will be supported by a marketing strategy via the internet.

CONCLUSIONS

Based on the results of data analysis and discussion, it can be concluded that influencer marketing and internet marketing affect Timeless.co brand awareness. After influencer marketing and internet marketing were implemented, there was an increase in the 3 factors contained in Instagram insights (reach, impressions, and interactions) which explained that the strategy was right for building brand awareness Timeless.co.

Hypothesis testing using the Chi-Square test explains that there is a difference between the watch winder brands that respondents know and the respondents' brand awareness after influencer marketing and internet marketing are implemented.

There are also suggestions for businesspeople who are experiencing difficulties during the Covid-19 pandemic to use influencer marketing and marketing via the internet. This is because the two marketing strategies can increase consumer awareness of the existence of online stores. With the increase in consumer awareness, the store's existence will be better known by consumers and in the end, it is hoped that transactions will occur with the store. This strategy is right to be applied in the midst of a pandemic situation like today where it forces offline stores to close so that it becomes impossible for consumers to visit your offline store.

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