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Brand, Promotion and Innovation: Their Impact on Motorcycle Purchasing Decisions



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| KEYWORDS | ABSTRACT |
|---|---|
| <p>Keywords: brand, promotion; innovation; purchasing decision.</p> <p>Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.</p> <p>Copyright © 2023 AJEB. All rights reserved.</p> | <p>The objective of this study is to examine the impact of brand awareness, promotional activities, and product innovation on consumer purchasing behavior in the context of motorbikes within Makassar City. The present study employed the survey method to investigate a sample of 80 individuals, selected by the incidental sampling technique. The data was obtained by administering a questionnaire that had undergone rigorous testing to ensure its validity and reliability. The process of data analysis involves the application of multiple regression analysis to assess the validity of a given hypothesis. The findings of the study indicate that there is a strong and statistically significant relationship between brand awareness and consumer purchase behavior. Promotion exerts a favorable and substantial impact on consumer purchasing decisions. Furthermore, it is worth noting that product innovation exerts a favorable and substantial impact on consumer purchasing behavior.</p> |

Introduction

The contemporary business landscape is characterized by many competitive dynamics across numerous sectors, particularly affecting the motorcycle industry. Motorcycles are a transportation option that consumers select. A significant number of individuals exhibit a preference for using a motorcycle as opposed to a car. In addition to its capacity to circumvent traffic congestion, this mode of transportation also has the potential to reduce expenditures associated with the purchase of gasoline. Consumers continue to exercise their preference for a particular motorcycle brand despite many brands' proliferation. The brand, promotion, and product innovation linked to the product all impact how consumers make decisions. The consideration of purchasing decisions holds significant importance as it directly influences organizations' implementation of future marketing strategies (Alves et al., 2020). The company's efforts to increase brand recognition among customers through product quality improvement, promotional activities, and the introduction of novel product variations significantly enhance its ability to influence consumer purchasing decisions. The intricate process of making purchasing selections frequently entails multiple determinations.

The concept of purchase decision pertains to customers' behavior when they choose to engage in specific actions, such as purchasing things or utilizing particular services. The process of consumer decision-making entails problem-solving. Researchers justify using this purchasing decision variable due to the ongoing relevance of studying buying decisions. This is particularly important given the proliferation of products in the market, which requires individuals to examine several factors when

purchasing decisions carefully. The decision-making process for consumers, encompassing both individual and organizational purchasers, exhibits substantial similarities in the cognitive steps undertaken to determine the items and brands to be purchased. The alignment of a product with the wants and needs of consumers influences consumer purchase decisions.

Brand awareness is a function of the amount of exposure and experience related to the brand accumulated by consumers (Saydan & Dölek, 2019). Anything that causes consumers to observe and pay attention to the brand can increase brand awareness, at least in brand recognition. Brand awareness is the ability of customers to recognize or recall a brand and associate it with a particular product category. Aaker 1997 also argues that brand awareness is a buyer's ability to recognize and remember that a brand embodies a specific product category (Ansari et al., 2019). A mechanism to expand the brand market by increasing awareness. Then this awareness can influence consumer perceptions and behavior (Maria et al., 2019). In brand equity, the role of brand awareness depends on the level of awareness achievement in the minds of consumers (Sürücü et al., 2019). The lowest level of brand awareness is brand recognition, or the retransmission level. The next level is an unaided brand recall because consumers do not need to be helped to remember a brand (Foroudi, 2019). The next level is the first time the brand is mentioned during unaided brand recognition, namely peak mind awareness. Peak mind awareness is the highest brand awareness (leader) of various brands in the minds of consumers (Ali, 2019). Brand awareness is built by giving a good brand name where the name contains meaning and value that is so high. The purpose of giving high meaning and value to a brand is to give a positive impression of the product in the minds of consumers during the product life cycle process (Hanafi et al., 2019). Consumers tend to buy products from recognized brands because they feel safe with them and assume that recognized brands are reliable and their quality can be accounted for.

Promotion is essentially a form of marketing communication that aims to encourage demand, which means marketing communication is a marketing activity that seeks to disseminate information, influence and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products or services offered by the company concerned (Asdi & Putra, 2020). Promotion is the communication of information between sellers and buyers or other parties so that the product is known and eventually purchased (Bradford & Boyd, 2020). Advertising, sales promotion, and public relations are mass communication tools available to marketers (Dadzie et al., 2017). As the name suggests, mass communication uses the same message for everyone in the audience. There are many definitions of advertising, where advertising is defined as a communication process, marketing process, economic and social process, information, and persuasion process (Datta et al., 2017). Based on this definition, it can be concluded that promotion is a company activity to provide information, persuade and remind other parties to take action to purchase the company's products. For the promotional activities to be successful, the promotion must be planned. According to Fraser-Arnott (2020), the promotion aims to influence people to participate in purchases. The promotion also aims to motivate people to buy a company's products or services, as well as being a means of building relationships with customers.

According to Alfarisi (2020), companies must retain and increase customers to achieve success in competition. Retaining customers can be interpreted as how the company's efforts to satisfy customer needs and desires exceed what competitors provide while increasing customers means that companies must be able to capture every opportunity that exists through their marketing strategies to get new customers (Supriyadi et al., 2017). One of the efforts companies can make to attract new customers is to innovate their products. The definition of product innovation, according to Myers and Marquis, states that product innovation is a combination of various processes that influence each other (Memah et al., 2015). So, innovation is not the concept of a new idea, invention, or development of a new market alone, but innovation is a description of all these processes. Innovation is part of a framework that connects aspects of corporate culture with the ability to innovate and improve company performance through consumer buying decisions (Fatmaningrum et al., 2020). From the above thoughts, the company's product innovation is expected to increase purchasing decisions. This is also supported by Andika (2019), who shows that the higher the product innovation carried out by the company, it will improve company performance through increased purchasing decisions.

In global competition, companies must be able to modify their products to add value to the products they produce and must be able to meet consumer needs and tastes (Pardede & Haryadi, 2017). The added value of the products produced can be in the form of designs/models of the products and services sold (S, 2011). Shows that the innovation system depends on variables other than creativity, such as autonomy, available information, reward systems, education or training, authority systems, participation in decision-making, or team cohesiveness (Daud, 2018). Meanwhile, Hurley and Hult 1998 define innovation as a company mechanism to adapt to a dynamic environment; therefore, companies must be able to create new thoughts and ideas and offer innovative products and service improvements that satisfy customers (Fauzi & Asri, 2020). Consumer Purchasing Decision is an action consumers take to buy a product (Santoso, 2016). Every manufacturer must carry out various strategies so that consumers decide to buy their products. Purchasing decisions are the actions of consumers to buy or not to buy products (Fatmaningrum et al., 2020). Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price, and products that are well known to the public. (Andika, 2019). The American Marketing Association asserts that consumer decision-making is a process of interaction between affective attitudes, cognitive attitudes, behavioral attitudes, and environmental factors with which humans exchange in all aspects of life (Pardede & Haryadi, 2017). In making decisions as a consumer of problem-solving, we assume that consumers have goals to achieve (Fatmaningrum et al., 2020). A consumer has goals to achieve. A consumer considers something a "problem" because of the desired consequences before it can be achieved. Consumers make behavioral decisions that they want to do to achieve their goals and thus "solve the problem" In this sense, consumer decision-making is a goal-directed problem-solving process (Pardede & Haryadi, 2017). Before consumers decide to buy, consumers usually go through several stages, namely, (1) problem recognition and (2) information search. (3) evaluation of alternatives, (4) decision to buy or not, (5) post-purchase behavior (Memah et al., 2015).

H₁: Brand awareness positively and significantly influences purchasing decisions for Motorbikes.

H₂: Promotion positively and significantly influences purchasing decisions for Motorbikes.

H₃: Product innovation positively and significantly influences purchasing decisions for Motorbikes.

Research Design and Methodology

In this study, the research sample will be 80 prospective motorbike buyers in Makassar City. The sampling technique used in this study is accidental sampling, which is based on chance; anyone who happens to meet the researcher can be used as a sample if it is deemed that the person encountered is suitable as a data source. Data collection was carried out by distributing questionnaires. After all the data has been collected, several stages of testing will be carried out; the first is the data quality test which consists of validity and reliability tests. Second multiple regression tests. Third hypothesis testing consists of the coefficient of determination, simultaneous, and partial tests.

Findings and Discussion

Findings

The first stage carried out in this study is to conduct a validity test to determine the feasibility of all statement instruments used. If r -calculated is greater than r -estimated, the indicator is said to be valid. Furthermore, the reliability test is used for the consistency of the measurement results. The method used in this reliability analysis is to see the magnitude of the alpha value (α). Decision-making on the reliability of a variable is determined by comparing the r alpha value with a value of 0.6; if r alpha > 0.6, then the variable under study is reliable.

Table 1. Variable operational

| Variable | Code | Indicator | Major Reference |
|--------------------|------|-------------------------------------|---|
| Brand Awareness | X1.1 | Can remember logos/symbols quickly | (Ansari et al., 2019; Yang & Lau, 2019) |
| | X1.2 | Brands that first come to mind | |
| | X1.3 | Varian model | |
| | X1.4 | Well-known products | |
| | X1.5 | Profit products | |
| Promotion | X2.1 | Attractiveness | (Maria et al., 2019; Sürücü et al., 2019) |
| | X2.2 | Information on advantages possessed | |
| | X2.3 | Promotion carried out | |
| Product Innovation | X3.1 | Variety | (Pardede & Haryadi, 2017; S, 2011) |
| | X3.2 | Benefits | |
| | X3.3 | Products that are not out of date | |
| | X3.4 | Design | |
| Purchase Decision | Y1.1 | Recognised brand | (Andika, 2019; Fatmaningrum et al., 2020) |
| | Y1.2 | Attractive design | |
| | Y1.3 | Owned promotion | |
| | Y1.4 | Motorbike purchase based on info | |
| | Y1.5 | Subsequent purchases | |

Table 2: Data Quality Test

| Variable | Indicator | r-calculated | r-estimated | Alpha-Cronbach | Info |
|--------------------|-----------|--------------|-------------|----------------|--------------------|
| Brand Awareness | X1.1 | 468 | 0,1654 | .365 | Valid and Reliable |
| | X1.2 | 545 | 0,1654 | | Valid and Reliable |
| | X1.3 | 319 | 0,1654 | | Valid and Reliable |
| | X1.4 | 430 | 0,1654 | | Valid and Reliable |
| | X1.5 | 511 | 0,1654 | | Valid and Reliable |
| Promotion | X2.6 | -019 | 0,1654 | .472 | Valid and Reliable |
| | X2.7 | 142 | 0,1654 | | Valid and Reliable |
| | X2.8 | 985 | 0,1654 | | Valid and Reliable |
| | X3.9 | 675 | 0,1654 | | Valid and Reliable |
| Product Innovation | X3.10 | 621 | 0,1654 | .388 | Valid and Reliable |
| | X3.11 | -049 | 0,1654 | | Valid and Reliable |
| | X3.12 | 601 | 0,1654 | | Valid and Reliable |
| | Y.13 | 613 | 0,1654 | | Valid and Reliable |
| Purchase Decision | Y.14 | 432 | 0,1654 | .344 | Valid and Reliable |
| | Y.15 | 356 | 0,1654 | | Valid and Reliable |
| | Y.16 | 363 | 0,1654 | | Valid and Reliable |
| | Y.17 | 471 | 0,1654 | | Valid and Reliable |

As shown in Table 2, it is known that overall, the statement indicators of each variable can be used and can be distributed to all respondents because each item shows valid and reliable results. The reliability test results show that the alpha value of the overall X1 variable, X2 variable, X3 variable, and Y variable is reliable (reliable) because it is greater than the limit value.

Multiple linear regression analysis is a linear relationship between brand awareness, promotion, and product innovation with purchasing decisions. This analysis is to determine whether there is a positive or negative relationship. Based on Table 3, the regression equation generated in this study is as follows:

$$Y = 3.670 + .225 (X1) + .005 (X2) + -.068 (X3) \dots\dots\dots (1)$$

The constant value obtained is 3,670; if brand awareness, promotion, and product innovation are equal to zero or constant, then the purchase decision is 3,670. The coefficient of variable X1 is obtained at 0.225. This shows that if brand awareness increases by 1 unit, purchasing decisions also increase by 0.225. The coefficient of variable X2 obtained is 0.005. This shows that if the promotion increases by 1 unit, the purchasing decision also increases by 0.005. The variable coefficient X3 obtained is -0.068. This shows that if product innovation increases by 1 unit, the purchasing decision also increases by -0.068.

Table 3: Regression test results

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 3.670 | .594 | | 6.182 | .000 |
| 1 Brand Awareness | .225 | .100 | .253 | 2.258 | .027 |
| Promotion | .005 | .018 | .032 | .290 | .773 |
| Product Innovation | -.068 | .101 | -.075 | -.677 | .500 |

Furthermore, the coefficient of determination test is carried out to see the extent to which all independent variables explain the dependent variable. If R-Square is equal to 0 (zero), then the variation in the independent variables used in the model does not explain the slightest variation in the dependent variable. If R-Square is equal to 1 (one), then the variation in the independent variables used in the model explains 100% of the variation in the dependent variable.

Table 4: Coefficient of determination test results (Model Summary)

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .265 ^a | .070 | .034 | .30292 | .070 | 1.919 | 3 | 76 | .134 |

Based on Table 4, the influence between brand awareness, promotion, and product innovation on purchasing decisions is constant R-Square is 0.070 or 7%. This means that 7% of purchasing decisions are influenced by brand awareness, promotion, and product innovation, while 93% are influenced by other factors not examined in this study.

The F test is used to test if the variables of brand awareness, promotion, and product innovation simultaneously or together have a significant or insignificant effect on the purchasing decision variable. If F-calculated is smaller than F-estimated, Ho is accepted; otherwise, if F-calculated is greater than F-estimated, Ho is rejected. Based on Table 5, the F-calculated obtained is 1.919 while the F-estimated ($V1 = 3, V2 = 76$) = 2.70. Then F-calculated is greater than F-estimated ($1.919 > 2.70$), so Ho is rejected, and Ha is accepted. So, simultaneously, brand awareness, promotion, and product innovation influence purchasing decisions.

Table 5: F Test Results (simultaneous) ANOVA^b

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|-------|-------------------|
| 1 Regression | .528 | 3 | .176 | 1.919 | .134 ^a |
| Residual | 6.974 | 76 | .092 | | |
| Total | 7.502 | 79 | | | |

This study's final testing stage is to conduct a t-test to see the partial influence of brand awareness, promotion, and product innovation on purchasing decisions. Ho is accepted if the t-calculated is smaller than the t-estimated; otherwise, if the t-calculated is greater than the t-estimated, then Ho is rejected.

Table 6: Results of t-test (partial test)

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 3.670 | .594 | | 6.182 | .000 |
| 1 Brand Awareness | .225 | .100 | .253 | 2.258 | .027 |
| Promotion | .005 | .018 | .032 | .290 | .773 |
| Product Innovation | -.068 | .101 | -.075 | -.677 | .500 |

Discussion

The findings of this study demonstrate the impact of respondents' comprehension or awareness of the brand's reputation, product quality, design aspects, features, and historical background on their decision-making process when considering the purchase of a motorbike. Respondents tend to establish a correlation between brands and superior quality. Motorbike brands with higher levels of recognition are commonly regarded to possess a favorable reputation, thereby increasing the likelihood of delivering a satisfactory riding experience. Established brands with a longstanding reputation are more likely to capture the attention of potential buyers. Motorcycle owners who exhibit brand loyalty often have had a favorable experience with a specific brand, as they have encountered contentment with its products and services.

Promotion plays a significant influence in shaping the opinions of prospective consumers and motivating them to do actions that lead to motorbike buying decisions. The findings obtained from examining the second hypothesis in this research demonstrate that promotional activities substantially influence individuals' decisions to purchase motorbikes. Potential consumers can learn further about a specific motorcycle's attributes, benefits, and supplementary worth through advertising campaigns, product demos, and special promotional incentives. Promotional activities can foster trust and cultivate a favorable perception of the brand, influencing prospective buyers to engage in a more thorough evaluation of the product during the purchasing decision-making process. Motorcycle promotions can significantly influence consumers' ultimate vehicle selection, providing an additional impetus for buyers to align their preferences and requirements. Promotional strategies that give incentives such as price reductions, complimentary items, or bundled services can enhance the appeal of the motorcycle purchasing process by increasing its economic worth.

The influence of product innovation in the motorbike industry significantly affects consumer decisions regarding motorbike purchases. The advancement of novel technology and designs in motorbikes has the potential to yield enhanced functionalities, improved performance, increased fuel economy, and a heightened sense of satisfaction throughout the act of riding. The findings of this study demonstrate that prospective motorcycle purchasers prefer motorcycles with innovative features capable of delivering additional value per their requirements. Factors such as the incorporation of cutting-edge safety systems, seamless integration with intelligent gadgets, or distinctive aesthetic designs can significantly influence consumer purchasing decisions. Additionally, introducing improvements might lead to substantial distinctions among various motorbike manufacturers. This phenomenon can enhance the visibility and appeal of a brand among consumers seeking an automobile that aligns with their lifestyle and preferences.

Conclusion

Reputable brands are commonly associated with superior product quality, leading to favorable opinions of the driving experience, and attracting increased attention from consumers due to their longstanding awareness. Brand loyalty among consumers is often fostered through good experiences, enhancing the bond between brands and buyers. Effective promotional methods, such as informational commercials and attractive offers, catalyze potential purchasers to contemplate a specific motorbike further. The impact of promotional activities is notably manifested by providing comprehensive information regarding product attributes and advantages, aiding prospective purchasers in making well-informed choices. The research findings further highlight the significance of innovation in motorbike products. The potential impact of new technologies and designs in the motorbike industry on consumer purchasing decisions is significant. Notably, upgraded safety features, enhanced connectivity options, and distinctive compositions have appealed to prospective consumers. Moreover, the implementation of innovative strategies has the potential to distinguish brands within a fiercely competitive industry, resulting in substantial additional value and attracting consumers who desire a contemporary and pertinent riding encounter.

The research findings have implication significance in both theoretical and practical domains, offering valuable insights for developing improved strategies in consumer relationship management, product promotion, and innovation design to cater to market demands effectively. It is recommended that the significant role of technology be optimized by leveraging digital platforms, including websites, social media, and applications, to engage with prospective consumers more interactively. This approach aims to enhance future marketing tactics' personalization and efficacy.

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