

## THE ROLE OF BRAND POSITIONING AND BRAND EXPERIENCE IN INCREASING PARENTAL SOCIALIZATION AND BRAND LOYALTY: A STUDY ON MOTORCYCLE BRANDS IN INDONESIA

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### Abstract

*This study aims to investigate the role of brand positioning and brand experience as an antecedent for parent socialization and brand loyalty. This research is quantitative. The product brands studied are Yamaha, Honda and Suzuki motorcycles marketed in Indonesia. The respondents of this study were 414 respondents spread across West Java and Banten Provinces. The data analysis method uses the structural equation model (SEM-PLS). The study results show that Brand positioning and brand experience plays a role in improving parent socialization and brand loyalty. Socialization from parents to children plays a role in increasing brand loyalty. This research can add insight into how brand positioning is very important and should be done consistently because it will impact parent socialisation and customer loyalty.*

**Keyword:** Brand Positioning, Brand Experience, Consumer Socialization, Brand, Brand Loyalty.

### 1. Introduction

In a progressively competitive marketplace, sustaining customer loyalty presents a significant difficulty for numerous organisations. Recent literature has identified brand experience as a component that aids marketers in retaining loyal customers (Schmitt, 2009). Contemporary marketers exert significant effort to design tactics that ensure a lasting experience at every client interaction point. Brand experience is anticipated to influence the development of product and customer dimensions, which are key determinants of loyalty (Brakus et al., 2009). Nonetheless, despite these endeavors, it is a well-established reality that not all brands achieve success. There is far more to comprehend regarding the conditions under which brand experience effectively fosters genuine loyalty and when it fails to do so. This study seeks to examine how brand experience contributes to the establishment of genuine brand loyalty, considering many essential product and customer attributes across differing levels of involvement (Mathew & Thomas, 2018).

The current research on brand positioning is more about designing a brand positioning strategy by applying the concept of unique selling points (Urde & Koch, 2014). For example, the service industry (Coffie, 2020) examines service positioning strategies using service

reliability, social responsibility, and branding. Meanwhile, research by Wang et al., (2022) focuses on its unique selling point of green brand positioning. The brand positioning approach uses another USP principle: sentimental positioning, where consumers will enjoy the visual aspect of marketing communication (Huang et al., 2023). Previous research on brand positioning still revolves around the typological aspect..

Meanwhile, more research on brand positioning based on positioning consistency is still needed. Several articles discuss the consistency of brand positioning from the aspect of brand image consistency globally, where even if the brand image campaigns consistently, it will reduce the attitude towards the brand as a whole if the wrong brand attributes do not match the image expected by the whole world (Batra et al., 2013). The second article discusses the consistency of brand positioning that has been carried out so far, focusing more on the consistency of the message content with what consumers expect (Magnusson et al., 2019; A. Wang et al., 2022). Another study discusses brand positioning in terms of consistency of exposure in promotional media (Castañeda-García et al., 2020) consistency of exposure over time (Pike et al., 2018).

Thus, there is a prominent gap in research, namely the need to measure the consistency of brand positioning from the aspect of consistency of message content, consistency of exposure over time and consistency of exposure through all promotional media simultaneously. This research will produce a complete concept of Brand Positioning involving three aspects: consistency of message content, consistency of exposure over time and consistency of exposure to all promotional media as indicators. It is necessary to make these three aspects as measurement indicators because it is possible that if one aspect is not done consistently, the impact of brand positioning will not be optimal.

In particular, this study contributes to integrating the concept of brand positioning and brand experience as an antecedent variable that will affect the variables parent socialisation, and brand loyalty. The results of this research will help business organisations build brand reputation and customer loyalty through consistent brand positioning efforts over time, compatibility between the intent of message content from producers and consumers, and consistency of exposure through promotional media.

## 2. Theoretical framework and hypothesis development

## 2.1. Brand Positioning and Consumer Socialization

Consumer socialisation is how consumers learn about various product brands by absorbing information from opinion leaders, including parents who socialise brands with their children (Marchant et al., 2020). Consumer socialisation theory states that various agents, through social interaction, affect the process of developing attitudes and consumption behaviours of young people (Abosag et al., 2020). Consumer socialisation describes how an individual learns as a consumer in a social setting and who are the parties who influence it (Chang et al., 2022). Young consumers or new consumers will learn about product brands from their parents. From the 1950s to the 1990s, motorcycle consumers had a strong affinity with their parents, and by the early 2000s, the Internet was a vital agent influencing new consumers (Jderu, 2015). Their peer groups and parents influence teenagers' attitudes towards motorcycle brands (Lai & Aritejo, 2013). The knowledge and experience parents gain from their teenage children is acquired over time. Parents obtain information about products through marketing communication channels that shape attitudes towards brands (John, 2014). Through marketing communication, consumers form knowledge and trust in the brand, which then, as a socialisation agent, they will socialise with people they may be able to influence, such as children and peers (Marchant et al., 2020). In the household, men act as agents of socialisation for their children and facilitate how children acquire knowledge about advertising, product brands, and shopping (Harrison et al., 2021). Thus, brand positioning communicated through promotional media will consistently shape the consumer's brand knowledge, and he will socialise with his parent members.

H2: Brand positioning affects parent socialisation

### Brand Positioning and Brand Loyalty

Attitude theory (Fazio, 2014) posits that corporate image is associated with measurable attitudes, including emotional loyalty. Empirical findings indicate that business image influences customer loyalty directly and indirectly via customer satisfaction (Brunner et al., 2008). (Rust et al., 1996) claimed that services highlighting product qualities could astonish and please customers. Moreover, the tourism literature indicates that conative image correlates positively with prospective visitor intentions. Discovered that the conative picture directly influences a tourist's propensity to revisit a destination. Another study indicated that

utilitarian product qualities substantially influence customer purchasing decisions (Liu & Hu, 2022). Consequently, brand positioning is anticipated to affect brand loyalty .

H2: Brand Positioning affect of Brand Loyalty

## 2.2. Brand Experience and Consumer Socialization

In general, the brand experience is aroused by various stimuli presented in the form of design and brand identity, packaging, promotional communication and the environment (Khan et al., 2021a). Brand experience has several dimensions: sensory brand experience, affective experience, intellectual experience, behavioural experience and social experience (Huaman-ramirez et al., 2019). Sensory brand experience is a feeling that arises after seeing the brand, feeling the brand, smelling the brand, hearing the brand and touching the brand. Affective brand experience is the emergence of feelings of liking a brand after hitting and trusting the brand. Intellectual brand experience is the emergence of imagination and analytical thinking after knowing the brand. Behavioural brand experience is the appearance of the action to purchase after the consumer knows and likes the brand (Kang et al., 2017; Xie et al., 2017). The four dimensions are then added to a new dimension: social experience is an experience that refers to social interaction (Huaman-ramirez et al., 2019). The socialisation process often occurs through multi-agents, one of which is through intergeneration in the parent, namely how parent members influence each other in consumption and brand use, and what often happens is the socialisation from parents to adults and children in the parent (Hota & Bartsch, 2019)(Perez et al., 2019).

H3: Brand Experience affects parent socialization

## 2.3. Brand Experience and Brand Loyalty

Brand loyalty is a condition of being tied to a particular brand to survive and have a high commitment to continue to survive as a customer (Liu & Hu, 2022). Customers loyal to the brand also show behaviour resistant to the promotion of other product brands (Liu & Hu, 2022)(Shin & Lee, 2022). Another behaviour that can be shown is the willingness of customers to communicate positively by word of mouth to peer groups, relatives, and parent (Casidy & Wymer, 2015), have the commitment to continue to be a customer, and also have a practical commitment (Mazzarol et al., 2019). The relationship between brand experience and brand

loyalty is shown by the customer's affective experience with brand attachment. Customers who have an affective experience with a particular brand will be strongly associated with brand loyalty (Khan et al., 2021a). The results of other studies show that brand experience demonstrated by sensory, affective, behavioural and intellectual experiences has a positive effect on brand loyalty (Brakus et al., 2009; Hwang et al., 2021; Mathew & Soliman, 2021; Mathew & Thomas, 2018; Mostafa & Kasamani, 2021). Customers who buy products repeatedly and understand the noticeable differences with other brands are referred to as true brand loyalty, while customers who buy products repeatedly but do not understand the differences with other brands are referred to as fake brand loyalty (Mathew & Thomas, 2018). Similar research has also been conducted by exploring brand loyalty from three dimensions, namely (1) willingness to pay more, (2) word of mouth, and (3) repurchase intention. The results showed that sensory, affective, behavioural and intellectual experiences positively affected willingness to pay more, word of mouth and repurchase intention (Mathew & Thomas, 2018). Positive brand experience is a driving factor for a pleasant response from consumers (Koay et al., 2020), which stimulates customer enthusiasm and enjoyment, which will ultimately encourage them to make repeat purchases in the future (Mostafa & Kasamani, 2021; Ong et al., 2018; Yu et al., 2021).

H4: Brand Experience affects brand loyalty

#### 2.4. Parent Socialization and Brand Loyalty

Consumer socialisation about brands can be done through several agents, namely parents, mass media, schools, and peers (Moschis & Churchill, 1978). As agents of socialisation, parents have two-way interactions regarding advertisements on television, consumption and use of products by parents, and parent-child involvement in purchase decisions. In addition, the role of parents as socialisation agents is how parents teach about limiting consumption and media exposure to children (Hota & Bartsch, 2019). The relationship between parental socialisation and brand loyalty can be explained through nostalgia when children are still young. The child will buy the brand of the product because he has childhood memories with his parents. Even a child will use a brand of perfume regularly that smells less

than he likes just because the brand of perfume is always worn by his parents when he is a child (J. O. Haryanto et al., 2016).

Meanwhile, socialisation through mass media, in this case television, has an emotional impact in the form of fun and passion in children and significantly affects children's loyalty to product brands (Khademi & Fakhreddin, 2021). The influence of peers on brand loyalty has a positive effect if the peers, as innovators (the first buyers of new products launched), feel satisfied with their purchases. In other words, peers who become innovators in purchasing and feel satisfaction positively affect brand loyalty (Kim et al., 2020).

H5: Parent socialization affects brand loyalty

## 2.5. Research Model

Based on the theoretical framework and hypothesis development described above, a research model can be created that shows that there is an influence from one variable to another variable as follows:

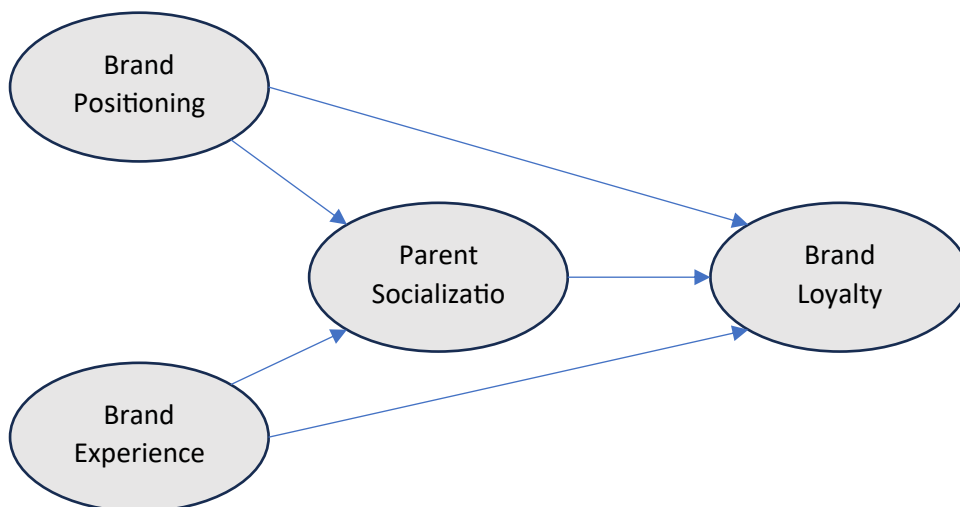


Figure 1: Research Model

## 3. Materials and Methods

This research is categorised as quantitative and intends to test several hypotheses. It was conducted on motorcycle users (Yamaha, Honda, and Suzuki) in Banten and West Java province. The number of respondents was 414. The sampling method used is purposive sampling, which collects data from respondents in accordance with the research objectives.

The research questionnaire was designed using the Likert scale (1-5), arranged based on each variable's indicators. The following table is the operationalisation of the research variables:

Table 1: Operational Definition and Indicators

No.	Variables	Operational definition	Indicators
1.	Brand Positioning	Marketers strive to instill brand impressions through communication media consistently (Castañeda-García et al., 2020; Singh et al., 2014)	<ol style="list-style-type: none"> <li>1. when you remember, Yamaha always remembers the word 'number one in the world.'</li> <li>2. You often hear the tagline: "The agile thrift."</li> <li>3. When you remember Honda motorcycles, you always remember the word 'Honda is superior.'</li> <li>4. You often see the words 'Endless innovation,' the words "thrift," and "light up your guts" on all promotional media (TV commercials, Billboards, Magazines, and Newspapers).</li> <li>5. When you remember Suzuki motorcycles, you remember "Endless innovation."</li> </ol>
2.	Brand Experience	Brand experience is related to customer feelings and customer behavioral feedback due to experiencing direct contact with the brand	<ol style="list-style-type: none"> <li>1. Your motorcycle stimulates you to think</li> <li>2. Your motorcycle stimulates curiosity</li> </ol>

		of the product being offered (Liu & Hu, 2022; Park & Chang, 2022)	3. Your motorcycle is capable of solving your problems
3	Consumer Socialization	Consumer socialization is the process of how a consumer learns about various product brands through the absorption of information from opinion leaders, including parents who socialize brands to their children (Marchant et al., 2020)	<ol style="list-style-type: none"> <li>1. Recognize brand names from parents</li> <li>2. Getting to know the brand advantages of parents</li> <li>3. Getting to know the quality of products from parents</li> <li>4. Technical understanding of motorcycles from parents</li> <li>5. Understanding of the unique characteristics of motorcycles from parents</li> <li>6. You believe that quality motorcycles come from parents</li> <li>7. You like the motorcycle because of the role of parents</li> </ol>
4	Brand Loyalty	Loyal customers who behave and behave expressed in a feeling of attachment and commitment to a brand (Casidy & Wymer, 2015; Mazzarol et al., 2019)	<ol style="list-style-type: none"> <li>1. Consumers are very fond of motorcycle brands</li> <li>2. You are committed to continuing to buy the motorcycle brand.</li> <li>3. You are willing to recommend motorcycle brands to others.</li> </ol>



4. You are disseminating the  
motorcycle brand to others.

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The data analysis method is the structural equation model (SEM)-Partial Least Square (PLS). The first step is to analyse the validity and reality of the measuring tool (questionnaire). Validity tests are conducted to ensure the measuring tools used can measure each research variable. Reliability tests to ensure that research instruments are capable of producing consistent data. The next stage is the model fit test. In using SEM-PLS, a model fit test is carried out to ensure that the resulting model is suitable for explaining the relationship between variables. The third stage is to create an SEM model and calculate the path coefficient for each relationship between variables. The fourth stage is to test the hypothesis.

5. Research Results

5.1. Descriptive Statistics

Statistics on the demographics of respondents show that male and female respondents are almost balanced, namely 55.8% male and 44.2% female. Respondents of the millennial generation and Generation Z are the most dominating (45.4% of millennials, 45.9% of Generation Z). Generation X 7.0%, Generation Alpha 1.2%, and Baby Boomers 0.5%). Most respondents are workers (55.3%), followed by staff 19.8%, entrepreneurs 10.4%, professionals 8.7% and at least 5.8% managerial respondents. The education level of respondents was dominated by undergraduate and high school graduates (46.9% and 34.5%). Most research respondents earn less than five million rupiahs per month (64%), an income between 5 million rupiahs to ten million rupiahs as much as 26.8% and those who earn more than ten million rupiahs as much as 9.2%. Most respondents owned Honda motorcycles (52.9%), Yamaha 18.6% and Suzuki 0.5%. Other respondents own more than one brand (12.8%). Of respondents who remembered the slogan of the Yamaha advertisement (Yamaha is getting ahead), as many as 85.7% and the rest stated that they did not know. Respondents who remembered Honda's advertising slogan (71.5%), and the rest stated that they did not know. Respondents who remembered Suzuki's advertising slogan (turn on the flame and innovate endlessly) were only

31.1%. Respondents who bought a motorcycle once were 52.9%, bought twice as much as 27.1% and bought three times as much as 18.6%.

Table 2: Respondent Profile

No.	Demographic responden	%
1	Gender	
	Man	55.8
	Woman	44.2
2	Generation	
	Babby boomer	0.5
	X generation	7.0
	Millenial	45.4
	Z generation	45.9
	Alha Generation	1.2
3	Occupation	
	Worker	55.3
	Staff	19.8
	Professional	8.7
	Managerial	5.8
	Entrepreneur	10.4
4	Education	
	<high school	13.5
	High school	34.5
	Diploma	5.1
	Graduate	46.9
5	Income	
	< 5 million	64
	5-10 million	26.8
	>10 million	9.2
6	Motorcycle ownership	
	Yamaha	18.6
	Honda	56.9
	Suzuki	0.5
	Mix brand	12.8
7	Remembering the advertising slogan	
	Yamaha Getting Ahead	85.7
	Honda one heart	71.5

		Suzuki ignites the flames and relentless innovation	31.1
8	Buying frequency	One time	52.9
		Two time	27.1
		Three time	18.6

## 5.2. Validity test

In this study, all variables were measured by several indicators. The validity test of the measuring tool uses the loading factor criterion as a measure of convergent validity, where the indicator is declared valid if the loading factor score is more than 0.7(Hair et al., 2014). The analysis results show that all indicators (BP1-BP5) to measure Brand Positioning (BP) are declared valid because the loading factor is more than 0.7. The indicator (BE1-BE3) to measure Brand Experience (BE) is also declared valid because the loading factor is more than 0.7. Consumer Socialisation (CS) uses seven indicators (CS1-CS7), all declared valid because the loading factor is more than 0.7. Brand Reputation (BR) uses seven indicators (BR1-BR7), all declared valid because the loading factor is more than 0.7. The last is Brand Loyalty, which is measured by four indicators (BL1-BL4), and the results are declared valid because the loading factor is more than 0.7. Thus, all indicators used to use the variables BP, BE, CS, BR and BL are declared valid.

Table 3: Validity Test

BPC	Loadin g	BE	Loading	CS	Loading	BL	Loading
BPC1	0.768	BE1	0.854	CS1	0.874	BL1	0.718
BPC2	0.819	BE2	0.885	CS2	0.886	BL2	0.744
BPC3	0.744	BE3	0.724	CS3	0.876	BL3	0.803
BPC4	0.777			CS4	0.797	BL4	0.760

BPC5	0.708	CS5	0.857	BL5
		CS6	0.820	BL6
		CS7	0.787	BL7

### 5.3. Reliability test

Before being analysed, the research data that has been collected needs to be tested to determine whether a reliable instrument collects the data or not. Therefore, it is necessary to conduct an instrument reliability test and, in this study, use two testing criteria. The first is Cronbach's Alpha reliability test, which measures the reliability level of the minimum limit of the reliability value of a construct—the second uses composite reliability criteria that measure the actual reliability value of a construct. Both criteria have the same limitations, namely a minimum score of 0.7 to conclude that the instrument of a construct is declared reliable (Hair et al., 2020). The analysis showed that the variables BP, BE, CS, BR and BL had a high level of reliability because the Cronbach's Alpha and composite scores were more significant than 0.7.

Table 4: Reliability Test

Variables	Cronbach's Alpha	Composite
BP	0.759	0.863
BE	0.754	0.844
CS	0.822	0.875
BL	0.9.32	0.945

### 5.4. Model Fit Test

The model fit test ensures that the structural equation model is the right analytical tool to explain the relationship between variables. In this study, the model fit test uses several criteria that are the basis for generating the structural equation model fit. The following table displays some of the criteria used to test model fit:

Table 5: Model Fit Test

Model Fit Test Criteria	Saturated Model	Estimation model	interpretation
SRMR	0.070	0.070	Fit
d_ ULS	0.592	0.592	fit

d-G	0.201	0.201	Fit
Chi-Square	500.840	500.840	Not fit
NFI	0.841	0.841	Not fit

The table above shows that the model is declared fit using the standardised root mean square residual (SRMR) criteria because the value is below 0.08 (Asparouhov & Muthén, 2018). The model fit test also used the d\_ULS and d\_G criteria to assess the difference between the empirical covariance matrix and the inferred covariance matrix derived from the composite factor model. Henseler et al., (2014) offer d\_ULS (Euclidean distance squared) and d\_G (geodemic distance) as different methodologies for measuring differences. d\_ULS and d\_G values greater than 0.05 ( $p > 0.05$ ) indicate a suitable model match. Therefore, it can be stated that by using the d\_ULS and d\_G criteria, the model is declared fit in both the saturated model and the estimation model. This means that the resulting structural model is predicted to be suitable for explaining the relationship between variables. while using the NFI and Chi-Square criteria, which are the actual fit criteria, the model is declared less fit because it exceeds the set Limits.

#### 5.5. Structural Equation Model

The research data that has been carried out tests its validity and reliability are then analysed using a structural equation model. The results of the analysis are illustrated in Figure 2 below:

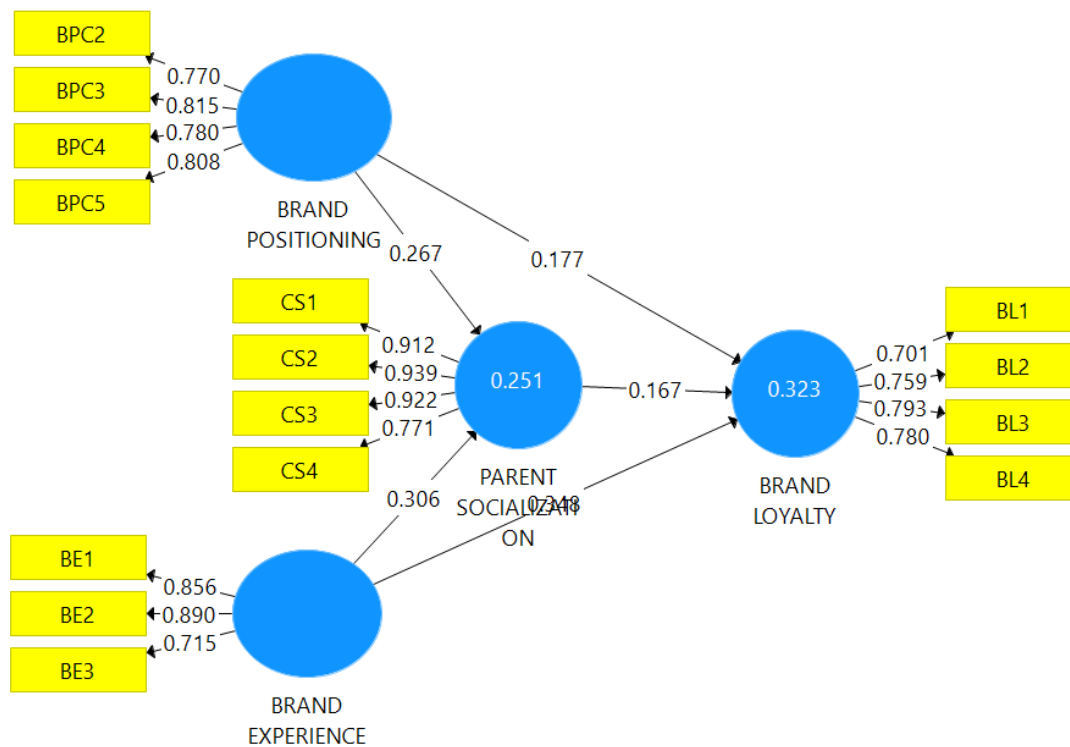


Figure 2: Structural Equation Model

Figure 2 above explains that brand experience affects consumer socialisation by 0.306, and loyalty by 0.348. The effect of brand positioning on parent socialization was 0.267, and Brand Loyalty was 0.177. The impact of parent socialisation on brand loyalty is 0.167.

### 5.6. Hypothesis testing

Eight research hypotheses have been proposed that need to be tested. The test criteria use a probability value (P-value) with a Reject Limit of H0 if the Error Probability (P-value) is less than the alpha error of 5%. The table shows the results of hypothesis testing:

Table 6: Hypothesis Testing

No		Path	P-value	Meaning
		Coefficients		
1	Brand Positioning (BP)→ Parent Socialization (CS)	0.267	<b>0.000</b>	Approved
2	Brand Positioning→Brand Loyalty	0.177	<b>0.010</b>	Approved

3	Brand Experience (BE)→Parent Socialization (CS)	0.306	<b>0.000</b>	Approved
4	Brand Experience (BE)→ Brand Loyalty (BL)	0.348	<b>0.000</b>	Approved
5	Parent Socialization (CS) - > Brand Loyalty (BL)	0.167	<b>0.002</b>	Approved

The test results in the table above show that hypothesis numbers 1, 2, 3, 4, and 5 are all accepted because the error probability value is smaller than the acceptable alpha error rate of 5%. The path coefficient shows the magnitude of each variable's influence on other variables.

## 6. Discussion

The first hypothesis test concluded that Brand Positioning is vital in brand socialisation from parents to their children. Consistency of communication, consistency of message content and consistency throughout time increase parents' desire to socialise the brand with their children. The socialisation carried out by parents for their children for motorcycles starts with the brand name, its advantages, quality, technical specifications, unique characteristics, and attitudes towards the brand. This research confirms that marketing communication as a brand positioning effort can increase parents' knowledge of the product and socialise it with their children (Marchant et al., 2020).

The second hypothesis test concluded that brand positioning is increasing brand loyalty. The results of this study show that consistent brand positioning of motorcycle brands in Indonesia will be able to increase brand loyalty. Brand positioning is carried out in the form of functional advantages such as speed, reliability, strength and performance of brand products. The results of this study are in line with the research conducted by (Hooley et al., 1998) (Liu & Hu, 2022).

The third hypothesis test shows that the better the sensory, intellectual and behavioural experience, the stronger the socialisation efforts parents make to their children. For motorcycle products, the stronger the involvement of consumers' minds in the use of product

brands, the higher the consumer's curiosity about the product brand, and the more they feel that the motorcycle provides a solution to the problems they face, the stronger the consumer's desire to socialise the brand to their children. This study's results align with research that concludes that brand experience will increase brand socialisation from parents to children (Marchant et al., 2020).

The fourth hypothesis test shows that brand experience is significant in building customer loyalty. The results of this study indicate that a positive experience of using product brands will build customer loyalty. Proof of brand quality through brand positioning is experienced directly when the brand is used. This research is in line with research conducted (Brakus et al., 2009; Khan et al., 2021b; Mathew & Thomas, 2018).

Testing the fifth hypothesis shows that consumer socialisation plays a significant role in increasing brand loyalty. Parents who socialise the brand with their children indicate that their loyalty is increasing. This study has verified previous findings that state that the brand of product used by the parents will be a strong choice for the child to use. Even in the case of farfum brands, children will use the brands used by their parents when children do not like the smell of perfume (B. Haryanto et al., 2019).

## 7. Conclusion

Building loyalty is an effort that needs to be made by involving several efforts. One of the efforts that needs to be made is to conduct brand positioning with three consistencies, namely media consistency in the form of consistent brand positioning exposure on appropriate promotional media, consistency of message content with consumer perception, and consistency from time to time. Another factor that also affects brand loyalty is brand experience. A brand experience that may occur to consumers is the consistent experience of brand exposure through promotional media. Consistent brand exposure experience will form confidence in product quality. The second brand safety is the brand user experience. A satisfying experience will increase brand loyalty. In addition, brand loyalty is also influenced by brand socialization from parents to their children. Parents with brand experience, both brand exposure experience and product use experience, will teach their children about the product brand.



This research also shows that the role of parents in socialising brands is still vital. Parents are still the most credible source of information among other sources of information, so children make information from parents as important information in making purchase decisions.

## 8. Managerial Implications

The study's findings show that Brand Positioning and i brand experience parent socialisation. Managers can do brand positioning through suitable promotional media and do it consistently, design the content of the positioning message in the form of the correct value proposition compiler that is campaigned on various promotional media and must be done all the time so that brand positioning is stuck in the minds of the public. Although the theme of the promotion is different, the content of the message, especially those presented in the form of taglines and jargon, must be consistent.

The study also shows that brand experience and brand positioning significantly affect brand loyalty. Managers can use these findings to design a brand loyalty improvement program. The program can improve brand experience and brand positioning by highlighting the most distinctive and valuable product attributes for consumers. Managers can also form a community of brand users to socialise the brand with their members and families. Managers can also use brand experience in the form of testimonials to increase brand loyalty.

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