

What motivates customers to purchase HONDA automobiles?

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Abstrack

The purpose of this study is to use a brand image to ascertain how brand equity and awareness affect purchase decisions. Customers of Honda vehicles make up the population in this study. Purposive sampling, utilizing a sample size of 254 respondents overall, was the approach employed. Utilizing PLS version 3.0 software and structural equation modeling (SEM) to test the validity and reliability of a questionnaire given to respondents, the data-gathering approach makes use of this technique. Brand awareness has a favorable and considerable impact on brand image, but it does not affect purchasing decisions, according to the research results. Purchase decisions are positively and significantly impacted by brand equity, while brand image is positively and significantly impacted by brand equity. Purchasing decisions are positively and significantly impacted by brand image. The findings indicate that to raise brand recognition, Honda needs to be able to help prospective customers recognize, comprehend, and/or remember the Honda brand when utilizing its products.

Keywords : *Brand Awareness, Brand Equity, Purchase Decision, Brand Image.*

INTRODUCTION

The automotive sector is experiencing significant global development, especially in Indonesia. This is because human transportation needs have a direct impact on activities in a society. The need for this mode of transportation has brought significant progress in the automotive industry. This phenomenon occurs due to the emergence of various types of cars, including imported and locally produced cars, thereby stimulating competitiveness in the automotive industry. Dealers representing various vehicle companies are becoming more assertive in pushing new products because the increasing number of facilities provided can support consumer purchasing decisions.

Along with the ongoing rise in national auto sales, growth in the automotive industry is anticipated to continue. The demand for goods and services will rise along with people's disposable income, leading to improvements in both quantity and quality. Sales results are increased by utilizing a variety of marketing strategies and tactics. As a result, in addition to considering the car's selling price, customers also see the services rendered as an obligation of the business for the goods it has sold. This is meant to help the company win the current competition and guarantee that customers will be able to recall the product. A strategy to draw in customers who will make purchases is to build brand equity and awareness. According to Kotler et.al., (Kotler et al., 2018), the process by which individual consumers buy products and services for their own needs is more focused on the purchasing choice behavior of consumers.

Brand awareness is another element that may have an impact on purchasing decisions. According to Kotler & Keller (2016), brand awareness refers to a consumer's capacity to identify or recall a brand with particular details, which facilitates the buying process. According to Firmansyah (2019), the primary objective of marketing communications is to increase brand awareness. The idea behind having a high level of

brand knowledge is that it will help consumers remember the brand whenever a need for a particular category arises, allowing them to weigh their options when making decisions. In the absence of a brand, customers could be less confident that the product would live up to their expectations. Consumers should be aware of the various brands that are out there before deciding which one to buy. As such, consumers must comprehend the concept of brand awareness. Prior studies have demonstrated the impact of brand awareness on purchasing decisions (Tuinesia et al., 2022). Customers who are aware of a brand will be more likely to purchase those goods because they will know more about it.

According to Aaker (J. L. Aaker, 1997), brand equity is the sum of the rights and obligations attached to a brand, such as its name and symbol, which have the power to raise or preserve the perceived value that consumers place on a good or service. According to Aaker (D. Aaker, 1991), brand equity adds value for both producers and consumers. Increasing customer trust in their ability to make decisions about what to buy is one of the advantages of brand equity. Consequently, it is anticipated that businesses with significant brand equity will be customers' first choices. Thus, consumers' perceptions of a product that is thought to be of higher quality than others might be influenced by brand equity. The findings of earlier research indicate the connection between brand equity and purchase decisions (Suwarno, 2021).

Aside from the goods being sold, a few other things impact the customers, one of which is the product's brand image. When making a purchase, consumers will compare the brands they wish to buy. Brand perception has a big impact on consumer attitudes and behavior. Keller (K. L. Keller, 2013) Customers' perception and affinity for a brand are measured by its brand image, which is determined by the many kinds of brand associations they can recall. A product's perception among general consumers is greatly influenced by its brand image (Agustina et al., 2018). According to earlier studies, brand perception significantly affects consumers' decisions to buy (Darmadi et al., 2021). Using the justification provided, it is clear that the goal of this study is to ascertain how brand equity and awareness affect consumers' decisions to buy through brand image.

THEORY REVIEW AND HYPOTHESIS DEVELOPMENT

Brand Awareness

The capacity of a consumer to identify or remember a brand associated with a certain product category is known as brand awareness (Philip & Hermawan, 2016). Customers are more likely to buy a product after they are familiar with the brand. The more customers who are aware of and can remember the brand's products, the more favorable the impact will be on the business. According to Kotler & Armstrong (Kotler & Armstrong, 2012), there are four components to raising brand awareness: a) brand recognition; b) brand recall; c) top of mind; and d) unaware of the brand (unaware of brands). Consumer choice is influenced by brand recognition, particularly when it comes to low-commitment packaged items. Customers are more inclined to take familiar brands into account when making decisions (Hoyer & Brown, 1990). During the pre-purchase research phase, brand awareness is one of the variables that is taken into account. Strong brand recognition is essential for businesses to succeed in the competitive business world. According to earlier studies, brand awareness influences brand image ((Ariadi et al., 2019).

According to Rangkuti (Rangkuti, 2009), brand image is an impression of a brand that is linked to brand associations that are ingrained in the memory of customers. Brand perception is one element that affects consumers' decision-making while making purchases. Prior academic research supports this claim by stating that brand image influences customer purchase decisions (Purnama et al., 2021).

Customers make selections about what to buy based on their preferences. According to Kotler & Armstrong (2008), there are two factors: the decision to buy and the desire to buy. The brand awareness of the products that consumers purchase can influence

their desire to purchase in one way or another. One of the things that prompts customers to select a product is top of mind. Decisions and brand awareness are closely related. The process of making a purchase is significantly impacted by the actions of consumers. To satisfy customer demands or wants, this process entails problem-solving (Sangadji & Sopiah, 2013). A prior study indicated that there is a substantial impact on the relationship between brand awareness and purchase decisions (Fadhilurrahman & Tantra, 2023). From the description above, therefore, the author makes a hypothesis as follows.

H1: There is an influence of brand awareness on brand image

H2: There is an influence of brand awareness on purchasing decisions

H3: There is an indirect influence of brand awareness on purchasing decisions through brand image

Brand Equity

According to Aaker (2009), brand equity is the sum of all brand obligations and assets linked by brand names and symbols, which can raise or lower the value that a good or service offers. The degree to which consumers are prepared to pay more for a certain brand than for goods that lack the same brand identification is known as brand equity (Kotler & Pfoertsch, 2010). The potential profit that might be derived from a specific brand is known as brand equity. Furthermore, customer characteristics such as attitudes toward the brand and purchase patterns can impact brand equity (Chaudhuri, 1999). The following brand equity indicators can be used to increase brand equity in purchasing decisions through brand image (Kotler & Keller, 2009): a) Differentiation assessment measures how much a specific brand is thought to be different from its competitors. b) Pertinence, which involves determining the degree of a brand's appeal; c) Knowledge is related to determining the level of brand and consumer familiarity. The findings of earlier research by Pratama et al., (2019) highlight the association between brand equity and purchase decisions.

Businesses need to be able to create marketing strategies and comprehend customer wants (Kotler, 2016). Businesses must evaluate the level of consumer attraction through brand equity to boost sales. The impact of brand equity can make consumers make purchases of the things presented. Firmansyah (2019) defined brand image as the first impression that comes to mind for customers when they recall the name of a specific product. A previous study demonstrating the impact of brand equity on the brand image (Alamsyah & Budiarti, 2022) supports this relationship.

The process of making a purchase involves customers identifying their needs, gathering pertinent information about a certain product or brand, evaluating the suitability of each option, and making a final decision to purchase (Tjiptono, 2014). Customers may make selections about what to buy from outside sources or from within (external influence). The first stage of a consumer's purchasing decision is identifying a need or realizing an issue. Thus a hypothesis can be drawn, as follows:

H4: There is an influence of brand equity on brand image

H5: There is an influence of brand equity on purchasing decisions

H6: There is an indirect influence of brand equity on purchasing decisions through brand image

Brand Image

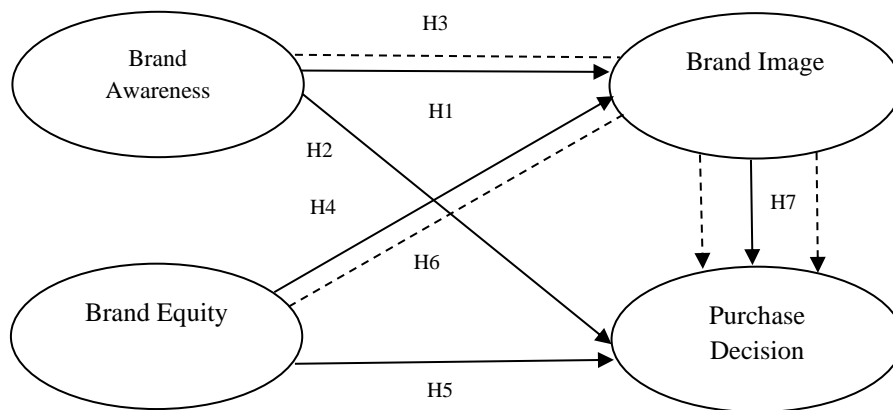
Brand image is defined by Kotler & Armstrong (2009) as a verbal or visual representation of a company that affects a customer's psychological or emotional state. In the meantime, brand image is a key component in building brand equity, according to Zhang

(Zhang, 2015). A brand's perception among consumers has a significant impact on how that perception interacts with consumer behavior. Keller (2013) identifies three factors that might enhance a company's image: brand strength (strength), brand appeal for customer comfort (favorability), and brand uniqueness that sets the brand apart from competitors (uniqueness). Strong brands are important because they may mirror consumer behavior and demonstrate to an organization how well it knows its target market's preferences. Consequently, through strategically directed identity management, brands function as tools for increasing status and recognition (Hewer et al., 2013). Brand perception is one element that affects consumers' decision-making while making purchases. Previous researchers who claimed that brand image influences consumers' purchase decisions have validated this claim (Lin et al., 2021). Thus a hypothesis can be drawn, as follows:

H7: There is an influence of brand image on purchasing decisions

Purchase Decision

Purchase a product that a customer wants is referred to as a purchase choice (Kotler & Armstrong, 2017). The purchasing selection process is heavily influenced by consumer behavior and serves as a problem-solving tool to meet the needs and wishes of the customer (Sangadji & Sopiah, 2013). According to Peter & Olson, (Peter & Olson, 2010), consumers go through a thorough process when making purchases, using their knowledge to weigh options and select one from a range of options in the hopes of deciding on a certain product. The most favored brand must be purchased, according to Kotler & Armstrong (2008); nevertheless, two variables may have an impact on the link between purchasing intentions and actual purchases. The first aspect involves the views or opinions of other individuals. Regarding the second factor, it has to do with unforeseen circumstances. Need awareness, information search, alternative assessment, purchase options, and post-purchase behavior are the steps in the purchasing decision process (Kotler & Armstrong, 2017).



RESEARCH METHODS

This research uses a quantitative method involving a survey using a questionnaire. This quantitative research method involves research tools, population, and sample analysis, as well as quantitative or statistical analysis, according to the approach described (Sugiyono, 2017). The population that is the focus of this research is Honda consumers. By applying purposive sampling techniques, as many as 254 respondents were Honda car

owners. 4 variables are the focus of this research. To carry out data analysis, this research uses the SmartPLS 3 application.

ANALYSIS AND DISCUSSION

Table 1. Description of Respondents

Demographics	Frequency	Percentage (%)
Age		
≤ 30 year	141	55,5%
31- 40 year	68	26,8
41-50 year	35	13,8
≥ 50 year	10	3,9
Occupation		
Businessman	38	15,0%
Entrepreneur	48	18,9%
Government employees	71	28,0%
Private employees	97	38,1%
Domicile		
Jakarta	139	54,7%
Bogor	12	4,7%
Depok	68	26,8%
Tangerang	8	3,1%
Bekasi	11	4,3%
Non JABODETABEK	16	6,4%
Total	254	100%

Based on status, age is the majority 55.5% while the other groups have 26.8% aged 31-40 years, 13.8% 41-50 years old, and 3.9% aged ≥ 50 years. Based on occupation, private employees are dominant at 38.1%, civil servants at 28.0%, entrepreneurs at 18.9%, and entrepreneurs at 15.0%. Based on Jakarta's domicile, it is 54.7% and the lowest is Depok, 3.1%.

Structural Models

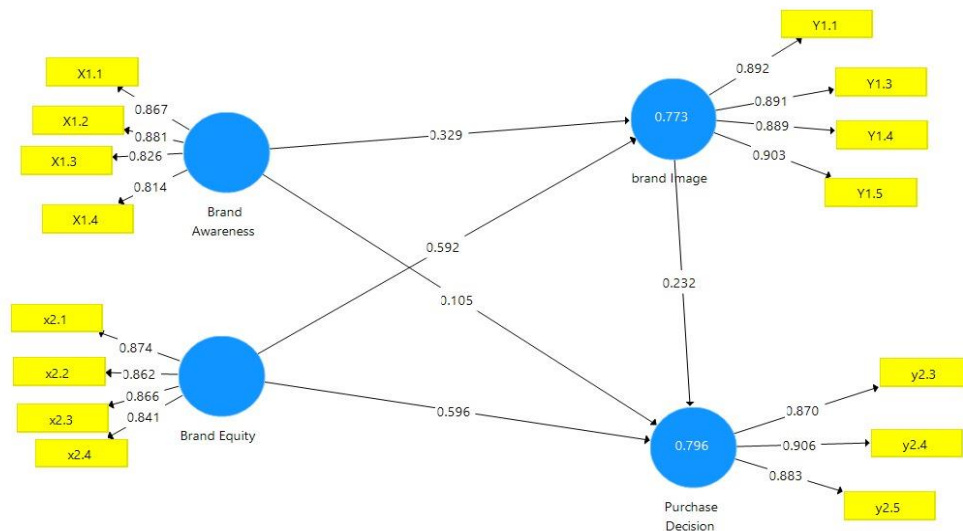


Figure 2. Structural Models

Source: Authors, 2024

In this research, brand image and purchase decisions are endogenous factors, while brand awareness and brand equity are exogenous variables. Utilizing external screening, commonly referred to as factor loadings, convergent validity is evaluated. If the outer loading value is greater than >0.5 then an indication is considered to have convergent validity in the good category. Therefore, based on the data above, it can be concluded that no indicator variable produces an outer loading value of less than <0.5 .

Table 2. Measurement Model Evaluation

Variable	Indicator	Item	Loading factor	Reliability	AVE
Brand awareness	1. Brand recognition	X1.1	0.867	0.911	0.718
	2. Brand Recall	X1.2	0.881		
	3. Top of Mind	X1.3	0.826		
	4. Unaware of Brand (Kotler & Armstrong, 2012)	X1.4	0.814		
Brand equity	1. differentiation	X2.1	0.874	0.920	0.741
	2. pertinence	X2.2	0.862		
	3. Knowledge relates to the assessment of consumer familiarity and familiarity with the brand (Kotler& Keller, 2009)	X2.3	0.866		
		X2.4	0.841		
Brand image	1. brand strength	Y1.1	0.892	0.917	0.786
	2. brand attraction	Y1.3	0.891		
	3. brand uniqueness (K. Keller, 2013)	Y1.4	0.889		
		Y1.5	0.903		
Purchase Decision	1. awareness of needs	Y2.3	0.870	0.941	0.799
	2. information search	Y2.4	0.906		
	3. alternative assessment	Y2.5	0.883		
	4. purchasing options				
	5. post-purchase behavior (Kotler & Armstrong, 2017)				

Brand awareness and brand equity are used as exogenous factors in modeling while purchasing decisions and brand image are used as endogenous variables. If the results for convergent validity are in the very good category and the outer loading value is greater than 0.5 then the indicator meets the standards. Based on the graphic data above, if there are no variable indicators that have an outside loading value lower than 0.5. All information is thus suitable for use in subsequent research. Another technique that can be used to assess discriminant validity is to look at the Average Variant Extra (AVE) value for each indicator variable provided it has a value >0.05 to get a good technique. The AVE value for the Brand Awareness (X1), Brand Equity (X2), Purchase Decision (Y1), and Brand Image (Y2) variables which can be observed from the AVE data findings has an AVE value of 0.5.

Table 3. Discriminant Validity-Fornell Lacker

Variable	Brand awareness	Brand equity	Keputusan pembelian	Brand image
Brand awareness	0.847			
Brand equity	0.805	0.861		
Keputusan pembelian	0.772	0.879	0.886	
Brand image	0.806	0.857	0.827	0.894

The brand awareness variable has a value of 0.847, the brand equity variable is 0.861, the purchasing decision variable is 0.886, and the brand image is 0.894. Following the discriminant validity results, each indicative statement shows that the latent construct tested has the highest loading factor when compared with other latent constructs. So discriminant validity is validly recognized (Fornell & Larcker, 1981)

Tabel 4. Multicollinearitas-Inner VIF Value

	Brand awareness	Brand equity	Purchase Decision	Brand image
Brand awareness			3.323	2.844
Brand equity			4.392	2.844
Purchase Decision				
Brand image			4.411	

Based on the VIF results, multicollinearity between constructs was investigated. Table 5 shows that brand awareness predicts purchasing decisions (VIF= 3.323) and brand image (VIF= 2.844). Brand equity predicts (VIF= 4.392) with a brand image (VIF= 2.844). And finally for brand image (VIF= 4.411). The regression model can show multicollinearity if the VIF value is greater than 10 and smaller than 0.1.

Table 5. Determination Coefficient Test (R2)

	R Square	R Square Adjusted
Purchase Decision	0.796	0.794
Brand image	0.773	0.772

The R-square (R²) value is used to measure how much influence exogenous variables have on endogenous variables. Table 6 shows the purchase decision R² 0.796 and brand image 0.773. The meaning of this variable is that purchasing decisions influence brand image by 79.6% and 77.3%.

Table 6. Prediction Accuracy Test (Q²)

	SSO	SSE	Q ² (=1-SSE/SSO)
Brand awareness	1016,000	1016,000	
Brand equity	1016,000	1016,000	
Purchase decision	762,000	293,381	0,615
Brand image	1016,000	395,984	0,610

Predictive relevance is a test carried out to show how well the observed value is produced using a blindfold procedure by looking at the Q Square value. If the Q square value is > 0.000 then it can be said to have a good observation value, whereas if the Q Square value is <0.000 then it can be said to be a bad observation value. The findings of this study show a value > 0.000 and as a consequence are considered to have a high predictive value.

Table 7. Path Coefficient

	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Result
Brand Awareness - >Purchase Decision	0,105	0.113	1.751	0.080	Not accepted
Brand Awareness - > Brand Image	0.329	0.343	4.151	0.000	Accepted
Brand Equity -> Purchase Decision	0.596	0.587	7.253	0.000	Accepted
Brand Equity -> Brand Image	0.592	0.577	7.495	0.000	Accepted
brand Image -> Purchase Decision	0.232	0.233	2.730	0.007	Accepted
Brand Awareness - > Brand Image -> Purchase Decision	0,076	0,079	2,330	0,020	Accepted
Brand Equity -> Brand Image -> Purchase Decision	0,137	0,135	2,454	0,014	Accepted

If the p-value is less than 0.05 and the t-statistic path coefficient value is greater than the t-table of 1.96 then the hypothesis can be accepted. The results of this research show that the relationship between brand awareness and purchase decisions has a t-statistic value of 1,751 (<1.96) and a p-value of 0.080 (0.05), indicating that this hypothesis does not have a positive and significant influence. The second hypothesis is accepted

because the relationship between brand awareness and brand image has a t-statistic value of 4,151 (>1.96) and a p-value of 0.000, which means there is a positive influence. The third hypothesis is supported by a t-statistic value of 7.253 (>1.96) and a p-value of 0.000 (0.05) indicating that there is a significant positive influence. Apart from that, this hypothesis is supported by a t-statistic value of 7.495 (>1.96) and a p-value of 0.000 for the relationship between brand equity and brand image. Finally, the t-statistic value is 2,730 (>1.96) and the p-value is 0.007, indicating that the relationship between brand image and purchase decisions has a significant influence.

Discussion

Brand awareness can be interpreted as how a brand can appear in consumers' minds. The level of brand awareness can be reflected in the extent to which brand knowledge and distinctive identity are imprinted in consumers' minds (D. Aaker, 1996). Therefore, failure to inform, persuade, and remind consumers about a brand can result in a lack of consumer awareness. This situation causes the brand not to be a significant reference for consumers. There is no significant influence between brand awareness on purchasing decisions, which can mean that in the purchasing decision-making process, one needs to care about the brand identity built by the company. This is in line with previous research that brand awareness does not significantly influence purchasing decisions (Mokoagouw et al., 2023).

Both product manufacturers and customers stand to gain a great deal from brands (Ramadayanti, 2019). In addition to helping consumers recall a brand, brand awareness is a marketing strategy that helps set our product apart from competitors' offerings. According to Kotler & Keller (2016), brand awareness refers to a consumer's ability to identify a brand. Previous studies have shown that brand awareness positively affects brand image (Kurniawan, 2023). As a result, businesses must concentrate on initiatives to raise brand awareness, such as successful marketing campaigns and a strong online presence across social media platforms.

According to Aaker (Aaker, 2009), brand equity is the combination of a product's or service's assets and brand commitment that may be used to raise or lower its value through the usage of brand names and symbols. Having a great brand is one of a company's most significant assets. The more people are drawn to purchase or use the company's products, the stronger the brand equity of the business. Previous research has demonstrated that brand equity significantly influences purchase decisions, which lends credence to this (Alfionita et al., 2016). Customers who have faith in Honda's brand equity might be more inclined to buy Honda vehicles, such as cars or motorcycles since they connect the name to admirable principles and high expectations. Thus, strong brand equity may play a significant role in determining what consumers decide to buy when it comes to Honda products.

Consumers take brand equity into account when making selections about what to buy since it might influence their perception of a product or service as having higher quality standards than other products (Tresna et al., 2021). The strong connection between the brand's worth and favorable market views is reflected in the impact of brand equity on brand image. A company's brand image can be positively impacted by having a high brand equity. Honda's reputation for high-quality and dependable products contributes to its brand equity. Customers may feel more confident that Honda products are dependable and offer good value because of their strong brand equity.

Brand image encompasses evaluations, sentiments, and emotions associated with the brand in addition to knowledge and belief in the cognitive characteristics of the brand, the impact of brand use, and suitable usage conditions (Ariadi et al., 2019). According to earlier studies, brand perception significantly affects consumers' decisions to buy (Achmadi

& Hidayat, 2019). Thus, when a brand has a positive mental picture, people are more likely to recall and make purchases from it

CONCLUSIONS

The results of this research show that brand awareness influences brand image but does not influence purchasing decisions. Purchasing decisions have a big influence on buying a product. If consumers know and are aware of the Honda brand, it will have a better impact on consumers' decisions to buy the products offered. Based on these findings, Honda must increase its brand awareness so that it becomes better known to other potential consumers. This can be done by providing good product knowledge to consumers so that consumers feel satisfied with the service and Honda gets positive assessments from consumers.

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