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The Effect of Brand, Price, and Social Media on Car Tire Sales Volume at Station Tire Shop Grobogan

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Abstract

Brand, price, and social media are significant determinants in customer purchasing decisions. Conversely, consumer comprehension of these issues is often flawed. This study seeks to examine the impact of brand, pricing, and social media on the sales volume of vehicle tires at a tire station in Grobogan. This Small Medium Enterprise (SME) has been operational for over nine years and employs diverse marketing methods to enhance projected sales. Brand attributes, competitive pricing, and active engagement on Facebook will be crucial in enhancing sales volume. The study employed quantitative data by administering questionnaires to 100 respondents and using Multiple Linear Regression Analysis to examine the link between independent factors (brand, price, social media) and the dependent variable (sales volume). The results indicate that brand, price, and social media significantly impact the enhancement of vehicle tire sales at the Tire Station enterprise.

Keywords

Brand, Price, Social Media, Sales Volume, Small Medium Enterprise.

1. Introduction

Brand, pricing, and social media are critical elements in the intensifying fight for automotive tire sales. Comprehending marketing and social media techniques is crucial for achieving sales success. Individuals and companies have numerous hurdles in marketing appealing car tires. In the market, strategic strategy reflects a comprehensive conceptual framework for how a corporation might operate to achieve its objectives effectively (Dwivedi & McDonald, 2020). To thrive in a swiftly evolving business landscape, organizations must design effective sales tactics that distinguish them from competitors in the automobile sector. Kotler & Armstrong (2011) define sales strategy as a social managerial methodology wherein individuals or groups acquire their needs and desires by generating and trading items and value with others.

In the digital age, social media has emerged as a crucial marketing tool across several industries, including the automobile sector specializing in tire sales (Malarvizhi, 2022). The utilization of social media platforms, such as Facebook, enables companies to engage directly with consumers, introduce brands, and enhance sales. As a crucial element of the promotional mix, social media is extensively employed to facilitate direct communication with customers and generate favourable word-of-mouth in the marketplace. This trend is attributed to the growing prominence of social media marketing, wherein diverse platforms are leveraged to fulfill marketing communication objectives and branding (Levrini et al., 2021).

Small and Medium-Sized Enterprises (SMEs) are universally acknowledged as the cornerstone of numerous national economies, significantly contributing to employment generation, poverty reduction, and overall GDP expansion. Consequently, SMEs must adopt innovative marketing and promotional strategies, including social media, to leverage the advantages of network development that can enhance profitability (Putranti et al., 2020).

This study will utilize the Tire Station shop as the research subject. The Business Station has operated in the automotive sector since 2015, specializing in maintenance and sales, including spooling, balancing, and offering a range of tire brands and price options. This study is essential for examining the impact of brand, price, and Facebook social media on vehicle tire sales, with the objective of determining the degree of influence to develop more effective sales strategies aimed at enhancing sales volume at the Grobogan tire station business. This research aims to examine the impact of brands, pricing, and Facebook social media on automobile tire sales, as well as the combined effect of these factors on sales at the Tire Station business.

2. Literature Review

A brand is a tangible embodiment of a collection of meanings, values, traits, and experiences associated with a product or service, identifiable by a name, logo, and visual language that delineates its entire identity. Aaker (2002) posits that a brand must serve as a symbol from which customers derive specific values and features, embodying distinctive characteristics that forge a link between the individual and the brand (Levrini & Dos santos, 2021). The impact of brands on car tire sales is significant; a brand's reputation and credibility are crucial in the consumer decision-making process. A reputable and trusted brand can instil confidence in customers regarding product quality. For instance, Bridgestone is a prominent tire brand in the market. Due to their endurance and performance, buyers frequently opt to pay a premium for Bridgestone tires, attributable to the brand's esteemed reputation for quality. Conversely, lesser-known brands lacking a robust identity must depend on competitive pricing and promotions to attract customers (Shimul, 2022).

Assert that pricing serves as a tangible reference for customers in their purchasing decisions. The price variable is consistently evident in daily transactions and signifies the economic spending value as defined by Zeithaml (1988). Studies such as Nevin and Houston (1980), Mitchell (2010), and Kara et al. (2009) indicate that customers do not invariably perceive prices negatively as an economic burden; rather, price constitutes a multifaceted element in purchasing decisions. They contend that pricing may indicate product quality and signify elegance and prestige. Consumers' pricing image is influenced by their perceptions of the role of price, whether unfavourable or positive (Levrine & Dos Santos, 2021).

Two critical concepts in price image formation are value consciousness and price consciousness. Value consciousness pertains to consumer evaluations during purchasing decisions, where the price paid is assessed against the benefits derived from the product or service. Price consciousness, on the other hand, refers to consumers' perceptions of prices and their interest in saving money, often prioritizing lower prices (Levrini & Dos Santos, 2021). A renowned brand possesses a symbolic dimension that enhances its perceived worth. Consequently, when a brand name signifies a company's reputation, people may favor utilizing the brand to deduce quality and influence purchasing value above price (Levrini & Dos Santos, 2021).

Defining and comprehending the phrase "social media" is essential prior to delving into social media marketing. Social media networks are internet-based software communities that emphasize the theoretical and technical principles of Web 2.0, enabling user-generated content generation and diversity, as stated by Kaplan & Haenlein (2010). Social media utilizes diverse platforms for social networking, including forums, Twitter, and microblogging. At now, Facebook, Twitter, and YouTube are the most frequently utilized social media platforms (Pham & Gammoh, 2015; Guha et al., 2021).

Social media has increasingly been utilized for numerous craft items across several countries; for instance, a study in Indonesia demonstrates its application as a promotional tool in diverse craft enterprises (Rahadi & Abdillah, 2013). This study indicates that 35% of craft business participants have utilized social media for promotional objectives, with Facebook (46%), Twitter (39%), and blog sites (15%) being the most prevalent platforms (Chen & Wang, 2021). This research examines the role of social media as an independent variable in influencing brand awareness, highlighting several key advantages, including low costs, rapid recognition, global distribution, and direct consumer engagement for more personalized communication and transactions with customers (Guha et al., 2021).

The primary objective of online brand communities on social media is to cultivate relationships with consumers, gather profiles, and acquire insights into customers' experiences with the brand. Habibie et al. (2014) assert that increased participation of members in community activities correlates with enhanced collaboration and interaction with the brand, thereby elevating prospective purchasing behavior. Customer engagement, a crucial element of customer relationship management, is defined as a psychological state arising from interactive and creative customer experiences. It significantly enhances brand performance by fostering connections and interactions with customers through emotional, cognitive, and behavioral engagement, thereby generating shared value among companies, brands, and customers. Elevated customer engagement fosters robust consumer relationships, enhancing feelings of connection and commitment to brand awareness, increasing trust in selected brands, and augmenting brand satisfaction and loyalty (Yost et al., 2021).

The collaborative development of brand messages and customer participation in the consumption and exchange process can be classified as "passive" or "active" (Fernandes & Remelhe, 2016). The advantages of active participants enable

customers to generate value with the company by engaging in company-initiated activities on social media that assist in shaping their identity, articulating their preferences, interacting with other users, and crafting distinct experiences (Liu & Jo, 2020). The fundamental principle of brand co-creation is that social media engagement must be informed by a profound comprehension of customers and their allegiance to the brand. Consequently, social media ought to be managed by sales and marketing, as these departments possess the most comprehensive understanding of customers and can leverage technology to foster deeper connections between customers and brands. This entails recognizing the significance of social media within the sales force and the sales process, as well as advocating for the development of customer-specific social media success metrics and value propositions. Social media applications can be categorized into three primary objectives: brand awareness, brand engagement, and word of mouth. Each application possesses distinct metrics tailored to the attributes of a unique social media platform for evaluating the efficacy and attainment of each objective (Yost et al., 2021).

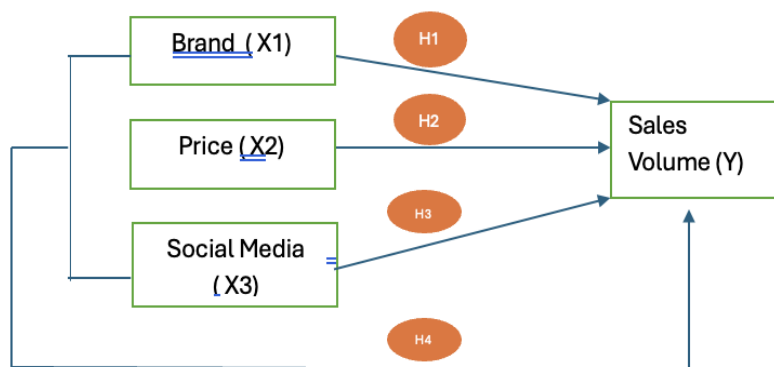


Figure 1. Framework of Thought (Model)

H1: Brand has a positive and significant effect on car tire sales.

H2: Price has a positive and significant effect on car tire sales.

H3: Social media (Facebook) has a positive and significant effect on car tire sales.

H4: Brand, price and social media simultaneously have a significant effect on car tire sales volume.

3. Methods

The investigation was conducted at the Ban Grobogan Station in Central Java. The participants in this study were Tire Station users who purchased automobile tires and actively sought information on tire brands and prices on Facebook. The study had a sample of 100 respondents. This research encompasses three independent variables: Brand (X1), Price (X2), and social media (X3), with Sales (Y) as the dependent variable. This research employs qualitative data, which is instrumental in examining the influence of an independent variable on a dependent variable. It is particularly beneficial in explanatory research, where the researcher systematically manipulates the independent variable to assess its impact on the dependent variable (Sugiyono 2013). The data gathering method utilizing a questionnaire presents a series of inquiries to respondents, anticipating their replies. According to Sugiyono (2016), the author developed a questionnaire comprising these questions for this research. Researchers employed multiple linear regression for data analysis. This analytical technique is widely employed, making it

straightforward to do technical tasks. Multiple Regression analysis (Hurriyanti & Gunarto, 2019).

4. Results and Discussion

Table 1 presents the R value, which signifies the correlation coefficient. The correlation coefficient is 0.844 for the specified value. This result indicates that the association among the three research variables is classified as very strong. This table provides the R Square value, or coefficient of determination, indicating the efficacy of the regression model created by the interaction of the independent and dependent variables. The coefficient of determination is 0.712, indicating that the independent variables Brand, Price, and social media account for 71.2% of sales, while the remaining 28.8% is affected by external factors beyond these variables.

Table 1. R Square

R	R Square	Adjusted R Square	Std. Error of the Estimate
.844 ^a	.712	.703	1.718

a. Predictors: (Constant), social media, Brand, Price

The test findings in Table 2 indicate that the dependent variable possesses a regression coefficient of 0.71% and a computed F value of 79.108. The F-table value for N = 100 is 2.70. The computed F value exceeds the F table value, specifically $79.108 > 2.70$. The significance level is less than the predetermined significance limit, specifically $0.01 < 0.05$. This indicates that Brand, Price, and social media collectively extra substantial influence on the dependent variable (Sales).

Table 2. Simultaneous Tests

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	700.677	3	233.559	79.108	<.001b
Residual	283.433	96	2.952		
Total	984.110	99			

a. Dependent Variable: V Sales

b. Predictors: (Constant), social media, Brand, Price

The Table 2 is utilized to ascertain the significance level of the regression analysis. The criteria might be established based on the F test or significance value (Sig.). The most straightforward method is the Sig test. Given that if the Sig value is less than 0.05, the regression model is linear; otherwise, it is not. According to the third table, the acquired value is Sig = 0.01, which is less than the significance threshold of 0.05, indicating that the regression equation model derived from the research data is significant, so confirming that the linear regression model satisfies the linearity criteria.

Table 3. Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.487	2.283		.213	.831
Brand	.246	.110	.166	2.237	.028
Price	.238	.102	.188	2.330	.022
Social Media	.490	.059	.598	8.265	<.001

a. Dependent Variable: V Sales

The results from Table 3 show the partial impact of each independent variable on sales volume. The brand variable has a coefficient of 0.246 with a significance value of 0.028, indicating a positive and significant effect on sales, suggesting that improving brand perception can boost sales. The price variable has a coefficient of 0.238 with a significance level of 0.022, also indicating a substantial positive impact, meaning that competitive pricing strategies can enhance sales volume. Social media has the highest coefficient at 0.490 with a significance level of less than 0.001, highlighting its dominant influence on sales, particularly emphasizing the effectiveness of Facebook in driving vehicle tire sales.

The model summary correlation coefficient table indicates a robust relationship among the three variables affecting sales, as evidenced by the R Square value, or coefficient of determination (KD), which reveals that the independent variables Brand, Price, and social media account for a 71.2% contribution to the sales variable. (Y) and the remaining 28.8% are affected by factors external to the independent variable. Based on the ANOVA table, the computed F regression coefficient for the dependent variable exceeds the F critical value, indicating that Brand, Price, and social media collectively exert a substantial influence on the dependent variable, Sales. According to the coefficient table, it can be inferred that among the three factors, social media exerts the greatest influence on sales, with a value of 0.490.

5. Conclusion

The findings from Table 3 illustrate the individual influence of each independent variable on sales volume. The brand variable has a coefficient of 0.246 with a significance value of 0.028, indicating a positive and statistically significant relationship with sales. This suggests that enhancing brand perception can lead to increased sales, as customers tend to be more inclined to purchase from brands they perceive favourably. The price variable, with a coefficient of 0.238 and a significance level of 0.022, also shows a notable positive effect on sales, highlighting the importance of competitive pricing strategies in boosting sales volume. Businesses that offer products at attractive prices are likely to see higher sales, as price is a key factor in customer decision-making. Social media, particularly Facebook, exhibits the strongest influence with the highest coefficient of 0.490 and a significance level of less than 0.001. This significant result underscores the importance of leveraging social media platforms for marketing, as it has proven to be highly effective in driving sales, especially for products like vehicle tires. The findings suggest that a combination of strong brand perception, competitive pricing, and strategic social media engagement can effectively increase sales volume.

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