

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the research which has been done, the author concludes that The result of a research entitled The phenomenon of brand love in Indonesia is positively rising which has powerful experiences and relationship with a specific brand that can satisfy the consumer as emotions. Brand love in Indonesia is positively growing and may be important for the company to look at as the strategy to get the attentions of the market.

The antecedents of brand love are important to be discovered for every companies when they launced a new product in one specific brand. This is becoming important, because consumers are facing many variety of brands which they never experince before. In addition the antecedents play important roles to understand to attract the consumers to feel the sensation of the brand. This research discover three antecedents that supprisingly rising in Indonesia, such as:

- The phenomenon of brand love in Indonesia is positively rising which has powerful experiences and relationship with a specific brand that can satisfy the consumer as emotions.

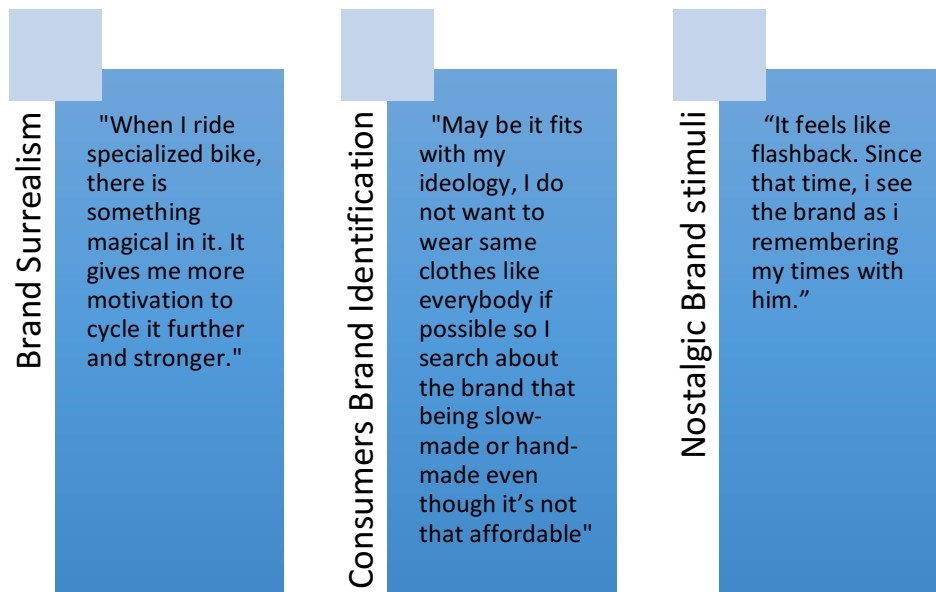
- The antecedents of brand love in Indonesia are discovered, which are;

○ Brand surrealism; The expression of imaginative feeling when the consumer purchase/ use a specific brand that can satisfy them.

○ Consumer Brand Identification; The feeling of representative of the consumer's identity as a possession with the specific brand.

○ Nostalgic Brand Stimuli; The expression feeling of longing which individuals may experience in their own pasts, or having a feeling for another time that was not separated with their experience in pasts.

From three factors above, the author has combined the the result of various respondents answers and has made the conceptual frameworks.



Figures 3 The data simplification

5.2 Recommendations

In this research there are a few of recommendations which can be considered for further research;

- For the researchers

Based on this research, other researcher are expected to explore more about the outcome of brand love to get more complex research.

- For the companies

Based on this research, the companies can use the marketing strategy to get the attention of the consumers to enhance the relationships with the products that are sold in the markets.