 p-ISSN 2827-8585
e-ISSN 2827-8062

International Journal of Multidisciplinary Research and Literature
IJOMRAL
Vol. 3, No. 1, January 2024 pp. 126-139
Journal Page is available at http://ijomral.esc-id.org/index.php/home

Brand Positioning and Psychological Ownership: A Study on Yamaha, Honda and Suzuki Motorcycles in Indonesia

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Abstract
Brand positioning is crucial for marketers because strong brand positioning will make the brand easy to remember by consumers. This study aims to find out how strong the brand positioning of Yamaha, Honda and Suzuki motorcycles is in Indonesia. In addition, they also want to know the brand positioning of certain brands related to ownership, especially psychological ownership. The number of respondents in this study was 398, and the analysis method used was a paired average difference test and one-way ANOVA. The study results show that Honda's brand positioning is stronger than Yamaha and Suzuki. Only Honda owners consider Honda to have a stronger brand positioning than Yamaha and Honda. Yamaha and Suzuki owners consider that the brand positioning of Yamaha and Suzuki is not different between the two and with Honda.
Keywords: Brand positioning, Psychological Ownership, Honda, Yamaha, Suzuki

INTRODUCTION

Markets are fluid. Established brands must safeguard their positions against emerging competitors within their existing segments. They expand by entering new product categories, challenging other brands in emerging markets. A critical responsibility of brand managers is strategically positioning the brand in anticipation of these issues (Jewell & Saenger, 2014). They must determine whether to pursue a limited positioning centred on a primary benefit or to adopt a broader positioning encompassing multiple benefits. This research examines strategic decisions within a dynamic environment, where the focus brand confronts a new entry in the defence category or endeavours to grow offensively into new categories. The traditional method of brand positioning is the unique selling proposition (USP) framework established by Rosser Reeves in 1961. Per USP, brand managers ought to position their brands based on one or several distinctive advantages that differentiate the brand from its competitors (Niu & Wang, 2016), and target the most valuable consumers based on the alignment of these advantages with their needs (Haley, 1968). The objective is to create several positive brand associations in consumers' memory (John et al., 2006) and enhance the robustness of such associations. Brand managers prioritise reiterating a restricted array of benefits in their positioning strategies rather than expanding the range of advantageous offerings. These limited advantages should be pertinent to consumers and ideally not possessed by competing companies (Keller et al., 2010). Articulating a distinct Unique Selling Proposition (USP) is essential in advertising to distinguish a brand within the marketplace (Dens & Pelsmacker, 2010). New and existing items must be meticulously crafted to meet the certain requirements of a particular market niche (Haley, 1968)—numerous products endeavour to target multiple segments concurrently. Consequently, companies cannot optimise their attractiveness to any market niche, jeopardising the clarity of their brand image. Previous work indicates that broad brand positioning simultaneously communicates several benefits and enhances brand salience in consumers' recollections across various consumption contexts, positively influencing brand choice. In low-involvement contexts, customers like a fictional automobile brand with nine features over one with three features (Alba & Marmorstein, 1987). Recent research indicates that a brand's association with numerous benefits significantly increases the likelihood of consumer consideration for purchase, enhances brand loyalty, and leads consumers to be more inclined to buy brand extensions from brands with multiple benefits (Romaniuk & Nenycz-Thiel, 2013). (Heckler et al., 2014) assert that effective product positioning frequently necessitates communication regarding many brand advantages. (Parker et al., 2018) Contend that a significant trend in branding is a reduction in the number of brands, which, through various category extensions, have expanded their value propositions across diverse product categories.

Not all brands that do positioning are successful. In the motorcycle industry in Indonesia, not all brands have succeeded in firmly placing their brands in the minds of consumers, resulting in low purchasing interest and, of course, low sales levels. Since entering Indonesia, the Honda motorcycle brand has tried hard to instil its brand impression on consumers with the word "efficient". Yamaha motorcycles instil their brand impression with the words "number one in the world", "increasingly ahead", and "others are left behind". Meanwhile, Suzuki motorcycles instil their brand impression through the words "innovation without stopping" and 'turn on your guts". The three motorcycle brands have long been in the Indonesian market, but have different brand performances. Honda is still the market leader with a share of more than 70%, Yamaha around 20%, and Suzuki only reaches around 0.2%. This study will analyse how the brand positioning efforts of the three motorcycles are carried out and how consumers perceive the three brands. This study also wanted to determine the relationship between brand positioning and psychological ownership.

LITERATURE REVIEW

2.1. Brand Positioning

The notion of positioning originated in the 1960s, when it was popularized in consumer product marketing by innovators like (Alpert & Gatty, 1969). They defined positioning as the differentiation of brands based on consumer perceptions, examining how variations in the positioning of organizational product brands, particularly through technological distinctions, influenced consumer perceptions amidst similar market offerings. Contemporary authors on positioning (Hooley et al., 1998) (Blankson & Kalafatis, 2004) assert that Ries and Trout were pioneers in defining positioning, originating from their 1969 article “Positioning is a game people play in today’s me-too market place,” published in the Industrial Marketing journal. In their foundational article, they characterized positioning as “a strategy for ‘staking out turf’ or ‘filling a slot’ in the cognition of target customers.” They subsequently popularized the concept by disseminating a series of articles in Advertising Age in 1972. “The Positioning Era Cometh,” a trilogy of articles featured in Advertising Age magazine. The innovative series depicted perceptual positioning concerning the concept of positioning, instigating a significant paradigm change in public perception of advertising and marketing, as well as in the strategies corporations employed to promote their products. In 1982, Ries and Trout released their book, Positioning: The Battle for Your Mind, which redefined the idea significantly. (Trout & Ries, 1986)define "Positioning" as the perception of a product, goods, service, company, institution, or individual. They observed that positioning pertains not to the product or service itself, but to the perceptions formed in the mind of the buyer or consumer.

2.2. What Is Brand Positioning?

Brand positioning is a deliberate and strategic endeavor by brand owners to cultivate a favorable view of their brand among consumers. It is defined as the process of crafting the company's product and image to secure a unique position in the perception of the target market (Kotler, 2003). Brand positioning encompasses the creative endeavors and strategic concepts employed to differentiate a brand and enhance its uniqueness.

The brand's status is contingent upon consumers. Brands may attempt to influence perceptions, although consumers ultimately determine a brand's position in their minds and hearts. It has been characterized as the contest for a position in the consumer's cognition. (Sengupta, 2016) articulates the concept of brand positioning as the act of acquiring mental space within consumers' brains. A brand can aspire to maintain its market place for an extended duration by modifying the quality and amount of its brand positioning tactics, encompassing marketing and advertising efforts. Similarly, numerous other potential firms are endeavoring to lease that space, presenting enticing proposals to captivate the consumer's attention.

Consumers have chosen to elevate a brand to a prominent status, potentially allowing only one brand to occupy that position at a time. Despite the existence of several vibrant and more conspicuous alternatives, consumers are more inclined to interact with the businesses they have elevated to a position of esteem. That is the brand they favor and prefer. Nevertheless, other factors could lead to the replacement of the brands on that pedestal. The favored brand may grow indifferent and neglect its esteemed status, leading the buyer to encounter superior brands or persuasive positioning methods from rival businesses.

This indicates that brands must acknowledge the necessity of always enhancing their product development and service quality while remaining cognizant of competing brands striving to secure consumer preference. This further emphasizes that brands must assert complete control over their leased area and exclude "squatters"—competing brands encroaching over it. Positioning is fundamental and crucial for brand management, warranting consideration at the level of a mission statement as it encapsulates the core of a brand (Aaker & McLoughlin, 2010)

Brand positioning is primarily influenced by objective factors such as pricing, service delivery, and product quality; however, additional elements including organizational structures, geographical reach, and business type are also crucial in shaping brand positioning (Kalafatis et al., 2000). A nascent brand will encounter numerous obstacles in its pursuit to achieve a competitive position, in contrast to a more established worldwide brand. The nature of the firm can affect its positioning in the consumer's mind. If technology companies occupy consumer mental space, there may be restricted opportunities for charitable organizations that require donations to be commercially viable. Among charitable organizations, larger entities may be more favorably perceived than their smaller counterparts. These challenges are genuine. Consequently, individual brands must acknowledge this and exert effort to distinguish themselves and establish a niche.

2.3. Conceptualizing Brand Positioining

https://doi.org/10.53067/ijomral.v3i1.330

(Keller et al., 2010) propose three inquiries that brand proprietors and managers must contemplate regarding their brand while formulating an appropriate positioning plan. They advocate for a shift away from focusing solely on distinctions in establishing a brand position, proposing that brand positioning should encompass more than merely emphasizing the advantages that differentiate each brand from its competitors. The three inquiries influenced the formulation of a brand position concept. These inquiries acknowledge the difficulties faced by both nascent brands and more established brands while expanding their product lines.

2.3.1. Stage 1: Frame of Reference

Brands must fulfill needs to guarantee their commercial viability and sustainability. A certain void exists in the life of an individual (potential brand user) that a brand is anticipated to fulfill. It is essential for the brand to acknowledge the need it aims to fulfill. (Keller et al., 2010) emphasized that brands must comprehend the contextual framework in which they operate and identify the characteristics they share with competitors. This reference framework indicates to consumers the objective they might anticipate attaining by utilizing the new brand. The target market must be acknowledged for the brand to exert influence. The brand must identify its customers within this context and occupy a position in their consciousness. The advantages that the brand can contribute must be emphasized. Similarly, the brand must remain cognizant of its competitors, such as taxi drivers. The creator of a charitable organization must identify the issues that require addressing. If it coincides with another charity, what are the distinguishing characteristics? It is essential to identify the points of parity and points of differentiation.

2.3.2. Phase 2—Point of Parity

Identifying a distinct need is insufficient for formulating a brand position; the need must be addressed in a distinctive manner. Initiating another Uber in a different country is inadequate. What is the country's distinct and particular requirement? The brand must identify the most effective means of delivering that service. (Keller et al., 2010) assert that brands must provide customers with justifications for why their product should be regarded as a valid and credible contender within that context. A brand need points of parity to be regarded favorably by consumers. There exist correlations that are not exclusively specific to the The point of parity pertains to belonging to a group, possessing the requisite characteristics of that group, and recognizing the necessity to distinguish oneself. A new application may be created to facilitate mobility in a specific area; but, if users are required to pay for the app, it lacks equity, as such applications are typically offered for free download. The Apple iPhone and Samsung Galaxy both feature a camera, touchscreen, and operate on an operating system. Consequently, a new mobile phone lacking those fundamental functions will be unsuccessful. Companies are increasingly embracing ethical standards, and brand information may be shared with other brands. If the brand lacks these associations, it will not be deemed relevant. The caliber of solutions within the context and in relation to competitors will affect their likelihood of acquiring clients (Aaker & McLoughlin, 2010)

2.3.3. Stage 3—Compelling Points of Parity

However, distinguishing oneself should not compromise the brand and must be financially viable. Any decision a brand makes to distinguish itself among competitors must yield a beneficial effect on both the brand and its users. It should be a mutually beneficial scenario for both parties. This unique solution emphasizes points of difference (PODs) for the brand in its strategic positioning. It highlights the characteristics and qualities of the brand that consumers can connect with (Claudiu-Cătălin, 2014). Consumers assert that this application is distinct from typical Uber or Lyft services due to specific features and functionalities. Brands can assert dominance over these exclusivities relative to other brands within the category. Their unique benefits distinguish them as the sole brand in the market with such advantages compared to others. Balancing these conceptual stages is crucial for effective brand positioning. The identified gap and need underscore the necessity for a point of parity, which should assure the buyer that the product possesses the essential features to fulfill their requirements (Rust et al., 2006). Concurrently, it must also present a point of difference that renders it unique, distinctive, and appealing. Mobile phones equipped with cameras represent a point of parity, while the necessity for a camera of specific quality constitutes a point of difference. While soft tissue paper is a necessity, there is a preference for tissue paper sourced from sustainable origins. Point of parity indicates that the product or service fulfills the fundamental requirements of the customer. The point of difference articulates the reasons why the product is superior to other brands that offer only basic features (Aaker, 2012).

2.4. Brand positioning of Yamaha, Honda and Suzuki

Efforts to instil the brand impression of the three Yamaha, Honda and Suzuki motorcycles are different. They have different, unique selling points. Yamaha emphasises excellence and speed, as reflected in their positioning of "Yamaha quality number 1" (1996-1998), "touching your heart" (2000-2003), "always ahead" (2003-2007) and "getting ahead" (2007-present). In addition, Yamaha's unique selling point is product advantages, benefits, and product variants (https://bangunbisnis.com/kata-kata-promosi-motor-yamaha/).

The brand positioning of Honda motorcycles has a unique selling point different from that of Yamaha and Suzuki. Honda has a unique selling point: (1) Legendary quality and fuel economy. Indonesians already know that the quality of Honda engines and spare parts is excellent. Aside from the toughness of the engine, Honda's fuel consumption is top-notch. Call it the legend of Honda's motorcycle, the Astrea 800, which can travel a distance of 100km with only 1 litre of gasoline. This motorcycle also has a performance that is still very decent on the streets. Of course, this is clear evidence that Honda's motorcycle engine is very tough and has very economical fuel consumption; (2) Various innovations in Honda's motorcycle runway kitchen also provide unquestionable power and durability. Regarding the issue of fuel economy, Honda's technology is still at the top. Call it FI, ISS, and eSP technology. Even though it carries so much technology, the fact is that the price of the latest Honda motorcycle in 2018 is still very competitive; (3) The official workshop network is easy to find. A good product must also be supported by good after-sales service. To provide convenience to customers, Honda has also opened many official workshops. This can be proven by the number of official workshops spread throughout Indonesia. However, you are far from an official Honda workshop. In that case, the customer can come to the Subscriber workshop. There is no need to worry because public repair shops can also handle problems with Honda motorcycles. For spare parts matters, customers do not need to worry because Honda spare parts are also easy to get, and the price is also relatively affordable, even spare parts for motorcycles 10 years ago are still easy to find (https://www.wahanahonda.com/blog/keunggulan-motor-honda-yang-menarik-hati-masyarakat-). Meanwhile, Suzuki's motorcycle brand positioning relies more on technological innovation. Suzuki claims to be a motorcycle with attractive design innovations, superior performance, using the latest technology, competitive prices and a wide service network https://www.idntimes.com/automotive/motorbike/pratama-200/kelebihan-motor-suzuki-c1c2?page=all). Suzuki made a tagline that shows the superiority of technological innovation, such as "non-stop innovation".

2.5. Psychological ownership

Psychological ownership of an object refers to the inference or feeling that the object belongs to the individual. A sufficient condition occurs when the object is considered an extension of the self(Belk, 1988). An object that elicits a sense of ownership among individuals generates collective psychological ownership, characterised by the perception that the object belongs to the group (e.g., an article or neighbourhood) (Pierce & Jussila, 2010). Individuals can possess intellectual and physical property, and similarly, they can experience psychological ownership over various abstract, experiential, and material objects, including ideas, rights, labour, organisations, homes, and common household goods. Psychological ownership exists on a continuum rather than as a binary concept. It is observed along a continuum. The variation is observed among different targets and individuals [8]. Numerous psychological and organisational theories indicate that psychological ownership of objects is derived from three antecedents identified by Sartre: perceived control, self-investment, and intimate knowledge (Iseki et al., 2022).

Perceived control refers to an individual's belief in their ability to influence or manage outcomes in their life. The perception of control over an object's use establishes psychological ownership from early childhood into adulthood (Peck & Shu, 2009). Physical manipulation of objects through touch and grasping establishes a sense of psychological ownership (Peck & Shu, 2009). Physical control is a significant indicator of ownership, particularly when an individual is the first to interact with an object or possesses a strong inherent need for control (Atasoy & Morewedge, 2018).

Investment in oneself. Locke's speculation that individuals possess ownership over their labour and the products of that labour suggests that psychological ownership increases when individuals invest resources, including time, labour, or money, into objects. Individuals demonstrate increased psychological ownership of an object when they have possessed it for an extended period, contributed labour to its creation, or incurred financial expenditure for it (Bagga et al., 2019). Control and self-investment serve as bases for legal ownership, exemplified by squatters' rights, wherein continuous possession of property can establish claims.

In-depth Understanding. A third proposed antecedent of psychological ownership is developing an intimate knowledge of objects through a "living relationship" with them (Pierce et al., 2001). The majority of evidence supporting this route is anecdotal. A more precise definition and additional empirical evidence for this hypothesis are required. Knowledge-driven ownership may be conflated with various factors linked to prolonged object ownership, including the significant self-investment necessitated by extended possession (e.g., maintenance and upkeep), or the meaningful memories and events that tend to be associated with objects held for longer durations (e.g., trips taken in a family car) (Grayson & Shulman, 2000). Psychological ownership increases with prolonged familiarity; however, it is established almost instantaneously, as evidenced by numerous laboratory demonstrations of the mere ownership and endowment effects.

Hipotesis

1. There is a difference in brand positioning between Yamaha and Honda motorcycles
2. There is a difference in brand positioning between Yamaha and Suzuki motorcycles
3. There is a difference in brand positioning between Honda and Suzuki motorcycles
4. Yamaha motorcycles are stronger in brand position according to Yamaha owners
5. Honda Motorcycles are stronger in brand position according to Honda owners
6. Suzuki motorcycles have a stronger brand position according to Suzuki owners

METHOD

This comparative study compares respondents' perceptions of the brand positioning of Yamaha, Honda and Suzuki motorcycle brands. The respondents of this study are motorcycle users from various brands circulating in Indonesia. The respondents were 398 people spread across Banten and West Java Provinces. The questionnaire is designed as a Google form and then distributed through WhatsApp media. The following are the instruments used to measure Brand positioning:

	Brand Positioning Honda	**Brand Positioning Yamaha**	**Brand Positioning Suzuki**
1	You often hear and see this tagline: "however Honda is superior"	You often hear and see this tagline: "Yamaha number one in the world"	You often hear and see this tagline: "Suzuki Innovation Is Endless"
2	You often hear and see the following tagline "the agile economic"	You often hear and see the following tagline "Yamaha is always ahead"	You often hear and see the tagline " Suzuki ignites your gut"
3	You often hear and see the following tagline "honda one heart"	You interpret the phrase "Yamaha number one in the world" with the phrase "Yamaha is getting ahead" has the same meaning	You mean the phrases "Endless innovation", " and "ignite your guts" to have the same meaning.
4	You interpret the phrases "however Honda is superior", "the agile and the one heart" have the same meaning.	Yamaha motorcycle jargon from time to time has always been consistent	Suzuki motorcycle jargon from time to time has always been consistent
5	Yamaha bike jargon from time to time has always been consistent	You often see and hear the phrase ""Yamaha number one in the world" with the phrase "Yamaha is getting ahead" on all promotional media (TV commercials, billboards, magazines, newspapers).	You often see the words "Endless innovation", the words "economical" and "light your guts" on all promotional media (TV commercials, billboards, Magazines, Newspapers).

6	You often see the word "superior", the word "envy" and the word "one heart" in all promotional media (TV commercials, billboards, magazines, newspapers).	When you remember Yamaha motorcycles, you always remember the word 'getting ahead of the curve'.	when you remember a Suzuki motorcycle you remember "Non-stop innovation"
7	When you remember Honda motorcycles, you always remember the words 'Honda is superior'.	When you remember Yamaha always remember the word 'number one in the world'.	when you remember your Suzuki motorcycle you remember "Turn on your gut"

The data analysis method in this study uses a paired average difference test (Putri et al., 2023). In this case, the test was performed by pairing the respondents' perception of Yamaha and Honda, then Yamaha and Suzuki, and Honda and Suzuki. In addition, this study also tests the difference in perception of Yamaha brand positioning. The data analysis method in this study uses a paired average difference test. In this case, the test was performed by pairing the respondents' perception of Yamaha and Honda, then Yamaha and Suzuki, and Honda and Suzuki. In addition, this study also examines the difference in the perception of Yamaha brand positioning based on Yamaha users and non-Yamaha users, the perception of Honda brand positioning based on Honda users and non-Honda users, and finally analyses the difference in the perception of Suzuki brand positioning based on Suzuki users and non-Suzuki users. Data analysis method to test brand positioning perception based on the owner will use One-Way ANOVA (Gillard & Gillard, 2020).

RESULT AND DISCUSSIONS

3.1.Respondent Characteristics

The following is the description of the research respondents presented in table 1 below:

Table 2: Respondent Description

Variables	Category	Frequency	Percentage
Gender	Man Woman	225 173	56.5 43.5
Year of Birth	1945-1964 1965-1976 1977-1994 1995-2010 2011-2025	2 26 178 187 5	5 6.5 44.7 47 1.3
Employment	Worker Staff Professional Managerial Entrepreneur	227 79 29 21 42	57 19.8 7.3 5.3 10.6
Education	<High School High School	53 143	21.2 23.8

	Diploma Bachelor	20 179	4.0 51.0
Possession	Yamaha Honda Yamaha, Honda Suzuki Honda and Suzuki Yamaha and Suzuki Yamaha, Honda and Suzuki Lainnya	74 213 61 2 11 8 25 4	19.2 53.0 26.5

Table 2 indicates that a significant proportion of respondents are women. Based on their birth years, the majority belong to the millennial generation (1977-1994) and Generation Z (1995-2010). The majority consists of workers. The majority of respondents are undergraduates. The majority of motorcycle ownership is attributed to Honda, with Yamaha and other brands following.

3.2.Paired Average Difference Test

In this section, we will analyse the difference in the average brand positioning of Yamaha and Honda, and then Yamaha with Suzuki and Honda with Suzuki. Table 3 shows the analysis results of the test differences on average. Based on the table, it can be seen that the average pair 1 brand positioning of Honda (24.7629) is greater than that of Yamaha (24.1546). In pair 2, the average brand positioning of Yamaha (24.1378) is slightly larger than Suzuki's (3.1459). In pairs 3, the average brand positioning of Honda (24.6953) is much greater than Suzuki's (22.6981).

Table 3: Paired Averages

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	BRAND POSITIONING YAMAHA	24.1546	388	3.91404	.19871
	BRAND POSITIONING HONDA	24.7629	388	4.13974	.21016
Pair 2	BRAND POSITIONING YAMAHA	24.1378	370	4.03574	.20981
	BRAND POSITIONING SUZUKI	23.1459	370	4.59884	.23908
Pair 3	BRAND POSITIONING HONDA	24.6953	361	4.11045	.21634
	BRAND POSITIONING SUZUKI	22.9861	361	4.43375	.23336

3.3.Brand Positioning Perception Based on Owners

Table 4 indicates the research results on brand positioning based on the owner. In other words, the Yamaha brand is perceived by Yamaha owners and non-Yamaha owners. Likewise, the Honda brand is perceived by Honda and non-Honda owners. The Suzuki brand is perceived by Suzuki and non-Suzuki owners. The results showed that Yamaha owners rated Yamaha's brand positioning (25,189) stronger than non-Yamaha (23,939 for Honda; 23.00 for Suzuki). Honda's brand positioning, according to Honda owners, is also much stronger (25,555) than that of

Yamaha (23,0563) and Suzuki (23.00). Suzuki owners' perception of Suzuki's brand positioning is also slightly higher (23.55) than Yamaha (23.04) and Honda (23.27).

Table 4: Brand positioning Based on Owners

		N	Mean	Std. Deviation
BRAND POSITIONING YAMAHA	Yamaha	74	25.1892	4.29615
	Honda	213	23.9390	3.90465
	Suzuki	2	23.0000	2.82843
BRAND POSITIONING HONDA	Yamaha	71	23.0563	3.97452
	Honda	209	25.5550	4.18538
	Suzuki	2	23.0000	2.82843
BRAND POSITIONING SUZUKI	Yamaha	68	23.0441	4.39618
	Honda	200	23.2700	4.63947
	Suzuki	2	23.5000	3.53553

3.4. Hypothesis Testing

Table 5 shows the results of the hypothesis testing that have been submitted. Based on the test results, in the first pair, the average difference between Yamaha and Honda's brand positioning is -0.60825, which means that Honda's average brand positioning is stronger than Yamaha's. In the second pair, the average difference between Yamaha's brand positioning and Suzuki's is 0.99189, which means Yamaha's brand positioning is stronger than Suzuki's. In the third pair, the average difference in Honda's brand positioning is 1.70914, which means Honda's brand positioning is stronger than that of Suzuki. Based on the hypothesis test results, the entire P-value shows less than alpha 5% or 0.05. Therefore, the 1st, second and third hypotheses are accepted, so it can be stated that the brand positioning of Yamaha, Honda and Suzuki differs in strength. Honda's brand positioning is the strongest, followed by Yamaha and Suzuki, occupying the weakest brand positioning.

Table 5: Hypothesis Testing

		Mean	Std. Deviation	t	Sig. (2-tailed)
Pair 1	BRAND POSITIONING CONSISTENCY YAMAHA - BRAND POSITIONING CONSISTENCY HONDA	-.60825	3.81363	-3.142	.002 (Approved)
Pair 2	BRAND POSITIONING CONSISTENCY YAMAHA - BRAND POSITIONING CONSISTENCY SUZUKI	.99189	3.97314	4.802	.000 (Approved)

Pair 3	BRAND POSITIONING CONSISTENCY HONDA - BRAND POSITIONING CONSISTENCY SUZUKI	1.70914	4.01264	8.093	.000 (Approved)

Next, the 4th, 4th and 6th hypothesis tests were carried out. The test results are in Table 6, which shows that Yamaha's brand positioning according to Yamaha owners is no different from the brand positioning of the Honda and Suzuki brands. Meanwhile, according to Honda owners, Honda's brand positioning is stronger than that of Yamaha and Suzuki. Meanwhile, Suzuki's brand positioning, according to Suzuki owners, is no different from the brand positioning of the Yamaha and Honda brands. Thus, these results show that Honda's brand positioning is firm according to its owners.

Table 6 : Hypothesis Testing

		F	Sig.
BRAND POSITIONING YAMAHA	Between Groups	1.317	.240 (reject)
	Within Groups		
	Total		
BRAND POSITIONING HONDA	Between Groups	3.912	.000 (Approved)
	Within Groups		
	Total		
BRAND POSITIONING SUZUKI	Between Groups	.576	.775 (reject)
	Within Groups		
	Total		

Discussion

The 1st, 2nd and 3rd hypothesis tests showed significant differences in the brand positioning of Yamaha, Honda and Suzuki motorcycles. Honda's brand positioning is stronger than that of Yamaha and Suzuki. The results of this study indicate that brand positioning efforts with consistent efforts through promotional media, with a strong message and carried out continuously all the time, will produce a deep impression in the minds of consumers. Strong message marketing, compelling message appeal and frequency of message exposure will increase the success of the promotion (Ginting, 2020). This research is in line with previous research, which stated that efforts to expose unique message content, consistent in exposure over time, will increase advertising effectivity (Castañeda-García et al., 2020; Mafael et al., 2021).

The fourth hypothesis test showed that Yamaha motorcycle owners. However, they had a higher rating for Yamaha than Honda and Suzuki, and the difference was insignificant. Therefore, it can be concluded that Yamaha owners did not judge Yamaha's brand positioning differently than the Honda and Suzuki brands. This study shows that people who have Yamaha are less in psychological possession. In other words, Yamaha motorcycles are not objects that can show self-concept. Yamaha motorcycles are perceived as objects that can be controlled, not as ones integrated with the self (Atasoy & Morewedge, 2018). The sixth hypothesis is also the same conclusion: the Suzuki brand by Suzuki owners is no better than Yamaha and Honda.

The 5th hypothesis tests showed that consumers who owned Honda motorcycles gave a stronger perception of brand positioning to Honda than to Yamaha and Suzuki brands. In the case of the Honda brand, there has been a strong and positive association between the self and the object (Honda motorcycle). A psychological bond exists between the self and the object, so Honda owners will better judge what they have (Morewedge, 2021). The results of this study are also relevant to the theory of ownership, which suggests that psychological ownership of objects is a form of self-meaning, which, if expanded, shows a person's self-concept (Iseki et al., 2022).

CONCLUSION

Brand positioning as an effort to put the brand image in the minds of consumers is a significant effort so that the product brand is firmly embedded. Brand positioning efforts can be through promotional efforts that involve the message's content, the media's message, and the frequency of message delivery. A unique message often presented to consumers will increase the effectiveness of promotions. Brand positioning is also related to psychological ownership. Consumers who have particular objects will try to relate themselves to specific objects. In this case, motorcycles and self-relations with particular objects can be in three relationships: perceived control, self-investment, and intimate knowledge. Thus, the more a person feels his or her relationship with the object of possession, the more he or she will judge what he or she has as something better than others in the same product category. In this case, Honda owners consider Honda to be better than the Yamaha and Suzuki brands, and therefore, Honda's brand positioning is considered stronger than that of Yamaha and Suzuki.

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