Manipulating Consumer's Behavior through Product Packaging: Role of Short Brand Story

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ABSTRACT

The purchase frequency for Fast-Moving Consumer Goods (FMCG) decreased in 2020. One way to increase FMCGs product purchases is by placing a short brand story (SBS) on the product packaging. Consumers reading an SBS will go through a psychological process before finally affecting their purchase intention. In this combined research, the results show that; (1) SBS type had no significant relationship with purchase intention. However, it does influence the perception of brand authenticity and affects purchasing intention. (2) SBS positively influences perceived brand quality, which in turn influences purchase intention. In addition, statistical analysis shows that SBS with a self-transcendence theme has a higher perceived brand quality and purchase intention than a self-enhancement theme. (3) Consumers' perceptions of brand activism have not been found to be a moderator in this study. (4) Lastly, SBS themes and implicit mindset types have proven to have a significant effect on attitudes towards brands. Further, there is a significant effect of implicit mindset types on purchase intention. Therefore, FMCG companies are recommended to use SBS with a meaningful theme to increase consumer brand attitude, consumer perception of brand authenticity, brand activism, and brand quality.

Keywords: Consumer's Behavior; Product Packaging; Purchase Intention; Short Brand Story.

1. INTRODUCTION

Purchase intention is an important business metric in many industries, particularly within the FMCG (Fast-Moving Consumer Goods) industry, as it can influence future purchasing behavior and is the strongest predictor for buying behavior (Kanwar & Huang, 2022). FMCG products have one of the toughest competitions when it comes to the consumer's purchase intention (Tandon & Sethi, 2017). Nevertheless, the percentage of purchase intention for FMCG remains stable over the years compared to purchase

intention in other industries. Therefore, to increase the purchase intention and to help consumers differentiate one FMCG brand from another, companies continues to develop competitive marketing techniques every year. One of the ways to market a brand is by developing a brand packaging that is unique, attractive, and memorable to the target segment (Singh & Singh, 2017). According to Joutsela (2010), 70% of product purchases are influenced by packaging factors. Packaging is one of the successful determinants of brand marketing techniques in the FMCG industry. In addition, packagings also help companies create a unique brand positioning. Moreover, it can also show the values that the brand wants to promote to the public. Therefore, packaging affects how consumers perceive, evaluate, and influence consumers' attention to products, as well as decisions made by consumers regarding purchasing products (Azzi et al., 2012).

According to Solja et al. (2018), the presence of stories on the packaging have a significant role in increasing the purchase intention for FMCG products. Stories on product packaging serve as a communication tool between product makers (i.e., companies) and consumers. Stories can also be utilized to convey brand values. In addition, the presence of a story on the packaging can be well received, especially if the story is short (less than a hundred words). Woodside (2010), and Solja et al. (2018) proved that the presence of stories can persuade consumers to buy products. Other studies, including those conducted by Megehee and Woodside (2010), Chiu et al. (2012), and Lundqvist et al. (2013), found that consumers show positive reactions to products that feature and associate stories with how consumers perceive brands. The presence of stories encourages consumers to think from the story's point of view, therefore piquing the interest of consumers, consequently making them willing to buy the brands' products. It is not surprising that companies use stories in narrative form as a marketing tool, both stories placed in advertisements and on the packaging (Brechman & Purvis, 2015). One of the contemporary techniques for utilizing stories on product packaging is the short brand story technique (Solja et al., 2018). In addition, the presence of short brand stories helps buyers differentiate one FMCG brand from another, easily helping them find out the advantages of the brand apart from packaging color and shape (Simms & Trott, 2014). Therefore, a short brand story is a good marketing strategy to increase FMCG product sales. The implementation of short brand stories on FMCG packaging in Indonesia has been carried out by several Indonesian and foreign brands (Huang, 2010).

Short brand stories on FMCG packaging can be customer-oriented or company oriented. Customer-oriented brand stories are stories that use the consumer's point of view (Huang, 2010). This type of story usually highlights the experience of various customers using the product (Escalas, 2004a). Meanwhile, company-oriented stories are stories that use the company's point of view (Huang, 2010). This type of story highlights the brand's values and the story of the company's journey (Hamby, Brinberg, & Daniloski, 2019; Paharia et al., 2011). Furthermore, the company's values can also be portrayed using Schwartz's (1994) basic human values, specifically self-enhancement and self-transcendence (Hamby, Brinberg, & Daniloski, 2019). Schwartz (1994), described that the self-enhancement values center on prioritizing one's self-esteem and achievement over others. Meanwhile, self-transcendence values are implemented when the welfare and interest of others are prioritized. However, the relationship between a short brand story with self-enhancement and self-transcendence themes with purchase intentions is not that simple. Therefore, the study aims to examine four areas of interest. First, the effect of short brand story types and themes on consumer purchase intentions of FMCG products with the perception of brand authenticity as a mediator. Second, the effect of perceived brand

quality as a mediator. Third, it will explore how consumer perceptions of brand activism in the short brand story moderate the relationship between story types/themes and buying intention. Finally, analyzing the effect of the short brand story theme and consumers' implicit mindset type on brand attitude and purchase intention. Because of the wide range of variables involved, the research is divided into four studies, with data collection taking place during the same period of time.

2. LITERATURE REVIEW

2.1 Purchase Intention
Schiffman and Wisenblit (2015) define purchase intention as one of the components of the tri-component model. Purchase intention arises as a response to various activities carried out by the brand that has an impact on the desire to buy a brand or product. According to Schmidt et al. (2018), marketing techniques, consumer perceptions of the values, vision, and mission of companies, and brand activism carried out by brands are factors that influence purchase intention. In addition, both packaging and brand familiarity can also affect purchase intention (Solja et al., 2018). The TPB (Theory of Planned Behavior) from Ajzen (1991) explains the relationship between purchase intention and purchase behavior, indicating that intentions can lead to future behavior change.

2.2 Brand Attitude
Schiffman and Wisenblit (2015) define attitudes as tendencies on how individuals learn to behave (positive or negative evaluations of individuals) consistently towards an object. In the context of consumer psychology, objects can be interpreted as products, brands, services, prices, product packaging, advertisements, and others. Spears and Singh (2004) found that attitude towards a brand is a state (lasting for a while) in which individuals evaluate the brand and are likely to activate and direct individual behavior. According to Rosenberg and Hovland (1960, in Ajzen, 2005), an individual's attitude can be explained by understanding the three components of attitude in the Tri-Component Attitude Model (cognitive, affective, and conative component).

2.3 Short Brand Story
A brand story can be defined as a story developed by a company to convey information related to a brand with a storyline, character/actors, and cause-and-effect relationship through the character/actor's actions, and is time-bound (Solja et al., 2018). Generally, there are two types of short brand stories (SBS), company-oriented and customer-oriented. The company-oriented short brand story, in terms of content, can present self-enhancement and self-transcendence values-inspired themes (Hamby et al., 2019). Self-enhancement values-inspired themes is a story that aims to gain profit and contains three values, hedonism, achievement, and power (also known as a happy story). Meanwhile, story with self-transcendence themes inspired values aims not only to gain profit but also to explain the company's sense of social responsibility, e.g., their goals to help existing communities and the surrounding environment. It can also highlight the company's concern about social issues that are currently happening. Self-transcendence themes contain two values, universalism, and benevolence (or also known as a meaningful story) (Schwartz, 1994). In a study conducted by Solja et al. (2018), short brand stories are proven to have positive impacts that are beneficial to companies, such as making consumers more easily persuaded, increasing consumer

positive emotions, reducing consumers' price sensitivity, increasing purchase intention, and increasing word-of-mouth intention.

2.4 Consumers Mindset

Humans use mindsets as a way to process and comprehend information around them, by relying on a set of beliefs that influences the way individuals think, act, and feel about certain things or situations. Mindsets, also known as implicit theories, are beliefs that individuals have about human characteristics such as intelligence, personality, and social perceptions that are utilized to help individuals comprehend the surrounding environment (Dweck, 2000; Jain & Weiten, 2019; Levy et al., 1998). Dweck (2017) explains two types of mindset, namely fixed mindset and growth mindset. Individuals who have a fixed mindset assume that the characteristics of humans/objects around them are fixed and cannot be changed. On the other hand, individuals who have a growth mindset assume that the characteristics of humans/objects around them are dynamic and can be changed with certain efforts and strategies used by individuals and with the help of others.

2.5 Brand Authenticity

Brand authenticity can be defined as how far a brand image describes the brand itself and supports the consumer's self-concept (Morhart et al., 2015). This definition is used because Morhart et al.(2015) examined brand authenticity from three points of view, constructivism, objectivism, and existentialism. Constructivism sees brand authenticity as a projection of people's trust and expectations. Objectivism sees it as something that quality can be measured and evaluated. While existentialism sees brand authenticity as something that connects with oneself or becomes part of oneself. The diversity of the definitions for this construct makes it important to consider several points of view. Consumers' perception of brand authenticity is influenced by three factors (Morhart et al., 2015). First, marketing strategy that relates to the history, tradition, and culture of the brand. Second, how the brand can communicate its moral values, sincerity, and concerns for its consumers. Finally, it concerns itself with information about the brand through its activities, such as social projects or the brand's relation to scandalous cases. This theory is supported by another research that divides a brand's value into two, self-transcendence and self-enhancement values (Hamby et al., 2019).

2.6 Brand Quality

Perceived Brand Quality can be interpreted as a consumer's assessment of the superiority and greatness of the brand as a whole (Anderson et al., 1994). In psychology, quality itself is divided into two, according to Steenkamp (1990), quality cues and attributes. Quality cues are related to the stimulus that consumers believe to be related to brand quality. Meanwhile, quality attributes are functional and psychosocial benefits or consequences provided by the brand of a product that is not visible before consumers use the product. This variable is known to be formed when consumers are allowed to imagine the benefits derived from certain brands as well as the positive emotions associated with these products (Escalas, 2004a). In addition, Solja et al., (2018) also found that the presence of narrative transportation also plays a role in the perceived brand quality.

2.7 Consumer Perception of Brand Activism

Gray (2019) defines perceived brand activism as a consumer's perception of brand activism carried out by brands when doing marketing, which can evoke various reactions. Mukherjee and Althuizen (2020) described the two factors that influence consumer perceptions of brand activism, namely the type of brand activism carried out by the brand, and the content of brand activism or socio-political issues raised by the brand. The socio-political issues raised by brands are closely related to the forms of brand activism that are carried out. If the brand carries issues that are perceived as too extreme, it can create a divisive pro and con attitudes from consumers (i.e., risky brand activism). In contrast to risky brand activism, safe brand activism is a type of activism that is in line with norms, it is well-perceived and are more acceptable to consumers. Consumers are more loyal to brands that carry out activism that is in line with their political views and pays attention to social issues, and sustainability (Pohl, & Pijnappel, 2020). Generally, there are two outcomes on consumer perceptions of brand activism carried out by brands: either the brand activism is accepted or rejected by consumers (Hong, 2018).

3. OBJECTIVES

In general, this combined research intends to study the effect of SBS type on consumer buying intentions of FMCG products with the perception of brand authenticity as a mediator (study 1). At the same time, the researchers also intend to study the effect of perceived brand quality as a mediator (study 2) and the moderating effect of consumer perceptions of brand activism on purchase intention (study 3). Lastly, this study also examines the effect of the type of SBS on FMCG product packaging and consumers' implicit mindset type on brand attitude and purchase intention (study 4).

4. PARTICIPANT

4.1 Study 1, 2, and 3
The characteristics of participants in this study are individuals who are at least 18 years old and are familiar with the brand (Lifebuoy). A previous study done by Kagita (2018), found that 18 years is the average minimum age for regular buyers of FMCG products for personal care categories. Moreover, young adults are at the age where people start to think over brand information before buying (Arnett, 2006). The researchers conducted a stimulus attention check on participants to ensure that they were mindful and understood the story. Participants were recruited online, using convenience sampling. Each participant will assign randomly using the AllocateMonster website to assign the type of story. The result was gathered from 375 participants for study 1 (205 participants obtained a self-transcendence story and 170 participants obtained a self-enhancement story), 432 participants for study 2 (216 participants obtained a self-transcendence story and 216 participants obtained a self-enhancement story), and 379 participants for study 3 (207 participants obtained a self-transcendence story and 172 participants obtained a self-enhancement story). All participants from studies 1 to 3 had an age mean of 24 (who got a self-transcendence story) and 22 (who got a self-enhancement story), and most of them are college students with <500.000 IDR expenses each month.

4.2 Study 4
The characteristics of participants in this study are individuals who are at least 18 years old and domiciled in Indonesia. Convenience sampling was used to recruit 236

participants online, and participants were selected based on their availability and willingness to participate in the study. Participants who agreed to participate in the study are assigned randomly to one of the four treatment groups: (1) meaningful SBS with a growth mindset ($N = 52$); (2) meaningful SBS with a fixed mindset ($N = 61$); (3) happy SBS with a growth mindset ($N = 47$); and (4) happy SBS with a fixed mindset ($N = 53$). The age mean of all participants was 21 and most of them are college students with <700.000 IDR expenses each month.

5. RESEARCH METHODOLOGY

The experimental, between-subject, posttest-only design were used for study 1, 2, and 3. Study 1, 2, and 3 compared participants' purchase intention with two types of short brand story values: self-transcendence, and self-enhancement. Perception of brand authenticity as the mediator between the effect of short brand story type to purchase intention was also observed (in study 1). Meanwhile, perceived brand quality observed in study 2, and consumer perceptions of brand activism were also analyzed in study 3. Data retrieval was done online and convenience sampling was used. Random assignment was also used to assign which type of short brand story (self-transcendence or self-enhancement) participants received. An incentive was given to 100 participants randomly. Statistical analysis of Pearson correlation was used to see the significance of manipulation check and statistical analysis PROCESS 3.5 version developed by Andrew F. Hayes (2018) used to process the mediation effect. Moreover, multiple regression was carried out to understand how manipulation influences purchase intentions, how the moderator variable relates to purchase intentions, and whether the consumer perception variable of brand activism acts as a moderator in this study. Multiple linear regression was performed using IBM SPSS version 25.

Meanwhile, for study 4, the method used is an experimental, randomized two-factor independent measure that aims to compare the attitudes towards the brand and the purchase intentions of participants when placed in both types of short brand story (SBS) (meaningful, happy), both types of Implicit Mindset (growth, fixed), and examine how SBS and Implicit Mindset interact in influencing attitudes towards brands and purchase intentions. SBS, as an independent variable will be created using meaningful and happy themes, referencing the research of Carnevale et al., (2017). In this study, there are four treatment groups: (1) growth mindset article with meaningful SBS; (2) growth mindset article with happy SBS; (3) fixed mindset article with meaningful SBS; and (4) fixed mindset article with happy SBS. The brand used in this study is a fictional brand called Arundaya, a brand that sells healthy snacks. To control the participant's mindset before reading the SBS, participants were given two types of articles that represented each implicit mindset, as used in the study of Chiu et al. (2012). The difference between the two types of SBS were measured by a manipulation check based on the emotional response evoked by participants during the pilot study and were analyzed using One-Way ANOVA. The researchers assume that meaningful stories cause positive and negative emotions, while happy stories only cause positive emotions. The manipulation checks for SBS types are measured using items from the research of Carnevale et al. (2017). Participants' understanding of the given mindset article was measured using items from the research of Kwon and Nayakankuppam (2015) and Park and John (2010) to measure the article comprehension. One-Way ANOVA is also used to analyze the mean differences between article type (articles that frames growth mindset or fixed mindset) and article comprehension among treatment groups.

To measure variables in this study, all measurement tools were adapted in Indonesian language. In the adaptation process, the researcher carried out translations with experts, readability tests, and also pilot studies to gain basic psychometric information (reliability and validity). The measurement used a 6-point Likert scale (1= Strongly disagree, 2= Disagree, 3= Somewhat disagree, 4= Kinda agree, 5= Agree, 6= Strongly agree). The manipulation check that was carried out for the first time was indirect, to see the presence of narrative transportation from a short brand story, which consisted of "When reading the story on the product packaging, I can easily imagine the events being told happened", or "When reading the story on the product packaging, I engage mentally with the content in the story", and "The story on the packaging of Lifebuoy soap contains emotions" with a Likert scale of 1 to 6. Brand familiarity is measured by asking "Do you know this brand?" referencing the study done by Solja et al., (2018). If the participant answers no, then the participant will be excluded. Finally, one item asks whether the participants perceive social activity in each of the presented stories. If the participant answers 'No' in the short brand story type of self-transcendence and answers 'Yes' in the short brand story type of self-enhancement, then the participant will be excluded.
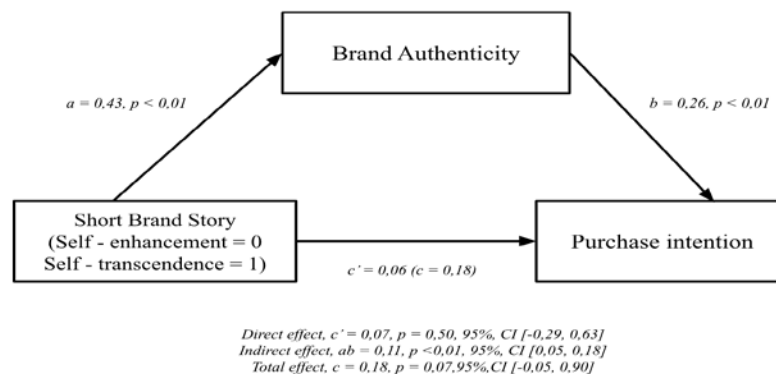
6. RESULT AND DISCUSSION

6.1 Study 1
The result showed that
Figure 1
Mediation Model of Brand Authenticity Toward Short Brand Story and Purchase Intention

Direct effect, c' = 0,07, p = 0,50, 95% CI [-0,29, 0,63]
Indirect effect, ab = 0,11, p <0,01, 95%, CI [0,05, 0,18]
Total effect, c = 0,18, p = 0,07,95%,CI [-0,05, 0,90]

Note: standardized coefficient used in statistical analysis. Code for a short brand story with self-transcendence (1) and self-enhancement (0).

The results showed that short brand stories influence the perception of brand authenticity (a=0,43, p<0,01). Short brand stories with a self-transcendence type have a 0,43 SD higher perception of brand authenticity than a short brand story with a self-enhancement type. Perception of brand authenticity also influenced participants' purchase intention (b=0,26, p< 0,01). Overall, the short brand story was unable to influence participants' purchase intention when the perception of brand authenticity was not a mediator. A statistical test showed that R^2 = 0,04 or 4,72% variance for brand authenticity can be explained by a short brand story. Also, R^2 = 0,07 shows that 7,33% variance from purchase intention is explained with a short brand story and brand authenticity mediation model. Further details can be seen in Table 1.

Table 1: Coefficient Model for Short Brand Story on Purchase Intention with Brand Authenticity as a Mediator

Antecedent		M (Brand authenticity)				Y (Intention to buy)		
		Coeff.	*SE*	*p*		*Coeff.*	*SE*	*p*
X	**a**	0,43	1,00	<0,01	**c'**	0,06	0,24	0,50
M		–	–	–	**b**	0,26	0,01	<0,01
Constant	**i₁**	67,70	0,74	<0,01	**i₂**	4,89	0,80	<0,01
		$R^2 = 0,04$, $F(1,373) = 18,46$, $p < 0,01$				$R^2 = 0,07$, $F(2,372) = 14,71$, $p < 0,01$		

Note: Coeff. = standardized regression coefficient, SE = standard error, p = significance value, a = indirect pathway from x → M, b = indirect pathway from M → Y, c' = direct pathway from X → Y, i1 dan i2 = each model's constant.
Control variable: *brand familiarity. Gender, age range, occupation, and expenses per month, proven did not influence the result.*

Overall, this study proved that the perception of brand authenticity mediated the relationship between short brand stories with self-transcendence and self-enhancement value to purchase intention. This result can be explained by the consumer decision-making model (Schiffman & Wisenblit, 2015). The consumer decision-making model states every individual will include their perception of the product before deciding on whether or not to buy products. In this study, these two values (self-enhancement and self-transcendence) in a short brand story act as product information. The information is then perceived by participants as whether the product has brand authenticity or not. Their perception then influences their purchase intention. The study also proved that self-transcendence value has a stronger influence on the perception of brand authenticity than self-enhancement. This result is similar to the previous research (Hamby et a., 2019). Self-transcendence is a good-natured value, when consumers hold this value, they are not only seeking benefits for themselves, but for others as well (Hamby et a., 2019). This description is parallel with the three factors that influence the perception of brand authenticity, which are how the brand is sincere, able to communicate moral values, and the social projects they did (Morhart et al., 2015).

6.2 Study 2

The regression test shows that there is an indirect effect, which states that short brand stories influence perceived brand quality (a = 0.22, p <0.05). This means that the short brand story, both self-transcendence and self-enhancement type are estimated to differ by a = 0.22. Participants who get a short brand story with code 1 (self-transcendence), on average have a higher perceived brand quality of 0.22 compared to participants who get a short brand story with code 0 (self-enhancement).

Figure 2: Mediation Model of Perceived Brand Quality Toward Short Brand Story and Purchase Intention
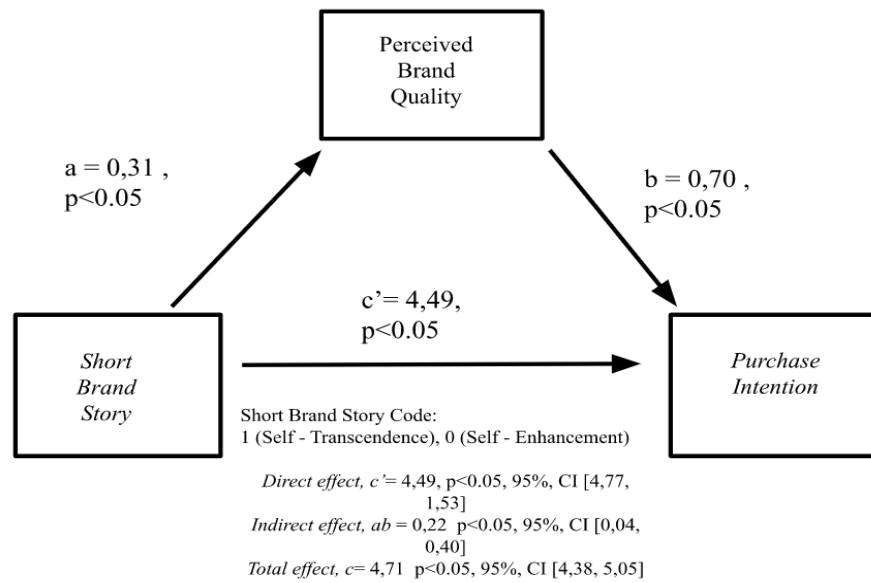
The coefficient for perceived brand quality (b = 0.33, p < 0.05). This indicates that participants with different perceived brand quality values also have different rates of purchase intentions. The indirect effect results are worth 0.22 and significant at 95% CI [0.04, 0.40].

Table 2: Coefficient Model for Short Brand Story on Purchase Intention with Perceived Brand Quality as a Mediator

		Consequences					
		M (Perceived brand quality)			**Y (Purchase Intention)**		
Antecedent		*Coeff.*	*SE*	*p*	*Coeff.*	*SE*	*p*
X	*a*	0,22	0,13	< 0,05	*c'* 4,49	0,14	< 0,05
M		-	-	-	*b* 0,33	0,05	< 0,05
Constant	*i*	-1,46	0,45	< 0,05	*i* 4,69	0,12	< 0,05
		$R^2 =$ 0,75, $F(1, 430)$			$R^2 =$ 0,75, $F(2, 429)$		

Control variable: brand familiarity. Gender, age range, occupation, and expenses per month, proven did not influence the result.

The calculation of the total effect (c) in this mediation study was stated to be significant (c = 4.71, p <0.05). The R-value indicates that 1.2% of the variance of

perceived brand quality can be explained by short brand stories and 75% of the variance of purchase intention can be explained by mediation models. The short brand story of the self-transcendence type has a higher influence on perceived brand quality and purchase intention than the short brand story of the self-enhancement type. This result is in line with the Affect Infusion Model. Emotional content in a self-transcendence story displays corporate social responsibility (CSR), which can increase consumers' positive emotions, especially if consumers attribute the CSR policy as something altruistic and intrinsic (Del Mar Garcia & Perez, 2017). In addition, the existence of CSR also changes better-perceived brand quality (Martinez & Nishiyama, 2017). Meanwhile, for the self-enhancement type of stories, emotional content that unrealistically displays the advantages and greatness of the advertised product compared to other similar products on the market is more symbolic (Ganassali & Matysiewicz, 2020). Regarding self-enhancement, it was found that consumers prefer to present themselves in public in a more positive form than in a self-enhanced form (Zheng et al., 2020). This finding is in line with previous research that proves there is a positive and significant direct effect of short brand stories on perceived brand quality. Studies on the use of emotional content in psychology itself confirm that emotions can affect human cognition, especially those related to perception. This is explained by the existence of affective valences which provide information about how valuable and important an object and event are (Zadra and Clore, 2011). In addition, regression analysis had also shown that the self-transcendence type has a higher perceived brand quality than the self-enhancement type. These results are similar to the descriptive analysis of the narrative transportation variable, which takes into the emotional content of the short brand story shown, where the self-transcendence type has a greater total value than the self-enhancement type.

Next, an explanation of the mediation process that occurs between the short brand story, perceived brand quality, and purchase intention is presented. Kumar et al., (2008) in their study stated that in the cognitive-affective model, the perception of quality is a cognitive response that can influence the purchase of a product. In this research, perceived brand quality is influenced by the emotional content contained in short brand stories. The more participants see emotionally displayed stories, the higher their perception of brand quality. At the same time, perceptions of quality generate responses that influence purchase intention. This makes the perception of quality become an indirect influence between the short brand story and purchase intention. It turns out that the direct effect between the short brand story and purchase intention is stated to be present in this study and has a greater score than the indirect effect. When a mediation analysis is complementary and indirect in the same direction, it means that there is an incomplete theoretical framework. There may be other mechanism paths that can be explored related to the short brand story and purchase intention variables in this study. For example, other variables besides perceived brand quality which is stronger in mediating the effect of a short brand story.

Regarding the variable perceived brand quality, Study 2 found that consumers' past experience when using a product can be one of the factors that predict whether the perceived brand quality is good or bad. The existence of this study can be used to explain why the perception of brand quality has less influence in mediating the effect of a short brand story on purchase intention because there is a possibility that brand familiarity has a stronger influence on purchase intention. The second factor that can

be considered is the distal and proximal influence of the independent and dependent variables in this study. Looking at the results of the regression analysis, it is found that the direct effect is greater than the indirect effect. This suggests that purchase intention itself is directly influenced by the existence of a short brand story without having to be mediated by other variables (Kenyon & Sen, 2012).

6.3 Study 3

Based on the correlation test between variables using the Pearson correlation method, it is known that purchase intention is not correlated with short brand stories ($r(377) = 0.092$). However, purchase intention is correlated with consumer perception of brand activism ($r(377) = 0.223$, $p < 0.01$). In addition, short brand stories also correlated positively with consumer perceptions of brand activism ($r(377) = 0.465$, $p < 0.01$).

Table 3: Multiple Regression Result of Consumer Perception of Brand Activism, Short Brand Story, and Purchase Intention

Variable	Step 1	Step 2
Constant (purchase intention)		
Short brand story	-0.015	-0.015
Consumer perception of brand activism	0.230***	0.230**
Short brand story × Cent_Consumer perception of brand activism	-	0.000
R²	0.050	0.050
ΔR²	0.050	0.000
F	9.882	6.570
df1, df2	2, 376	1, 375

*$p < 0.05$
Note. Short brand story (1 = self-transcendence, 0 = self-enhancement).
The value entered in the table is the beta value (β).
Control variable: *brand familiarity. Gender, age range, occupation, and expenses per month, proven did not influence the result.*

Based on the table above, the consumer perception of brand activism does not act as a moderator in this study, $R2 = 0.05$, $\Delta R2 = 0.000$, $\beta = 0.000$, $t(375) = -0.002$, $p = 0.999$, $p > 0.05$. Although the variable consumer perception of brand activism does not act as a moderator, this variable is proven to influence purchase intention ($R2 = 0.05$, $\Delta R2 = 0.041$, $\beta = 0.230$, $t(376) = 2.814$, $p = 0.005$, $p < 0.05$). Consumer perception of brand activism significantly adds a 4.1% variance to purchase intention. Meanwhile, short brand stories ($R2 = 0.009$, $\Delta R2 = 0.009$, $\beta = -0.015$, $t(376) = -0.259$, $p = 0.796$, $p > 0.05$) only add 0.9% variance to purchase intention. Therefore, even though consumer perception of brand activism adds the value of R2, it does not mean that this variable proves to be a moderator because the interaction value is more than

0.05. The reason why consumers' perceptions of brand activism does not act as a moderator in this study is that based on correlation and multiple regression analysis, short brand stories are not related to purchase intentions. In addition, consumer perceptions of brand activism have a direct effect on purchase intentions. Therefore the presence of this variable does not affect the relationship between short brand stories and purchase intentions (does not strengthen or weaken). When consumers perceive brand activism, it will directly influence purchase intentions, regardless of the type of marketing technique used by brands (Schmidt et al., 2018). Nevertheless, consumer perceptions of brand activism (brand activism shown in the self-transcendence type of story) are positively related to purchase intentions. When consumers perceive brand activism, this can automatically increase purchase intentions. Consumer perceptions of brand activism influence purchase intentions in line with previous research conducted by Manfredi-Sánchez (2019) and Pohl and Pijnappel (2020). In the research by Pohl and Pijnappel (2020), it is explained that the causes of consumer perceptions of brand activism can increase purchase intentions because it creates a positive effect. Therefore the impact on the purchase intention is high. In addition, consumers feel connected to the brand. Brand activism, which has good intentions, trying to help, provide benefits, and contribute to society and the environment, makes consumers more intent on buying because when buying these products, consumers can simultaneously take social action (Manfredi-Sánchez, 2019).

6.4 Study 4

Table 4: The Effect of SBS Type and Implicit Mindset on Brand Attitude

Variables	Type III Sum of Squares	df	Mean Square	F	p
Corrected Model	392,226	3	130,742	4,156	0,007
Intercept	315705,982	1	315705,982	10035,463	0,000
Implicit Mindset Type	200,576	1	200,576	6,376	0,012*
SBS Type	134,685	1	134,685	4,281	0,040*
Interaction	57,665	1	57,665	1,833	0,177
Error	6574,38	209	31,459		
Total	324962,000	213			
Corrected Total	6967,164	212			

*significant at p < 0.05, Interaction = Type of Implicit Mindset and Type of SBS.
***Control variable:** brand familiarity. Gender, age range, occupation, and expenses per month, proven did not influence the result.*

Based on Table 4, there is a significant main effect for the effect of the type of SBS and the type of participants' implicit mindset. Participants who were in the SBS with a meaningful theme had a more positive attitude towards the brand in comparison to participants who were in the SBS with a happy theme, with $F(1, 209) = 4,281$, $p = 0,040$,

$\eta^2 = 0,020$. Levene's Test was conducted to confirm the assumptions that the inter-group variance is equivalent to one another. Participants with an incremental (growth mindset) implicit mindset had a more positive attitude towards the brand than participants who have the entity type (fixed mindset) implicit mindset, with $F(1, 209) = 6,376$, $p = 0,012$, $\eta^2 = 0,030$.

Table 5: The Effect of SBS Type and Implicit Mindset on Purchase Intention

Variables	Type III Sum of Squares	df	Mean Square	F	p
Corrected Model	24,394	3	8,131	2,252	0,083
Intercept	16898,716	1	16898,716	4679,871	0,000
Implicit Mindset Type	15,673	1	15,673	4,340	0,038*
SBS Type	5,192	1	5,192	1,438	0,232
Interaction	3,305	1	3,305	0,915	0,340
Error	754,686	209	3,611		
Total	17781,000	213			
Corrected Total	779,080	212			

significant at p < 0.05, Interaction = Type of Implicit Mindset and Type of SBS.
Control variable: *brand familiarity. Gender, age range, occupation, and expenses per month, proven did not influence the result.*

Table 5 shows the result of the Two-Way ANOVA analysis used to investigate the effect of implicit mindset type and SBS themes on consumers' purchase intention. Levene's Test was conducted to confirm that the variances between groups were equal. Based on Table 5, it is shown that there is no significant main effect of SBS themes towards purchase intention, with $F(1, 209) = 1,438$, $p = 0,232$, $\eta^2 = 0,007$. The interaction effect between SBS themes and implicit mindset type can only explain the 0,7% score variance from purchase intention measurement. There are no significant differences in purchase intention scores between consumers who were given two different themes of SBS. The results also show that there is a significant main effect of implicit mindset types towards purchase intention, with $F(1, 209) = 4,340$, $p = 0,038$, $\eta^2 = 0,020$. Participants who have a growth mindset have a higher purchase intention than those who have a fixed mindset. Consumer's implicit mindset type accounts for 2% of the score variance for purchase intention. It can be concluded that SBS with a meaningful theme has a stronger influence on consumer attitudes toward the fictional brand Arundaya.

These results can be explained by research conducted by Carnevale et al. (2017) and Hamby et al. (2019), in which consumers give more positive ratings to brands with meaningful stories that generate a sense of purpose and emotions. The SBS with the meaningful theme shows that the company wants to empower local farmers by conducting fair trade, which is a business practice that helps farmers and field workers to have control over various aspects of their lives and determines how to ethically invest in a business in

the future (Fairtrade International, 2021). A positively evaluated brand can encourage consumers to find out more about the brand which will increase the engagement between the brand and the consumer (Carnevale et al., 2017). The results supports the research finding of Solja et al. (2018) where the study founds that SBS delivered in narrative form makes consumers evaluate brands more positively. SBS in the form of narrative activates narrative transportation which makes consumers feel strong emotions which then creates closeness between consumers and brands (Green & Brock, 2000; Escalas, 2004b). This study also complemented the limitations of the research by Solja et al. (2018) by exploring the influence of emotionally charged types of stories in the FMCG context. The effect of the implicit mindset on the attitude towards the brand was found to be stronger for individuals who were given the growth mindset article (incremental mindset). As explained by the research of Kwon and Nayakankuppam (2015), in the process of forming an attitude towards an object/brand, individuals with a growth mindset do so with a high level of elaboration, while individuals with a fixed mindset do not require high elaboration to form an attitude. Researchers suspect that participants with a growth mindset that were given the SBS with the meaningful theme were more sensitive to information in positive and negative stories, thus giving a positive evaluation of the company's efforts to empower local farmers. Meanwhile, participants with a fixed mindset who tend to perceive their surrounding environment as immutable, do not elaborate on this information much. Individuals with a fixed mindset do not require a lot of information to be able to form a strong attitude toward an object (in this case, a brand) (Kwon & Nayakankuppam, 2015).

Moreover, emotions evoked by reading certain SBS themes significantly affect participants with a growth mindset stronger than participants with fixed mindset. Consumers with a growth mindset prefer more on products that are beneficial to themselves in the long term compared to consumers with a fixed mindset. Snack products in this study are classified as healthy foods, where consumers with an implicit mindset respond better because they consider the long-term benefits provided by these products (Mukhopadhyay & Yeung, 2010). Individuals with a growth mindset are more sensitive to contextual cues, or information around the individual that can help them navigate the surrounding environment. In other words, participants with a growth mindset are more considerate of the information and emotions they feel (positive and negative) evoked from the SBS with the meaningful theme, where they use these contextual cues to help them perceive the product (the cognitive component), form attitudes towards the brand by considering the feelings they have towards the product (affective component) and increase the consumer's desire to buy the product (conative component) (Carnevale et al., 2017). Meanwhile, participants with a fixed mindset tend to believe that the attributes of an object or person do not change between situations or over time (Dweck, 2000; Dweck et al., 1995). Consequently, they have a lower purchase intention score in SBS with the meaningful theme group than participants with a growth mindset.

7. CONCLUSION AND MANAGERIAL IMPLICATIONS

Based on the results of the statistical analysis, several conclusions can be drawn from this combined research. First, the short brand story (SBS) type had no relationship with purchase intention. However, it does influence the perception of brand authenticity, consequently affecting purchase intention. Therefore, the perception of brand authenticity proved to act as a mediator in this study. Second, SBS positively influences perceived brand quality. At the same time, its quality influences purchase intention. Therefore,

perceived brand quality was found to act as a mediator in this study. Third, although consumers' perceptions of brand activism did not prove to be a moderator of SBS and purchase intention, it had positively influence purchase intention (especially shown in the self-transcendence type of short brand story). Fourth, there are differences in attitudes toward brands between participants who read SBS with a meaningful and those who read with a happy theme. Participants who read SBS with a meaningful theme had a more positive attitude towards the brand than those who read SBS with a happy theme. There are also differences in attitudes toward the brand and purchase intention between participants who were given the growth mindset priming article and the fixed mindset priming article. Participants primed to have a growth mindset displayed a more positive attitude toward the brand and higher purchase intention than participants primed to have a fixed mindset. Unfortunately, there was no significant interaction between the themes of SBS and the type of implicit mindset on brand attitudes and purchase intentions. Therefore, the themes of SBS and implicit mindset type were found to have a significant main effect on attitudes towards brands, and implicit mindset is proven to have a significant main effect on purchase intention.

For the managerial implications, results can help companies to increase customer purchase intention by (1) paying attention to consumer perception of brand authenticity, perceived brand quality, and brand activism, (2) using the self-transcendence short brand story to form consumers' positive attitudes toward the brand, (3) show the self-transcendence value by doing non monetize social activities to make consumer perceive sincerity from the company, and (4) doing safe brand activism that aligned with the majority concern (for example in Indonesia, customer more care with activism that bring religion, education, or natural disasters issues).

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APPENDIX

Available from the authors on request.