# CHAPTER I
# INTRODUCTION

## 1.1 Background

Indonesia is one of the precious place to grow a business. According to worldometer on their research, Indonesia in 2019 has 271,131,025 populations who live in 1,811,570 Km$^2$. This is the reason why Indonesia become one of the favorable of brands around the world come to Indonesia to grow. With this number, indonesia's population is equivalent to 3.51% of total world population. In addition, it is assumed that the higher of population in this country, the higher numbers of brands will grow and engage to consumers, the higher will brand love may be established.

The connection among brands and consumers can be communicated in a few unique develops. Brand satisfaction is to be viewed as the most minimal power relationship that buyers have with brands. In this, satisfaction is just founded on positive encounters with the brand. Progressively extraordinary connections can prompt brand trust and brand dependability. A few investigations show that the most astounding level a relationship can develop to - is brand love.  Brand love portrays the level of emotionality a consumers have with a specific brand. This incorporates positive feelings that the purchaser encounters of a brand, just as his/her dedication and connection to a particular

brand. Regular purchaser satisfaction is distinctive to brand love, in that it is really connected to a constrained time span after the buy. Conversely, brand love is an enthusiastic dedication towards a brand that has been created through a long haul connection between the consumers and the brand. Moreover, this includes positive assessments of the brand, presentations of affection for the brand, just as reconciliation of the brand with the consumer's identification.

Research on brand love has been considerable and has uncovered a few associations. Buyers, who have this fondness, will in general demonstrate an increasingly desirable behavior postpurchase and this is communicated, for example, in a goal to repurchase a specific item. Concentrates additionally demonstrate that brand love positively affects Word of Mouth (WoM), on commitment, on brand engagement and on an expanded readiness to pay more expensive rates. Moreover, if there should be an occurrence of disappointment of the dearest brand, the capacity to forgive.

In talking about antecedents of brand love perceive that brand love can grow either dependent on experiences with a brand or through controlled or uncontrolled correspondence about a brand. For instance, a customer can build up a preferring and longing for a brand without having a chance to encounter it by any means. Moreover, individual character attributes can assume a significant role of being developed of brand love. For instance, consumers who see a brand to be compatible with their self-idea are bound to create brand love toward that brand.

This with this introduction, this research aims to explore more about the nature and the antecedents of brand love in Indonesia.

The prior studies defined some of factors associated with brand love (Carroll and Ahuvia, 2006; Bergkvist and Bech-Larsen, 2010; Batra *et al.*, 2012) which were focusing on quantitative validation of brand love and its relation, rather than qualitative exploration.

Though Batra *et al.* (2012) and Carroll and Ahuvia (2006) presented qualitative pretests, the scopes of such pretests were limited in the context of the complete studies. Moreover, these studies were conducted in the context of developed countries only and did not include developing economies. The phenomenological account of consumers' experienced brand love – exploration of deep relation psychological factors associated with brand love – is greatly absent in the prior studies. However, the better way to explore mental events surrounding any consumption act should include introspective reports, rather than overt behavioral measures (Holbrook and Hirschman, 1982a).

## 1.2 Problem Identification

Based on background above, the problem identifications are;

- The nature of brand love in indonesia
- The antecedents of brand love in indonesia

**1.3 Problem Formulation**

Based on problem identification above, the problem formulation are;

- What is the nature of brand love?

- What are the antecedents of brand love?

**1.4 Research Objectives**

The expected goals of this study are;

- Defining and exploration of the nature of brand love in indonesia

- Defining and exploration of the antecedents of brand love in indonesia

**1.5 Research Contribution**

Based on the explanation of research objectives above, this research aims to contribute for;

- Researcher

    The research may provide the nature of brand love, the antecedents of brand love and the defined obstacles of brand love in Indonesian market.

- Future researcher

    Future researcher may develop the samples of this study in order to get additional phenomenon and knowledge related to this study.

- Other parties

    This study can be used as the knowledge and comparison for another research.

## 1.6 Systematics of Writing

CHAPTER I: INTRODUCTION

This chapter contains the background that will be discussed in the thesis. This includes the problem identification, problem formulation, problem limitation, research contribution and systematics of writing.

CHAPTER II: LITERATURE REVIEW

This chapter shows the foundation of theory and the theoretical basis of this study and finishes with the framework and formation of hypotheses.

CHAPTER III: RESEARCH METHOD

This chapter shows the population and the study sample, the type and sources of data, methods of data collection and the methods of data analysis and research data.

CHAPTER IV: DATA ANALYSIS AND DISCUSSIONS

This chapter analyzes the general description and information from Indonesian Stock Exchange, test data, research results discussion.

CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

This chapter explains the conclusions that can be drawn based on the results of data processing and suggestions related to similar studies in the future.

REFERENCES

It contains the resources or references for supporting the argument in this study.