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Developing an Ingredient Branding Strategy Applied to Pigmented Rice Commodity

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ABSTRACT

Pigmented rice agroindustry has just started its market development, thus require a branding strategy. It may apply an ingredient branding strategy that can increase brand awareness and equity of pigmented rice by highlighting the ingredients. This paper discussed the developing strategy of pigmented rice products using the Customer-Based Brand Equity Model (CBBE). The brand awareness and loyalty survey was conducted to analyze the pigmented rice brand equity. The survey also explored branding media to increase consumers' brand equity. The survey captured 261 respondents from various cities in Indonesia. The results of the t-test showed a significant difference between regular and occasional consumers. The CBBE diagnosis indicated that the producer should highlight antioxidants, anthocyanin, and other health benefits through advertising, word of mouth, health-related campaigns, and informative packaging.

Keywords: Branded strategy; Branding strategy; Ingredient branding; Pigmented rice

INTRODUCTION

Branding is one of product marketing strategies. A lot of large companies and small businesses have now adopted branding strategies. More personal aspects, such as health and political choice, use branding strategies (Jain, Pich, Ganesh, & Armannsdottir, 2017). Product component aspects are also often used for branding. Ingredient branding could be a branding strategy that positively utilizes product components to attract consumer interest (Desai & Keller, 2002). It has been a widely adopted strategy to increase brand equity and market competitiveness (Yan & Cao, 2017).

Most food industries often use ingredient branding to highlight product composition characteristics in functional food products. These food products have valuable content beneficial to health as a marketing strategy (Aluko, 2012). Another overview uncovers that half South and Southeast Asia customers buy packaged rice. The more consumers move requests from free to bundled rice, the more esteem chain partners can include esteem to rice items through branding, and the more they can separate rice items into different advertising segments (Bairagi, Gustafson, Custodio, Ynion, & Demont, 2021). Pigmented rice with functional

content has the potential to be marketed using this ingredient branding strategy.

Pigmented rice has pigments outside the peel (Kristamtini, Taryono, Basunanda, & Murti, 2014). Pigmented rice contains anthocyanin as a high antioxidant that can combat free radicals (Kristamtini et al., 2014; Putri & Ismoyowati, 2020; Shao et al., 2018). Those ingredients can be promoted as health factors in pigmented rice.

The small and niche market of pigmented rice consumers makes pigmented rice producers need to build branding. Producers need to increase brand awareness of pigmented rice to have strong brand equity. The specific pigmented rice contents and health benefits can attract consumers to consume pigmented rice. The producer can use its nutritional content to market pigmented rice as a functional food and use the ingredient branding strategy.

Pigmented rice can use the concept of ingredient branding because the raw material has better nutritional content than white rice. Besides, pigmented rice branding ingredients can come from other product components. The Customer-Based Brand Equity (CBBE) Model is one method for developing a branding strategy. CBBE was chosen because it is a branding strategy formulation method that uses consumer information. For this reason, this paper aims to discuss branded commodities and ingredient branding strategies that might be applied to pigmented rice using the Customer-Based Brand Equity Model (CBBE). This article discussed the potential development of applying the ingredient branding strategy for pigmented rice in Indonesia based on the level of brand awareness and brand loyalty of consumers towards pigmented rice obtained from consumer surveys. This research also explored the branding media of pigmented rice to increase consumers' brand equity.

RESEARCH METHOD

The online survey was carried out from February to March 2020. Two hundred sixty-one respondents joined the survey. They were rice consumers from five big cities in Indonesia, primarily located on Java Island, where 80% of Indonesia's population lives. The cities are Bali, Jakarta, Surabaya, Bandung, and Yogyakarta. Data collection in this survey used a convenience sampling method combined with snowball sampling. Technically, the survey was distributed to respondents who have purchased the rice and to other respondents who know. Respondents were consumers who had purchased any rice, whether white rice, red rice, or black rice. The survey included white rice consumers to know and understand their attitude toward brand awareness and loyalty to pigmented rice. It would be helpful to build the ingredient strategy for white rice consumer groups to shift into pigmented rice consumers.

The survey obtained data on brand awareness and brand equity in pigmented rice products. Respondents should answer the question on the survey, whether they are regular or occasional consumers. Regular consumption affects the brand consumer's response, especially the level of brand awareness and brand loyalty. For this reason, groups of regular and occasional consumers need to be separated. The two groups were then tested with an independent sample t-test with SPSS to determine whether there was a significant difference in brand awareness and brand loyalty between groups. The survey also asked respondents

about their attitudes towards branding media, such as word-of-mouth, information about packaging, advertisements, and campaigns.

This paper developed the CBBE model based on the results of the survey qualitatively. Each stage in the CBBE pyramid was built based on the survey. The essential step was determined based on consumer brand awareness. The second and third stages were determined based on consumer brand performance. The top scene showed how to get brand loyalty. The CBBE pyramid stages were interconnected and led to the branding goal depicted at the top of the pyramid.

RESULT AND DISCUSSIONS

Respondents' Characteristics

The consumer survey results showed the characteristics of the majority of respondents as follows: 71% were female, aged 22-26 years, 45% were currently married, 32% work in the private sector, and 33% earn around USD 170 - USD 340 in a month. The detailed characteristics as in Table 1.

TABLE 1. CONSUMER CHARACTERISTICS OF PIGMENTED RICE RESPONDENTS

	Regular consumer		Occasional consumer			Regular consumer		Occasional consumer	
	N	%	N	%		N	%	N	%
Gender					Occupancy				
Female	55	83%	64	33%	Civil servant	10	15%	20	10%
Male	11	17%	131	67%	Private sector	14	21%	70	36%
Age					University student	12	18%	46	24%
17-22	6	9%	27	14%	Teacher	2	3%	1	1%
23-28	28	42%	100	51%	Businessman	8	12%	16	8%
29-34	12	18%	23	12%	Others	20	30%	42	22%
35-40	2	3%	17	9%	Monthly income (in USD)				
41-46	6	9%	9	5%	<743	55	83%	174	89%
47-51	7	11%	7	4%	744-1452	7	11%	19	10%
53-58	3	5%	10	5%	1453-2161	2	3%	1	1%
59-64	2	3%	2	1%	2162-2870	1	2%	0	0%
Marital status					>2871	1	2%	1	1%
Single	21	32%	26	13%					
Married	45	68%	169	87%					

Most respondents (78%) consumed white rice. The others consumed brown (35%), black (3%), or mixed rice (6%). The white rice consumers would be the target of the ingredient strategy to shift into pigmented rice consumers. The pigmented rice consumers are also targeted to make them loyal consumers of pigmented rice.

Based on the survey results, respondents had different brand awareness of brown rice and black rice. Respondents knew more about brown rice products than black rice. As many as 84% (n=107) of respondents claimed to know brown rice. However, only 59% (n=154) of consumers know black rice. In addition, consumers also admit that they rarely hear the word "black rice". Only 33% (n=78) of consumers admitted that they often hear the word black rice. Consumers who often hear brown rice were more than 85% (n=222) of the total. Red

and brown rice were commonly consumed in Indonesia, while black rice was rarely consumed and had smaller production than red and brown rice. Those become one of the reasons why consumers knew more about red and brown rice than black rice.

Besides, 25% (n=66) of respondents stated that they regularly consumed pigmented rice, while 75% (n=195) did not regularly consume it. The two groups indicated a significant difference in brand loyalty towards pigmented rice ($F = 1.277$, Sig. 0.260). Regular pigmented rice consumers had higher brand loyalty than occasional pigmented rice consumers (Figure 1). It aligned with the brand equity theory that consumers who repurchase products have higher loyalty than those who do not.

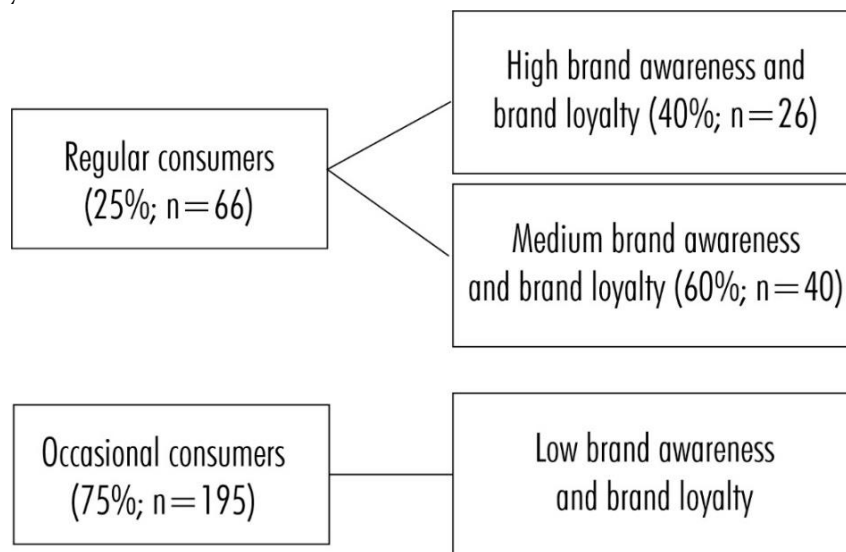


FIGURE 1. GROUPS OF PIGMENTED RICE CONSUMERS

Regular pigmented rice consumers had medium to high brand awareness. They knew and often heard about the pigmented rice even though they did not recall the brand name. Come to 40% were highly loyal pigmented rice consumers who felt proud of being pigmented rice consumers and were more likely to promote pigmented rice to others. They understand the ingredient branding factors that match the main content of pigmented rice, such as antioxidants, high fiber, and low sugar. They know not only basic information about pigmented rice but also more detailed and in-depth information. The others (60%) had medium loyalty because they consume pigmented rice regularly but did not intend to promote it to others. They did not feel familiar with the word "antioxidant" regarding pigmented rice. They tend to know general information about pigmented rice, such as low sugar and high fiber. They have limited knowledge of pigmented rice.

Occasional pigmented rice consumers had low brand awareness and brand loyalty. They did not become familiar with "antioxidants" while talking about pigmented rice. They tend to know general information about pigmented rice, such as low sugar and high fiber. Consumers with intense brand loyalty would have limited knowledge of basic information related to the product.

Pigmented Rice Business

The pigmented rice business is a potential business that can develop by farmers. In Yogyakarta, most farmers have been farming pigmented rice traditionally; some have been farming semi-organically. Red rice is sold at around 125 to 150 percent above white rice, and black rice is about 200 to 250 percent higher than white rice (Nuringtyas & Ismoyowati, 2018). Besides, other research states that black rice has a B/C value of 1.39 and an R/C value of 2.39. If sold as rice, profits will increase with a B/C value of 1.59 and an R/C value of 2.59 (Djatiharti & Kristamtini, 2009). Those showed that pigmented rice agroindustry is a good profit.

In Yogyakarta's pigmented rice business, a key person's role is to connect farmers with buyers. Without this key person, farmers face difficulties in selling their pigmented rice. Linking farmers' products to modern retailers open more opportunities to develop pigmented rice marketing. Pigmented rice farmers thought this pigmented rice business would be more profitable with the increasing demand and quality of pigmented rice in the future (Nuringtyas & Ismoyowati, 2018).

Based on the previous research, there are five leading roles in the pigmented rice value chain in Sleman, Yogyakarta. The role of a key person becomes one in a group of pigmented rice farmers. Besides the key person's role, the middleman still dominates the pigmented rice business chain. Most pigmented rice consumers do not market their rice directly to consumers or at the retail level. Other parties connect farmers and consumers. The most significant income margin in the pigmented rice business chain consists of farmers, farmer groups, retailers, and end consumers (Anindita, Ismoyowati, & Suwondo, 2019).

Previous research on the black rice marketing supply chain depicts a model showing that black rice sales in Yogyakarta occurred both inside and outside the province. The total sales of black rice were 67,940 kg (25.81%) to Yogyakarta's consumers. The remaining 195,291 kg (74.19%) were sold to consumers outside Yogyakarta through wholesalers, retailers, and distributors. The amount marketed by farmers was only 8,676 kg (3.3%) of the total black rice sold in a year. Black rice's end-consumers come from inside and outside Yogyakarta, such as Jakarta, Surabaya, Lampung, Lombok, Bali, Semarang, and others (Putri, Ismoyowati, & Pamungkas, 2019). The data showed that marketing activities were not limited to the region. Therefore, there is a need for consumer research inside and outside Yogyakarta.

Pigmented rice is sold at a higher price than white rice. This pricing makes only middle to upper-income consumers who commit to healthy food could buy pigmented rice. The potential of pigmented rice still brings problems for black rice farmers. Those farmers feel benefited in terms of the price and content of pigmented rice used to compare their products. However, farmers find it still challenging to market their products. Information about the market and consumers of pigmented rice is still very minimal among farmers and pigmented rice producers (Nuringtyas & Ismoyowati, 2018). It shows that black and red rice producers need market information to develop marketing strategies. Rice farmers depended on promoting mouth-to-mouth advancement done intentionally by their clients. They ordinarily

have steadfast clients who have emphatically accepted the quality of the rice they deliver (Taridala et al., 2019).

Rice is the leading food for most of Indonesia's population and the primary carbohydrate source (Statistics Indonesia, 2018). Rice consumption in Indonesia increases yearly because of Indonesia's population (Silalahi et al., 2019). The most devoured sort of rice is white rice. Its consumption is generally identified with an expanded danger of type 2 diabetes brought about by increasing the opportunity of glucose homeostatic turmoil (Soriguer et al., 2013). Type 2 diabetes, which is familiar as Diabetes Mellitus (DM), is a chronic metabolic disorder whose predominance has increased worldwide. People can anticipate type 2 diabetes through life changes, counting calories, and avoiding being overweight and obese (Olokoba, Obateru, & Olokoba, 2012). In Indonesia, stroke, coronary heart disease, and diabetes are the illnesses that most cause death in Indonesia according to the WHO report in 2017 (Pariona, 2017), thus raising consumers' desire to change their lifestyle toward a healthier lifestyle (Zegler, 2017).

Besides white rice, there are red and black rice, then called pigmented rice. Several regions in Indonesia that produce these kinds of rice are South Sulawesi, Central Java, and Yogyakarta Special Region. The rice pigment indicates it contains anthocyanin (Sabir, Rafi, & Darusman, 2017). Black rice and red rice is well known enough in Asia. Dark rice has numerous different names, such as head rice and taboo rice. Both terms refer to the history of black rice in the past, which should only be consumed by the royal family (Oikawa et al., 2015). In China, only the king and the royal family allowed to consume black rice. They believed this rice could extend the king's life (Kushwaha, 2016).

The rice shade variety relies upon the shading colors, particularly anthocyanin in the seed coat, aleuron, or pericarp layer (Kristantini et al., 2014). Because of extreme focus, the shade of the rice becomes purple to almost dark. Pigmented rice can be a wellspring of anthocyanins that can work as cell reinforcements (Aluko, 2012). Additionally, pigmented rice has lower sugar content compared to white rice.

Black rice has antioxidant activity (DPPH radical reduction) of 78.66% (Putri & Ismoyowati, 2020). Another study found that black rice's DPPH radical reduction value was 91.10% (Lu, Huang, Xiao, & Wang, 2022). It implies that black rice has a very high antioxidant activity. Black rice is rich in fiber, protein, press, vegetable fats, vitamins, and minerals, adjusting other nourishments by our body. It comprises cancer prevention agents known as anthocyanin and tocopherol (Sangma & Parameshwari, 2021). Black rice has various pharmacological and amino acid contents that provide complete nutrition (Prasad, Sharavanan, & Sivaraj, 2019).

Most farmers produce by semi-organic planting methods (Nuringtyas & Ismoyowati, 2018). Red rice and black rice began to be in great demand by consumers. The consumption of pigmented rice in Yogyakarta has increased, represented by retailers' availability. Besides, people can see consumers' increased interest and demand for the increasingly available pigmented rice products in modern and traditional retail. Research data in 2017 shows an increment in red and black rice consumption in the next five years (Goldstein Market

Intelligence, 2018). It is an alluring business sector opportunity, even though pigmented rice market is still a specialty and niche market. Producers can market pigmented rice as a functional food with ingredients that are beneficial to health. The healthy and functional food category is one of Japan's food companies' ingredient branding strategies (Kanama & Nakazawa, 2017).

Pigmented Rice Branding

Consumer awareness of pigmented rice needs to be increased due to its small market presence. The increase in consumer awareness will lead to a rise in pigmented rice consumption, undoubtedly benefiting farmers and pigmented rice producers. Ingredient branding is one of the right strategies for this. Consumers strongly associated this consumption of pigmented rice with health as its health impacts and included as a functional food. Claims concerning the infection preventative properties of functional foods are the foremost appealing to consumers (Topolska, Florkiewicz, & Filipiak-Florkiewicz, 2021). The black rice consumer survey in 2018 also showed that 39% of consumers consume black rice for health reasons (Putri & Ismoyowati, 2020).

Providing information on the nutritional content and health benefits of consuming pigmented rice is one way to brand pigmented rice. A reliable and accommodating FOPL is one that most individuals will get it clearly and know what is within the food they are buying (Saleem, Bhattacharya, & Deshpande, 2022). There are critical indirect impacts on purchase intention for handling claims and fixing records through the packaging label (Rybak, Burton, Johnson, & Berry, 2021).

The utilization of pigmented rice could not measure up to white rice in Indonesia. Pigmented rice is burned through in a lot more modest sums and just arrives at ingredient branding. Opportunities to expand ingredient branding are wide open with increasing public awareness of diet and healthy nutrition. More than 45% of consumers in a survey conducted by Zegler in 2017 said they wanted to change their lifestyle to be healthier (Zegler, 2017). Producers can expand ingredient branding by developing a pigmented rice branding strategy to increase the consumption of loyal consumers and increase the brand awareness of new consumers. Public attention to consuming pigmented rice will positively impact a healthier life (Prasad et al., 2019). The ingredient branding strategy can increase brand awareness (Tiwari & Singh, 2012). The ingredient branding strategy can raise brand awareness (Tiwari and Singh, 2012). This strategy is considered suitable for adoption to increase new customers and old consumer repurchases.

Rice is a commodity that has various types, including pigmented rice. Rice, in the past, has no difference in the eyes of consumers. During its development, commodity products such as rice were packaged and compared. Those are most likely to attract consumers because they assume that packaged products and brands are cleaner than bulk. The research results show that the top-ranking essential parameters for purchasing packaged rice are no impurities, no hazardous chemicals and pesticides, and social status (Kathuria & Gill, 2013).

Based on Kanama & Nakazawa (2017), ingredient branding conducted for Japan's food industry mostly includes health and functionality. Four essential factors influence a successful ingredient branding strategy in agroindustry products, as shown in Table 2. Pigmented rice meets three categories, namely (1) ingredients were the main factor in product functionality and quality, (2) the final product was related to a new product, and (3) the final product can be developed. Pigmented rice does not meet the patent's superior technology factor because it does not use complex manufacturing technology. The process of producing pigmented rice uses simple and brief technological stages. Pigmented rice is planted for 3-4 months. After harvesting, rice is colored only through drying and packaging, without sophisticated and complicated technology.

TABLE 2. SUMMARY OF FACTORS THAT AFFECTS INGREDIENT BRANDING STRATEGIES FOR AGROINDUSTRY

Aspect	Strategy	Author
Increased Brand Awareness & Brand Equity	<ul style="list-style-type: none"> • Advertisement • Word-of-mouth • Diet-related campaign • Health-related campaign • Informative & attractive packaging • Influencers (relatives, friends, newspapers, magazines) 	(Anindita et al., 2019; Custodio et al., 2019; Englund, Zhou, Hedrick, & Kraak, 2020; Kathuria & Gill, 2013; Putri & Ismoyowati, 2020)
Essential Factors of Successful Ingredient Branding Strategies	<ul style="list-style-type: none"> • Technology superior material, proven by patent • Material is the main factor in product quality and functionality • The final product must not be highly branded - related to new product categories • The company must develop materials and final products together 	(Kanama & Nakazawa, 2017)

The producer needs to highlight the main content of pigmented rice as an essential component. Anthocyanins have often been mentioned to be present in black rice. The other bioactive compounds also contributed to being part of the black rice. Both ingredients revealed high antioxidant activity and prevented some chronic diseases such as cancer (Ito & Lacerda, 2019). A few scientists have analyzed anthocyanin and its auxiliaries, cyanidin-3-O-glucoside, in black rice. It also contains amino acids that provide complete nutrition. Awareness among the individuals about black rice consumption will suggest a healthier and more valuable life (Prasad et al., 2019).

Red rice has high fiber content, antioxidants, minerals, and protein. A lower glycemic list and higher supplement thickness made red rice moderately better than white rice. Red rice has various dietary benefits, making it a helpful superfood (Raghuvanshi, Dutta, Tewari, & Suri, 2017). Pigmented rice needs to be promoted to become part of a daily or functional food that improves consumers' health (Rathna Priya, Eliazer Nelson, Ravichandran, & Antony, 2019).

Producers can do pigmented rice ingredient branding with advertisements that highlight the health benefits of pigmented rice. Producers can use valid and scientific information about the health benefits of consuming pigmented rice for advertising. Based on the survey shown in Table 3, 60% of respondents agreed that advertisements could influence their decision to determine which type of rice they consume. They said advertisements provided new product information that helped consumers know more about rice products. Advertising can be done in newspapers and magazines as an essential consumer information source (Kathuria & Gill, 2013). It is likewise conceivable to lead ads through advanced media, considering that computerized media is present simple to attract more purchasers. Promoting should be possible through online media like Instagram, Twitter, Facebook, or Youtube.

TABLE 3. PERCENTAGE OF AGREED RESPONDENTS TOWARDS INGREDIENT BRANDING MEDIA

Ingredient branding media	Percentage of agreed respondent
Advertisement	60%
Campaign	60%
Word of mouth	53%
Packaging information	63%

Friends and family are distributors of product-related information. In Australia’s meat market, friends, family, and relatives become influencers that introduce branded meat products (Morrison & Eastburn, 2006). In this pigmented rice consumers’ study, this group influences consumers to consume pigmented rice. It means that product-related information is widely distributed through the nearest circle of consumers, meaning that word of mouth becomes essential here. Word of mouth is one possible method to build brand awareness and brand reviews of rice purchasers in India (Kathuria & Gill, 2013).

Regarding the survey, 53% of respondents agreed that word of mouth could increase their awareness of pigmented rice. Most consumers decided that friends, family, and relatives are trusted informants for food and health. It showed that the informal system should likewise be possible for Indonesian purchasers principally through the nearest circle of buyers, family, companions, and family members.

Diet-related missions advance solid living as a suitable advertising mechanism for healthy food (Englund et al., 2020). Utilizing standard requests that draw upon feelings and emphasize the tactile measurements of nourishment at the side of its well-being benefits may draw consideration of customers and affect nourishment choices (Bublitz & Peracchio, 2015). An excellent local area can likewise be a mode for scattering data and missions to new shoppers. Promoting missions by presenting solid messages to grown-ups can change better food decisions (Dovey, Torab, Yen, Boyland, & Halford, 2017). There are 60% of respondents in this investigation intrigued by wellbeing-related missions. Respondents are keen on the solicitation to practice for at any rate 30 minutes every day, a low carb diet, and a low sugar diet.

In addition to healthy advertising messages, the packaging can also be a marketing tool for pigmented rice. Regarding the survey, 63% of respondents agreed that packaging is essential in increasing their buying decision. Attractive and environmentally friendly packaging are consumers’ considerations in determining their buying decision. Packaging has

become a critical factor influencing consumer satisfaction with organic red rice in Denpasar City. They are willing to give their time and brain to focus on red rice product information before choosing to get it (Sianturi, Putra, & Ginarsa, 2013). Packaging that contains product information is fundamental for shoppers. Informative packaging builds brand awareness of the product (Oaya, Newman, & Ezie, 2017).

Millennial customers who have a reliable way of life focus on subtleties of bundling. They read in detail the data composed on the packaging. Moreover, depicting signs on the packaging would make the buyer less convoluted in settling their decisions (Küster, Vila, & Sarabia, 2019). The type of packaging is likewise the focal point of purchasers. Given the past research, a pigmented rice marking procedure can improve the specialty market by uncovering its fixing (Figure 2).

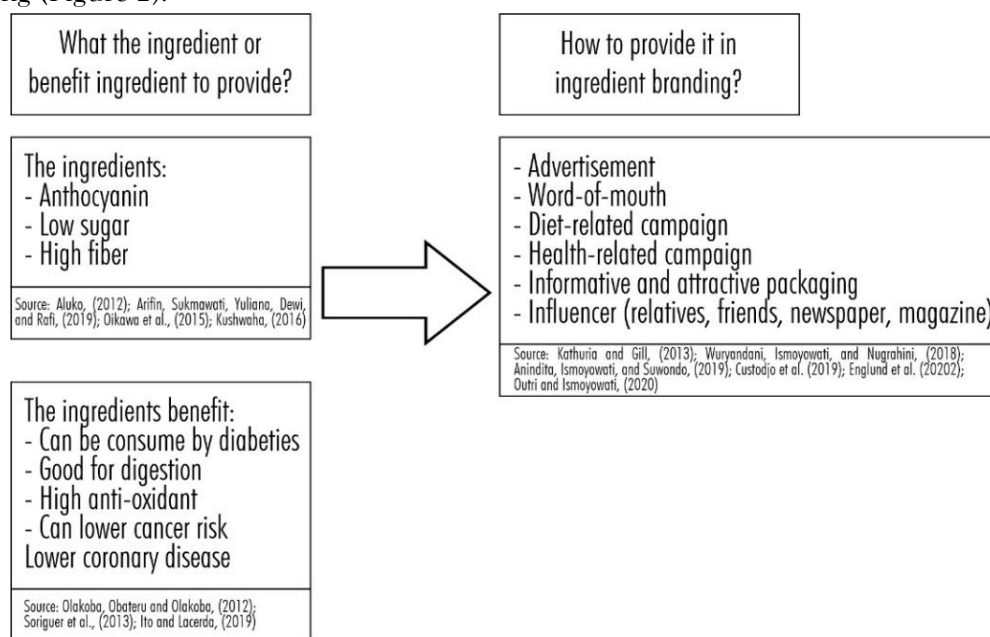


FIGURE 2. CONCEPTUAL FRAMEWORK ON HOW TO BRAND PIGMENTED RICE

The group regularly consumed pigmented rice did not differ significantly from the other group regarding ingredient branding stimulus factors ($F=1,218$; $Sig=0,448$). The mean value of the ingredient branding stimulus factors of the two groups was not much different. Several things may cause this result. First, tiny (even none) rice is advertised through mass media by producers or social media influencers in Indonesia. As a staple food, almost everyone consumes rice in Indonesia, and so far, rice producers feel that advertising for rice is unnecessary. Only a few rice brands do this, but the intensity is much smaller than advertisements for other food products. Second, campaigns about healthy food are still rarely carried out in Indonesia. The Indonesian Ministry of Health has started a healthy lifestyle campaign, including nutritious food. However, it was not an effective campaign because of the lack of publicity, so most people did not recognize the campaign. Third, the lack of information on packaging labels is related to Indonesian consumers' low awareness of packaging labels. Less than half of Indonesia's consumer survey respondents pay attention to packaging labels' details (Fadlillah, Nuraida, & Purnomo, 2015). Another study about policy

intervention for a healthy diet suggested that nutritional labeling contributes to informed choice, but informed choice is not necessarily translated into healthier dietary choices (Brambila-Macias et al., 2011).

The two groups of consumers with different brand awareness levels and brand loyalty to pigmented rice identified consumer behavior related to the pigmented rice brand. As a result, there are two main groups. The first group was a group that regularly consumes pigmented rice. A second group was a group of consumers who do not regularly consume pigmented rice.

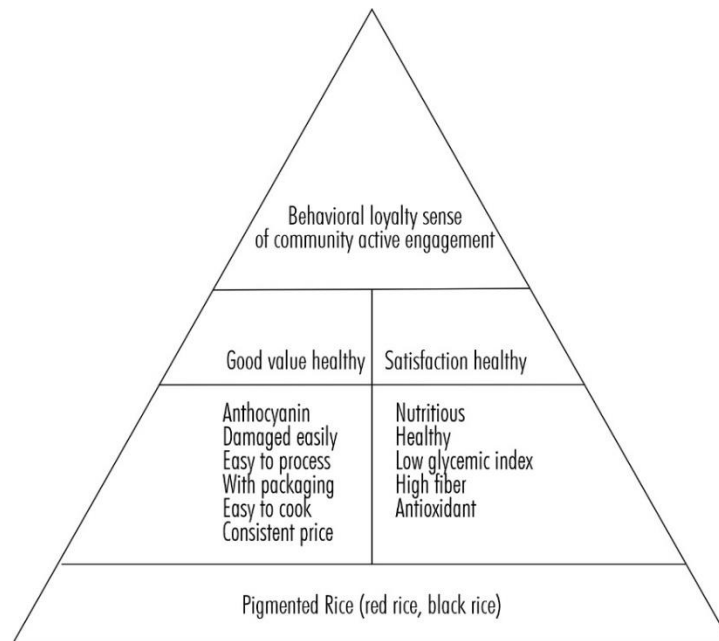


FIGURE 3. CBBE PYRAMID DIAGNOSIS FOR REGULAR CONSUMERS OF PIGMENTED RICE

In the regular consumer group, the products carried out in this strategy were pigmented rice consisting of red rice and black rice (Figure 3). It follows the brand awareness of consumers who regularly consume pigmented rice. They claim to know and often hear about brown rice and black rice. The brand image of pigmented rice in this group is to have different nutritional content from white rice, low in sugar (low in glycemic index), high in fiber, healthy, and antioxidants. Based on their experience consuming pigmented rice, this type of rice's brand performance has anthocyanin color pigments, easily damaged, quickly processed, purchased in packaging, easily served, and consistently priced. The brand response for pigmented rice has more valuable than white rice because it is superior to white rice and is a healthy product. Consumers will have a feeling of satisfaction and feel healthy when consuming pigmented rice. Expected brand resonance for this group is behavioral loyalty, active engagement, and a sense of community. Behavioral loyalty refers to repurchase behavior and the addition or quantity of product purchases to expand the pigmented rice market niche.

A sense of community goal is also needed to support this, where products will have a deeper meaning for consumers when reaching out to their communities. The brand community can reflect a person's close relationship with a brand or product. Several communities focusing on healthy food and living habits can help this happen. In Yogyakarta,

this type of community influences nutritional products' meaning to consumers, one of which is in the Yogyakarta Organic Market (Nuringtyas & Ismoyowati, 2018). Family and community are essential factors that should be considered when promoting healthy eating (Sarwar, Aftab, & Iqbal, 2014). Active engagement aims to strengthen brand resonance for groups that regularly consume this. Most consumers of this group have carried out this activity by claiming to seek information on pigmented rice, talking about it to others, and sharing information on it with those around them.

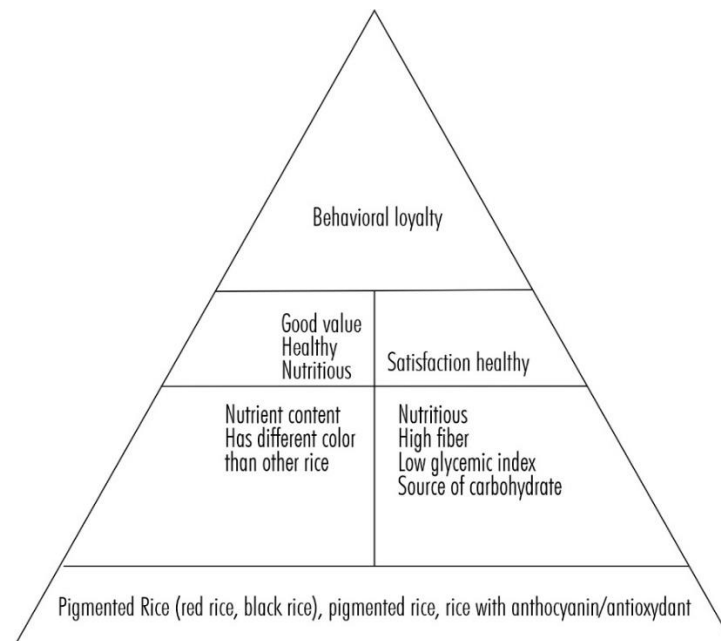


FIGURE 4. CBBE PYRAMID DIAGNOSIS FOR OCCASIONAL CONSUMERS OF PIGMENTED RICE

For consumers who do not regularly consume pigmented rice, the products carried in this strategy are pigmented rice consisting of brown rice and black rice containing anthocyanin (antioxidants). This group's consumers have various brand awareness, ranging from frequently hearing pigmented rice to never hearing it, so it is necessary to mention brown rice and black rice. Besides, it is also worth mentioning "rice with antioxidant-antioxidant" because many consumers in this group do not know that pigmented rice contains anthocyanin and antioxidants. The brand image of pigmented rice in this group is to have different nutritional content from white rice, low in sugar (low in glycemic index), high in fiber, healthy, and a source of carbohydrates. Based on their opinion of pigmented rice, this type of rice's brand performance is to have a color and content different from white rice. Consumers will have a feeling of satisfaction and fitness when consuming pigmented rice. The expected brand resonance for this group is behavioral loyalty only. Behavioral loyalty refers to repurchase behavior and the addition or quantity of product purchases (Figure 4). It is consistent with expanding the pigmented rice market niche for consumers who do not regularly consume pigmented rice.

For consumers who occasionally consume pigmented rice, the products carried in this strategy were pigmented rice consisting of brown rice and black rice containing anthocyanin (antioxidants). This group's consumers had various brand awareness, ranging from frequently

hearing pigmented rice to never hearing it, so it is necessary to mention brown rice and black rice. Besides, it is also worth mentioning “rice with antioxidant-antioxidant” because many consumers in this group do not know that pigmented rice contains anthocyanin and antioxidants. The brand image of pigmented rice in this group is to have different nutritional content from white rice, low in sugar (low in glycemic index), high in fiber, healthy, and a source of carbohydrates. Based on their opinion of pigmented rice, this type of rice’s brand performance was to have a color and content different from white rice. Consumers will have a feeling of satisfaction and fitness when consuming pigmented rice. The expected brand resonance for this group is behavioral loyalty only. Behavioral loyalty refers to repurchase behavior and the addition or quantity of product purchases (Figure 4). It is consistent with expanding the pigmented rice market niche for consumers who do not regularly consume pigmented rice.

Another study found that substituting white for brown and black rice is still challenging for young adults in Indonesia. Several barriers make further efforts needed to increase brown and black rice consumption (Helmyati et al., 2020). More significant efforts are needed to apply this ingredient branding strategy, mainly in groups that have not regularly consumed pigmented rice. The efforts can increase consumer awareness of the product and product superiority in the womb. Other actions also need to be made to raise awareness by reading the product packaging information before deciding to buy the product. Besides, the publication of campaigns carried out by the Government or other state institutions is expected to reach wider communities in various regions and circles in Indonesia.

From several studies, agroindustries producing pigmented rice need to implement marketing strategies that align with their target markets. Producers need to do pigmented rice branding to expand the reach of consumers. This ingredient branding strategy will improve pigmented rice producers’ marketing ability to pay attention to ingredients and quality factors. The pigmented rice industry, especially producers (farmers), will get new marketing insights. It no longer uses the old-fashioned method of selling only in bulk but trading with a clear target end-user with a directed approach. Those will make marketing a real effect on the increase in the number of sales through the expansion of the pigmented rice market.

CONCLUSION

Consumers who regularly consume pigmented rice had higher brand loyalty than the occasional consumers. In addition, consumers who repurchase products had higher loyalty than others. Based on the CBBE diagnosis, the producer can implement an ingredient branding strategy that emphasizes pigmented rice's antioxidants, anthocyanins, and other health benefits. They also can utilize media, such as advertisements, informative packaging, word of mouth, and health-related campaigns to build purchaser brand equity. Informative and attractive packaging was an essential branding medium. This research found that the ingredient branding media variable was not significantly different between regular and occasional consumers due to the lack of advertisements about rice, the low reading awareness on packaging information labels, and the lack of publicity for healthy living campaigns.

Further research on pigmented rice branding ingredient strategy in Indonesia needs to be done. Besides, the ingredient branding strategy is most suitable for pigmented rice products, and consumers in Indonesia must be investigated. This information is helpful to the producers for marketing the pigmented rice.

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