EXPERIENTIAL MARKETING, EMOTIONAL BRANDING, AND BRAND TRUST AND THEIR EFFECT ON LOYALTY ON HONDA MOTORCYCLE PRODUCT

Nuruni Ika
Kustini
Universitas Pembangunan Nasional Veteran
E-mail: nuruni63@yahoo.co.id
Jalan Rungkut Asri Barat 12 No. 1 Surabaya – Indonesia

ABSTRACT

The rising globalization era has demanded that the world should change from the old paradigms into the new one in every aspect, especially in marketing world. Nowadays, to win over the market share cannot not only do a business that relies on the functionality of their products, but also take into account its brand attributed to their products as it delivers certain images in the mind of consumers or end-users. This research aimed to acknowledge the impacts of experiential marketing, emotional branding and brand trust towards loyalty on Honda motorcycle products. Variables in this research are experiential Marketing (X1), Emotional Branding (X2), Brand Trust (X3) as its independent variables; and Brand Loyalty (Y) as its dependent variable. To measure these variables, this study employed Semantic Differential Scale by using interval as its scale of measurement. 120 respondents of Honda motorcycle users were taken as sample of research from the population of Honda motorcycle users in Surabaya, with SEM (Structural Equation Modeling) employed as data analysis technique. On the one hand, the SEM analysis results revealed the positive and significant relationship of experiential marketing and brand trust on product loyalty. On the other hand, the analysis did not prove the significant nor positive influence of emotional branding towards loyalty.

Key words: experiential marketing, emotional branding, brand trust, consumer loyalty.

INTRODUCTION

The role of brand has shifted (Aaker, 1991) from a lower rate of competition, in which brand is used solely to differ particular product among other products, it functions just as a mere name or identifier, to higher strict rate of competition, in which a brand could determine the contribution in creating and maintaining the competitiveness of a product. Moreover, the more widely known, a brand will make-up certain images that is associated with brand trust in the consumers' mind. In addition, to most companies, branding is a must (Kotler, 2000), thus almost none of their products left un-brand-ed. Beside, branding can also be used as a starting point in formulating corporate marketing policies. Besides to define the products

among competitors, a brand is an asset which has economic value to the company (Aaker, 1991) and it is highly potential to maximize corporate growth and profitability.

In connection with such phenomenon, Smith and Wheeler (2002), for example, pointed out the states of experiential marketing, which begins with random experiences. From this, it increases to more expectable experiences as consistency and intention increases, and finally, it forms the experiential marketing with differentiation aspect added to those of consistency and intention, which finally result in product loyalty. It emphasizes the focus on human desire of material satisfaction and emotional fulfillment; in which when choosing a brand, consumers are more influenced by heart and

emotion than logic Gobe (2001). Lovelock (1997) explained that the degree of trust and loyalty towards products or services depends on several factors including the cost of shifting to other brand, quality of the substitutes, quantity of substitute goods or service quality of substitute services, the risk of using substitute, and the shifts in satisfaction of substitutes.

In automotive industry, for instance, Honda products are highly reliable in experiential marketing, as its quality has made 'Honda' trusted brand in delivering customer satisfaction. Through the word of mouth, Honda users play an important supporting role in the advertisement of its product identity. Honda is known for the creativity on each product they launch. Therefore, such judgment can benefit the positive value in marketing their new products.

By having the benefit of winning almost every heart of the society, Honda products can create emotional attachment with its consumers. Consumers are the marketing target of producers, and as producer Honda must act trustworthy in promoting its products. Well-maintained quality and good product identity will create consumers' aspiration willingly to choose Honda products; as well as good service quality and consulting assistance contributed to Honda as it exists today. Beside, consumers deliver brand trust when they are satisfied towards the values offered by Honda, for instance by security assurance and guarantee service upon using the products. As world-renowned two-wheel-drive Vehicle Corporation, Honda motorcycle was not immune from problems, as evidence found from the complaint against the product of Vario scooter-matic (http://antara.co.id).

Therefore, in response to the condition, PT Astra Honda Motor (AHM) withdrawed its automatic motorbike products, Vario, to undergo components repair. Otherwise, it will cause problem with the rear wheel malfunctionality. The problem was identified after reports by Honda official service center network (*AHASS*). (http://antara.co.id).

Based on the background being introduced above, this research aimed to the purpose to acknowledge the impacts of experiential marketing, emotional branding, and brand trust towards the loyalty on Honda motorcycle products.

THEORETICAL REVIEW AND HYPOTHESIS
According to Schmmit (1999), the creation of emotional perception within consumer-self or so-called experiential marketing is measured through three main factors such as:

a. Feeling
Feeling is also so influential. The delivery of feeling is a useful strategy and implementation of delivering brand influence towards consumers through communication (advertisement), products (package and content), product identity (co branding), environment, websites, or through people marketing the products. This delivery of experience of feelings succeeds if a company has a thorough comprehension about the way feelings are molded, as it is a result of progressive contacts and interactions with the market through consumption experience.

The consumption experience, which consumers feel when using or consume particular products, makes up imaginations within consumers' mind then lead them into a decisive actions. Such feelings attract and influence consumers through the emotion, emerged from within individuals and, are expressed through ideas, joys, and good reputations towards customer service. Experiences can be part of marketing idea, which is effectively influential by comprehending the consumers' emotion and mood. The purpose is to trigger emotional stimulation (events, agents, objects) as a part of experiential feeling strategy in affecting consumers' emotion and mood.

b. Thought
The experience of thought is a creative and theoretical process, in the sense that it requires intelligence process in order to create cognitive experience and problem solving

through creative involvement with consumers. This aims to encourage consumers to think and be attracted in a creative way so that it may produce re-evaluation feedback to the company and its brand.

In marketing-by-thought, it bears the concept of future time, focus, value, quality, and growth. The experience is expressed by delivering inspirations, high technology, and essence of surprises. The principles of marketing-by-thought including (1) **Surprise,** is something that occurs beyond one's expectation. It is one of the fundamental elements which could win the consumers' heart and allow them to have creative thinking. Elements of surprise emerge from an overwhelm satisfied consumers. (2) **Intrique,** which exceeds the element of surprises. If a surprise occurs beyond expectations (which happen to be "inside the box" thinking), then intrique reaches those thoughts which are "outside the box". It depends on individual knowledge, consumers' interests and past experiences. (3) **Provocation**, in which it tends to create a controversy. Finally, the experience of thought is designed for the purpose of creating creative thinking in consumers' mind through the combination of surprise, intrique, dan provocation.

c. Action

The experience of action is designed to create experiences that concern consumer's physical body, behavior, and lifestyle, as well as the experiences as results of social interaction with other people. The experience of action leaves the consumers with sensation, influence, and relationship. The purpose is to improve of physical experience, to give impression upon behavior pattern and lifestyle, as well as to enrich social interaction pattern of the strategy being implemented. Meanwhile, the experience of connection aims to relate the consumers with their culture and social-environment where the consumers live.

Emotional branding defines the channels where people are emotionally (unawarely) associated with the company through its products. This is an effective strategy as all

of us tend to respond emotionally to our life experience and naturally project our emotional values towards objects surround us. "Ten Commandments of Emotional Branding" (Gobe, 2001) below illustrates the differences between the traditional concept of brand awareness with the emotional dimension necessary for a brand to be favored and given a credit.

1. from Consumers   towards Human
Consumers buy, human lives. In the cycle of communication, consumers are often labeled as 'enemies' that a company must take the flag over. This so-called war involves "us" (manufacturers, retailers, and their communication agents) against "them" (consumers). Terminologies like "destroy their defense system, decode their language, or set up strategies to win over the war", although figuratively. Yet, they are still valid, must not be of any necessary for there are ways better to encourage consumers' interest positively, instead of fight them with harsh or even just underestimate them. This is possible when done by implementing "win-win" partnering approach, which based on mutual respect relationship between producers and consumers. After all, consumers are indeed the best source of information.

2. from Products   towards Experience
Products fulfill the needs, experiences satisfy the desire. Buying is just for fulfilling the needs with the price and Joyce. A product experience or buying experience as is like any products in the shops, or any kind of sound system products in department stores, entails discovery channel that has a benefit. This will result in consumers' emotional memory as an association made at a level in which it is not merely to fulfill needs. For the existing products, in order to attract and maintain consumers' interests, it is essential that innovative selling, advertisement, and new product launching must go together with consumers' imagination. Day by day, the boundaries are getting more obviously between what is new and what is traditional, what is expected and the desire to change. As curiosity and the nature for adventure

often defeat what is already known. However, relatively products can be either new or old at the same time as long as they are relevant to emotional side of consumers.

3. from Honesty   towards Trust

Honesty is expected, Trust is bound and intimate. Thus, it is a struggle obtaining it. Honesty is considered an absolute requirement in business. Federal authorities, consumer groups/unions, and societies in general believed in tighter standard of products from which they can determine what is necessary and what is not. Trust is another problem. It is one of the essential values of a brand that requires earnest efforts from the company to obtain it. Trust is what we expect from a friend. One of the strongest movements in building consumers' trust is the implementation of "no question asked" return (consumers are free to return products bought without any condition or even any question). This strategy provides total comfort for consumers which they can benefit from their own choices.

4. from Quality   towards Preference

Quality with a right price is common these days. Preferences are what create sales. Quality is a compulsory ingredient for a company to stay in business which is expected and it should be delivered. However, preferences towards a brand represent real connection with success.

5. from Fame   towards Aspiration

Being famous does not necessary mean being loved. Fame is whatever thing that causes something to be famous or popular. Howeverr, being desired means to express something according to consumers' aspirations. Therefroe, awareness is clearly not the only criterion in brand success.

6. from Identity   towards Personality

Identity is a confession. Personality is all about character and charisma. Identity is descriptive. This means that it refers to character and charisma. For that reason, brand identity is something unique, and it expresses the statement of differences in the landscape view of competition. However, this is only the first step. Brand personality

is very special. It represents charismatic character that encourages emotional responds.

7. from Function   towards Feeling

Functionality only refers to usage or shallow quality of a product. Sense design is all about experiencing. Functionality could become outdated if its appearance and functions are not considered for the sake of consumers' feeling. Many corporations design their products to provide functions or maximum visibility, instead of to create real/actual experience from their consumers. Design is about human solution, of an innovation that produces sets of new experiences serving human senses. Delivering product identification with profit emphasize will be relevant if product innovation is easy-to-remember and attractive to consumers.

8. from Ubiquity   towards Existence

Ubiquity (prevalent availability) is visible. Emotional existence can only be experienced. A brand existence has an impact on consumers. In fact, a brand could form a strong and permanent connection with people, particularly those concerning lifestyle. It exploits promotion media ranging from stadium, sport-players' uniform, concert hall, or large space inside the city (billboards, bus stops, walls, or even inside the bathroom door) where most of brand existence strategies rely on the concept of quantity rather than quality.

9. from Communication   towards Dialogue

Communication is telling. Dialogue is sharing. Communication, as many companies tried to perform, mostly involves information, which is commonly a form of one-way conversation. Most corporate budget spend largest amount on the 'B1-bomber' advertisement approach to attract their consumers, which is figuratively a large widespread blanket that can cover all targets. Not only is more personal advertisement targeted to consumers, other media such as digital communication, brand existence and promotion can reach further to actually talk to consumers in wherever they "live". Real dia-

logue represents two-way conversation with the consumers and the support of the even improved digital media nowadays makes this evolution possible, which eventually helps in developing a valuable partnership between consumers and corporations.

10. from Service   towards Relationship
Service is selling. Relationship is appreciation. Service involves a basic level of efficiency in commercial transaction. It is either what succeeds the sales or otherwise fail them. Yet, a relationship means that men behind the brand earnestly put their effort in understanding and valuing who their consumers are. Ellena Delgado Ballester (2003) in Hamzah (2007:24) explained that Brand Trust is a feeling of security on consumers as a result of their interaction towards a brand, which based on the perception that such brand is reliable and responsible for consumers' interests and safety.

Brand Trust also concerns with the beliefs which researchers put them into their operations, such as validity process (*viability*) and disparity (*intentionality*).

1. *Dimension of Viability* (validity process) refers to a perception that a brand could fulfill or satisfy needs and values of consumers. It is measured by the indicator of satisfaction and value.
2. *Dimension of Intentionality* (disparity) reflects an emotional security within an individual. This represents the aspect of trust through which existing evidences could assure the feeling of security within individuals. It is measured by the indicator of security and trust. According to Setiadi (2003:199), consumer loyalty generally defines the loyalty of an individual towards certain products, either goods or services. It is classified into two groups: Brand Loyalty and Store Loyalty. Brand Loyalty refers to the constant preferences that are reflected in constant buying to certain brands over time, while Store Loyalty, as in brand loyalty, shows a constant behavior of consumers yet refer to a place/location where they can find the preferred brands (Setiadi, 2003:201).

The Influence of experiential Marketing towards Loyalty

Schmitt in Hamzah (2007) implicitly defined experiential marketing as a way to get customers to sense, feel, think, and relate to your company and brands". Broadly, it is the way to create consumers' experience through human senses (*sense*), to create effective experience (*feel*), to create a creative thoughts of experiences (*think*), to create consumer physical, behavioral and lifestyle experience (*act*), and to create socio-cultural experience (*relate*). Another proponents, such as Smith and Wheeler in Kustini (2007) pointed out that experiential marketing begins with random experiences, then increases to more expectable experiences as aspects of consistency and intention increases, and then it forms the experiential marketing with differentiation aspect added to those of consistency and intention, which finally result in loyalty.

The Influence of Emotional Branding towards Loyalty

Joel Desgrippes in Gobe (2001) stated that brand is not only a matter of ubiquity, visibility and function, but it does not either concern emotional attachment with the society in their every day life. Only a product or service is deemed to boost emotional experience for the consumers. In this case, it can be judged that the consumer's emotion towards a brand means how a brand could arouse consumers' feeling and emotion, and how such brand can shape a deep and long-lasting relationship with the consumers (Gobe 2001).

Besides the above concept of emotional branding, it also focuses on human desire of material satisfaction and emotional fulfillment; in which when choosing a brand, consumers are more influenced by heart and emotion than logic Gobe (2001). It is also perceived as a brand that concerns is related to trust and dialogue. A strong brand emotion is created through partnership and communication. Building proper emotion is the most essential investment a brand shall

make.

The Influence of Trust Branding towards Loyalty

Lovelock (1997) explained that the degree of trust and loyalty towards products or services depends on several factors including the cost of shifting to other brand, quality of the substitutes, quantity of substitute goods or service quality of substitute services, the risk of using substitute, and the shifts in satisfaction level of new brands. Loyalty is not about percentage of consumers buying your products, yet it is about them committing repurchases. It is a percentage of consumers buying at a range of time, then commit repurchase after their first buy.

Commitment-Trust Theory (Morgan and Hunt 1994) in Ellena Delgado Ballester (2003) postulated trust as key variable in developing conical desire into maintaining relationship. Furthermore, the alternative model is one in-line with traditional literature, thus to consider satisfaction as a key to build brand loyalty. Consequently, this model holds down the evaluation around experience with brands ignoring the further commitment towards such brands.

Hypotheses

Expectedly, experiential marketing has positive influence towards loyalty in Honda motorcycle products.
Expectedly, emotional branding has positive influence towards loyalty in Honda motorcycle products.
Expectedly, brand trust has positive influence towards loyalty in Honda motorcycle products.

RESEARCH METHOD

In this section, the description entails research design, variable identification, and all the process of data analysis.

Research Design

The hypotheses tests explain the phenomenon in terms of causality relationship between several independent variables towards dependent variable. Observed analyses are behavior of consumers who bought and used Honda automatic-motorcycle products by employing SEM (Structural Equation Modeling) statistical test method.

Variable Identification

Experiential Marketing (X_1), with indicators proposed by Schmitt (1999:63) including (1) Feeling, with following indicators: communication, product, product identity; (2) Thought, with following indicators: creative and observation; (3) Action, with following indicators: influence and sensation.

Emotional Branding (X_2) strengthen the connection or attachment between consumers and the market in the anticipation of substitutes and new products with the term *The Ten Commandments of Emotional Branding*.

Figure 1
Conceptual Framework
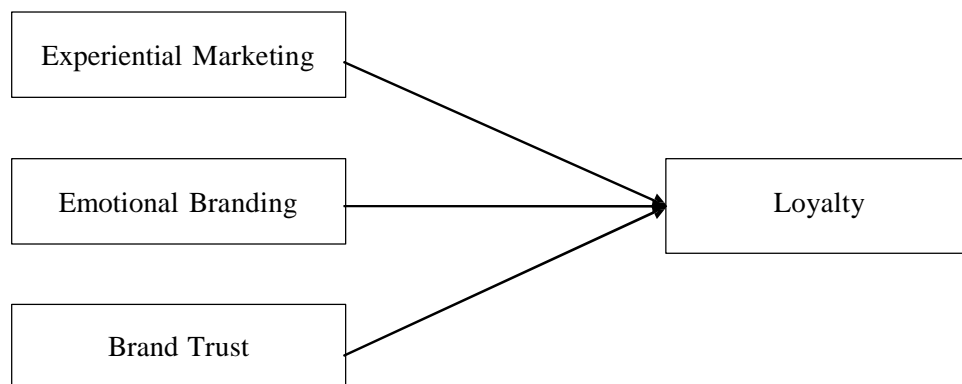
The indicators (Amir Hamzah, 2007:22) are: From Consumers Towards Human, From Products Towards Experience, From Honesty Towards Trust, From Quality Towards Preference, From Fame Towards Aspiration, From Identity Towards Personality, From Function Towards Feeling, From Ubiquity Towards Existence, From Communication Towards Dialogue, and From Service Towards Relationship

Brand Trust (X_3) with follows indicators (Amir Hamzah, 2007:22): (1) validity process, which are satisfaction and values; (2) Disparity, which are security and trust.

Brand Loyalty (Y) with following indicators known as 3Rs which are rretention, related Sales (Repeat Purchasing intention).

## Research Instrument and Research Measurement Scale

This study employed *semantic differentials* scale which is arranged in a continuous line with most positive value place the right side and the least negative value at the left or otherwise. Intervals between 1 (one) until 7 (seven) is used as its scale.

Research Population and Sample

The research takes the population from Honda motorcycle industry that has products buyers and users in Surabaya. This study gains the sample by using *non-probability sampling* with *purposive sampling* technique. Thus, the sampling requirements and criterion includes (1) Every Honda motorcycle buyers and users which had bought the products more than once; (2) Every motorcycle buyers and users who regarded as adult and understand these study objectives with minimum age of 17. All of these respondents were gathered by means of questionnaires. In connection with data analysis, this research employs SEM (*Structural Equation Modeling*) with *One-Step Ap-*

Figure 2
Measurement Model & Structural
Service Quality, & Customer Satisfaction
Model Specification: One Step Approach - Elimination
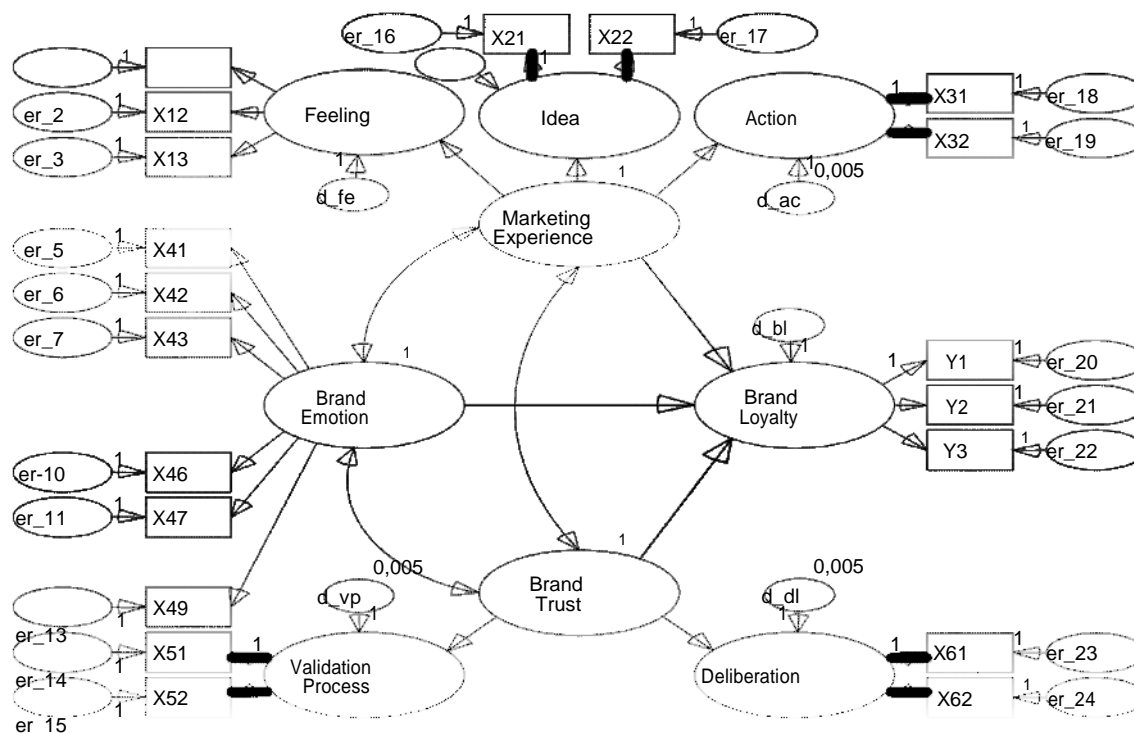
proach to Structural Equation Modeling (SEM) method.

ANALYSIS AND DISCUSSION

The estimation and model fit result upon one step-approach to SEM method run by Amos 4.01 statistic application is presented in figure 2 and Goodness of Fit in table 1.

From the degree of causal probability, it is acknowledged that:

1. Emotional Branding did not prove to have positive and significant influence towards loyalty. This is indicated by its causal probability that is higher than 0.10 which valued at 0.991.
2. Brand Trust proved to have positive and significant influence towards loyalty. This is indicated by its causal probability that is lower than 0.10 which valued at 0.000.
3. Experiential Marketing proved to have positive and significant influence towards loyalty. This is indicated by its causal probability that is lower than 0.10 which valued at 0.063.

The Influence of experiential Marketing towards Loyalty

The research found experiential marketing is a positive and significant variable contributing towards loyalty. Some efforts of marketing with personal experience takes place as a results of the stimulus which is used to relate the products with the consumers. The influence of experiential marketing towards the loyalty is due to the experiences created as the results of the consumers' interaction with products. The statement supports what Schmitt (1999) wrote upon the definition of experiential Marketing as "how to get customers to sense, feel, think and relate to your company and brands". Broadly, it is the way to create consumers' experience through human senses (*sense*), to create effective experience (*feel*), to create creative thoughts of experiences (*think*), to create consumer physical, behavioral and lifestyle experience (*act*), and to create socio-cultural experience, which is developed through sensations, feeling, cognitions and actions (*relate*).

The Influence of Emotional Branding towards Loyalty

Emotional branding variable did not influence significantly towards loyalty. This occurred when a brand could not reach the feeling and emotional side of consumers, thus such brand will not able to create relationship with its market and probably will not last because emotional branding emphasize the focus on human desire of material satisfaction and emotional fulfillment; in which when choosing a brand, consumers are more influenced by their heart feeling and emotion more than by their logic thinking.

The result does not support arguments stated by Joel Desgrippes (2000) in Gobe (2001) that Branding is not only about ubiquity, visibility and function; yet it is about the creation of emotional bond with the society in every aspects of their life.

Table 1
Causality Test Results

Regression Weights		Ustd Estimate	Std Estimate	Prob.
Faktor	Faktor			
Brand_Loyalty	Brand_Emotion	-0,001	-0,001	0,991
Brand_Loyalty	Brand_Trust	0,343	0,645	0,000
Brand_Loyalty	Marketing_Experience	0,149	0,281	0,063
Batas Signifikansi				0,10

The Influence of Brand Trust towards Loyalty

It is obvious that brand trust has a positive and significant influence towards loyalty as a brand could gain trust from their consumers. Therefore, it makes the consumers evaluate and take decisive actions. For marketers, this is important. They can gain such benefits by identifying consumers' behavior, they can define direct and segmental strategy upon the behavior, and it helps the marketers to re-evaluate their marketing strategies.

Generally, consumer loyalty defines trust of individuals towards certain products, either goods or services. Consumer loyalty is a form of manifestation and follow-up of customer satisfaction upon the experience of using or consuming products provided by company, as well as to stay loyal to such company. It is proof of consumers being loyal buyer that inherits positive values from the company. However, each consumer has different rate of loyalty. It depends on their individual objectivity.

The result supports the argument proposed by Lovelock (1997) that the degree of trust and loyalty towards products or services depends on several factors including the cost of shifting to other brand, quality of the substitutes, quantity of substitute goods or service quality of substitute services, the risk of using substitute, and the shifts in level of satisfaction of substitutes. Loyalty is not about percentage of consumers buying the products, yet it is about them committing repurchases. It is a percentage of consumers buying at a range of time, then commit repurchase since their first buy.

CONCLUSION, LIMITATION AND SUGGESTION

As discussed and analyzed, the conclusion can be conducted as the following. It is obvious that emotional branding, brand trust, and experiential marketing have positive and significant relationship towards loyalty. These three factors are proved to be in accordance with the previous studies. In other words, this study is in favor with the re-search conducted by Lovelock (1997).

Based on the analyses and conclusion, it is suggested that Honda Motorcycle Company could review this research and improve its marketing strategies. This study found limitation, especially concerning the sample. As used in this study, the respondents as the sample are the people or consumers who are interviewed only within certain area that is Surabaya city. Thus, it may not be generalizable for example by representing the entire motorcycle users in all areas.

REFERENCES

Aaker, David A 1991, *Managing Brand Equity*, Second Edition, New York, Maxweel Macmillan-Canada, Inc.

Amir Hamzah, 2007 experiential Marketing, Emotional Branding dan Brand Trust Terhadap Loyalitas Merek Mentari, Jurnal Sains Pemasaran Indonesia, Vol 11. No.3.

Ellena Delgado Ballester, 2003, *Development of a Brand Trust Scale*, Internasional Journal of Market Research.

Ferdinand, A 2002, *Structural Equation Modeling* dalam Penelitian Manajeman, Edisi Kedua, Penerbit BP UNDIP, semarang.

Gobe, Marc, 2001, *Emotional Branding*, Paradigma Baru Untuk Menghubungkan Merek Dengan Pelanggan, Penerbit Erlangga, Jakarta.

Hair, J.F. et. al. [1998], *Multivariate Data Analysis*, Fifth Edition, Prentice-Hall International, Inc., New Jersey.

Kotler, P 2000, *Manajeman Pemasaran (Analisis, Perencanaan dan Pengendalian)*, Jilid I Edisi ke-10, Penerbit Erlangga, Jakarta.

Kustini, 2007, Penerapan experiential Marketing, *Jurnal* Riset dan Bisnis, Vol. 7 No. 2

Lovelock, 1997, *Managing Services: Marketing, Operation, and Human Resources*. London: Pretice Hall International, Inc.

Schmmit, Bernd H 1999, *experiential Marketing How to Get Customers to Sense,*

Feel, Think, Act, and Relate to Your Compampany and Brands.

Setiadi, 2003, Perilaku Konsumen Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran, Penerbit Prenada Media, Jakarta.