

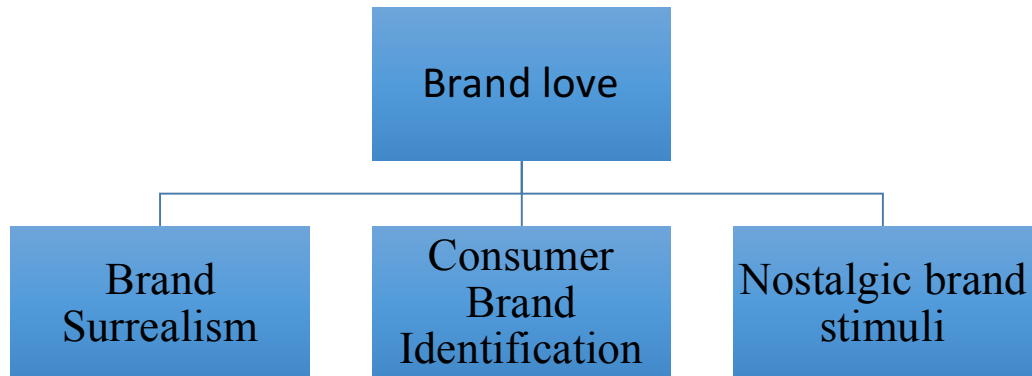
CHAPTER IV

DATA ANALYSIS

4.1 Introduction

There are a few points which researcher hold from the interviews around the Java islands with brilliant interviewees which has willingness to support the data with stories and background that fit and appropriate to be processed as data for this research. There are many phenomena of Brand love in Indonesia and various of antecedents which may be difference in every individuals depends on the background of themselves, experiences and unique relation of stories.

The purpose of this chapter is to show the result of the phenomenon of brand love in Indonesia with all the antecedents. From all the interviewees, there are some points gathered.irst of all is the nature of brand love in Indonesia and its stories behind of. Second is the antecedents of Brand love in Indonesia, i.e. ***Brand Surrealism, Brand Identification, and Brand stimuli.***



Figures 2 The frameworks of the findings

4.2 Findings

4.2.1 The nature of brand love

The exploration in consumer research has generated several points of view on brand love. In consumer culture theory, the world of consumer is neither rational nor unified (Arnould and Thompson, 2005). Brand love is focusing on this irrational view of consumption which produces multiple realities using consumption experiences. Carrol and Ahuvia (2006) explains in their journal, brand love as passionate and emotional feelings as the main factors in purchasing.

The interviewee were asked whether they had relationship of a

brand, fit on a brand or may have a feeling of brand that give them pleasure and benefits for. They are asked to express their feelings and told the experiences of a brand that might be had by the interviewee. There were various reasons behind why they started the relationship and feelings with the brand. It started normally from liking one of a product and become familiar with the experiences of the brand, continued to become curious with the brand. One of the questions about the nature of brand love was asked;

“How was the relation is established?”

One male respondent stated that;

“I remember fully back in 2008, my first vans shoes, I was giving the efforts to buy this shoes with collecting the allowances money that my father gave me for 5 months that I had to afford buying that shoes.” (Dyan, Personal Communication, May 31,2019)

“After buying that shoes, I was so curious to the brand. Then, I started to follow all of the activities of the brand such as; the campaign, the endorsements for some celebrities, the events which were mostly skateboards competition. Day by day my curiosity / interest become something that I could not hold, I went to some internet shop to just see the updates of what vans did. My curiosity was not stopped there, I read all of the history of the brand told, vans was not a brand that just sells product but they gave the society feedback and benefit to grow together.” (Dyan, Personal Communication, May 31, 2019)

With this type of experiences, the liking alike feeling become passion as the respondent felt before, they became getting into the brand and might give efforts to achieve what they want with the brand.

Another question was asked to respondent;

“How was the feeling for the brand?”

One male respondent explained that;

“I was passionate for fashion culture actually, especially in Japan. They had the fashion was not so stiff and more flexible- the mix matching of the clothes and all the attributes which made me amazed. was following many of instagram accounts of harujuku style and Japanese rugged style which thought that represented my identity. My father had same opinions with me, our fashions were same and this is the first cause why liked them so much They became my identity now- the Japanese rugged styles.” (Febryan, Personal Communication, June 4, 2019)

“my motivation to go to Japan is sometimes to buy the brand that I liked and spend my time with my father as my travel companion” (Febryan, Personal Communication, June 4, 2019)

Passion is a more intense feeling for the object. It is so intense that it creates mental distress in case of any actual or anticipated separation from the brand. The study conducted by Thomson *et al.* (2005) also shows that passion leads to separation distress. Separation distress drives the person to maintain proximity with the brand. Intimacy and passion are the components of romantic interpersonal love (Sternberg, 1986, 1997).

Brand love is stressed on the feeling of the brand which may respondents have. These feelings are representing the feelings of motivation, obsessive, sadness and loveness. The respondent stated that;

“I am falling in love. That cannot be described by words that finally I can experience the brand that I dream of all of this time” (Dyan, Personal Communication, May 31, 2019)

This expression showed that brand love is building the surreal feeling that is thought by the respondent as a real feeling. Caroll and

Ahuvia (2006) defined brand love as an emotional and passionate feeling of an individual for a particular trade. When customers fall in love with the brand, they feel attached with the brand. Moreover, they avoid switching and decided to settle with the brand. Brand love is an element of consumer-brand relationship (Fournier, 1998) which derived from interpersonal love (Shimp and Madden, 1988). Another definition made by Batra, Ahuvia, and Bagozzi (2012) who stated that brand love as consumer experience and represent as a high order construct including cognitions, emotions, and behaviors. As in this research, the questions about antecedents were delivered to respondent;

“How was the relation established?

and one male respondent explained;

“When saw the specialized, thought in my mind what kind of specialties that they might had with that price was so high. I tried to buy one of them, felt it and realized there was something magical in this bike. Something that could feel like the motivation for myself as coolness and amazingness, might the price of it that gave that feeling. I thought love it, time by time goes by, bought another one for my wife, gave her so we could go biking together- actually i just enjoyed buying that brand, and it became my hobbies that enjoyed so much and might be side business for buy-selling bikes.” (Susetiyo, Personal Communication, June 16, 2019)

Another respondent thought that this brand love as the marital love which individuals might have as love that humanic and committed.

Which one of the respondents stated that;

“My first encounter with the brand is on the social media through one of its ambassador. Since then, I follow him to know about the brand thoroughly, the process of its pieces being made, and the history behind the brand. It amazes me so much, how the brand being founded, how it develops and how they keep their ideology.” (Ariasetta,

Personal Communication, June 14, 2019)

“It may not everybody taste, as it looks like you are wearing secondhand apparel but it is what makes it different than other. While, it may look like secondhand they make it so aesthetic with so detailed that everybody might ignore it when they make something. I feel like love at first sight when I see this brand. Since then, I feel attachment to this brand that I start to collect every masterpiece they made.” (Ariasetta, Personal Communication, June 14, 2019)

Analysis of the descriptions given by the informants in the present study points out that brand love has high similarity with love between good friends who give mental support to each other. The terms used by the informants in connection to the loved brands include relieving from bad mood or stress, getting happiness and passing very good time. Therefore, a loved brand is a good friend of its customers. We can get the examples of such brand positioning in business world. For example, Eureka Forbes positions itself as a friend for life. However, this type of love lasts till one partner perceives another as a good friend.

4.2.2 The antecedents of Brand Love

The respondents were asked to describe the reasons that might be factors of all of the relationship might be established. The results will be concluded as antecedents of brand love. Various of antecedents have been concluded from the result of the interview;

4.2.2.1 Brand Surrealism

Brand surrealism explains about the imaginative constructions of reality that the consumers may feel when they consume one product of the specific brand (singer,1966). According to the theory acts based on what consumers know to be real, it was based on consumer desire to be. This can be achieved when the consumers are asked if they imagine and pretending as something in other than reality when they consume the specific brand (Swanson, 1978). For someone who engage in some fantasy, movie or other performances-for example, tend to imagine themselves in its, because they purposively watch that performances to fulfill that desire (Hirschman,1982a). the question about antecedents of Brand Love was asked to another respondent;

“How was the feeling after purchase/ using the brand?”

In this research, one young male stated that;

“It has been my style, when I go out with my vans shoes, my confidence become stronger like I am another version of myself which is cooler and more outgoing. This year I am spending 365 days with my vans shoes as promise for myself” (Dyan, Personal Communication, May 31, 2019)

Another respondents explains that to the question;

“How was the Influencing factor?”

“When I ride specialized bike, there is something magical in it. It gives me more motivation to cycle it further and stronger. It is like I can go beyond myself.” (Susetiyo, Personal Communication, June 16, 2019)

These feelings are the imagination that cause the individuals

become surrealist, imagine themselves for something else that they want to be. Brand that contain values of surrealistic will give more pleasures than brand that is not contain surrealistic values. This surrealism also found mostly in high hedonic values brand which consumer buy for getting the new experiences of pleasures. A surrealistic brand is having perceived dream-like qualities that can make the consumer forgetting the monotony of real world by dreaming several things beyond reality. Thus, surrealistic brands enrich romantic brand love by their basic qualities. According to Campbell (1987 p. 205), the spirit of modern consumerism refers to a longing to experience pleasures enjoyed in imagination which is characterized by “dissatisfaction with real life and an eagerness for new experiences”. The surrealism values perspectives acknowledge that consumers can use painful knowledge to construct the imagination which direct them to be used as the solution of the unhappy realities better. In this assumption, the behavior is rational and constructive (Freud, 1955). According to Hirschman, the research was revealing that the consumption of movies, plays and books are often consciously undertaken to help consumer deal with unhappy events that they had experienced in daily life. As in this research, the question was asked;

“How was the feeling after purchase/ using the brand?”

In this research, one male respondents stated that;

“I love all the movies that are made by Marvel. They are my superheroes since I was a little kid. I never missed one of their movies. Especially, in last marvel movie, the endgame, feels like I am in the endgame, fight for saving the earth from alien tyrant. My emotions were swinging and cried as the ironman died in the end of the movie. They give me the perspective of being superheroes, I am always part of them. This is my escape from the stressful reality that I have in real life as workers in daily company routines.” (Khresna, Personal Communication, June 18, 2019)

4.2.2.2 Brand Identification

Each brand must bear representative implication of symbolic meaning (Levy, 1959), which will enable consumer to get their fundamental identity and goals (Belk, 1988; Escalas and Bettman, 2009; Fournier, 2009; Holt, 2005; Huffman, Ratneshwar, and Mick, 2000). Hence, customer brand identification, characterized as a consumer's apparent estimation of possessions with a brand, is a legitimate and powerful expression which direct to identity-fulfilling meaning in the commercial brand's markets. This definition is steady with the hierarchical conduct writing, where in identification proof regularly has been characterized as an impression of unity with or belongingness to some human aggregate, for example, representatives with their organizations or understudies with their alma maters (Ashforth and Mael, 1989; Bergami and Bagozzi, 2000; Bhattacharya et al., 1995; Mael and Ashforth, 1992; Stuart, 2002). Note that predictable with the hypothesis in this area (Bergami and Bagozzi, 2000; Bhattacharya and Sen, 2003), we accept that the province of CBI is unmistakable from the procedure of correlation of self-characteristics with brand qualities that

may add to CBI. Lam et al. (2010) adopt a to some degree distinctive strategy by characterizing CBI as "a consumer's psychological condition of seeing, feeling, and esteeming his or her belongingness with a brand". In that research, these authors, see CBI as a developmental build made out of three dimensions. The cognitive element of their development is like the idea of psychological organizational identification in crafted by Bergami and Bagozzi (2000).

The requirement for identification proof is believed to be persuaded by at least one higher-request self-definitional needs (Brewer, 1991; Kunda, 1999; Tajfel and Turner, 1985). In particular, there are some points that have to be considered; knowing ourselves, uniqueness and goodness of ourselves. Consequently, three key needs that are probably going to drive distinguishing proof in the consumption space are that for self-verification or self-continuity, self-distinctiveness and self-upgrade (Berger and Heath, 2007; Bhattacharya and Sen, 2003; Chernev et al., 2011). In view of these need drivers, we contend that identification proof with a brand is probably going to be identified with the degree to which an individual sees the brand; to have a for every personality that is like his or her own, to be extraordinary or particular, and prestigious.

The questions have been asked to respondents as pursuing the antecedents of brand love;

“Is there any factor that influencing?”

One male respondent explained;

“I have several brands I enjoy to wear for some years, and if I have to choose for one brand that I enjoy so much it would be KAPITAL. It may be one of unheard brands among others as it has minimum exposure to the fashion world. KAPITAL specialized on blending the fashion of “East meets West” just like its ideology. It stands against the fashion ideology because they do not want to be labeled as fashion brand actually, they rather be called as experiment label on apparel line. Each of its pieces is handmade so you will get one pieces with no other person has ever had. May be that is the ultimate reason why I enjoy the brand so much because I do not want to be wearing the same clothes as everyone if possible.” (Ariasetta, Personal Communication, June 14, 2019)

“How was the feeling after purchase/ using the brand?”

“May be it fits with my ideology, I do not want to wear same clothes like everybody if possible so I search about the brand that being slow-made or hand-made even though it's not that affordable. While it fits with my ideology on fashion, I am a person who focuses on the material and the value rather than its design or price and KAPITAL have all the factors that I search for; material, detail-minded, value-able, and slow-made. “ (Ariasetta, Personal Communication, June 14, 2019)

In any case, that numerous theories of social identity and identification dependent on self-definitional needs fundamentally center around the cognitive development of oneself. Thusly, they don't completely represent the idea of the binds that predicament buyers to brands. Most on a very basic level, brands are things that we expend, regularly after some time and over and again, in this way implicating parts of the utilization experience itself as essential to why we relate to certain brands and relatively few others (Escalas, 2004; Escalas and Bettman, 2003; Fournier, 1998; Holt, 2005; McAlexander et al., 2002; Thompson et al., 2006; Thomson et al., 2005). Likewise, we think about the phenomenology of consumer's connections with brands and proffer

three additional factors as consumers brand identification.. These incorporate the degree to which consumers; feel that their cooperations with a brand help them interface with significant social other, see a brand in warm, enthusiastic terms as opposed to cool, sane ones, and have affectionate memories of brand consumptions encounters. Remarkably, these three antecedents are, by ethicalness of their experiential nature, more influence loaded than the three recently portrayed cognitively determined by antecedents of identification.

4.2.2.3 Nostalgic Brand Stimuli

Nostalgic brand stimuli refers to a feeling of longing which individuals may experience in their own pasts, or having a feeling for another time that were not separate with their experience in pasts. According to Stern (1992), they revealed the concepts of historical nostalgia and personal nostalgia which may contribute and influence on attitude to a brand.

The Historical nostalgia may influence individual in having the desire to return to the past, which is felt as better than the present condition (stern,1992). The influence to the feeling is not depended on age and can be summarized by longing for the traditional and conservative values of the society in past periods. This condition is establishing the bridge to the past with the association of the values in the pasts. The marketing literature stated that this influence is having

some factors that lead to the type of nostalgia, such as, individual propensity, alienation and loss of sense of community, feeling that the authentic Golden age has been lost. (Davis, 1979; Kanugo, 1979; Merchant& Ford, 2008; Stern, 1992).

The next nostalgic is Personal Nostalgia. It is influenced by the idealized memories of the past and it is a matter of psychological nature and assumption of a clinical condition (Holak& Havlena,1998). This theory of nostalgia can be determined as the nostalgia of what was lived; memoried, and experienced meeting specialpeople and things from the pasts. (Baker&Kanedy,1994).

One of the respondents stated;

“Is there any factor that influencing?”

“Long time ago when was young, was travelling with my father oftenly to Japan. We had some good times. My father had many Levis Vintage clothing and some of them were bought from Japan. So when I buy that brand again, feels like going back to past, like seeing and appreciating my father as his fashion like that. “It feels like flashback. Since that time, see the brand as remembering my times with him. (Febryan, Personal Communication, June 4, 2019)

From the data above, it can be concluded that the happiness and meaningful of past memories are bridging the brand and the relationship as love that can be revealed. Brand surrealism and nostalgia are closely related, yet conceptually different. Brand surrealism can be based on historic recollections and/ or fantasy imagery. Nostalgic feelings occur only when surrealistic brand experiences are based on historic recollection.