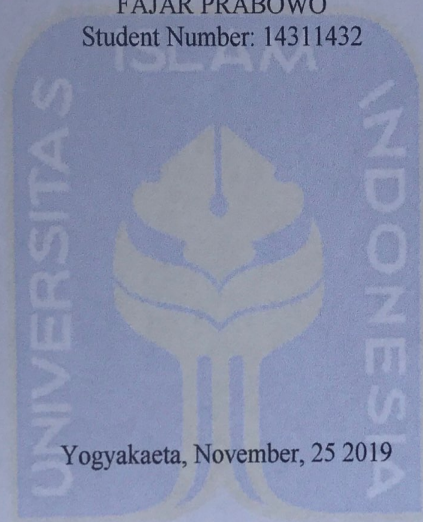


**THE PHENOMENON OF BRAND LOVE IN INDONESIA- A
QUALITATIVE INVESTIGATION**

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Yogyakarta, November, 25 2019

Content Advisor,

A handwritten signature in blue ink, which appears to read 'Anas Hidayat', is written over the text 'Content Advisor,'.

Anas Hidayat, Drs., M.B.A., Ph.D

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2019**

THE PHENOMENON OF BRAND LOVE IN INDONESIA- A QUALITATIVE INVESTIGATION

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ABSTRACT

The Rising of Brand love all over the world got the spotlight of every company to be crafted as one of the strategies to lead in the market of brands. More brand love crafted perfectly, more attention of loyal customer become engaged to the one of specific brand of the company. This research aimed to reveal the nature of Brand love in Indonesia and the antecedents which may rise in Indonesia. this research was qualitative research which had revealed the findings that consisted of Brand surrealism, Consumer Brand Identification and Brand stimuli which were surprisingly supporting as the antecedents of Brand love

Keywords: Brand Love, Brand Surrealism, Consumer Brand Identification, Brand stimuli

ABSTRAK

Kemunculan Brand love di seluruh dunia mendapat sorotan dari setiap perusahaan untuk dijadikan sebagai salah satu strategi untuk memimpin di pasar merek. Semakin banyak merek yang dibuat dengan sempurna, semakin banyak perhatian dari pelanggan setia yang berkaitan dengan salah satu merek spesifik perusahaan. Penelitian ini bertujuan untuk mengungkapkan sifat Brand love di Indonesia dan faktor yang mungkin meningkat di Indonesia. Penelitian ini adalah penelitian kualitatif yang mengungkapkan temuan yang melengkapi Brand Surrealism, Consumer Brand Identification, dan Brand stimuli yang secara mengejutkan mendukung sebagai faktor dari Brand love

1. INTRODUCTION

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.

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

2. LITERATURE REVIEW

Branding

The American Marketing Association defines brand as a name, term, sign, symbol, or design, or a combination of them intended to identify goods or services of one seller or? group of sellers and to differentiate them from those of competitors. Branding is endowing products and services with the power of a brand and branding is all

about creating differences (Kotler and Keller via Oosterbroe, 2010, p.04).

Brand Love

Brand love is defined as warm feeling of a brand and as time running with the experiencing of a brand, it is becoming sustainable liking and passionate about it. The brands they use can be experiencing as satisfaction, loyalty or love depending on the degree of affection exhibited towards the brands. A consumer can get emotionally connected with a brand in the same manner in which he/ she can get emotionally involved with another person (Shimp and Madden, 1988; Thomson *et al.*, 2005; Carroll and Ahuvia, 2006; Keh *et al.*, 2007; Albert *et al.*, 2008; Whang *et al.*, 2004). Love relationship existing between two individuals has a lot of similarities with the emotional relationship

existing between a consumer and consumption object or brand (Shimp and Madden, 1988; Keh et al., 2007; Carroll and Ahuvia, 2006; Whang et al., 2004; Albert et al., 2008).

Prior Perspective On Brand Love

In other studies of brand love, Batra *et al.*, (2012) explore another theories of brand love and focus on some components of brand love; self-brand integration, passion-driven behavior, positive emotional connection, long-term relationship, anticipated separation distress, attitude valence and attitude strength. The attitudes valence segment signifies the examination of specific brand with a perfect brand which is balanced assessment. In self-brand integration, the individual assesses how much the brand picture

matches with his/her self-image which is additionally rational assessment. This demonstrates brand love is definitely not an unadulterated nonsensical idea, rather it is a mixing of rationality and irrationality. The rational part comprises of intellectual reasoning and assessment. To identify the potential of brand love concept; factors associated with the brand love, prior studies (Carroll and Ahuvia, 2006; Bergkvst and Bech-Larsen,2010) defined several antecedents and outcomes of brand love, emotional factors remained unaddressed by these overt behavioral studies.

Relationship Between Brand Love and Loyalty

Sternberg (1986, 1997) states that affection parts (intimacy, passion and commitment) are exceedingly corresponded with one another, and in the meantime any

segment can be available or missing in a relationship, regardless of the nearness of the remaining of the segments. This proposition is unrealistic, as the author did not propose any arrangement of occurrence of the psychological procedures.

3. METHODOLOGY

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.

Participants

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. 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

Interview Development

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 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.

4. DATA ANALYSIS

The Nature of Brand Love

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. "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."

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.

"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"

Brand Identification

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,

“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.”

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

“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.”

5. 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.

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