

CHAPTER III

METHODOLOGY

3.1 Type of study

This research used grounded theory for conducting research through depth interview. Grounded theory is a strategy of inquiry in which the researcher derives a general, abstract theory of a process, action, or interaction grounded in the views of participants (Creswell, 2009). The researcher conducted qualitative research to explore and reveal new information, which can be critical to understand the reason, the nature of brand love and the antecedents of brand love.

The depth interviews were conducted to collect the data. They were conducted in qualitative research techniques through approximately one-hour interview for each respondent. All interview is recorded by video as proof and for further research which may be conducted by author or other parties. Each respondent was asked about some questions related to love-liked feelings of any brand and the experiences behind it. The data were collected as the main purpose of this research as the phenomenon of brand love in Indonesian and how it can be happening in customer experiences.

3.2 Participants

Several authors recommend the use of 8-15 interviews participants, this is needed when one interview is conducted is particularly homogenous (Hill et al., 1997; Hill et al., 2005). Decision of selections for interview are based on the availability of interviews times that participants selects and researcher agree.

The participants of this research were drawn in java island which characterized as workers or who have earned money as assumed to be having the purchasing power toward a specific brand with the relationship in it.

3.3 Recruitment

Participants in this study were drawn from some big cities in Indonesia especially in Java island which has the most populated and busiest people in term of working. The recruitment was held by sending invitation email to conduct the pre-test to measure the understanding of brand love and the relations with the people.

3.4 Instrumentation

3.4.1 Interview development

Hill et al., (2005) recommends developing an interview protocol that consists of 8-10 questions with probes to fit within one

hour. She also recommends at least two pilot interviews to test the questions. In an effort to build the relationship between the participant and researcher, the interviews began with background questions, which Hill et al. (1997) suggest to help the participant feel comfortable as well as assist in gathering demographic information.

3.5 Procedures

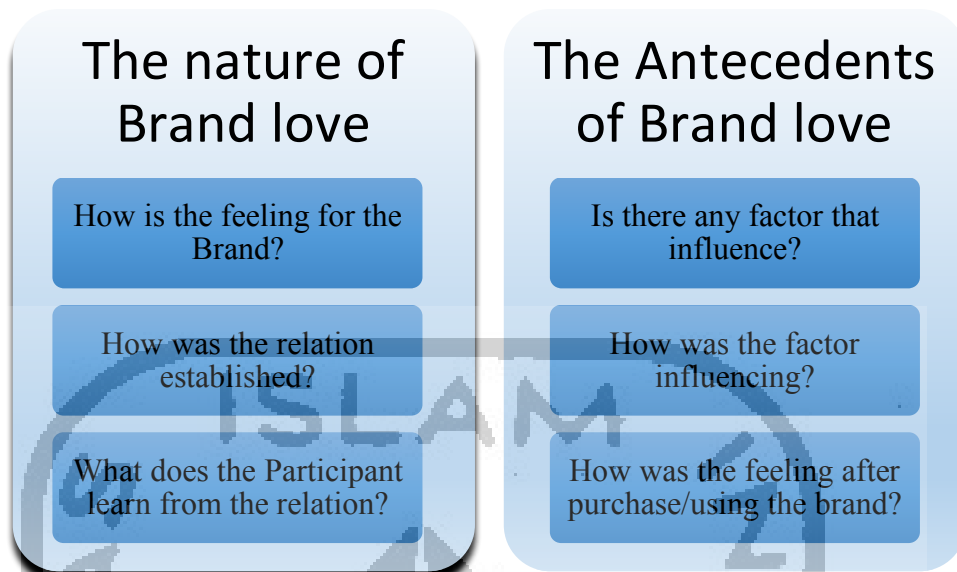
An interview guide is often used as a research tool when carrying out semi-structured interviews (Bryman & Bell, 2011, p. 467; Saunders et al., 2012, p. 384). It is to include the questions on specific topics relevant for researchers and hence represent what the researcher wishes to cover during the interviews (Bryman & Bell, 2011, p. 467; Kvale, 2007, p. 56-57). An interview guide provides flexibility to the conduct of the interviews and it leaves the interviewee with a great deal of freedom in how to reply (Bryman & Bell, 2011, p. 467). An interview guide provides flexibility in the sense that the questions do not have to be asked in the exact way that they are outlined in the guide and the interviewer may ask questions that are not even included in the guide, so called follow up questions, wanting to elaborate on things being said by the interviewee (Bryman & Bell, 2011, p. 467; Kvale, 2007, p. 57). Based on the research question and the theoretical background of the thesis, the researcher constructed an interview guides. As the first step in creating the interview guides, the researcher decided which themes

that should be covered during the interviews.

Participants who expressed an interest in participating in the study did so by emailing the researcher. The participants were asked to clarify if their relationship between the brand and their feeling were connected or not via email exchange. The criteria included the following two components;

1. Joyful feeling of a brand
2. The reason of purchasing a brand

The interviews were collected by face to face as the choice of the authors to see how the participants expressed their feeling when they were talking about a brand that they enjoyed the most. One interview was taken place in Yogyakarta; One interview were taken in Bandung; Two interviews were taken in Jakarta. The meetings were discussed and decided by two side to get the agreement about time and place. Interviews lasted around 30 to 60 minutes.



Figures 1: The Questions about The Phenomenon of Brand Love in Indonesia

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