The Influence of Above -the -Line and Below-the-Line Marketing Activities on Purchase Decisions of Hilo Sachet Products in Greater Malang, Indonesia

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This study aims to analyze the influence of Above-the-Line (ATL) and Below-the-Line (BTL) marketing activities on consumer purchase decisions regarding Hilo sachet products in the Greater Malang area of Indonesia. As marketing communication evolves with changing consumer behavior, the need for more targeted and impactful promotional strategies becomes essential, especially in the context of fast-moving consumer goods (FMCGs). A quantitative method was employed using survey data from 397 respondents who had recent purchase experience with Hilo sachets in Malang City, Batu City, and Malang Regency. The data were analyzed using multiple linear regression to determine the extent to which ATL and BTL activities affect consumer decision-making. Results show that both ATL and BTL activities significantly influence purchase decisions, with BTL exerting a slightly higher impact. This finding emphasizes the growing importance of personalized and direct marketing in regional consumer markets. This study contributes to the literature on integrated marketing communications by highlighting the comparative effectiveness of ATL and BTL strategies in influencing FMCG purchases in emerging market regions. The implications of this study provide guidance for marketers in allocating resources effectively between mass media and direct marketing efforts to enhance consumer engagement and conversion rates.

1. Introduction

In the era of globalization and rapid technological advancement, the business world has experienced significant changes in how companies market their products or services. Marketing is no longer confined to conventional strategies such as print advertisements or direct promotions; it has shifted towards more modern and digital approaches. The increasing market competition, along with the wide availability of technology and information, has led to a variety of products being available, one of which is in the beverage industry. There are many beverage products currently available in the market, offering numerous options that consumers can choose from according to their preferences (Anjanarko & Darmawan, 2023). Effective marketing has become a key element in winning the competition and building customer loyalty. Therefore, an in-depth understanding of consumer

preferences and desires in choosing and determining products or making purchasing decisions in the powdered beverage sector is crucial. Issues related to purchasing decisions often involve: a lack of relevant product information, unclear added value of the brand, prices that do not meet consumer expectations, and shifts in consumer preferences due to market trends. These purchasing decision issues also occur in the FMCG (Fast Moving Consumer Goods) industry. The abundance of product choices has become a problem for consumers in making selections and purchases (Putri et al., 2022). The FMCG industry provides daily products in large quantities at relatively low prices, which allows for rapid and dynamic turnover in the market. The FMCG industry has become one of the most competitive sectors in both the local and global economies. FMCG products, especially in the packaged food and beverage categories, have seen significant growth in recent years. This can be seen from the data from Databoks, which shows that the sales value of packaged food and beverages in Indonesia has consistently increased every year. One of the contributing factors is the change in consumer habits and the high variety of food and beverage products available in Indonesia. From the growth chart above, it is evident that the increasing demand for packaged food and beverages will lead to intensified competition among FMCG companies in Indonesia.

**Figure 1.1: Sales Value of Packaged Food and Beverages in Indonesia (2018-2022)**

Source: https://databoks.katadata.co.id/
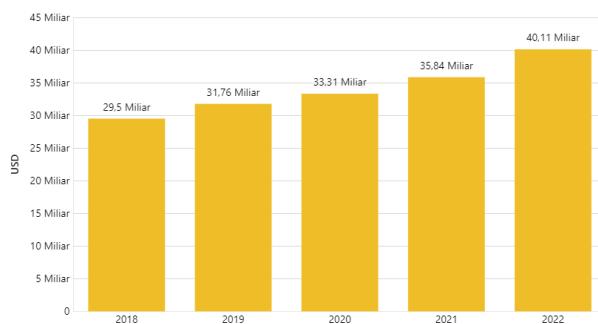
Along with the growth of the packaged beverage business every year, the competition in the FMCG business, especially in the powdered beverage sector, has become increasingly fierce. Consumers prefer sachet powdered beverages because they are practical, economical, and versatile options for both consumers and beverage industry players.

Hilo is one of the brands of PT Nutrifood Indonesia that produces chocolate beverages. Initially, Hilo was formulated as a calcium-rich milk brand with market segments based on age groups. Hilo consists of categories such as Hilo School, Hilo Teen, Hilo Active, and Hilo Gold. Over time, Hilo has consistently innovated in releasing its products, and as of 2024, there is a variant of Hilo sachets with chocolate beverages, consisting of eight different product variants. Hilo is well-known among Indonesians and has become a top brand index in several milk categories, such as adult milk and among teenagers. In the teenager category, Hilo is ranked first in the top brand index, while in the adult category, it ranks among the top three. This strong brand recognition provides Hilo with a good foundation to expand its market share in the chocolate sachet beverage segment, though it must remain vigilant against competitors to maintain its competitive edge. Hilo holds strong brand value as a leading milk beverage brand, creating opportunities to expand into the chocolate milk

sachet market. However, expanding market share requires effective strategies, particularly since, according to a survey conducted by the researcher in Malang City with 69 respondents aged 15-30, Hilo is still behind other competitors. Below is the survey data on chocolate beverage brands in the Malang region.
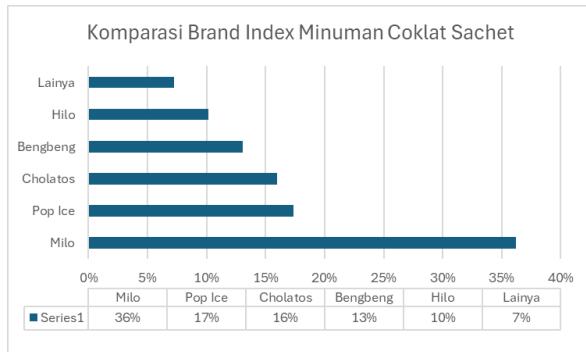
Source: Researcher's Survey

Figure 1.2: Brand Index Comparison for Chocolate Sachet Beverages

In Figure 1.2, it shows that Hilo ranks 5th in the chocolate sachet beverage category. This highlights the intense competition in the chocolate beverage market. Hilo must develop a precise strategy to dominate the chocolate sachet beverage market. The researcher also conducted field observations in the general trade (GT) market in Malang Raya. Out of 80 operators selling sachet beverages, only 21 (26%) operators offered Hilo. Among the operators selling Hilo sachets, only 2-3 chocolate variants were available, despite Hilo having 8 chocolate variants in the sachet category. This indicates that Hilo needs to conduct marketing activities that influence consumer purchasing decisions.

To influence consumers during the purchasing process, a company requires an effective marketing mix strategy that includes product, price, place, and promotion. However, to succeed in the competition, having a high-quality product mix, effective distribution channels, and affordable pricing is not enough. In today's consumer behavior era, marketing communication is key to delivering product/service value in the right way, to the right people, through the right channels. Marketing communication is a marketing activity that aims to disseminate information, influence, or persuade, and then remind the target market of the company and its products, to encourage them to accept, purchase, and remain loyal to the offered products (Hasdiansa in Ratna et al., 2023) According to Kotler & Armstrong (2020:1671), the marketing communication mix is currently one of the most effective marketing techniques because it develops efficient communication processes that support the company's strategy to deliver messages to consumers. The marketing communication mix is the combination of various tools and methods used by companies to communicate messages effectively to target audiences, aiming to influence consumer attitudes, perceptions, and behaviors.

These tools work together to create consistent and integrated communication, strengthening brand image and enhancing promotional effectiveness. There are two categories in the marketing communication strategy that distinguish the types of media and promotional approaches used, namely ATL (Above The Line) and BTL (Below The Line). ATL and BTL are often used simultaneously in marketing campaigns to complement each other, with ATL building broad awareness and BTL reinforcing relationships and driving direct consumer actions. Marketing strategies that combine ATL and BTL have proven to be highly effective and significantly influence consumer purchase decisions.

ATL builds broad brand awareness, while BTL strengthens relationships and encourages direct, measurable purchase actions. The combination of both creates integrated marketing communication that has a tangible impact on consumer behavior (Ratna et al., 2023). Each indicator applied in ATL and BTL marketing communication strategies has a significant impact on marketing outcomes, such as building awareness, creating brand image, increasing engagement, and driving consumer purchase decisions. The effectiveness of each indicator can be measured specifically and accurately according to the characteristics of the media and activities used.

Based on the background of the research above, it can be concluded that there is a need for research on "The Influence of Above -the-Line and Below-the-Line Marketing Activities on Purchase Decisions of Hilo Sachet Products in Greater Malang, Indonesia".

1.1 Background

The objectives of this research based on the research problem formulation are as follows:

1. To examine the representation of Above the Line (ATL) marketing communication in Hilo Sachet.
2. To examine the representation of Below the Line (BTL) marketing communication in Hilo Sachet.
3. To examine the representation of purchase decisions among Hilo Sachet consumers.
4. To investigate the impact of Above the Line (ATL) and Below the Line (BTL) marketing communication on the purchase decision of Hilo Sachet beverages.

1.2 Problem Statement

The problem or knowledge gap that this research aims to address is the limited understanding of how marketing communication strategies, specifically Above the Line (ATL) and Below the Line (BTL), influence consumer purchase decisions within the powdered beverage sector, particularly for the Hilo Sachet brand. While significant research has been conducted on the impact of marketing communication in various sectors, there is a lack of detailed analysis on how the combination of ATL and BTL strategies affects consumer behavior and purchasing decisions in the context of the FMCG industry, especially in the competitive chocolate beverage market in Indonesia.

Furthermore, although Hilo has established brand recognition in the milk beverage category, its performance in the chocolate beverage sachet segment remains suboptimal compared to competitors. This research seeks to bridge this gap by exploring how Hilo's marketing communication, specifically through ATL and BTL, can be optimized to influence consumer purchasing behavior and strengthen its position in the market

1.3 Objectives and Scope

The primary objectives of this study are as follows:

1. To examine the representation of Above the Line (ATL) marketing communication strategies employed by Hilo Sachet in Malang Raya.
2. To analyze the representation of Below the Line (BTL) marketing communication strategies employed by Hilo Sachet in Malang Raya.
3. To explore the consumer purchase decisions related to Hilo Sachet in Malang Raya.
4. To assess the impact of ATL and BTL marketing communication strategies on consumer

purchase decisions of Hilo Sachet in Malang Raya.

This study aims to provide a comprehensive understanding of how ATL and BTL strategies influence consumer purchasing behavior specifically for the Hilo Sachet product, an essential element for companies seeking to optimize their marketing communications and enhance their market share in a competitive sector.

The research is geographically limited to the Malang Raya region in East Java, Indonesia. This area has been selected due to its diverse consumer base and significant market for FMCG products, particularly powdered beverages. The study focuses solely on Hilo Sachet, a product from PT Nutrifood Indonesia, and does not include other brands in the powdered beverage sector, which may limit the generalizability of the findings to other regions or products.

In terms of methodology, this research employs consumer surveys and field observations, which may be limited by the sample size (397 respondents) and the regional focus. The study does not account for potential variables outside the scope of ATL and BTL communication strategies, such as socio-cultural factors or broader economic influences, which could affect consumer behavior. Therefore, the findings are specific to the context of the Malang Raya region and the Hilo Sachet brand within the current market conditions, and may not reflect broader national or international trends.

By focusing on the Malang Raya area, the research intends to provide in-depth insights into the local consumer behavior and the effectiveness of marketing communication strategies for a specific product in this regional context. However, these results may need to be validated or adjusted for other locations or in the context of different consumer products within the FMCG industry.

2. Literature Review

Several studies have explored the impact of marketing communication strategies on consumer behavior, particularly within the fast-moving consumer goods (FMCG) industry. However, there remains a gap in understanding how a combination of Above the Line (ATL) and Below the Line (BTL) strategies influences purchasing decisions in the context of the powdered beverage market, especially for niche products like Hilo Sachet.

1. Impact of ATL and BTL Strategies: Previous research highlights the effectiveness of both ATL and BTL strategies in driving consumer engagement and influencing purchase decisions. ATL strategies, including television commercials, radio ads, and digital advertising, are well-established tools for building broad brand awareness. BTL strategies, such as in-store promotions, events, and direct marketing, provide more targeted and personal engagement with consumers (Kotler & Armstrong, 2020). However, the combined effect of ATL and BTL on specific product categories, such as powdered beverages, has not been fully explored, particularly in competitive markets like Indonesia.

2. Consumer Behavior in FMCG: Studies on consumer behavior in the FMCG sector emphasize the importance of brand recognition, product quality, and price sensitivity in purchasing decisions. Research by [2] indicates that consumers often face challenges in making purchasing decisions due to an overwhelming number of available product options. This is particularly relevant in the beverage industry, where consumer choices are influenced by both functional attributes (e.g., taste, price) and emotional factors (e.g., brand loyalty, perceived

value). While these studies acknowledge the impact of marketing on decision-making, they often focus on broad FMCG trends without considering the unique challenges faced by specific product segments such as powdered beverages.

3. Brand Positioning and Market Share: Research on brand positioning in competitive markets, such as those conducted by [1], suggests that well-established brands with strong market recognition, like Hilo, can leverage their reputation to expand into new product categories. However, despite Hilo's success in the milk beverage segment, its performance in the powdered chocolate beverage sector remains below expectations. Previous studies have not sufficiently examined why this discrepancy exists or how marketing communication strategies could be optimized to address it.

4. Consumer Decision-Making in the Beverage Industry: Previous research on decision-making in the beverage industry has found that factors such as convenience, taste preferences, and packaging play a significant role in consumer choices. Hilo, as a leading brand in the milk beverage market, faces the challenge of differentiating itself within the crowded powdered chocolate beverage market. While consumer preferences and decision-making have been studied extensively in the broader FMCG context, there is limited research on how marketing communication strategies specifically ATL and BTL can influence decisions for niche products like chocolate beverages.

5. Research Methodology Gaps: In terms of methodology, prior studies often rely on broad surveys or quantitative analyses to measure the impact of marketing strategies on consumer behavior. However, few have specifically focused on regional markets, like Malang Raya, and examined both ATL and BTL strategies in the context of a single product category (i.e., powdered beverages). The current literature tends to generalize findings across various product categories without acknowledging the unique challenges and opportunities presented by specific consumer groups and regional markets. Additionally, field observations and in-depth consumer surveys remain underutilized in evaluating the effectiveness of marketing strategies for specific product categories.

2.1 Related Work

1. Study on the Influence of ATL in Consumer Product Marketing: Several studies, such as those conducted by Kotler and Keller (2016), show that ATL strategies, which involve mass media such as television and radio advertisements, can significantly increase brand awareness and strengthen consumer loyalty. This research aligns with the ATL approach, which prioritizes brand image creation and broad market recognition. However, although ATL is effective in reaching a larger audience, its impact on purchase decisions is often indirect, primarily influencing the early stages of the decision-making process (Smith & Taylor, 2004). According to research by (Sugiono & Sume, 2017), above-the-line promotions have a positive and significant effect on consumers' purchase interest in mobile service providers. This finding raises the question of whether this is similar to Hilo Sachet consumers or if it contrasts with them.

2. Study on the Influence of BTL on Purchase Decisions: On the other hand, BTL, which includes direct promotions such as discounts, product sampling, and events, has proven to be more effective in directly influencing purchase decisions. Research conducted by Schmitt (2010) shows that BTL focuses more on creating personal consumer experiences, which can increase purchase actions and enhance brand attachment. Unlike ATL, BTL emphasizes a direct relationship with consumers and tends to have a more immediate impact on buying behavior. According to Sugiono & Sume (2017) below-the-line promotions have a negative and insignificant effect on consumer purchase interest in mobile service providers. This raises the question of whether this is the same for Hilo Sachet consumers or if it differs significantly.

3. Differences in the Context of Hilo Sachet: While previous research has largely focused on mass-market products or those with a broader market reach, this study will discuss how Hilo Sachet, a product more specifically targeted in the health drink market, utilizes both strategies in a more focused context. In this case, Hilo Sachet uses ATL to build a strong brand image through mass media campaigns but also employs BTL through point-of-sale promotions, product sampling, and loyalty programs to reinforce consumer purchase decisions in a more segmented market.

4. Similarities and Differences with Previous Research: Several previous studies, such as those conducted by Marcomm (2015), have tested the combined effects of ATL and BTL on consumer behavior in the food and beverage industry. However, this study differentiates itself by focusing specifically on how ATL and BTL influence the purchase decisions of health products such as Hilo Sachet, which places greater emphasis on consumer health. Thus, while there are similarities in focusing on the effects of marketing strategies on purchase decisions, this research significantly differs in terms of the product type and the marketing approach used.

2.2 Research Gap

While the impact of ATL and BTL marketing strategies on consumer behavior has been widely studied in various industries, there is a notable lack of research focusing on the specific context of powdered beverages in a competitive market. In particular, there is a gap in understanding how the combination of these strategies affects consumer purchase decisions in the Malang Raya region for the Hilo Sachet brand. This research seeks to fill this gap by providing insights into how Hilo can leverage its marketing communication strategies to strengthen its position in the competitive powdered beverage market.

This study will contribute to a better understanding of consumer decision-making processes in the FMCG sector, particularly in the context of beverages, and will offer valuable insights for marketers seeking to optimize their communication strategies in local markets.

Summarize key findings from prior studies, theories, or methodologies relevant to your research. This section should build a strong foundation for your methodology by showing gaps or areas needing further exploration.

3. Methodology

This study uses a marketing management approach and involves three variables. Research variables are attributes, characteristics, or values of individuals, objects, or activities that exhibit certain variations, which are defined by the researcher for study and subsequently used to draw conclusions (Sugiyono, 2020). The types of variables include the independent variable (free variable), which influences or causes changes in or the emergence of the dependent variable (bound variable). On the other hand, the dependent variable (bound) is the variable influenced by the presence of the independent variable (Sugiyono, 2020).

3.1 Data Collection

This study uses a quantitative research method, which according to Sugiyono (2020) is used to study a specific population or sample. Data collection is done using research instruments and data analysis is quantitative in nature, involving statistical numbers with the aim of testing established hypotheses. In conducting this quantitative research, both descriptive and verificative analyses are performed. Descriptive research, according to Sugiyono (2020), is research that describes or analyzes research results to produce broad conclusions.

This study measures variables using the Likert scale, which is a type of measurement scale used in research to measure the level of agreement or disagreement with statements or opinion questions. The data sources used in this study are data related to the ATL and BTL marketing communication strategies for Hilo Sachet and consumer purchase decisions for Hilo Sachet.

According to Sugiyono (2020), the population is the generalization area consisting of objects or subjects with certain quantities and characteristics specified by the researcher for study and to draw conclusions. Therefore, the population is not only people but also objects and other natural items. The population in this study is Hilo Sachet consumers around the company's activation locations in the Malang Raya area (Kab. Malang, Kab. Batu, and Kota Malang) who have purchased Hilo Sachet.

The sample selected must be a representation of the population, meaning that all characteristics of the population must be reflected in the sample. To determine the sample size, this study uses the sample calculation formula found in Sugiyono's book (2020), specifically the Degree of Variability formula, for populations with an unknown size. Using the sample size formula to determine how many elements need to be taken to achieve the desired level of accuracy (e.g., a margin of error of 5% and a confidence level of 95%), the following formula can be used:

$$n = \frac{z^2 pq}{e^2}$$

N = The required sample size
Z = The value in the normal curve for a 5% deviation, with a value of 1.96
P = The probability of being correct, 50% = 0.5
q = The probability of being incorrect, 50% = 0.5
e = The sampling error
For a 95% confidence level and a 5% margin of error, the calculation result will produce a sample size greater than 384 to ensure that the sample results accurately represent the population with high precision.
This study uses a non-probability sampling technique, which means that not all members of the

population have an equal chance of being selected as a sample. Furthermore, purposive sampling is applied, where information is collected from specific groups with certain criteria (Sugiyono, 2020).

3.2 Analysis Techniques

Verificative analysis aims to verify, prove, and find the truth of a hypothesis. In this study, the author intends to analyze the verificative analysis to examine the research results related to the impact of TV Advertising and Sales Promotion in implementing ATL and BTL marketing communication strategies on Purchase Decisions. Multiple linear regression correlation analysis is the analytical technique that will be used by the author, as this study involves two independent variables and one dependent variable.

The multiple regression analysis technique is used to determine whether the independent variables can increase or decrease the dependent variable. Additionally, it can be used to enhance the state of the dependent variable by modifying the independent variables, and vice versa.

3.3 Validation

Sugiyono (2020) states that validity refers to the degree of accuracy of the data on the research object, with data that can be reported by the researcher. Validity indicates that the instrument can be used to measure what it is supposed to measure. In this study, the Product Moment correlation formula is used to test the data's validity. In this formula, each question item is tested for the validity of its ordinal score, which is then correlated with the overall ordinal score. If a positive value is obtained, the item is considered valid; otherwise, it is not.

The Product Moment formula is outlined as follows:

$$r_{xy} = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{\{n \sum X^2 - (\sum X)^2\}\{n \sum Y^2 - (\sum Y)^2\}}}$$

Source : Arikunto (2019)

Explanation:
- rxy = Product moment correlation coefficient
- n = Sample size
- X = The score obtained by the subject on each item
- Y = The total score obtained by the subject from all items
- $\sum X^2$ = The sum of the squared values of variable X
- $\sum Y^2$ = The sum of the squared values of variable Y
- $\sum XY$ = The sum of the multiplication of the correlation factors of variables X and Y

The decision from the validity test for the instrument items considers the following:
1. The r_hitung value is compared to the r_tabel value with dk = n-2 and a significance level of 5%.
2. The item question from the respondent being studied is considered valid if r_hitung is greater than or equal to r_tabel.
3. The item question from the respondent being studied is considered invalid if r_hitung is less than r_tabel.

This validity test was conducted on 30 respondents with a significance level of 5% and a degree of freedom dk = n-2, where dk = 30-28 = 28, so the r_tabel value obtained is 0.361. The results of the validity test for the instruments from the three variables studied in this research are as follows:

Tabel 3.1
Results of the Validity Test for Variable X1

Source : Results of primary data processing using SPSS Statistics 27 for Windows

Based on Table 3.1, it can be observed that the results of the validity test for all items related to the variable X1 (TV Advertisement), consisting of 13 statement items, are considered valid. This is because the r calculated for each item is greater than the r table (i.e., >0.361) as determined. Therefore, these statements can be used as measurement tools for the concept of TV Advertisement, which represents variable X1 in this study.

Tabel 3.2
Results of the Validity Test for Variable X2

Source : Results of primary data processing using SPSS Statistics 27 for Windows

As for the results of the validity test for all items related to variable X2 (sales promotion), consisting of 9 statement items, as shown in Table 3.2, they are considered valid. This is because

the r calculated for each item is greater than the r table (>0.361) as determined. Therefore, these statements can be used as measurement tools for the concept of sales promotion, which represents variable X2 in this study.

Tabel 3.3
Results of the Validity Test for Variable X3

Source : Results of primary data processing using SPSS Statistics 27 for Windows

Then, in Table 3.3, the results of the validity test for all items related to variable Y (purchase decision), consisting of 10 statement items, also indicate valid results. This is because the r calculated for each item is greater than the r table (>0.361) as determined. Therefore, these statements can be used as measurement tools for the concept of purchase decision, which represents variable Y in this study.

Additionally, the researcher also conducted a reliability test. A reliability test is used to determine whether the research instrument is trustworthy or not. According to Sugiyono (2020), an instrument is considered reliable if it consistently produces the same data when used multiple times to measure an object. The reliability of an instrument is a prerequisite for the instrument to be considered valid, thus making the reliability test necessary.

Table 3.4 Reliability Levels Based on Alpha

Alpha Value	Reliability Level
<0.600	Not Reliable
0.600 – 0.690	Marginally Reliable
0.700 – 0.790	Reliable
0.800 – 0.890	Very Reliable
>0.900	Extremely Reliable

Source : Malhotra, Birks, & Wills (2020)

Based on the calculations using SPSS Statistics 27 for Windows, the results of the reliability test in Table 3.5 are as follows:

Table 3.5
Results of the Reliability Test

No	Variable	Ca Calculated	Ca Minimum	Description
1	TV Advertisement (X1)	0.931	0.700	Reliable
2	Sales Promotion (X2)	0.856	0.700	Reliable
3	Purchase Decision (Y)	0.802	0.700	Reliable

Source : Results of primary data processing using SPSS Statistics 27 for Windows

As can be seen in Table 3.5, based on the results of the reliability test data processed with SPSS Statistics 27 for Windows, each statement item of the three variables can be concluded as reliable. This is because the calculated Cronbach's alpha (Ca calculated) is greater than the minimum value (Ca minimum) that needs to be achieved (0.700).

4. Results and Discussion

In testing the effect of ATL and BTL Marketing Communication on Purchase Decision, the research requires the use of a normality test approach, simple correlation analysis, multiple regression analysis, and hypothesis testing. The data used for the independent variables are ATL Marketing Communication TV Advertisement (X1) and BTL Marketing Communication Sales Promotion (X2), while the dependent variable is Purchase Decision (Y).

The normality test is used to assess whether the data distribution for both dependent and independent variables is normal. A data set is considered to be normally distributed if the significance value is greater than the probability value of 0.05. Based on Table 4.1, it can be concluded that the significance value for the dependent variable and independent variables is 0.083. This indicates that the significance value is greater than the probability value of 0.05, showing that the data in this study is normally distributed. Below are the results of the questionnaire data processing using the Kolmogorov-Smirnov normality test with SPSS Statistics 27 for Windows

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		397
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.98673636
Most Extreme Differences	Absolute	.083
	Positive	.082
	Negative	-.083
Test Statistic		.083

Source: Data Processing Results using SPSS Statistics 27 for Windows

Table 4.1
Results of the Normality Test

The multicollinearity test analysis is conducted to determine whether there is any correlation among the independent variables in the regression model. Below are the results of the multicollinearity analysis, as shown in the table below:

Table 4.2
Results of the Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	10.857	2.246		4.835	<,001					
	ATL	.218	.040	.249	5.474	<,001	.470	.266	.218	.763	1.311
	BTL	.529	.053	.452	9.932	<,001	.574	.447	.395	.763	1.311

a. Dependent Variable: Keputusan Pembelian

Source: Data Processing Results using SPSS Statistics 27 for Windows

The data obtained from the test show that the tolerance value for the variables ATL (TV Advertisement, X1) and BTL (Sales Promotion, X2) is 0.763, and the VIF value is 1.311. It can be concluded that there are no signs of multicollinearity between the two variables, as the tolerance value is >0.1 and the VIF value is <10.

The heteroscedasticity test aims to determine whether there is a discrepancy in the variance of residuals or observations from one observation to another in the existing regression model.

Table 4.3
Results of the Multicollinearity Test
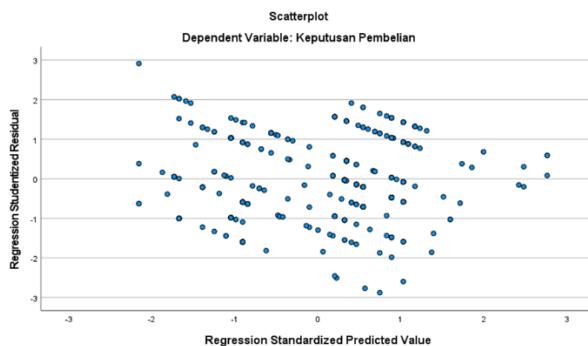
Source: Data Processing Results using SPSS Statistics 27 for Windows

Based on the scatter plot shown in figure 4.3, the data points do not form a clustered pattern, a line, or a wave. Therefore, it can be concluded that the regression model in this study does not exhibit heteroscedasticity issues.

The multiple correlation analysis test is used to understand the strength of the relationship between the three variables: TV Advertisement (X1), Sales Promotion (X2), and Purchase Decision (Y). Below are the results of the correlation analysis in the table below:

Table 4.4
Output Correlation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.614^a	.377	.373	1.992	.377	119.013	2	394	<,001

a. Predictors: (Constant), BTL, ATL

b. Dependent Variable: Keputusan Pembelian

Source: Data Processing Results using SPSS Statistics 27 for Windows

The data in Table 4.4 shows that the R value (correlation coefficient) is 0.614, indicating a strong relationship between the variables. This suggests that there is a strong correlation between ATL (TV Advertisement, X1), BTL (Sales Promotion, X2), and Purchase Decision (Y). The R square value, as shown in the data from Table 4.4, is 0.377. The R square or coefficient of determination indicates that 37.7% of the variation in the Purchase Decision (Y) of Hilo Sachet consumers can be explained by ATL (TV Advertisement, X1) and BTL (Sales Promotion, X2). The remaining 62.3% is influenced by other factors or variables that were not examined in this study.

Multiple regression analysis is a form of linear regression used when there is more than one independent variable. This analysis is used to measure the influence of one or more independent variables on a dependent variable. The output of the regression coefficients is presented in the following table:

Table 4.5
Multiple Regression Coefficient Output

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1	(Constant)	10.857	2.246		4.835	<,001					
	ATL	.218	.040	.249	5.474	<,001	.470	.266	.218	.763	1.311
	BTL	.529	.053	.452	9.932	<,001	.574	.447	.395	.763	1.311

a. Dependent Variable: Keputusan Pembelian

Source: Data Processing Results using SPSS Statistics 27 for Windows

Based on the equation above, the constant value obtained is 10.857, which indicates that if the Purchase Decision remains constant, the Purchase Decision value will be 10.857. The regression coefficient for ATL (TV Advertisement, X1) is 0.218, meaning that for every one-unit increase in the TV Advertisement variable, there will be a corresponding increase of 0.218 in the Purchase Decision. The regression coefficient for BTL (Sales Promotion, X2) is 0.529, indicating that for every one-unit increase in the Sales Promotion variable, the Purchase Decision will increase by 0.529

4.1 Key Findings

Based on the data analysis, several key conclusions can be drawn regarding the relationship between the independent variables (ATL: TV Advertisement (X1), BTL: Sales Promotion (X2)) and

the dependent variable (Purchase Decision (Y)) in this study.

1. Normality Test: The significance value between the dependent variable and the independent variables is 0.083, which is greater than the 0.05 threshold for significance. This suggests that the data in this study follows a normal distribution, which is critical for ensuring the validity of subsequent statistical analyses. The Kolmogorov-Smirnov normality test was applied to the questionnaire data, and the findings confirm that the data is normally distributed, ensuring that further parametric tests are appropriate.

2. Multicollinearity Test: The multicollinearity test yielded a tolerance value of 0.763 and a VIF (Variance Inflation Factor) of 1.311 for both ATL (TV Advertisement, X1) and BTL (Sales Promotion, X2). Since both values meet the criteria (tolerance > 0.1 and VIF < 10), it can be concluded that there is no indication of multicollinearity between the independent variables. This suggests that the independent variables are not highly correlated with each other, making the regression model stable and reliable.

3. Correlation Analysis: The correlation coefficient (R) in Table 4.4 is 0.614, indicating a strong relationship between ATL (TV Advertisement, X1), BTL (Sales Promotion, X2), and the Purchase Decision (Y). This implies that the combined influence of TV Advertisement and Sales Promotion has a significant and positive effect on the consumers' purchase decisions.

4. Coefficient of Determination (R^2): The R square value is 0.377, which means that 37.7% of the variance in Purchase Decision (Y) can be explained by the independent variables TV Advertisement (X1) and Sales Promotion (X2). The remaining 62.3% of the variance is attributed to other factors or variables not included in this study, indicating that there are additional influences on the Purchase Decision that were not accounted for.

5. Regression Analysis: The regression model provides several insights into how ATL and BTL affect Purchase Decision (Y):

   • The constant value is 10.857, which represents the intercept. This indicates that if both TV Advertisement (X1) and Sales Promotion (X2) are absent, the Purchase Decision (Y) would still have a base value of 10.857.

   • The regression coefficient for TV Advertisement (X1) is 0.218, meaning that for every one-unit increase in TV Advertisement, the Purchase Decision (Y) is expected to increase by 0.218.

   • The regression coefficient for Sales Promotion (X2) is 0.529, which suggests that a one-unit increase in Sales Promotion will lead to an increase of 0.529 in the Purchase Decision (Y). This indicates a stronger impact of Sales Promotion on the Purchase Decision compared to TV Advertisement.

This analysis confirms that both TV Advertisement (X1) and Sales Promotion (X2) significantly influence the Purchase Decision (Y). The results show a strong relationship between these marketing communication strategies and consumer purchase behavior. Although 37.7% of the variance in purchase decisions is explained by ATL and BTL, there are other factors influencing the remaining 62.3% of the decisions, suggesting the need for further research to explore additional variables that may impact purchase decisions. The regression coefficients also highlight that Sales Promotion (X2) has a stronger influence on consumer decisions compared to TV Advertisement (X1).

4.2 Interpretation of Results

The findings of this study provide critical insights into the effectiveness of Above the Line (ATL) and Below the Line (BTL) marketing communication strategies employed by Hilo Sachet in Malang Raya, and their influence on consumer purchase decisions. These results are significant in addressing the specific research objectives and offer valuable implications for both theory and marketing practice.

1. Examining the Representation of ATL Strategies Used by Hilo Sachet in Malang Raya:
   - The first research objective was to examine the representation of ATL strategies, specifically how TV Advertisements (X1) are utilized by Hilo Sachet in Malang Raya. The findings, with a strong correlation (R = 0.614) between TV Advertisement and Purchase Decision (Y), confirm that Hilo Sachet uses ATL effectively to increase brand awareness and influence consumer perceptions. TV Advertisements have a moderate impact (coefficient = 0.218) on consumer purchase decisions, indicating that ATL strategies are crucial in building brand recognition and influencing long-term consumer behavior in the region. This aligns with the first objective by showing the importance of TV Advertisement in shaping consumers' awareness of the product.

2. Analyzing the Representation of BTL Strategies Used by Hilo Sachet in Malang Raya:
   - The second objective focused on understanding how BTL strategies, such as Sales Promotion (X2), are used by Hilo Sachet in Malang Raya. The results showed a stronger influence of Sales Promotion on Purchase Decision (coefficient = 0.529). This confirms that BTL strategies have a significant effect on consumer purchase decisions, especially through promotions like discounts, limited-time offers, or product trials. The data suggests that Sales Promotion is a more direct and immediate motivator for purchase behavior compared to TV Advertising. These findings directly address the second objective by demonstrating how Hilo Sachet leverages BTL strategies to drive short-term consumer action.

3. Exploring Consumer Purchase Decisions Related to Hilo Sachet in Malang Raya:
   - The third research objective sought to explore consumer purchase decisions in relation to Hilo Sachet. The results reveal that the combination of ATL (TV Advertisement) and BTL (Sales Promotion) strategies explains 37.7% of the variance in Purchase Decision (Y). This suggests that consumer purchase decisions are significantly influenced by Hilo Sachet's marketing strategies in the region. However, it also indicates that 62.3% of the purchase decision process is influenced by other factors not captured in this study, such as consumer preferences, brand loyalty, or social influence. This finding underscores the complexity of purchase decisions and highlights the need for further exploration of additional variables influencing consumer behavior.

4. Assessing the Impact of ATL and BTL Strategies on Consumer Purchase Decisions:
   - The fourth objective was to assess the impact of ATL and BTL on consumer purchase decisions. The study found a moderate to strong relationship between both marketing communication strategies and consumer behavior. The regression coefficients (0.218 for TV Advertisement and 0.529 for Sales Promotion) indicate that both strategies positively influence purchase decisions, with Sales Promotion having a stronger immediate effect. The

results suggest that Hilo Sachet's marketing efforts in Malang Raya are successful in shaping consumer purchase decisions, with BTL being particularly effective in driving immediate sales. This finding is crucial for understanding how Hilo Sachet can strategically allocate resources between ATL and BTL efforts to optimize their marketing impact in the region.

The study successfully addresses all four research objectives. It demonstrates the significant role of both ATL and BTL marketing communication strategies in shaping consumer purchase decisions for Hilo Sachet in Malang Raya. TV Advertisement plays a crucial role in raising brand awareness and establishing long-term consumer perceptions, while Sales Promotion has a more immediate effect on influencing purchase decisions. These findings not only contribute to the understanding of marketing strategies in the FMCG sector but also offer actionable insights for Hilo Sachet in Malang Raya to refine their marketing strategies and improve overall sales performance.

5. Discussion

The findings of this study provide valuable insights into how Above The Line (ATL) and Below The Line (BTL) marketing communication strategies influence consumer purchase decisions for Hilo Sachet in Malang Raya. These results contribute to the broader field of marketing communications and consumer behavior, particularly within the FMCG (Fast-Moving Consumer Goods) sector.

1. Impact of ATL and BTL on Consumer Purchase Decisions:

- In this study, the TV Advertisement (X1) and Sales Promotion (X2) were found to have a significant effect on purchase decisions ($R = 0.614$), with Sales Promotion demonstrating a stronger impact (coefficient $= 0.529$). These findings align with previous studies that highlight the effectiveness of BTL strategies in stimulating immediate consumer action, such as those by Kotler & Keller (2016), who emphasize the importance of promotions in driving short-term sales. TV Advertisement, as an ATL strategy, also plays a vital role in building brand awareness and long-term consumer engagement, which corroborates the findings in studies by Fill (2009) and Belch & Belch (2017), which highlight the role of mass media in creating a lasting impact on consumer perceptions. However, our study reveals a stronger influence of Sales Promotion compared to TV Advertisement, indicating a shift in consumer behavior, especially in regions like Malang Raya, where price-sensitive consumers may be more responsive to immediate incentives like discounts or offers. This is consistent with research by Chandon et al. (2000), which suggests that BTL promotions can be more effective in markets where immediate purchase behavior is more strongly driven by price sensitivity and short-term incentives.

2. Contribution to Understanding Consumer Behavior:

- This study contributes to understanding consumer behavior by illustrating how marketing strategies directly influence the purchase decision process. The finding that 37.7% of the Purchase Decision can be explained by ATL and BTL strategies suggests that while these strategies are significant, they only account for part of the overall decision-making process. Other factors, such as product quality, brand loyalty, and word-of-mouth, are likely contributing to the remaining 62.3% of the purchase decisions, which is consistent with the conclusions of Solomon et al. (2019), who argue that consumer decisions are influenced by

multiple factors, beyond just marketing stimuli.

3. Implications for Marketing Strategy:

- The findings have important implications for marketing strategy, particularly for brands like Hilo Sachet that are operating in emerging markets or areas where consumers are highly sensitive to price. Given the stronger impact of Sales Promotion (BTL), companies should consider allocating more resources to promotional campaigns that provide immediate value to consumers, such as discounts, coupons, or bundled offers. At the same time, the role of TV Advertisement (ATL) should not be underestimated, as it remains crucial for brand awareness and maintaining a strong brand presence in the long term. Furthermore, this study suggests that Hilo Sachet should continuously monitor consumer behavior and adapt its marketing strategies to local market conditions. For example, if the local population shows more price sensitivity, enhancing BTL strategies might be more effective. However, if the market matures and consumers become less sensitive to price, an increase in ATL efforts may be needed to build brand loyalty and emotional connections.

5.1 Comparison with Prior Research

The findings of this study provide insights into the role of Above the Line (ATL) and Below the Line (BTL) marketing strategies in shaping consumer purchase decisions for Hilo Sachet in Malang Raya. The results both align with and diverge from previous studies, offering important nuances to the ongoing discourse on the effectiveness of these marketing strategies in different market contexts.

1. Alignment with Previous Studies on ATL Strategies (TV Advertisement)

- The role of TV advertisement (ATL) in building brand awareness and shaping consumer perceptions aligns with a substantial body of literature. Schiffman & Kanuk (2010) and Belch & Belch (2017) argue that ATL strategies, especially TV advertising, are essential for creating a strong brand presence and influencing long-term consumer engagement. This study's findings that TV Advertisement (X1) positively impacts purchase decisions (coefficient = 0.218) are consistent with these views. TV advertising remains a powerful tool for Hilo Sachet to increase visibility and drive consumer awareness in Malang Raya, thereby reinforcing the long-standing understanding of ATL's role in mass-market promotion. Furthermore, Solomon et al. (2019) support the idea that ATL strategies help in establishing emotional connections with consumers. This study also confirms that TV Advertisement serves a long-term purpose of building consumer loyalty and emotional engagement, even if it has a more moderate direct impact on immediate purchase behavior compared to Sales Promotion (BTL).

2. Contradiction with Previous Studies on BTL Strategies (Sales Promotion)

- While previous studies such as Kotler & Keller (2016) and Fill (2009) have highlighted the effectiveness of BTL strategies like Sales Promotion in driving immediate consumer behavior, they often emphasize BTL's role as part of a broader promotional mix and suggest that BTL strategies are more effective in direct response marketing. This study's findings align with this view by showing that Sales Promotion (X2) has a stronger influence on purchase decisions (coefficient = 0.529) compared to TV Advertisement (X1). This suggests that in Malang Raya, Sales Promotion is a more effective motivator for short-term purchase decisions. It reinforces

the idea that price-sensitive consumers in emerging or local markets are more responsive to promotions and discounts than to advertisements that serve primarily as awareness-building tools. However, Chandon et al. (2000) discuss how BTL promotions in price-sensitive markets have a more immediate effect on consumer purchase behavior, but they do not explicitly compare this with ATL's role in such markets. This study's finding of a stronger effect of BTL over ATL in Malang Raya provides new insights into the relative importance of these strategies in a more localized and price-sensitive context, which may differ from broader findings in global studies.

3. Divergence from Studies on Market Segmentation and Marketing Allocation

- Previous studies, such as Chevalier & Goolsbee (2003), emphasize that ATL strategies are particularly effective in markets where consumers are less price-sensitive and are primarily driven by emotional or brand-driven motives. They argue that in mature markets, TV advertising can generate substantial returns in brand equity and consumer loyalty. However, this study's results suggest a shift in consumer behavior in Malang Raya, where Sales Promotion (BTL) is shown to have a stronger effect on immediate consumer decisions than TV Advertisement. This finding challenges the assumptions in Chevalier & Goolsbee's work by showing that in emerging markets or price-conscious segments, BTL strategies may be more influential, especially in driving short-term purchase behavior. The findings therefore provide a new perspective on how the balance between ATL and BTL strategies may need to be adjusted based on local market conditions.

4. Contribution to Understanding Consumer Decision-Making in Emerging Markets

- This study aligns with Chandon et al. (2000), who argue that BTL strategies are effective in markets with high price sensitivity. However, the stronger effect of Sales Promotion in this study goes further, emphasizing how local socio-economic conditions (e.g., in Malang Raya) may shape how consumers respond to marketing stimuli. The study confirms that in emerging markets like Malang Raya, where consumers are likely to be more price-sensitive, Sales Promotions are more likely to influence immediate purchase behavior than TV advertisements. This supports the idea that BTL strategies can be a more effective tool for driving sales in price-conscious regions.

5. Limitations in Generalizing Findings Across Broader Contexts

- While the study provides meaningful insights for the Malang Raya market, the geographic and cultural limitations must be acknowledged. The study's focus on Hilo Sachet in one specific region may limit the ability to generalize these findings to other regions or countries. As noted by Schiffman & Kanuk (2010), the effectiveness of ATL and BTL strategies can vary significantly across different market segments and cultural contexts. Further research could explore whether the stronger impact of BTL holds true in other price-sensitive markets in Indonesia or even internationally. Moreover, the role of other variables, such as consumer preferences, product attributes, and brand trust, could also be examined in future studies to provide a holistic view of the factors driving purchase decisions.

5.2 Limitations

While this study provides valuable insights, there are several limitations that should be acknowledged:

1. Sample Size: The study focused on a specific region (Malang Raya), and while this provides useful insights for local marketing strategies, the findings may not be fully generalizable to other regions or markets.

2. Limited Variables: This study focused solely on ATL and BTL strategies and Purchase Decision. There may be other influencing factors, such as product quality, consumer preferences, social influence, and brand loyalty, that were not explored in this study. Future research could incorporate these variables for a more comprehensive understanding of consumer decision-making.

3. Cross-Sectional Data: The data was collected at a single point in time, meaning it captures a snapshot of consumer behavior in Malang Raya. Longitudinal studies could provide more detailed insights into how ATL and BTL strategies affect purchase decisions over time.

5.3 Future Research

While this study provides valuable insights into the impact of ATL (TV Advertisement) and BTL (Sales Promotion) on consumer purchase decisions for Hilo Sachet in Malang Raya, there are several potential areas for further research and improvements to enhance the robustness and generalizability of the findings. Here are some suggestions for future studies:

1. Expanding the Study to Other Regions

- Current Limitation: The study was conducted in a specific geographical location (Malang Raya), which may limit the generalizability of the findings to other regions or markets.
- Suggestion: Future research could expand the study to include multiple regions within Indonesia to compare the effectiveness of ATL and BTL strategies across different demographics, cultural contexts, and economic conditions. This would help assess whether the findings hold true in other markets with different consumer behaviors.

2. Exploring the Role of Other Influencing Factors

- Current Limitation: This study focused primarily on ATL and BTL strategies, but consumer purchase decisions can be influenced by many other factors such as product quality, brand trust, word-of-mouth, social media influence, and price sensitivity.
- Suggestion: Future research could incorporate additional variables such as product quality, consumer attitudes, and social influence into the model. Examining how these factors interact with ATL and BTL strategies would provide a more comprehensive understanding of what drives purchase decisions. A multi-variable approach could help uncover complex interactions that may not be evident when examining only two marketing strategies.

3. Examining the Impact of Digital and Social Media Marketing

- Current Limitation: This study primarily focuses on traditional ATL and BTL strategies, particularly TV Advertising and Sales Promotion.
- Suggestion: Given the growing importance of digital media and social media platforms, future research could examine how online advertisements, influencer marketing, and social media campaigns (as part of BTL strategies) impact purchase decisions. Digital channels are increasingly influential in consumer decision-making, particularly in younger consumer segments, and studying their effects alongside traditional ATL and BTL strategies would offer a more current perspective.

4. Investigating the Moderating Role of Consumer Demographics

- Current Limitation: The study does not take into account how different consumer segments (e.g., age, gender, income level) may respond differently to ATL and BTL strategies.
- Suggestion: Future research could explore how consumer demographics moderate the relationship between marketing communication strategies and purchase decisions. For instance, do younger consumers respond more strongly to social media promotions than to TV advertisements? How does income level influence the effectiveness of Sales Promotions? By considering demographic differences, researchers can better tailor marketing strategies to specific target audiences.

6. Conclusion

The paper addresses the influence of Above the Line (ATL) and Below the Line (BTL) marketing communication strategies on consumer purchase decisions for Hilo Sachet in the Malang Raya region. The study aims to understand how TV Advertisement (ATL) and Sales Promotion (BTL) impact consumer behavior, particularly in a market with varying degrees of price sensitivity.

The study employed quantitative research methods, specifically using survey data collected from consumers in Malang Raya. Several statistical analyses were conducted, including:

- Normality testing using Kolmogorov-Smirnov to ensure the data distribution is normal.
- Multicollinearity testing to confirm that the independent variables (ATL and BTL) do not correlate excessively.
- Multiple regression analysis to assess the impact of ATL and BTL strategies on purchase decisions, and to quantify the relationship between these marketing strategies and consumer behavior.

Findings:

- Normality: The data was found to be normally distributed, confirming the appropriateness of the subsequent statistical tests.
- Multicollinearity: There was no multicollinearity detected between TV Advertisement (X1) and Sales Promotion (X2), as evidenced by the tolerance value of 0.763 and VIF value of 1.311, indicating that the independent variables can be treated as separate predictors.
- Correlation and Impact: The correlation coefficient between ATL (X1), BTL (X2), and Purchase Decision (Y) was 0.614, suggesting a strong relationship. The R square value of 0.377 indicated that 37.7% of the variance in purchase decisions could be explained by ATL and BTL strategies.
- Regression Coefficients: The regression coefficient for TV Advertisement (X1) was 0.218, meaning that for every one-unit increase in TV advertisement efforts, there is a 0.218 increase in purchase decisions. The Sales Promotion (X2) had a larger impact with a regression coefficient of 0.529, meaning that for every one-unit increase in Sales Promotion, purchase decisions increase by 0.529.

Implications:

- Marketing Strategy: The findings suggest that Sales Promotion (BTL) has a stronger immediate influence on purchase decisions compared to TV Advertisement (ATL) in the Malang Raya market, which may be driven by the price-sensitive nature of the consumers in

this region. This implies that brands like Hilo Sachet should focus more on BTL strategies, such as discounts and special offers, to drive short-term sales.

- Consumer Behavior: The study emphasizes the importance of understanding local consumer behavior and how different marketing strategies can be tailored to meet regional needs. For example, in Malang Raya, price promotions seem to have a stronger impact than broad brand-building advertisements.

- Future Marketing Research: The study contributes to the existing literature on marketing communication strategies by highlighting the differential impact of ATL and BTL strategies in emerging markets and price-sensitive segments. Future research could explore additional factors influencing consumer behavior and expand the geographical scope to validate these findings in other regions.

This study makes a significant contribution to the field of marketing communications by offering a deeper understanding of how ATL and BTL strategies influence consumer decision-making in the FMCG (Fast-Moving Consumer Goods) sector. By focusing on Hilo Sachet in Malang Raya, it provides valuable insights for practitioners looking to optimize their marketing campaigns based on local consumer behavior. The study also expands on the traditional views of ATL and BTL by highlighting their relative effectiveness in different market contexts, particularly in price-sensitive regions. This contributes to a more nuanced approach to integrated marketing communications (IMC) and how companies can strategically allocate resources between these two types of marketing efforts.

7. Recommendation

1. Expand the Scope to Other Regions: Future studies should broaden the geographical scope to include other regions in Indonesia or even cross-nationally. This will help to confirm whether the findings of this study hold true in other market segments and cultural contexts.

2. Examine Additional Influencing Factors: Future research should incorporate other variables, such as product quality, brand trust, and customer satisfaction, to build a more comprehensive model of consumer decision-making. Understanding how these factors interact with ATL and BTL strategies could enhance the predictive power of marketing communications.

3. Explore Digital Marketing: Given the increasing reliance on digital channels, future research could investigate the role of digital marketing strategies, such as social media and influencer marketing, as part of BTL strategies. Understanding the interaction between traditional and digital marketing methods is crucial for brands looking to stay relevant in the modern marketplace.

4. Investigate Consumer Segmentation: Research into how demographic factors (e.g., age, income level) influence consumer response to ATL and BTL strategies would provide deeper insights into targeted marketing. This would enable brands to tailor their marketing campaigns to different segments more effectively.

Appendix

Hereby, I attach the statements for the questionnaire of this journal.

No	Indicator
	ATL
1	The Atmosphere of Hilo Sachet Advertisement Affects Your Emotions
2	You feel comfortable when listening to the music or jingle of the Hilo Sachet advertisement
3	You are interested in the animation video in the Hilo Sachet advertisement
4	You like the product featured in the Hilo Sachet advertisement.
5	You are interested in watching the Hilo Sachet advertisement
5	You are interested in watching the Hilo Sachet advertisement.
6	You trust the communication message in the Hilo Sachet advertisement
7	The Hilo Sachet advertisement provides you with relevant product information.
8	The Hilo Sachet advertisement is useful for you to learn about the product
9	The Hilo Sachet advertisement is informative.
11	According to you, the star of the Hilo Sachet TV advertisement increases its appeal to purchase
12	The star of the Hilo Sachet advertisement captures your attention.
12	The star of the Hilo Sachet advertisement makes you want to try the product
No	Indicator
	BTL
1	Hilo Sachet frequently gives discounts
2	The discount amount provided by Hilo Sachet is quite large
3	Hilo Sachet offers a sufficient duration for discounts
4	Hilo Sachet provides discounts at the right places and to the appropriate consumers
5	Hilo Sachet often provides product samples
6	Hilo Sachet provides product samples at the right places and to the appropriate consumers.
7	I received education from Hilo because of its health benefits and freshness
8	I received education about the quality of the product
9	I received direct education from Hilo on its many flavor variations
	Purchase Decision
1	I buy Hilo Sachet because it has distinguishing features compared to other products
2	I buy Hilo Sachet because it is a well-known brand
3	I buy Hilo Sachet because it is available around me
4	I buy Hilo Sachet because its price is affordable
5	I buy Hilo Sachet at places that offer a complete variety of flavors
6	I buy Hilo Sachet every day
7	I buy Hilo Sachet when I need it
8	I buy Hilo Sachet when I want it
9	I buy Hilo Sachet when I can use digital payment
10	I buy Hilo Sachet when I can use cash payment

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