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BRAND IMAGE ANALYSIS OF VEHICLE-WRAPPING ADVERTISING
APPS IN INDONESIA

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ABSTRACT

The update on technology information, particularly on mobile application has provided an opportunity for various types of companies to present and selling products and services directly to consumers. Many company selling identical products and services through different online shopping sites using different brand images. Now the company can also sell their products and services with the help of mobile application to better suited for the growing number of customer. The aim of this study is to determine any differences in brand images of vehicle wrapping advertising apps in Indonesia. The measurement will be based on six factors, including: Attributes, Benefits, Cultures, Values, Personality and User. Data obtained by distributing questionnaires to respondents who uses their vehicle for vehicle wrapping advertising, particularly motorcycle and car. The responded for this research have been collected from January to April 2018. Method that will be used for data analysis is ANOVA. Results obtained shown that there are a difference in terms of Attribute and Value. While, on the other hand there is no difference found in terms of Value and Personality. These results can be useful for new or current companies that already have or about to create or improve vehicle wrapping advertising apps to be able to enhance their brand image to separate from the others.

INTRODUCTION

The development of information technology in Indonesia provides new opportunities for various types of companies, both small and large, to use this technology as a new tool in marketing and sales of goods or services to consumers directly. A company may conduct marketing by distributing brochures and catalogs to its customers through its own website or through other online communication means, e.g., e-mail, Facebook, Line, and BBM. The brochures and catalogs contain information about the company itself in

the form of details of its business activities as well as the goods or services traded.

Further, a company can also participate in advertising its products and services by utilizing apps provided to the customer, i.e., apps that explain how to use a consumer vehicle for advertising. For example, a vehicle will be wrapped with a sticker, provided by the company, which will be used for advertising, and the owner of the vehicle can obtain cash for letting the company advertise its product and services as a result.

Vehicle-wrapping advertising apps can be used not only as a complement but also as other alternatives besides regular advertising method. In addition, a company can also use the vehicle-wrapping advertising apps as a marketing medium to deliver information about its products and services, where it no longer has to make and print brochures and catalogs.

According to Pratama (2018), 10 startup vehicle-wrapping advertising apps in Indonesia, e.g., Ubiklan, StickEarn, and Promogo, provide services to vehicle owners to earn extra income by letting their vehicle become a traveling advertisement board. Following the increasingly mobile apps with similar functions in Indonesia itself, the company that created this kind of app is facing tight competition, with its own advantages and shortcomings in presenting its service through the Internet; therefore, each vehicle-wrapping advertising app must have a brand that can compete with each other. The main issue addressed in this research asks if there is a difference in brand image of each vehicle-wrapping advertising app in Indonesia. Thus, this study will look at the factors that affect the strength of a brand, e.g., attributes, benefits, values, culture, personality, and users.

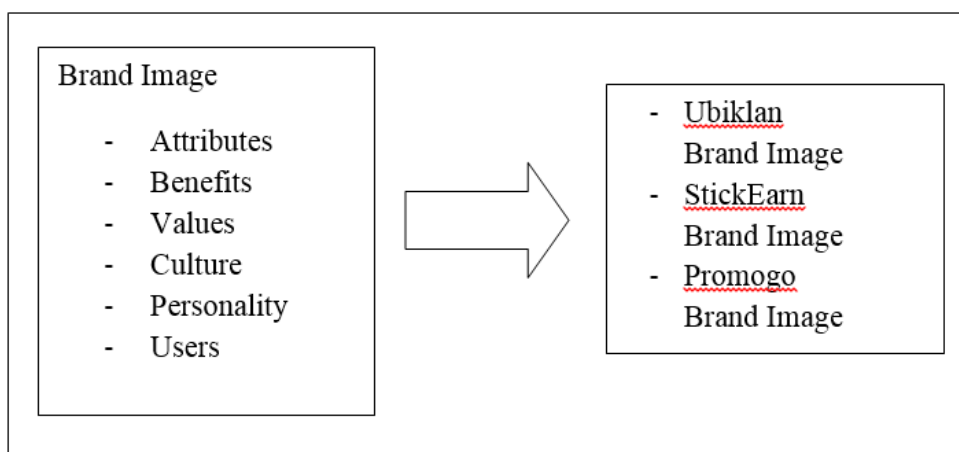


Figure 1. Brand Research Model

The purpose of this study is to demonstrate the difference in brand image of vehicle-wrapping advertising apps by examining attributes, benefits, values, culture, personality, and users. Samples to be collected are from Bina Nusantara University students who have used one of the vehicle-wrapping advertising apps. This research will focus on brand image, not specifically other brand strategies.

LITERATURE REVIEW

This study is based on four previous pieces of literature. The first research, “The Influence of Brand Image on Consumer Buying Interest (A Study of

Lion Air Airline as Low Cost Carrier),” was conducted by Maunaza (2012). The result is that consumer buying interest is influenced by brand image, thus indicating that brand image has a direct effect on influencing consumer buying interest.

The second research, titled “Product Quality and Brand Image of McDonald’s: Influence on Consumer Satisfaction,” was conducted by Evawati (2012). The result from the research revealed that the variables of product quality and brand image had a significant effect on consumer satisfaction. The third research titled, “The Impact of Brand Image and Corporate Branding on Consumer Choice: The Role of Brand Equity” was conducted by Sallam (2016). The result obtained from the research was that corporate branding had a more positive impact on brand equity, while the results showed that brand image had no impact on brand equity.

The fourth research, titled “Factors Influencing Brand Image in the Banking Industry of Iran,” was by Momeni, Khesal, Roustapisheh, and Zohoori (2013). This research concentrated on factors influencing relationships among service quality, brand image, and advertisements. The study highlighted that two important factors may affect brand image in the banking industry. Advertisements are powerful tools is the first factor, and they can be utilized via TV, in print, or online. On the other hand, service quality is the second factor; it includes *tangibles*, *reliability*, *assurance*, *responsiveness*, and *empathy*.

According to Kotler and Armstrong (2014), brand image is a set of beliefs that exist in certain brands. Consumer confidence may differ based on experience from perceptions, vagueness, and certain vulnerabilities. In addition, a brand has two uses: to establish relationships between buyers and sellers and to introduce similar interests to parties in a company, including employees and partners. The brand itself has its own peculiarity to the buyer, that is, it makes it easier in selection because it lowers search costs and speeds up transaction time, minimizes risk with certainty in quality and ease in procuring and reaffirming the brand identity. Advantages for the seller are to provide a premium price of the brand, differentiation, marketing focus, simplification of message delivery, lower sales costs, certainty of future sales increase, obstacles for other competitors to enter, and efficiency in finding and maintaining consumers.

Kotler and Keller (2012) emphasized that a website is a significant part of the brand-building program because it can communicate information, association, and profit from other aspects of brand strategy. One of the key benefits of Internet sites over other media is the controlled environment. Consumers choose to enter a site by typing the URL or directly via the Web Link. They can also choose where they want to go and how long they are on the site, and they are more involved with the processes and messages of a brand.

Brand image, according to businessdictionary.com, is the impression in the consumers’ mind of a brand’s total personality, which make up real and imaginary qualities and may be considered shortcomings. Brand image is developed over time through advertising campaigns with a consistent theme and is authenticated through the consumers’ direct experience.

Brand image, according to Juneja (managementstudyguide.com), is the customers' current view about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. Brand image is the overall impression in a consumer's mind that is formed from all sources.

Consumers develop various associations with a brand. Based on these associations, they form brand image on the basis of subjective perceptions of bundled associations that the consumers have about the brand.

Brand identity is a set of unique associations used to create or maintain a brand by designers of marketing strategies (Aaker, 1996). This association illustrates the impression of what a brand brings and the promise made by the company to the consumer. The identity of a brand provides guidance on the purpose and intent of the mark. Brand identity can help in the relationship between the brand itself and its customers through the benefits it provides.

A mobile application, most commonly referred to as an app, is a type of application software designed to run on a mobile device, such as a smartphone or tablet computer. Mobile applications frequently serve to provide users with similar services to those accessed on PCs. Apps are generally small, individual software units with limited function. This use of app software was originally popularized by Apple Inc. and its App Store, which offers thousands of applications for the iPhone, iPad, and iPod Touch (Technopedia.com)

MATERIALS AND METHODS

Data sources for this study were obtained by distributing questionnaires from January to March 2018 to vehicle owners (car or motorcycle) who are familiar with and use the available car-wrapping advertising app. This research is in the form of descriptive analysis that aims to explain the difference of brand image from available vehicle-wrapping advertising apps through analyzing attributes, benefits, values, culture, personality, and users. The number of samples were determined through Slovin's formula (equation 1). In this case, the total population is 100 and margin of error is 10%; thus, the number of samples is 50 respondents. Variables in this questionnaire use a 5-level Likert scale. Moreover, the measured variables are explained in several indicators, and each indicator contains several sub indicators. Sub indicators will be used to compile the items of the instrument via questionnaire.

This research employs validity and reliability tests to ensure the measurement and reliability of the instrument for each variable. By using significant alpha $\alpha = 0.05$, if the results obtained from data processing are greater than 0.05, it can be said that there is a difference between the population or sample of the variables studied. After using the ANOVA test, the author will perform multiple comparisons, with the aim of finding and comparing each vehicle-wrapping advertising from one another.

RESULTS AND DISCUSSIONS

Reliability test results and validity for factors affecting brand image from Ubiklan, StickEarn, and Promogo are shown in Tables 2–4, respectively. From all six factors that affect brand image, benefit and user received the

lowest score for Ubiklan, StickEarn, and Promogo. Hence, it can be concluded that both of these factors are not feasible to be tested ($\alpha < 0.6$). The ANOVA test should at least compare two out of three vehicle-wrapping advertising apps.

After reliability and validity tests are done to discover the appropriate variables, the next step is to test ANOVA to discern any difference in brand image among Ubiklan, StickEarn, and Promogo. The result from ANOVA test concluded that there is a difference in terms of attributes and value to the brand image of Ubiklan, StickEarn, and Promogo. Moreover, it is found that there is no difference in terms of cultures and personality.

Table 1. *Instrument Variable Research*

Variable	Indicator	Sub Indicator	Number of Instrument Item
Attributes (X1)	1. Completeness of services type	1. Various types of services	1
	2. Appearance	2. Site appearance	2
	3. Service	3. 24 hours site service	3
Benefits (X2)	1. Consumer expectations	1. Variety of product that meet customer expectation	4
	2. Benefits of product information	2. Benefits of the product to the consumers	5
	3. Easiness	3. Ease of access to the site	6
Values (X3)	1. Value offered	1. Price variations	7
	2. Reliability	2. Trusted service	8
Cultures (X4)	1. Language	1. Use of clear language	9
	2. Technology	2. Use of the latest technology for delivery	10
	3. Shopping culture	3. Make purchases of products online	11
Personality (X5)	1. Personality	1. Personality of online shopping sites	12
	2. Apps name	2. Name of mobile apps that is easy to remember	13
	3. Facilities	3. Convenience of facilities	14
User (X6)	1. Age of consumers	1. Used by teenager to adults	15
	2. Job		16

-
2. Used by various job backgrounds
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Source : Kotler & Amstrong (2014)

Table 2. *Reliability Test Results and Validity Factors Affecting Ubiklan Brand Image*

Factors that affect Brand Image	Reliability Test Results and Validity
Attributes	0.681
Benefit	0.02*
Value	0.69
Culture	0.653
Personality	0.73
User	0.320*

Table 3. *Reliability Test Results and Validity Factors Affecting Stickearn Brand Image*

Factors that affect Brand Image	Reliability Test Results and Validity
Attributes	0.6
Benefit	0.390*
Value	0.87
Culture	0.625
Personality	0.75
User	0.31*

Table 4. *Reliability Test Results and Validity Factors Affecting Promogo Brand Image*

Factors that affect Brand Image	Reliability Test Results and Validity
Attributes	0.62
Benefit	0.391*
Value	0.79
Culture	0.609
Personality	0.786
User	0.435*

Table 5. *Descriptive Analysis for Attributes Factors*

Online Site	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		

Ubiklan	51	4.33	0.476	0.067	4.20	4.47	4	5
Stickearn	51	4.04	0.196	0.027	3.98	4.09	4	5
Promogo	51	3.98	0.424	0.059	3.86	4.10	3	5
Total	153	4.12	0.413	0.033	4.05	4.18	3	5

Table 6. Anova Test for Attributes Factor

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.647	2	1.824	12.302	0.000
Within Groups	22.235	150	0.148		
Total	25.882	152			

Table 7. Test Multiple Comparisons for Attributes Factors

	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Ubiklan	Stickearn	0.294*	0.076	0.000	0.11	0.47
		Promogo	0.353*	0.076	0.000	0.17	0.53
	Stickearn	Ubiklan	-0.294*	0.076	0.000	-0.47	-0.11
		Promogo	0.059	0.076	0.721	-0.12	0.24
	Promogo	Ubiklan	-0.353*	0.076	0.000	-0.53	-0.17
		Stickearn	-0.059	0.076	0.721	-0.24	0.12
Bonferroni	Ubiklan	Stickearn	0.294*	0.076	0.000	0.11	0.47
		Promogo	0.353*	0.076	0.000	0.17	0.53
	Stickearn	Ubiklan	-0.294*	0.076	0.000	-0.47	-0.11
		Promogo	0.059	0.076	0.721	-0.12	0.24
	Promogo	Ubiklan	-0.353*	0.076	0.000	-0.53	-0.17
		Stickearn	-0.059	0.076	0.721	-0.24	0.12

* The mean difference is significant at the 0.05 level.

Table 8. Descriptive Analysis for Culture

Vehicle Wrapping Advertising App	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Ubiklan	51	4.22	0.415	0.058	4.10	4.33	4	5
Stickearn	51	3.90	0.539	0.075	3.75	4.05	3	5
Promogo	51	3.90	0.539	0.075	3.75	4.05	3	5
Total	153	4.01	0.519	0.042	3.92	4.09	3	5

Table 9. Anova test for Culture

	Sum of	df	Mean	F	Sig.
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	Squares	df	Mean Square	F	Sig.
Between Groups	3.346	2	1.673	6.667	0.302
Within Groups	37.647	150	0.251		
Total	40.993	152			

Tabel 10. *Multiple Comparisons Test for Culture*

	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Ubiklan	StickEarn	0.314*	0.099	0.005	0.08	0.55
		Promogo	0.314*	0.099	0.005	0.08	0.55
	StickEarn	Ubiklan	-0.314*	0.099	0.005	-0.55	-0.08
		Promogo	0.000	0.099	1.000	-0.23	0.23
	Promogo	Ubiklan	-0.314*	0.099	0.005	-0.55	-0.08
		StickEarn	0.000	0.099	1.000	-0.23	0.23
Bonferroni	Ubiklan	StickEarn	0.314*	0.099	0.006	0.07	0.55
		Promogo	0.314*	0.099	0.006	0.07	0.55
	Stickearn	Ubiklan	-0.314*	0.099	0.006	-0.55	-0.07
		Promogo	0.000	0.099	1.000	-0.24	0.24
	Promogo	Ubiklan	-0.314*	0.099	0.006	-0.55	-0.07
		StickEarn	0.000	0.099	1.000	-0.24	0.24

* The mean difference is significant at the 0.05 level.

Table 11. *Descriptive Analysis for Personality*

Online Site	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
					Lower Bound	Upper Bound		
Ubiklan	51	3.90	0.671	0.094	3.71	4.09	4	5
Stickearn	51	3.82	0.590	0.083	3.66	3.99	3	5
Promogo	51	3.71	0.460	0.064	3.58	3.84	3	4
Total	153	3.81	0.582	0.047	3.72	3.90	3	5

Table 12. *ANOVA Test for Personality*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.993	2	0.497	1.475	0.232
Within Groups	50.510	150	0.337		
Total	51.503	152			

Table 13. *Multiple Comparisons Test for Personality*

	(I) Group	(J) Group	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Ubiklan	Stickearn	0.078	0.115	0.774	-0.19	0.35
		Promogo	0.196	0.115	0.206	-0.08	0.47
	Stickearn	Ubiklan	-0.078	0.115	0.774	-0.35	0.19
		Promogo	0.118	0.115	0.563	-0.15	0.39
	Promogo	Ubiklan	-0.196	0.115	0.206	-0.47	0.08
		Stickearn	-0.118	0.115	0.563	-0.39	0.15
Bonferroni	Ubiklan	Stickearn	0.078	0.115	1.000	-0.20	0.36
		Promogo	0.196	0.115	0.270	-0.08	0.47
	Stickearn	Ubiklan	-0.078	0.115	1.000	-0.36	0.20
		Promogo	0.118	0.115	0.923	-0.16	0.40
	Promogo	Ubiklan	-0.196	0.115	0.270	-0.47	0.08
		Stickearn	-0.118	0.115	0.923	-0.40	0.16

* The mean difference is significant at the 0.05 level.

Table 14. *Descriptive Analysis for Value*

Online Site	N	Mea n	Std. Deviati on	Std. Erro r	95% Confidence Interval for Mean		Mi n	Ma x
					Low er Boun d	Upper Bound		
Ubiklan	51	4.00	0.632	0.08 9	3.82	4.18	4	5
Stickearn	51	3.73	0.666	0.09 3	3.54	3.91	3	5
Promogo	51	3.33	0.622	0.08 7	3.16	3.51	3	5
Total	15 3	3.69	0.693	0.05 6	3.58	3.80	3	5

Table 15. *ANOVA Test for Value*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	11.451	2	5.725	13.967	0.000
Within Groups	61.490	150	0.410		
Total	72.941	152			

Table 16. *Multiple Comparisons Test for Value*

	(I) Group	(J) Group	Mean Differen ce (I-J)	Std. Erro r	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Tukey HSD	Ubiklan	Stickearn	0.275	0.127	0.081	-0.03	0.57
		Promogo	0.667*	0.127	0.000	0.37	0.97
	Stickearn	Ubiklan	-0.275	0.127	0.081	-0.57	0.03
		Promogo	0.392*	0.127	0.007	0.09	0.69
	Promogo	Ubiklan	-0.667*	0.127	0.000	-0.97	-0.37
		Stickearn	-0.392*	0.127	0.007	-0.69	-0.09
Bonferro ni	Ubiklan	Stickearn	0.275	0.127	0.096	-0.03	0.58
		Promogo	0.667*	0.127	0.000	0.36	0.97
	Stickearn	Ubiklan	-0.275	0.127	0.096	-0.58	0.03
		Promogo	0.392*	0.127	0.007	0.09	0.70
	Promogo	Ubiklan	-0.667*	0.127	0.000	-0.97	-0.36
		Stickearn	-0.392*	0.127	0.007	-0.70	-0.09

* The mean difference is significant at the 0.05 level.

CONCLUSIONS

Based on the above results, it can be concluded that there is a difference in terms of attributes and value to the brand image of Ubiklan, StickEarn, and Promogo. Ubiklan and StickEarn have the highest results of brand image in terms of attributes, which means that they are better in depicting attributes of the vehicle-wrapping advertising app, variety of products offered and the company advertisement offered, and mobile app appearance depicting that it is a vehicle-wrapping advertising app. Moreover, Ubiklan seems to perform better than its competitors StickEarn and Promogo in terms of attributes and value. Hence, it can be concluded that Ubiklan has been able to offer products with better service, better quality product, more reliability in terms of product information, availability and each company advertisement or promotion, clear language used to deliver information in the site, the use of the latest technology related to vehicle-wrapping advertising apps, and the easiness to access that creates comfort and safety in the app itself. On the other hand, based on this research, no difference was found in terms of cultures and personality factors, which means that all apps offer similar appearance and

facilities. These results can be useful for new or current companies that already have or are about to create new or updated versions of their own vehicle-wrapping advertising app for enhancing their brand image based on attributes and value, in order to better distinguishing their competition. Further research can be done by measuring the level of customer satisfaction with certain brand image or by repeating the study with different population samples.

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