EFFECT OF DIGITAL MARKETING MIX AND BRAND TO BUYING INTENTION ON THE MOTORCYCLE MARKET

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Abstract
The Change of marketing mix to Digital has caused the complexity of marketing. This research shows the influence of the Digital marketing mix which has transformed into 4Es and Brand as Experience, Exchange, Everywhere, Evangelism, Brand Distinctiveness, and Brand Attractiveness via Brand Attitude to Buying Intention on motorcycle market case study Honda Thailand.
Keywords: Digital Marketing Mix, Brand Attitude, Buying Intention, Motorcycle, Honda

Introduction

Changes in market structures and society where technology has become the main factor in life. This phenomenon affects every industry. Especially the highly price-sensitive market as the motorcycle industry (Jitsakunchai & Sansook, 2018). Thai Honda is a strong company that has been in the Thai market for a long time (Thai Honda, 2023). In 2022, the total number of Thai Honda motorcycle registrations was 1,350,562 units, which is considered the company that holds the largest market (Department of Land Transport, 2023). The key success factors to getting through this change in customer behavior are adjustment and using digital strategies to support sales and the launch of the My Honda application (Mocyc.com, 2021). For the above reason, the success of Thai Honda is interested in studying their key success factors as digital marketing mix and branding strategies to help to understand the motorcycle market on changing of marketing technology and customer behaviors.

Literature Review

Digital marketing mix (4Es) is taking over the role of the traditional marketing mix (4Ps) (Ridge, 2023). 4Es consisting of experience, exchange, everyplace, and evangelism (MarketingOops, 2016).

Experience (EXP) has been redefined from the perspective of product familiarity which includes behavior, emotions, and feelings (Ha & Perks, 2005), as measured by content quality, system quality, and service quality (Shin, 2015).

Exchange (EXC) has been converted from price. Exchange focuses on every process that sees whether the customer receives value worth with price spent or not. It can be measured by time cost, conscience (konhäusner et al., 2021), and co-creation process (Meilhan, 2019).

Everyplace (EVP) means it must be convenient wherever and whenever. It can be measured by the ability to access products, complex stages of engagement, and commercial transaction (Epuran et al., 2015).

Evangelism (EVA) is a result of promotion which is a look at the customer perspective on digital channels and offline channels where the customer becomes a medium for communicating with others in a good way. It is measured by electronic word-of-mouth (EWOM), word-of-mouth (WOM), and brand evangelism or advocation (Epuran et al., 2015).

Brand attractiveness (BAT) is the value of a brand that is communicated to customers, which affects customer attitudes towards the brand, measured by brand equity, effectiveness of communication, and attractiveness (Noni et al., 2014; Wang et al., 2017).

Brand distinctiveness (BD) is the uniqueness of a brand that is clearly different from competitors, measured by the perceived uniqueness of a brand (Kim et al., 2016), superiority of a brand, and distinctiveness (Ahn et al., 2016).

Brand attitude (BA) is the customer's feelings, beliefs, and thinking towards the brand, such as likes or dislikes due to the marketing mix. (Loureiro, 2017) measured from 3 aspects as follows: design (Park et al., 2015), culture, and activities (Noni et al., 2014).

Buying intention (BI) is a goal of the marketing process that represents one of success. Buying intention is measured interest and possibility to buy (Noni et al., 2014; Wang et al., 2017).

Conceptual Framework

Many studies in the past few years have pointed out the relationship between the above variables (Wang, Cao & Park, 2019; Boubker & Douayri, 2020; Liu, Hu, Lin, Tsai & Xiao, 2020; Kao, Wang & Farquhar, 2020; Bhandari, Rodgers & Pan, 2021; Medina-Molina, Rey-Moreno & Periáñez-Cristóbal, 2021; Ray, Bala & Rana, 2021; Tunpornchai, Thamma & Sirikajohndechsakun, 2021; Samarkjarn & Pechinthorn, 2022), which has led to the construction of a conceptual concept, as shown in Figure 1.
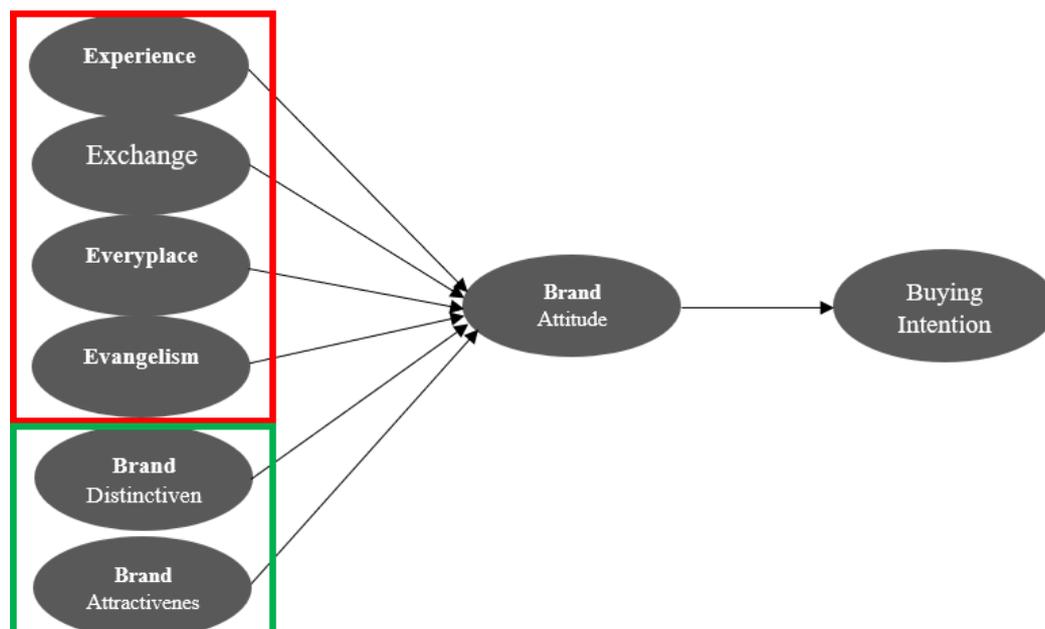
Figure 1 Conceptual Framework

Research Methodology

The researcher used descriptive statistics and structural equation model (SEM) to test the influence between independent variables (exogenous variable) and dependent variables (endogenous variable), perform exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) before testing an effect. The questionnaire had 2 parts: Part 1 was general information and Part 2 was a 5-level Likert scale with 38 questions, which had been checked for content validity (Index of Item - Objective Congruence: IOC) as well 8 general information questions and 31 independent and dependent variables to be tested by 3 experts. Data were analyzed by SEM on computer programs.

Sample Size and Sampling

The sample size was determined based on the Hair et al. (2010) method. The sample must be more than 100 samples, with a proportion of 10 samples per 1 parameter. Despite the research's questionnaires having 31 questions, The sample size was determined to be 310 samples. The sampling was collected from Honda's social media users in Thailand who purchased due to online information from Facebook Official Honda Motorcycle Thailand 1,279,254 followers, Instagram Hondamotorcyclethailand. 7,514 followers and Twitter Honda Motorcycle 409 followers (April 21, 2023) by Purposive Sampling combined with Quota Sampling, divided according to social media type.

Table 1 Summary of sample

Source	Number	%	Sample Size
FB: Honda Motorcycle Thailand	1,279,254	99.38	308
IG: Hondamotorcyclethailand	7,514	0.58	1
Twitter:Honda Motorcycle	409	0.40	1
Total	**299**	**0.1**	**310**

From Table 1, the sampling in determining the quota can be found that the number on the IG and Twitter servers has only 1 sample. Honda Motorcycle business focuses on Facebook mainly because it's media that customers can use and bring them to buy products. For other social media still focus only on brand image (Thai Honda Manufacturing Co., Ltd., 2023). On

the other hand, this research determines to collect all social media information to bring show all aspects of social media data.

Research Results

Test of question's variables reliability and model fit 310 samples met the criteria of component analysis testing, showing the results as follows.

Table 2 Reliability and model fit test

Statistics	Condition	Result	Reference
Cronbach's alpha	> 0.7	0.969	Hair et al. (2010)
Factor loading	> 0.6	> 0.6 All	Hair et al. (2010)
Chi-square/Degrees Freedom	< 5.0	1.839	Loo & Thorpe (2000)
Goodness of Fit Index (GFI)	> 0.9	0.987	Hu & Bentler (1999)
Normalised Fit Index (NFI)	≥ 0.9	0.927	Hair et al. (2010)
Relative Fit Index (RFI)	≥ 0.9	0.914	Hair et al. (2010)
Incremental Fit Index (IFI)	≥ 0.9	0.965	Hair et al. (2010)
Tucker Lewis Index (TLI)	≥ 0.9	0.959	Hair et al. (2010)
Comparative fit Index (CFI)	≥ 0.9	0.965	Hair et al. (2010)
Root Mean Square Error of Approximation (RMSEA)	< 0.08	0.052	Hair et al. (2010)

Table 2 shows the model fit results which are in SEM theoretical principles. It illustrates a suitable model. The next step is path analysis to show the level of each variable direct and indirect influence.

Table 3 SEM result which is BA as a mediator to transfer the effect to BI

Variables	Estimate	Standard Error	Critical Ratio	Sig.
EXP → BA	0.273	0.163	1.677	0.094
EXC → BA	0.793	0.298	2.659	0.008***
EVP → BA	-1.204	0.268	-4.498	0.000***
EVA → BA	0.485	0.150	3.239	0.001***
BD → BA	-0.025	0.333	-0.074	0.941
BAT → BA	0.760	0.264	2.884	0.004***
BA → BI	0.916	0.066	13.913	0.000***

***$p < 0.01$, **$p < 0.05$

The results of the study show 4Es factors were found positive effect on exchange and evangelism influences buying intention through brand attitude at 0.726 and 0.444, sequentially. Everywhere were found negative effect on buying intention through brand attitude at -1.103. Likewise, brand attractiveness found a similar positive influence on buying intention via brand attitude at 0.696, which is consistent with the studies of Currás-Pérez et al. (2009), Mahmoud et al. (2017), and many other previous researchers. The model has a predictive ability of 76% ($R^2 = 0.76$).

Conclusion and Discussion

Research results found that the impact of 4Es and branding factors on buying intention. Exchange affects buying intention through brand attitude which reflects the need of Honda's customers who focus on value worthiness in every step that they are cost from online to dealer store. Moreover, demographic data discovered that customers are highly sensitive to prices, as

a result, they emphasize on value of process, time, and cost. The influence of everyplace on purchase intention was found in the opposite direction.

The results of the study show the negative impacts that can result from a perfectly competitive market of Honda's distribution system. Having a lot of dealers and sub-dealers makes customers feel like Honda products can respond to their needs anytime and anywhere. Customers still want Honda products, on the other hand, it may cause them not to rush to buy. Customers are confident that Honda products will always be available and have enough quantities for them. In fact, only some models are available every time. Popular models are not enough number for all customers like Honda Forza350, Honda ADV350, and Honda Pcx160. Therefore, the results show that too many distribution channels (online and offline). That does not encourage customers to buy. The result displayed a negative effect. Evangelism affects the buying intention of Honda products. Honda is the Thai motorcycle market leader. The brand has many fans and followers who help to spread information and build word of mouth (WOM) and electronic word of mouth (EWOM). As a result, Honda is well known gains customer's trust, and is easy to sell. Meanwhile, the brand attractiveness of Honda influences purchase intention caused by the manufacturer's marketing strategies. Brand and product have a clear unique selling point. In addition, dealer marketing strategies create a lot of charm and attractiveness for Honda motorcycles which reflect customers' purchasing intention and make customers feel proud of owning Honda products. The factors mentioned above, ultimately affect the feelings and attitude of customers towards the brand, as shown by the results of the study. Brand Attitude affects buying intention. In addition, this study also shows the factors that Honda should emphasize more. That's experience. Research shows experience doesn't affect buying intention. Therefore, Honda should focus on creating digital experiences that can help Honda respond completely to customer expectations.

Limitations of the study, the study was research data from the customer side. The data provide only data of the customer's aspect. Honda is a long-history brand and has many users and fans around the world. The set of variables in this study may be inconsistent with the results of other brands that have different markets, customers, and country's market structure. From the preliminary information, it is found that Honda Motorcycle Thailand is a brand that has used successfully offline marketing strategies. Vice versa, there may still need to improve online marketing strategies.

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