

## Analysing The Effects of a Brand Scandal: Carasun's Buzz Marketing on Brand Attitude and Purchase Intention

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### **Abstract**

*Buzz marketing, a fabricated type of word-of-mouth was used by Carasun, an Indonesian sunscreen brand, in February 2022. The brand received a backlash after Indonesian netizens found them using buzz marketing to turn down an upcoming sunscreen product from another brand, Skin Game. As the unethical tactic became viral on Twitter and Instagram, many of Carasun's consumers and social media users criticised it, and some also said to blacklist the brand. Past studies showed brand scandals can have negative effects on consumers' expectations, reputation, sales, brand equity, buying motivations, and marketing effectiveness. Research on the impact of the brand scandal on consumers was conducted using the survey method to determine their attitude and purchase intention towards Carasun post-scandal. Respondents were 106 Indonesian skincare users aged 15 to 34 who were aware of the Carasun issue. This research revealed the scandal does not impact both consumers' attitudes and purchase intentions. Most respondents were aware of the scandal (95.3%) and agreed that the scandal is a serious issue (81.1%). However, their attitudes, specifically, their beliefs and feelings about Carasun, remained positive. There was a possibility that respondents rejected the unfavourable brand news and preferred to remain purchasing the brands because of the usefulness and benefit that can be obtained from these brands.*

**Keywords:** *brand scandal, buzz marketing, brand attitude, purchase intention, social media*

### **INTRODUCTION**

Launched in April 2021 and developed by PT Social Bella Indonesia, Carasun positions itself as a tropical skin expert specialising in CloudLike™ texture sunscreen products. Collaborating with South Korean professionals, Carasun developed an international standard sunscreen formula based on research into the demands of tropical skin that emphasises the ease of use, does not clog pores, and is light on the skin. The brand aims to encourage Indonesians to enjoy the sun and to educate them on the importance of applying sunscreen as part of a healthy lifestyle to protect their skin (Larassaty, 2021).

In February 2022, Carasun became a subject matter on social media, mainly Instagram and Twitter. The brand was discovered to be practising buzz marketing. Buzz

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marketing can be used to create a positive brand image, but if it contains harmful and negative messages, it can leave a negative impression and damage consumers' trust in the brand and promotional information (Jansen et al., 2021; Holdford, 2004). In this context, buzz marketing is a form of word-of-mouth. People talk about products, issues, events, and brands as a result of a company having regular interactions with customers. The Word-of-mouth Marketing Association or WOMMA (as cited in BFI Finance, 2022) referred to this as “organic” word-of-mouth when individuals comment about a product or service because they are delighted with it. Meanwhile, businesses have begun to try to encourage and speed up word-of-mouth through the launch of a campaign; or also known as “amplified” word-of-mouth. Moreover, studies revealed that individuals typically perceived word-of-mouth as more credible and trustworthy than other source of information since it is based on personal experiences and recommendations from sources they believe to be reliable (Pape & Toporowski, 2023). From this perspective, it can be noted that buzz marketing is an “amplified” or manufactured type of word-of-mouth that arises from an effort made by a company to have consumers talk about the product or brand with others.

Today, influencers and social media platforms are used by buzz marketers to initiate targeted conversations. Particularly, buzz marketers applied unique content and promotions via social media influencers in order to get people to pay attention to them (Notermans, n.d). The idea is to come up with a one-of-a-kind marketing strategy that, if successful, will spread like wildfire and earn huge exposure. Big companies have been using this strategy, such as Coca-Cola with its drinkable advertising campaign, Dove with its Real Beauty campaign and more (Lutkevich, 2021). This strategy is also used in politics to influence public opinion in the new media culture (Syahputra et al., 2021). However, buzz marketing is not exclusive to large corporations.

Carasun received numerous positive reviews on social media. Their main product received an overall rating of 4.1 out of 5 on an Indonesian women's online community, the Female Daily mobile application. Numerous Female Daily skincare reviewers agreed that Carasun's product is one of the most affordable sunscreens, oily skin-friendly, and has no white cast (Female Daily, 2022). However, they damaged their own reputation in just a short time while carrying out buzz marketing. The buzz marketing employed by Carasun was an approach where they paid “buzzers,” in this case Instagram users, to post comments on another brand’s Instagram, Skin Game, saying that their future sunscreen product is imitating or similar to Carasun’s sunscreen (Meme, 2022). Skin Game introduced their sunscreen as “Cloud Sunscreen”, while "cloud" is a brand association that Carasun has been building since the beginning. These Instagram users left their comments with a similar tone and format.

Many netizens were upset with Carasun, according to viral posts on Twitter (Meme, 2022) and the comment section on Carasun's Instagram. The use of buzzers to spread rejection towards the coming sunscreen product from Skin Game was unexpected and considered unethical by netizens. Boycotting the brand was also customers’ option as a response to the incident (Meme, 2022). An apology letter was

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issued a day after on Carasun's Instagram account, claiming that they did not approve of such activity, and it was due to miscommunication (Carasun, 2022). Additionally, they also mentioned their regrets towards Skin Game. However, Carasun loses customers' trust and interest as several comments were showing negative reactions (Carasun, 2022).

As customers found that Carasun made a mistake by using buzz marketing wrongly, their attitude towards the brand changed to be unfavourable on social media (Meme, 2022; Carasun, 2022). This incident can be identified as a brand scandal or brand misconduct which is an example of brand wrongdoing (Kapoor & Banerjee, 2021). The impact of brand wrongdoings on consumer purchase behaviour and belief have been studied by researchers, including on brand evaluation, repurchase decision, word-of-mouth, and brands' perceived credibility (Wang & Yu, 2014; Kapoor & Banerjee, 2021). The scandal refers to unethical actions done by brands that can cause public outrage and jeopardise a company's reputation, consumers' brand trust and purchase intention (Sims, 2009; Tucker & Melewar, 2005, as cited in Kapoor, Banerjee, & Signori, 2022). Additionally, Zhang et al. (2020) found that failure severity improves consumers' negative feelings. When a product or service fails to meet their expectations, customers are more likely to experience negative feelings, which in turn may lead to undesirable retaliation behaviours (Zhang et al., 2020) and attitudes (Kapoor & Banerjee, 2021). If not handled properly, the occurrence of a scandal may develop into a brand crisis. Hence, understanding the impact of a brand scandal on consumers is crucial for brands to prevent such catastrophes.

Consumers' exposure to a brand scandal, particularly one of medium or high severity, can also affect purchase intention, which includes trying other brands (Siomkos et al., 2010, as cited in Kapoor & Banerjee, 2021). Consumers may act against or avoid the brand because they feel it has betrayed their trust, broken functional promises, or done something that does not fit with its image (Zarantonello et al., 2016; Hegner et al., 2017; Kapoor & Banerjee, 2021). It is possible that as a result of this, people would migrate to competing brands that they feel better match the image and quality of these competing companies. This could potentially influence the revenues of the scandalised company and even lead its stock prices to decrease significantly (Pruitt & Peterson, 1986; Siomkos & Kurzbard, 1994, as cited in Kapoor & Banerjee, 2021). Therefore, this study aimed to examine these possible impact and relationships in the case of Carasun's scandal; whether the scandal has an impact and holds a significant positive relationship with the consumers' brand attitude (H1), and whether the scandal has an impact and holds a significant positive relationship with the consumers' purchase intention (H2).

This study is vital as it can help in gaining a better understanding of attitude changes and if there is a difference in consumers' purchasing behaviour after receiving negative information. Three variables were used to achieve the research objectives, namely brand scandal, brand attitude, and purchase intention. Brand scandal acts as the

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independent variable, while brand attitude and purchase intention are the dependent variables.

## **RESEARCH METHODOLOGY**

The data of this study were gathered using quantitative, non-experimental, descriptive research designs with survey questionnaire as the tool. Google Forms was used to distribute the survey questionnaire to 106 skincare product users in Indonesia aged 15 to 34 who are aware of the Carasun issue. The number of respondents was based on a simple formula from Qualtrics founder, Scott M. Smith (n.d.).

$$\text{Sample size} = (Z\text{-score})^2 \times \text{Standard Deviation} \times (1 - \text{Standard Deviation}) / (\text{margin of error})^2$$

Smith (n.d.) suggested this formula if the population size is obscure or too large. In this study, the population size for the respondents' criteria was unknown. At a 90% confidence level, the researcher set an 8% margin of error for acceptable inaccuracy. As for the standard of deviation, the safe decision, according to Smith, is to use 0.5. Given a confidence level of 90%, the corresponding Z-score is 1.645. As a result, the calculation obtained a value of 106.

The link to the Google Forms were shared among WhatsApp personnel and group chats, as well as on Twitter, targeting respondents who fit the specific criteria. Social media platforms have such a vast number of audiences. Thus, it is possible to reach a greater number of potential respondents. The respondents of this study were chosen based on non probability sampling with a purposive sampling technique. This means the researcher determines what information is required and sets out to discover individuals who can and will share it based on their knowledge or experience (Etikan, Musa & Alkassim, 2016).

Carasun is a widely recognised sunscreen brand, and its incident went popular on social media, not just in a single location in Indonesia. Hence, specific geographical location was not included as a criterion for respondents. The age range reflects the significant portion of skincare product users in Indonesia. From the ZAP Beauty Index 2020 survey with 6,460 respondents done by an Indonesian beauty clinic, ZAP, 45.5% of Indonesian women use skincare before they turn 19 (Pramita, 2020). Gen Z (13-22 years old) spend most of their income on beauty treatments, while millennials (23-44 years old) only use 30% and Gen X (45-65 years old) less than 5%. Since skincare products are for everyone, the respondents' criteria are not limited to females only.

This research used a survey questionnaire as it is more practical and frequently applied in market research to gather customer input to enhance products and strategies, as well as the overall experience of the customer. The questionnaire is in Bahasa Indonesia and contains mostly closed-ended questions constructed into four sections based on the three variables, namely brand scandal, brand attitude, and purchase

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intention. A Likert Scale is used from section two until section four to collect the answers from respondents.

The first section covers the respondents, including who they are, where they live, and skincare product consumption. The second section is dedicated to examining consumers' views regarding the scandal faced by Carasun through two statements adapted from Banerjee (2017): the recognition and importance of scandal for consumers. The third section is discovering consumers' beliefs and feelings about the brand following the scandal. Solomon et al. (2006) explained that attitude has three components: affect, behaviour and cognition. However, this section only utilises two components with 11 statements that have been adapted from research conducted by Padi and Suparna (2021), Spears and Singh (2004), and Isotalo and Watanen (2015). The behaviour component refers to an individual's intentions regarding future actions. In this research, these intentions focused on consumers' purchase intentions. Hence, the final phase explores consumers' buying intention, which contains four items with four statements based on research papers done by Komalasari, Christianto, and Ganiarto (2021); Padi and Suparna (2021); Sudaryanto et al. (2022): (1) exploratory interest, (2) transactional interest, (3) preferential interest, (4) referential interest.

## **RESULTS AND DISCUSSION**

### **Descriptive Statistic for Demographic Profile of Respondents**

Within one week of data collection, 106 responses were collected in total. Based on the data collected, 80.2% of respondents are female and 19.8% are male. In terms of the age range, the respondents are dominated by those who are 20-24 years old with a percentage of 56.6%, followed by 26.4% of them are 25-29 years old, and the least is the 30-34 of age group with a percentage of 7.5%. Most of the respondents work in the private sector (49.1%) and are full-time students (31%) with the latest level of education having a bachelor's degree (44.3%) and senior high school (36.8%). The monthly income or allowance is dominated by respondents who receive Rp2,500,001-Rp4,000,000 or RM748-RM1,196 in a month, with a percentage of 32.1%. Followed by 29.2% of them receiving Rp1,000,001-Rp2,500,000 or RM300-RM748 per month. These respondents live in different areas in Indonesia besides the most crowded island, Java. However, 24.5% reside in East Java and 21.7% in West Java.

Regarding their skincare product consumption, 50% of them prefer to buy their skincare products once a month and 30.2% every two months. Their spending on skincare is mostly around Rp100,001-Rp300,000 or RM30-RM89 per month (55.7%) and Rp300,001-Rp500,000 or RM90-RM149.5 (32.1%). Respondents were also asked to select three main factors influencing their skincare product buying decisions. The highest percentage comes from the product's functions and benefits with a percentage of 79.2%, followed by products' affordable price (61.3%) and product quality (55.7%). Focusing on their experience with the Carasun brand, all respondents have purchased and used Carasun's product at least once.

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### **Descriptive Statistic for Independent (X) and Dependent Variables (Y1, Y2)**

This study comprises three variables, one independent and two dependents. The three variables are in the form of interval data on a Likert scale with 1 for strongly disagree and 5 for strongly agree. The average descriptive analysis approach (mean) was employed to analyse the data in the form of a Likert scale. With this technique, researchers may determine the trend of respondents' responses by averaging the number of responses to the questionnaire, allowing it to find out which claims are most agreed upon by respondents (Omae & Bozonelos, 2020; Mishra et al., 2019). Additionally, the median and mode will be provided to support the conclusions. The mode of a variable identifies its most dominant response. The median describes the midpoint value in an ordinal, interval, or ratio variable.

Independent variables are variables that can influence the dependent variable (Croucher & Cronn-Mills, 2015). Brand scandal as an independent variable in this study is divided into two items, Q13 and Q14. Item Q13 asks respondents about their awareness of the scandal, while item Q14 asks whether it is an important issue to them. A mean value greater than three implies that the respondent agrees with the questionnaire's statements. The two items' mean values are 4.23 for Q13 and 4.08 for Q14. The mode and median values also show the figure of four, indicating that respondents agree with the two statements. This means that all respondents are aware of the Carasun scandal and consider it a serious issue that may affect their view about the brand and purchase intention.

The second variable, the respondents' attitude towards the brand post-scandal, comprises 11 items starting from Q15-Q25. The mean values of all items are above three, reflecting that respondents agree with all the statements. The median and mode values are 4, which also indicates agreement. These results imply that the respondents still show positive attitudes toward the brand Carasun despite being aware of the scandal and believing it as an important issue. The highest mean value, 4.37, comes from Q23 which states that the brand meets the respondents' need as a protector from the sun. In contrast, Q24, which discusses their feelings about Carasun, appears to have the lowest mean value of 3.77. If some respondents are not emotionally invested in the brand, that could mean that the brand itself is not resonating with them or has a weak emotional connection with its consumers.

Lastly, the third variable about the respondents' purchase intention contains four items. Based on the SPSS result, all four statements are agreed upon by the respondents. Respondents still have the desire to look for Carasun's product information (Q26), recommend it to other people (Q29), and even purchase the product (Q27), which has the highest mean value of 4.20. However, the item indicating that Carasun is their preferred sunscreen brand has the lowest mean score, 3.86.

To further test out the hypotheses of this study, regression analysis was chosen as it helps to examine the degree of relationship between variables and if one variable affects another. This can be done by looking at the three tables on SPSS depicting the survey's significance, including the R-value, R-square, and adjusted R-square in the

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model summary, the P-value/Sig value and F-ratio in the ANOVA table, as well as the Sig. value in the coefficients table (Jain & Chetty, 2019). The hypotheses for the analysis are as follows:

H<sub>01</sub>: Carasun's scandal has no impact and does not hold a significant positive relationship with the consumers' brand attitude.

H<sub>A1</sub>: Carasun's scandal has an impact and holds a significant positive relationship with the consumers' brand attitude.

H<sub>02</sub>: Carasun's scandal has no impact and does not hold a significant positive relationship with the consumers' purchase intention.

H<sub>A2</sub>: Carasun's scandal has an impact and holds a significant positive relationship with the consumers' purchase intention.

From the results obtained using SPSS, it can be concluded that the null hypothesis or H<sub>01</sub> is not rejected and there is no significant change in consumers' attitude due to Carasun's scandal. As for the second hypothesis between the brand scandal (X) and consumers' purchase intention (Y<sub>2</sub>), the null hypothesis or H<sub>02</sub> is also not rejected and there is no significant change in consumers' purchase intention, although they are aware of Carasun's scandal.

### **The Impact of Brand Scandal on Consumers' Brand Attitude**

The outcomes of this study contribute to answering the research question of post-scandal consumer attitudes. The accepted hypothesis is that brand scandal does not affect consumer brand attitudes. This is because the regression findings indicate no substantial change or association between the attitudes of consumers and the Carasun scandal. Previous studies suggest that a brand scandal might cause consumers to lose faith in the brand or reconsider buying it (Wang & Alexander, as cited in Kapoor & Banerjee, 2021). According to Pullig et al. (2006, as cited in Nagar & Kour, 2018), attitudes are receptive to information provided by various occurrences. Positive information can change negative attitudes. In the same way, negative information can change people's positive attitudes. Consequently, consumers' attitudes may have shifted negatively after the controversy. However, the results of this study say otherwise. Nagar and Kour (2018) added the impression formation literature suggests that negative information causes attitude shifts because it receives more attention than positive information. Yet, research also shows that people who have positive feelings about an object are more likely to resist information that goes against their beliefs than information that supports their beliefs.

In this study, most respondents are aware of the scandal and agree that the scandal is a serious issue. However, their attitudes, specifically their beliefs and feelings about Carasun, remain positive. There is a possibility that respondents rejected the unfavourable brand news. Hence, it is unsurprising that their awareness of the scandal and opinion on the issue's importance do not align with their brand attitudes. Their beliefs on the brand's reputation, reliability, product quality, caring, and marketing credibility show no disagreement or have not changed. The same holds true for their

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affection for the brand, as they still have positive feelings, a desire for the product, and brand favourability. Affectionally, respondents in this study may have developed satisfaction and brand love. Carrol and Ahuvia (2006, as cited in Nagar & Kour, 2018) interpret brand love as "the level of passionate, emotional attachment a satisfied consumer has to a particular brand." Consumers having high love for a brand will talk about the positives of the product and recommend it to their loved ones. Brand love also helps consumers resist negative brand information (Batra et al., 2012, as cited in Nagar & Kour, 2018).

In terms of being satisfied consumers, the most accepted statement in this study is that the brand fits respondents' (skin) needs. This may indicate that respondents place a greater emphasis on the product's functionality and benefit than anything else, including about the brand itself. This outcome is also reflected in the three main factors influencing their decision to purchase a skincare product. Instead of choosing the media coverage on the brand, overall buying experience, emotional relationship, or well-known brand, most prefer to opt for the function and benefit of the product, affordable price, and product quality. When respondents choose Carasun due to its ability to provide functional benefits that fulfil their expectations, this could mean that the brand has a positive product performance and consumers are satisfied.

According to Khadka and Maharjan (2017), consumer expectations are what people think about a product and are used as a benchmark or standard to judge how well it works. It also can be used to measure product performance (Khadka & Maharjan, 2017) and product quality (Sheng et al., 2018). The discrepancy between what consumers expect and what they experience using a product creates the consumer gap, leading to product or service dissatisfaction. Since Carasun achieved respondents' functional expectations, they may have become satisfied with the brand; an important goal for establishing a solid relationship with consumers and differentiating products (Deng et al., 2009, as cited in Hanif et al., 2010).

Other than Carasun's product functionality and quality, respondents could also be satisfied with Carasun's fair price. Based on the research done by Sheng et al. (2018), product quality and price influence consumer satisfaction. Price is the sum of the values customers exchange for the benefits of having or using a product or service (Kotler & Armstrong, 2010, as cited in Hanif et al., 2010). According to the prices shown on Shopee and Tokopedia, Carasun's products are marketed starting from Rp13,000 for an 8ml sachet, Rp50,000 to Rp78,000 for a 30ml tube, and Rp118,000 to Rp150,000 for a 70ml tube. The pricing of the Carasun Solar Smart UV Cushion starts at Rp139,500, while the refill starts around Rp110,000. The range of product packaging allows consumers to try and purchase according to their needs and budget. When a brand gives fair pricing to the consumer, good feelings toward the brand will develop, influencing consumer satisfaction and loyalty (Yieh et al., 2007, as cited in Sheng et al., 2018). On the other hand, Al-Msallam (2015, as cited in Sheng et al., 2018) believes that cheaper prices do not always mean greater consumer satisfaction. Consumers may evaluate price and quality equally before determining their level of satisfaction; hence, it also depends

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on other factors. However, having both factors, the product quality and a reasonable price could considerably increase their satisfaction and brand love.

The obtained findings do not match the previous studies on brand scandal affects consumers' evaluations of the brand, purchase intention, or brand hatred (Nagar & Kour, 2018). The aspects of a brand scandal that consumers may attempt to comprehend, such as adversity or severity, according to Kapoor and Banerjee (2021), is also irrelevant. When a brand is involved in severe wrongdoing, consumers hypothetically develop an unfavourable impression. However, the findings show no correlation and hold a positive attitude toward the brand. The result of this study is in line with the previous research on the impact of the food brand controversy, Maggi, on consumers' attitudes toward the brand (Banerjee, 2017). Banerjee's study suggests that consumers may still have a positive post-scandal attitude towards a strong brand, Maggi, but they become pessimistic about the company, Nestle.

Moreover, a previously well-accepted brand receives a more positive and encouraging attitude from consumers during a brand scandal occurrence. Consumers will care less about the controversy cloud if the brand has an excellent track record (Banerjee, 2017). Simply put, the way the brand has done in the past could act as a shield to protect them from potential harm. Since all respondents have purchased and used at least one Carasun product, their positive product experience can establish positive perceptions about the brand. This would make it less likely that they would detest Carasun for the controversy, given that they have a good overall impression of the brand.

In addition to Banerjee's research, Drage (2014, as cited in Nagar & Kour, 2018) also pointed out that consumers who have a passionate relationship with a brand may find it difficult to change their viewpoint amidst the brand's scandal. One of the outcomes of this survey indicates that some respondents have an emotional connection to Carasun, despite having the lowest mean value after their beliefs in the brand's professionalism and attentiveness. The previous explanation also mentioned that respondents may have grown a brand love. However, brand love is not always the same as having "love" in a relationship (Batra et al., 2012). Love for a brand is distinct from loyalty to that brand in terms of both intensities of feeling and degree of commitment (Nagar & Kour, 2018). In other words, although there may have been feelings of attachment between consumers and Carasun that could serve as a defence, Carasun should seek to build deeper relationships to improve its position.

### **The Impact of Brand Scandal on Consumers' Purchase Intention**

It has been found in previous studies that there is a connection between consumers' attitudes and their intentions to purchase. When consumers have a favourable attitude toward the brand, their intentions to make purchases and their actual purchases improve (Byoungcho & Yong, 2005, as cited in Nagar & Kour, 2018). Since the findings of this study reveal that the brand attitude of consumers does not correlate with the brand scandal, the correlation between consumers' purchase intention with the

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brand scandal also shows no difference. The researcher does not reject the analysis's initial second hypothesis (H02). The accepted hypothesis is that brand scandal does not affect consumer purchase intention because regression findings show no significant change or relationship between the two variables.

The result of this study does not match with the past research results pertaining to the negative effect caused by brand scandals on purchase intention (Zhang, Jardon, & Daniel, 2019; Kapoor & Banerjee, 2021). Negative brand news may alter consumers' brand choices and purchase behaviour. If consumers are loyal and trust a brand, it may be difficult for them to accept unpleasant news, and some cannot simply switch brands (Kapoor, Banerjee, & Signori, 2022). However, the fact that neither the attitude nor the purchasing intention changed suggests that the two variables are aligned and consistent, albeit additional research is required.

In this study, the consumers' purchase intention variable (Y2) comprises four items, and the respondents agree upon all. The highest mean value comes from the consumers' tendency to purchase. Returning to the factors influencing respondents' skincare product purchase decision, their answers in variable Y2 may be due to the functionality, affordability, and quality of Carasun's products, which make them loyal. Based on the research performed by Razak, Nirwanto, and Triatmanto (2016), the product's functional value is created by the product's quality to the standard for a product, in this case, the toothpaste as a practical product and its affordable pricing. When this occurs, the quality of the product and its competitive price may boost customer satisfaction. Once customers are satisfied with reliable items that highlight a standardised quality and a reasonable price, they are likely to re-purchase.

Other results of this variable indicate that respondents will still recommend Carasun to others and consider it their preferred skincare brand, regardless of having the lowest mean values. Carasun must, however, maintain this position to continue existing as the number of new sunscreen products continues to rise.

## **CONCLUSION**

The usage of buzzers in Carasun's marketing in February 2022 sparked debate and unfavourable feedback on social media. However, the findings of this study contradict previous research results about the damaging effect of brand scandals on brand attitude and purchase intention (Nagar & Kour, 2018; Zhang, Jardon, & Daniel, 2019; Kapoor & Banerjee, 2021;). This study reveals that both consumers' attitudes and purchase intentions are not impacted by the incident. Most consumers prefer to purchase brands that can assist them in resolving problems, particularly regarding the usefulness and benefit that can be obtained from these brands. Consumers believe that the Carasun goods can satisfy their expectations and provide their skin with the high-quality items it requires at an affordable price. As a result, they are unbothered by any news regarding the brand itself, even after the scandal.

In addition to the mentioned findings, there are a few insights and recommendations which the brand can utilise. First, is to build a stronger relationship

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between the brand and its consumers. Since the consumers' emotional connection with the brand has the lowest mean values, Carasun can strengthen its engagement with consumers by creating interactive content, performing live streaming on social media, and offering feedback forms. A brand's long-term success can be supported by its ability to impress consumers with attentive, sincere, and personalised treatment. Second, is to keep the brand top of mind. Carasun can continue to keep existing customers engaged and loyal to the brand to compete with the seemingly endless stream of new sunscreen offerings. This can be done by applying e-mail marketing as it is known for its efficiency and worth of money investment. Also, event marketing in which the target audience is actively involved can also help create brand recall and gain new customers. This study also has several limitations. Future research can test the findings on a larger sample size to increase the representativeness of the present study's findings, although the results may be different. The researcher also only looked at each effect of the brand scandal on the brand attitude and brand scandal toward purchase intention. The coming research could expand upon the findings of the current study by incorporating an analysis of the direct effects of brand attitude on the intention to make a purchase for a stronger and more detailed explanation. Furthermore, the present research examined respondents' attitudes, including their cognitive and affective views on the brand. To gain a deeper understanding of how respondents feel about the brand, future survey questionnaires may additionally include questions concerning the level of love and satisfaction that respondents have for Carasun. This is to determine how far their feelings have developed and how content they are with the brand, which could influence their brand attitude and purchase intention.

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