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**A THESIS**

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**The Phenomenon of Brand Love in  
Indonesian Market- A Qualitative  
Investigation**

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YOGYAKARTA**

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**THE PHENOMENON OF BRAND LOVE IN INDONESIA MARKET-  
A QUALITATIVE INVESTIGATION  
BACHELOR DEGREE THESIS**

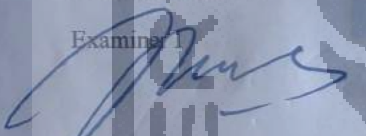
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On August, 2019 and Declared Acceptable

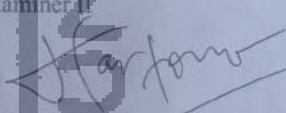
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Examiner I

  
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Examiner II

  
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Faculty of Economics

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## DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas, or expression without acknowledgement. All quotations are cited and listed in the bibliography of the thesis.

If in the future this thesis statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, August 2019



Fajar Prabowo

لَا إِلَهَ إِلَّا اللَّهُ مُحَمَّدٌ رَسُولُهُ

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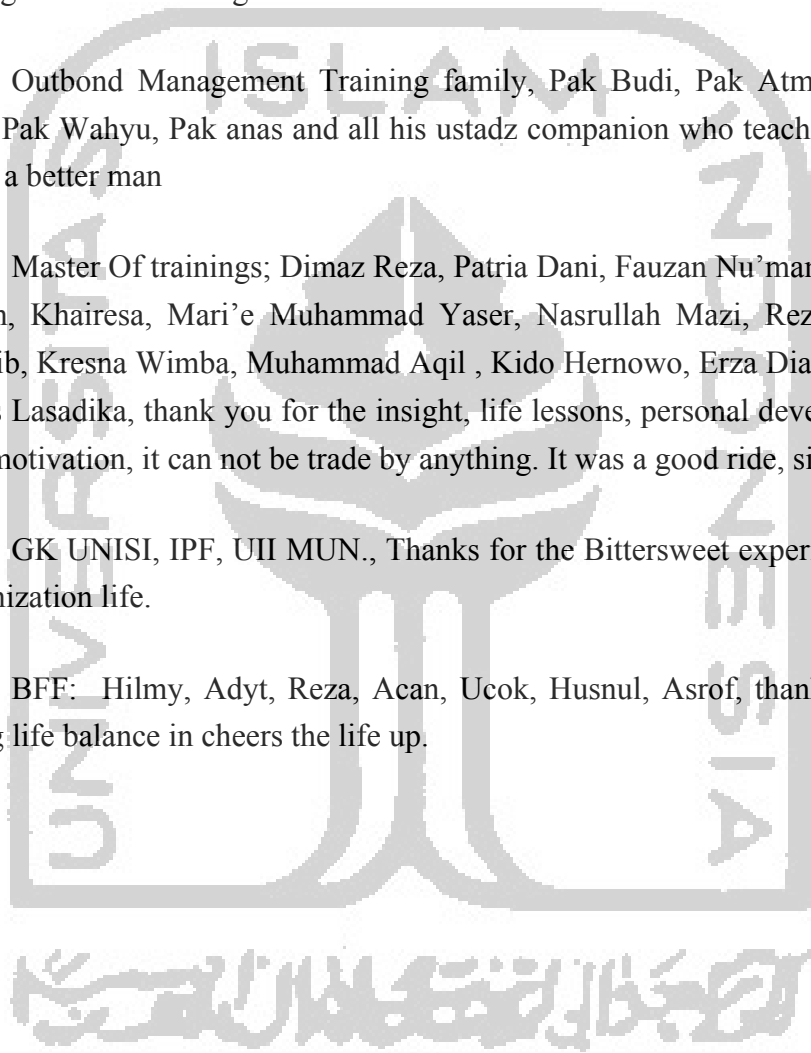
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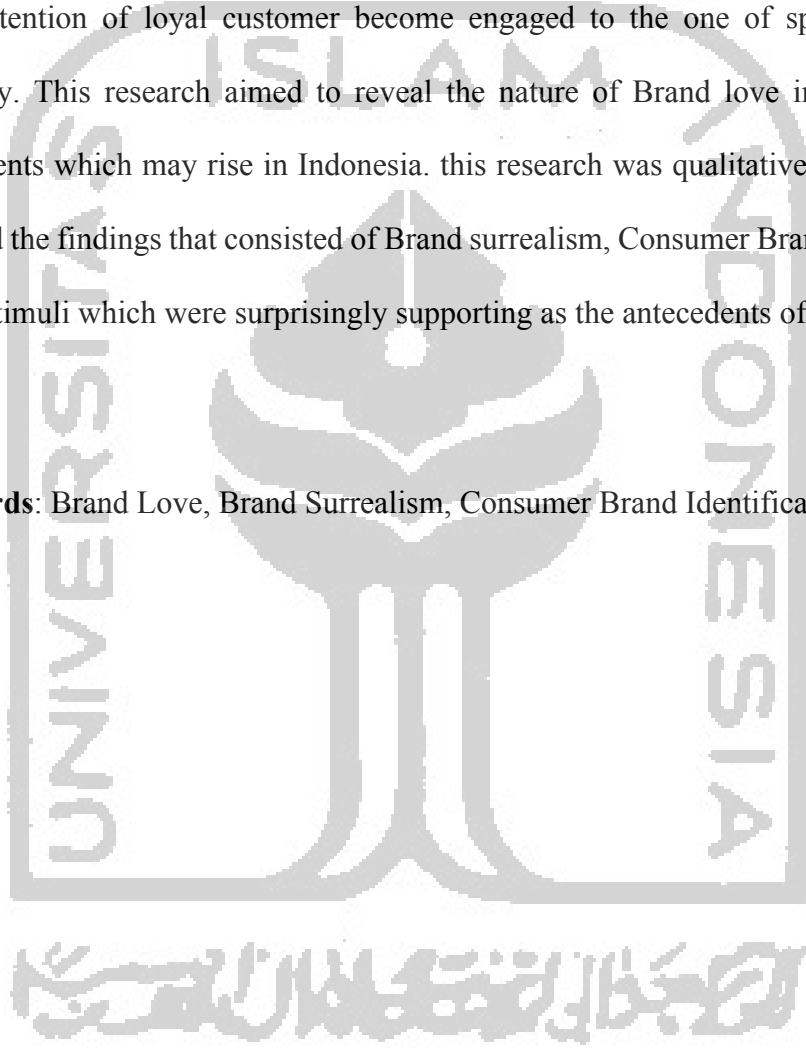
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## ABSTRACT

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 melingkupi Brand Surrealism, Consumer Brand Identification, dan Brand stimuli yang secara mengejutkan mendukung sebagai faktor dari Brand love

**Intisari:** Brand Love, Brand Surrealism, Consumer Brand Identification, Brand stimuli



# 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<sup>2</sup>. 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.

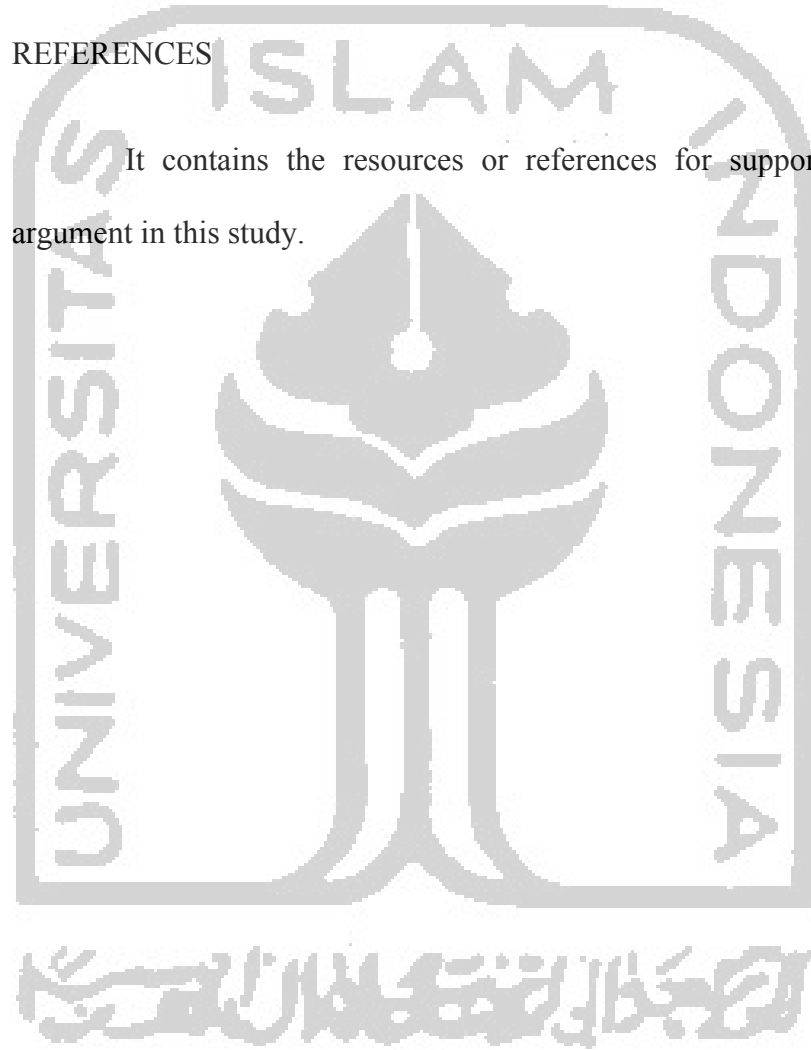


## CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS

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.



## CHAPTER II

### LITERATURE REVIEW

#### 2.1 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).

David A Aker, in his book Managing Brand Equity states:

*“A brand is distinguishing name and/or symbol (such as logo, or package design) intended to identify the good or services of either one seller or a group of sellers, and to differentiate those good or service from those of competitors. A brand thus signals to the costume the source of the product, and protects both the customer and the producer from competitors who would attempt to provide product that appear to be identical.”*

David Aaker does not link the brand just to a product but extends the term to cover the source of the product - that is the company itself. The definition also makes it clear that a brand is a mark, a name or symbol, which differentiates companies, one from the other. The

brand aims to sear this mark of differentiation in the mind just as the original branding iron burned a mark onto the hide of cattle as indelible proof of ownership (B2B International, p. 28).

This non-functional benefit of the brand is sometimes referred to as an *experiential benefit*. Such benefits include *symbolic* ones such as identification with a group or even those defining the purchaser's own sense of identity. However, it would be wrong to think of these as in some way less "real" or important than functional benefits. Symbols are major motivators and not only in the buying context; think of the power of symbols in war or even wars fought for largely symbolic reasons. Experiential and symbolic benefits of a brand can be of special relevance to suppliers of undifferentiated products (B2B International, p. 29).

## 2.2 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).

Carroll and Ahuvia (2006) label brand love as the level of passionate, emotional attachment in which a satisfied consumer may have for a particular trade name and its associated dimensions. Brand love may be evident in many forms i.e. brand passion, attachment, positive evaluation and emotion in response to brands and declarations to validate brand love. Brand love differs from the satisfaction because it is more effective. Brand love is not transaction-specific but the outcome of a nurtured consumer-brand relationship. Rubin (1970) and Sternberg (1986) define 'love' as a superior status of friendship. Sternberg (1986, 1997) proposed a triangular theory of love, with three main constructs - intimacy, passion and decision/commitment.

The article by Carroll and Ahuvia (2006) is the third article that is discussed. In this article the authors define brand love as "the degree of passionate emotional attachment a satisfied consumer has for a particular name" (Carroll & Ahuvia, 2006, p.81). Carroll and Ahuvia (2006) established five brand love dimensions: (1) passion for the brand, (2) brand attachment, (3) positive evaluation of the brand, (4) positive emotions in response to the brand, and (5) declarations of love towards the brand. The data were collected through a questionnaire. The design of the questionnaire was based on branded products and routinely

purchased products. First of all, respondents were asked to mention a brand of packaged good they were satisfied with. Then, they completed the questionnaire that referred to the chosen brand. The main finding from this study was that brand love has a positive direct effect on brand loyalty as well as on positive word of mouth. Another finding was that hedonic and self-expressive brands have a positive effect on brand love. Yet, hedonic products have a negative effect on brand loyalty.

From the three articles discussed above, it shows that brand love is always associated with a brand that a consumer has established a relationship with. Therefore, brands that consumers have established close relationships with have a higher score on brand love than neutral relationships (Reimann, Castano, Zaichkowsky, & Bechara, 2012). The three articles discussed show that all the dimensions of brand love cover the same topic. In the following paragraphs the difference between the dimensions is discussed.

The seven dimensions of brand love is explained by Batra et al. (2012). They describe a consumer's "love feeling" for a brand with a great deal of insight. Batra et al. (2012) give more richness and insight into the brand love phenomenon. The dimensions that are established by Batra et al. (2012) give a deeper insight into human characteristics and feelings that contribute to using the brand. The dimensions from Albert, Merunka, and Valette-Florence (2008) are more concerned with the attributes of the brand instead of feelings that are generated by the brand. The main weakness of this study is that it only determines that

brand love exists between a consumer and a loved brand through brand attributes like beauty, uniqueness, and attractive features of the brand. Albert et al. (2008) fail to define the feelings behind brand love. The study would have been more beneficial if the authors had included questions concerning the experience of using and/or the feeling of being separated from the loved brand. The dimensions established by Carroll & Ahuvia (2006) are concerned with feelings that are generated by the brand. However, these dimensions do not give enough insight in understanding how consumers experience brand love. To get more insight into the dimensions, Carroll and Ahuvia (2006) could have added several dimensions that address individual feelings. By using other dimensions as well, they could have given a better understanding of which emotions constitute brand love.

### **2.3 Prior perspectives 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.

Another essential research question is to what degree brand love is basically similar to relational love? Can an individual love a brand like another human element? The subjective examinations directed by Batra et al. (2012, p. 12) reason that "this does not imply that it is improper to use the interpersonal relationship literature as a source of hypothesis, or even as supporting proof, for research on customer-brand relationship". Sternberg (1986, 1997) conceptualizes three segments of interpersonal love: intimacy, passion and commitment. Shimp and Goad (1988) express that the interpersonal love segments depicted by Sternberg (1986, 1997) are available with regards to consumer– object connections. intimacy is the sentiment of preferring to a great extent driven by emotion. Passion is driven by motivation and comprises some sources of desire. Commitment refers to the intention to keep the love in long-term.

Interpersonal love relationship contains the reciprocity angle. As the opinion some of analysts (Shimp and Enrage, 1988), this reciprocity is missing if there should arise an occurrence of consumer–

object relationship. Be that as it may, in this time of intelligent advertising and consumer-relationship management, the companies are reacting expeditiously and compassionately to the consumer building up the reciprocity.

One original contribution of this paper comes with the link between relationship, and “positive psychology” in marketing. Positive psychology, a recent branch of psychology, wants to use scientific understanding to help to achieve a satisfactory common life rather than merely treating mental illness (Seligman & Csikszentmihalyi, 2000). Thus, this concept may be used in the definition of a complete and strong brand love relationships, as consumers best interact with products that are in line with their self-ideal. This behaviour, described as “Self Actualisation” (Maslow, 1943) was also known as the precursor to “Cognitive Dissonance Theory” (Festinger, 1962) and “Self Discrepancy Theory” (Higgins, 1987); all of which lead to describe the inherent process all consumers use to pursue the ideal way they want to be.

According to maria (2015), in their research, they discovered the antecedents of brand love in online network based communities which refers to social identity. The research revealed that social identity had strong positive impacts to brand love which people tend to identified themselves with social group to attach and made a strong relationship with the brand. Brand love had many antecedents that had been discovered as the research of Ahmed (2012), they found that brand



personality and brand images had been accepted as the antecedents of brand love and had positive impact to brand love. In thus research, showed that brand love might had many antecedents which were different in every country that had its cultures and custom from the people.

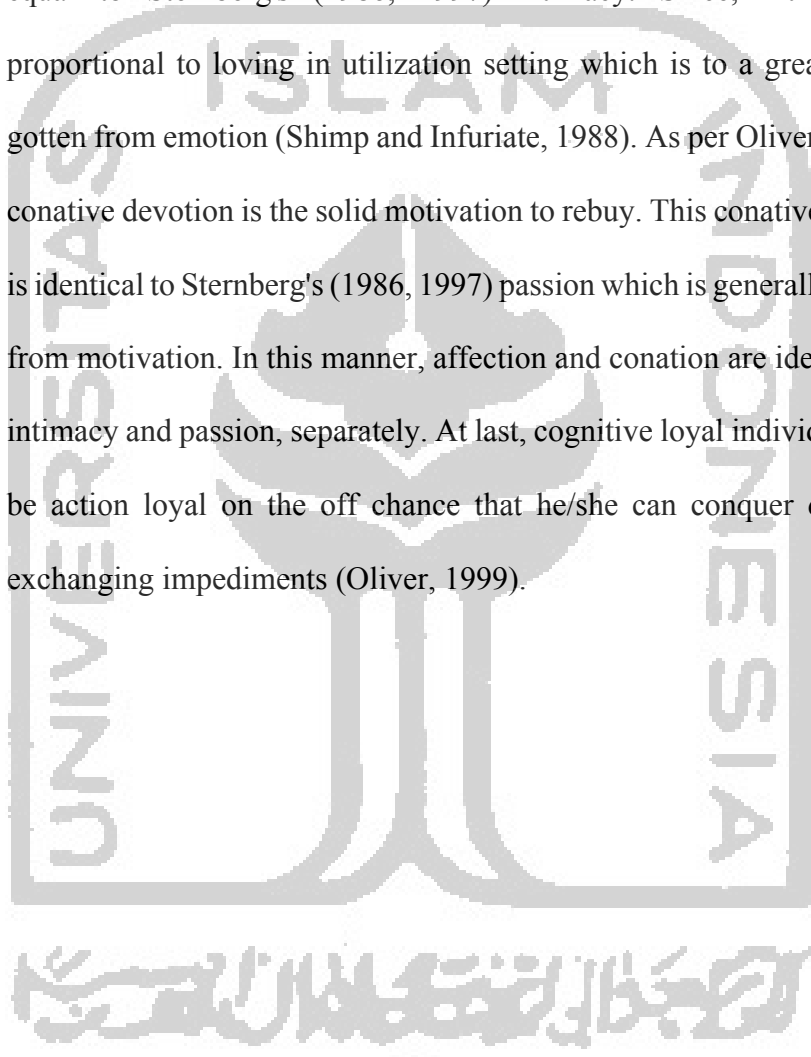
In addition, this phenomenon is supported with the other research. In india, there was a research which found that the antecedents of brand love there were brand experiences and consumers delight to a specific brand. In that research, discussed that Romanticism, brand experience, consumer delight, consumer satisfaction were posited to have positive relationships with brand love, whereas materialism was assumed to be negatively related to brand love. (Roy *et al*, 2012)

#### **2.4 Relationship between 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.

Oliver (1999) recommends that person's loyalty toward any consumption object is produced through a stage by stage process. As per Oliver (1999), four stages of object loyalty improvement, to be

specific, namely, affective, conative and action, are created in the given arrangement. cognitive loyalty alludes to ideal brand observation created dependent on elective brand traits assessment. affective loyalty is the sentiment of preferring for the brand which is to a great extent equal to Sternberg's (1986, 1997) intimacy. Since, intimacy is proportional to loving in utilization setting which is to a great extent gotten from emotion (Shimp and Infuriate, 1988). As per Oliver (1999), conative devotion is the solid motivation to rebuy. This conative loyalty is identical to Sternberg's (1986, 1997) passion which is generally gotten from motivation. In this manner, affection and conation are identical to intimacy and passion, separately. At last, cognitive loyal individual will be action loyal on the off chance that he/she can conquer different exchanging impediments (Oliver, 1999).



## 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**

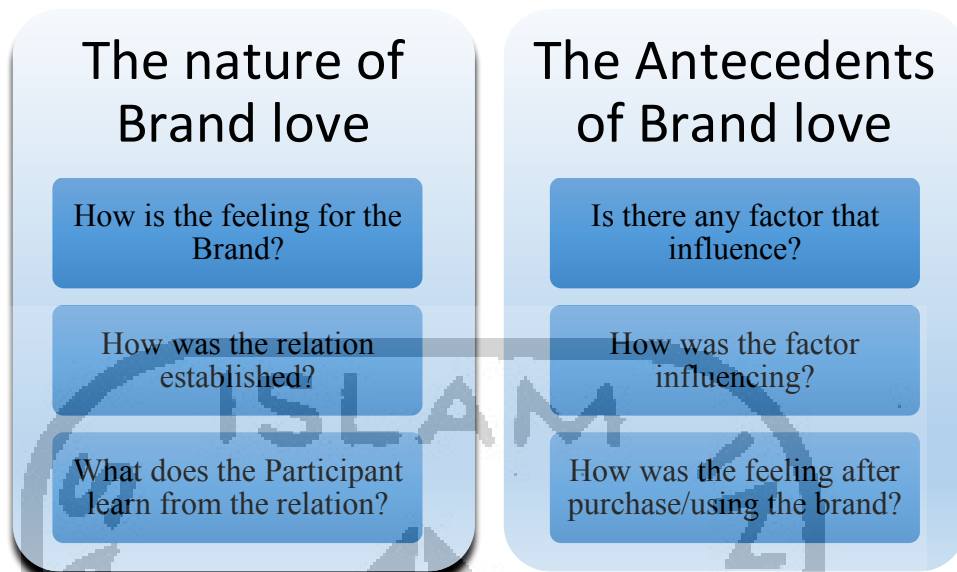
An interview guide is often used as a research tool when carrying out semi-structured interviews (Bryman & Bell, 2011, p. 467; Saunders et al., 2012, p. 384). It is to include the questions on specific topics relevant for researchers and hence represent what the researcher wishes to cover during the 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

The interviews were collected by face to face to see how the participants expressed their feeling when they were talking about a brand that they enjoyed the most. Two interviews were 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 varied in length between 30 to 60 minutes.

## CHAPTER IV

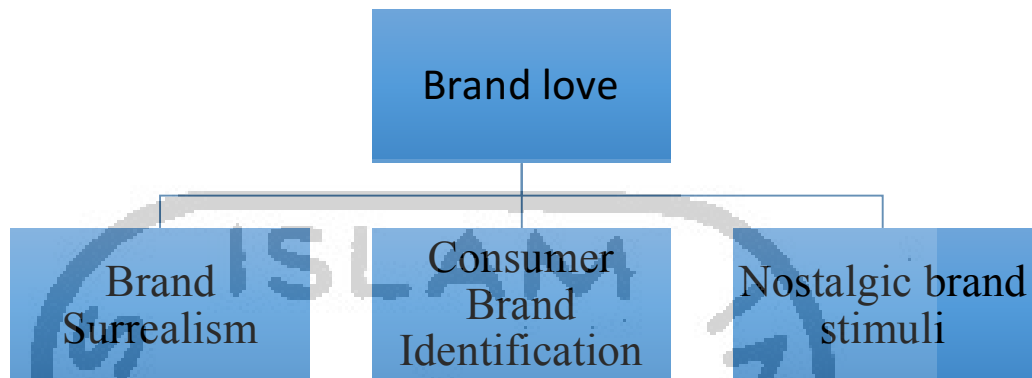
### DATA ANALYSIS

#### 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.” (Ariaseto, 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 it, 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.

## 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.

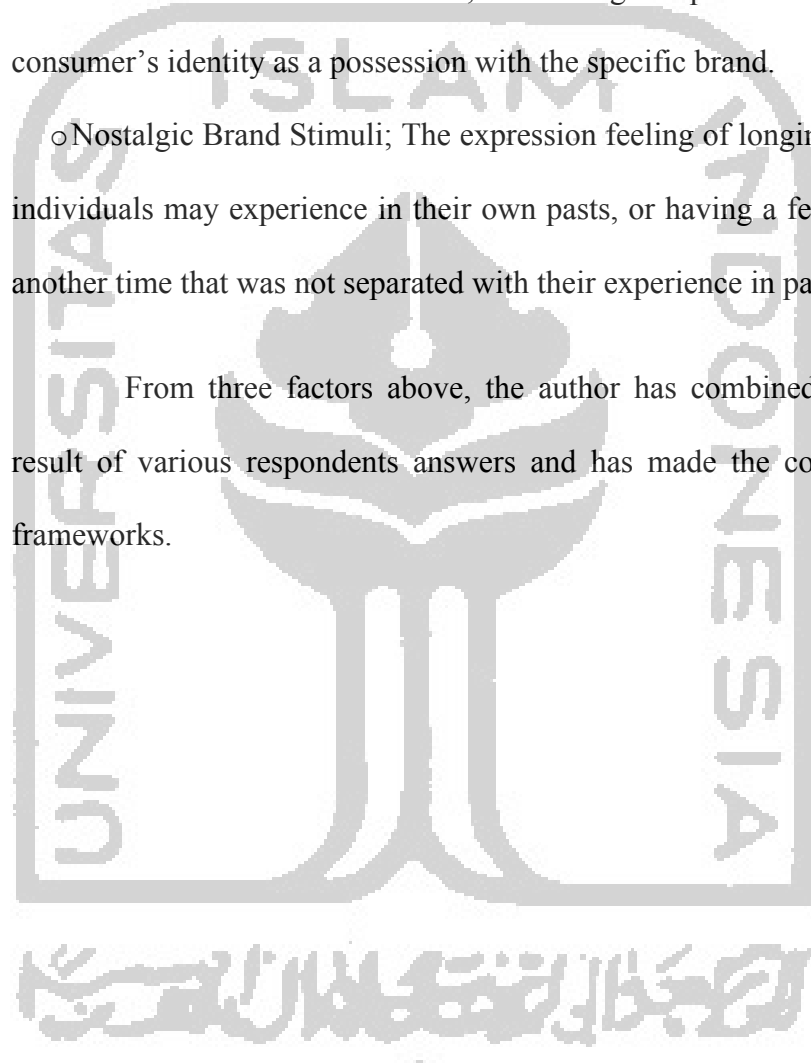
- The antecedents of brand love in Indonesia are discovered, which are;

○ 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.

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**APPENDIX**

APPENDIX 1

NAME : DYAN DD MUHAMMAD

BACKGROUND : STAFF SELLING, NUTRIFOOD SURAKARTA

DATE : MAY,31 2019

LOCATION : THE PARK, SOLO BARU

F; Selamat pagi dyan, saya fajar prabowo dari Universitas Islam Indonesia di jurusan marketing tahun 2014. Tujuan saya hari ini bertemu dengan anda untuk meneliti dan menyelesaikan skripsi saya yang berjudul “The phenomenon of Brand Love In Indonesia’ dengan lampiran yang saya berikan sebelumnya kemungkinan anda sudah mengetahui sedikit banyak tentang apa yang akan kita bicarakan pada hari ini.

D; Okay, saya kira saya dapat membantu skripsi anda dengan apa yang anda lampirkan, saya kira punya pengalaman yang bisa saya ceritakan pada hari ini.

F; Sebelum kita masuk ke inti pembicaraan kita nih mas, boleh diceritakan sedikit tentang diri mas dyan?

D; Boleh mas. Saya Dyan DD Muhammad, sekarang saya kerja di Nutrifood Surakarta sebagai staff marketing yang menangani sales dan dealing mas. Kalo di hitung kemungkinan saya sudah bekerja kurang lebih 2 tahun mas disana.

F; Wah marketing juga sama seperti saya ya.

D; Benar mas hahaha

F; Oke mas, bisa masuk ke inti pembicaraan kita?

D; Silahkan mas lanjut



F; Siap mas. Kita mulai dari apa yang sudah saya lampirkan sebelumnya. Apakah ada sebuah brand yang anda sukai atau nikmati selama ini?

D; Jelas ada mas. Dari saya dulu sekolah sampai sekarang, saya sangat menikmati pertemenan saya dengan Vans mas. Saya masih ingat sekali dulu pada tahun 2008, sepatu vans pertama saya mas, saya menabung mas buat beli sepatu itu dari uang jajan sekolah yang dikasih dari orang tua. 5 bulan loh mas saya menabung buat bisa beli sepatu itu haha.

F; wah menarik mas. Pada saat itu apa yang menggerakkan mas untuk membeli sepatu tersebut?

D; Saya sudah lama mas mengikuti brand tersebut saya suka pergi ke warnet buat liat liat website nya, liat pertandingan skateboard kan biasanya pake sepatu vans gitu mas terus liat di tv juga banyak arti artis pake. Lama lama penasaran banget sih mas, gimana rasanya pake sepatu vans gitu. Semakin lama semakin penasaran, akhirnya benar benar ngikutin banget, dari campaign mereka sampai acara yang mereka adakan saya tonton tuh mas di youtube dan di website. Saya baca sejarah mereka gitu mas terus cerita cerita yang pernah buat gitu.

F; apa yang mas rasakan pada saat itu?

D; Saat saya sudah punya satu gitu puas banget sih mas kayak saya pakai jadi naikin taraf pede saya, nyaman buat dipake kemana aja, kelamaan malah makin suka mas kayak jatuh cinta gitu mas haha

F; waduh jatuh cinta mas hahaha

D; Iya mas coba mas rasakan apa yang mas tunggu sekian lama akhirnya bisa dimiliki itu sesuatu yang gak bisa dikatakan dengan kata kata mas haha

F; Gimana sih menurut mas, brand vans tersebut?

D; Gini mas, saya memang suka belanja pakaian dan segala sesuatu yang

bisa dipakai di badan gitu ya fashion lah ungkapannya. Saya gak sembarang beli brand sih. Buat saya brand itu menggambarkan diri saya, saat saya memakai itu ya itu menunjukkan identitas saya. Sama seperti vans ini, saya sangat suka sejarah mereka dari pertama kali launching sampai sekarang, apa yang ingin mereka sampaikan kepada warga dunia dan apa yang ingin mereka capai. Selain itu juga konsep dan desainnya saya senang sekali. Saya sudah punya banyak sekali mas pakaian, sepatu dan aksesoris dari vans. Paling banyak sih sepatu saya punya sekitar 7 pasang haha

F; Banyak juga ya mas haha

D; Namanya juga udah suka banget mas, apa aja saya usashakan buat bisa beli barang barang vans terlebih lagi asya sudah bekerja, punya penghasilan sendiri lebih gampang untuk membagi uangnya haha

F; Apa sih yang menyebabkan akhirnya jadi segini cinta nya mas?

D; Berawal dari penasaran tadi mas akhirnya kalo ungkapan Bahasa inggris nya “ I found myself there, they give the solution that I need’. Semakin saya beli saya semakin cinta haha.

F; luar biasa sekali mas haha.

D; Bulan depan tepat saya akhiri challenge saya sendiri loh mas

F; Challenge apa itu mas?

D; Spending 365 days with my Vans. Jadi baru beli sepatu vans baru nih mas, nih yang saya pake sekarang haha. Saya pake kemana saja pokoknya, ke burjo, ke mall, ke kantor saya pake juga mas untung gak begitu ketat tentang peraturan sepatu di kantor haha. Ya spending 365 days with my vans feels great and I love it mas.

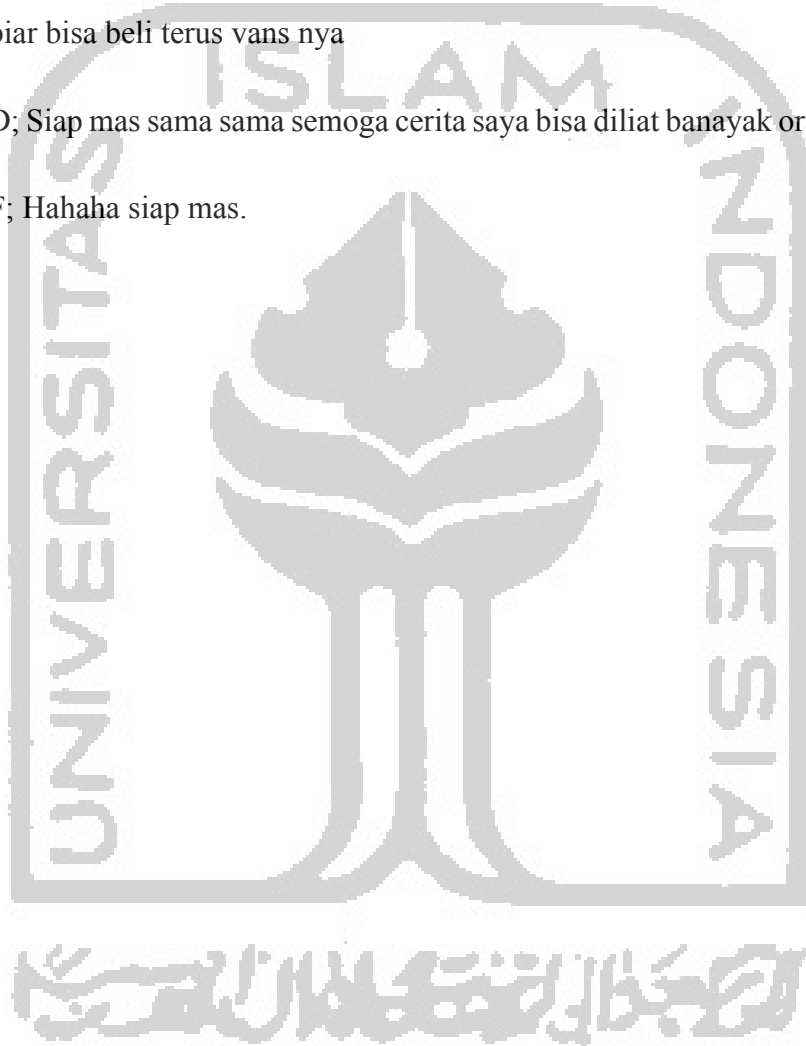
F; Ada ya challenge gitu ya mas haha. Oke mas, kemungkinan ada lagi yang ingin mas ceritakan dari pengalaman cinta anda dengan vans haha

D; Itu semua mas haha. Kemungkinan itu saja yang bisa saya ceritakan mas pokoknya nanti kalo beli sepatu lagi saya pasti bikin challenge itu lagi mas haha.

F; Siap mas. Terima kasih banyak atas waktunya semoga kerjanya lancar biar bisa beli terus vans nya

D; Siap mas sama sama semoga cerita saya bisa diliat banayak orang haha

F; Hahaha siap mas.



## APPENDIX 2

NAME : MUHAMMAD FEBRYAN PUTRA

BACKGROUND : OWNER OF SACCO OFFICIAL

DATE : JUNE, 4 2019

LOCATION : KAKTUS CAFÉ, YOGYAKARTA

F; Selamat siang mas febry, perkenalkan saya fajar prabowo dari international program universitas islam Indonesia jurusan marketing. Sesuai dengan apa yang saya sudah kirimkan lewat e-mail bahwa pertemuan pada hari ini untuk menyelesaikan tugas akhir saya “The phenomenon of Brand love In Indonesia”.

R; Siang mas fajar, dengan senang hati saya akan membantu mas dengan apa yang saya punya. Hari ini berarti sesuai dengan apa yang mas lampirkan di e-mail toh mas?

F; Benar mas, kurang lebih apa yang iningin saya tanyakan pada hari ini sesuai dengan lampiran tersebut

R; Okay mas.

F; Sebelum masuk ke pertanyaan utama mungkin boleh memperkenalkan diri dulu mas?

R; Perkenalkan diri seperti kerja dan hobi hobi gitu ya mas?

F; Boleh mas mungkin sampai hobi kerja saja tidak usah sampai makanan favorit dan minuman favorit mas hahaha

R; Tau aja mas nya haha. Oke mas, nama saya Muhammad Febryan Putra, saya 25 tahun sudah bekerja juga kebetulan dibidang fashion sebagai wiraswasta. Saya membangun usaha saya kemungkinan sudah jalan 4

tahun mas, namanya *SACCO* lebih ke utility bag dan jacket sih.

F; Wah keren juga mas, emang berawal dari hobi apa gimana nih mas?

R; Iya nih mas, saya kagum dan senang sih mas kayak making experiments in fashion gitu. Dulu saya sering ke jepang dan korea gitu buat nyari referensi, belajar dan beli barang disana mas buat contoh inspirasi gitu. Akhirnya malah kebablasan kayak sekarang haha

F; siap mas sampai sering ke jepang dan korea ya. Sering loh yah aha

R; iya mas karena saya memang senang dengan Fashion Culture disana mas, seperti lebih tidak kaku mas. Kan banyak tuh, kayak di Instagram Instagram gitu, harujuku style dan lain lain. Terlebih kayak di Tokyo gitu mas, semua orang bebas berpakaian yang mereka mau dari brand ternama sampai mereka DIY gitu. Luar biasa lah pokoknya. Kapan ya di Indo kayak gitu haha

F; Entahlah mas kalo di Indo kayaknya orang orangnya kebanyakan nyinyir haha

R; Betul sekali mas. Pernah nih saya kan lagi iseng gitu ya pake jacket kulit terus pake celana regular denim gitu sama pake boots terus masuk dong ke Grand Indonesia gitu eh malah kayak banyak yg liatin kayak di nyinyirin gitu mas. Kalo aku sih pede pede aja toh yang pake saya mas. Bebas dong saya mau pake apa kan haha

F; Hahaha betul juga mas. Kalo buat Brand gitu ada gak yang mas banget gitu?

R; Ada beberapa sih mas. Tapi ada nih satu brand yang saya punya banyak dan memang kalo ke jepang ngincar brand itu terus

F; Brand apa itu mas?

R; Levis vintage mas.

F; Bukannya sama aja ya mas sama levis biasa gitu?

R; Sebenarnya sama aja sih mas. Tapi biasanya nyari yg vintage gitu karena yang pertama saya suka style nya gitu tuh, bahannya lebih bagus dan kuat, terus dulu sih pertama kali dikasih sama bokap haha

F; Oalah jadi awalnya dari bokap nih mas?

R; Iya nih mas, bokap dulu juga punya beberapa dan juga dulu kalo travelling sering sama bokap gitu. Jadi kalo sekarang beli levis itu kayak ngerasaain jalan jalan sama bokap lagi mas.

Kayak ke flashback gitu mas. Jadi sekarang malah punya banyak banget itu levis vintage dari celana, jacket sampai baju baju nya gitu mas. Kayak pas beli levis vintage, sama aja ngehargai bokap mas, karena meneruskan apa yang beliau sukai haha

F; Rugged style gitu ya mas

R; betul mas kalo kata anak jaman sekarang, Japanese rugged style haha

F; Belinya dimana tuh mas kalo di jepang?

R; Banyak mas toko vintage di jepang cari aja satu satu dimasukin gitu. Ntar paling ngeliat ada levis udah lama gitu tapi harganya luar biasa sekali haha

F; Emang berapa mas biasanya buat satu jacket gitu atau jeans?

R; Macem macem sih mas dari tingkat kelangkaannya gitu. Kalo yang langka banget mungkin tembus 10 juta gitu kali. Kalo yang biasa start dari 2 jutaan bisa sampai 5 juta juga ada

F; Gileee beneran tuh mas?

R; Masa iya saya bohong mas, lagi direkam loh ini haha

F; Betul juga haha. Btw emang gak eman mas beli baju harga segitu tuh

mas?

R; Namanya juga sudah mendarah daging mas, uang bisa dicari kalo barang barang kayak gini belum tentu ada 10 yang keadaannya masih bagus mas di seluruh dunia loh. Jadi apapun yang bisa diusahakan ya beli aja sudah lah haha. Daripada nyesel hayo haha

F; Ampun dah mas haha. Berarti awalnya dari bokap ya mas?

R; Iya mas dulu sering kayak kembran gitu style nya sering di fotoin sama nyokap haha. Asik sih mas kayak samaan sama bokap gitu akhirnya malah kayak sekarang kalo beli itu tanpa pikIr panjang.

F; Mantap bener mas haha. Perasaannya gimana tuh mas setelah beli si levis ini?

R; Senang banget sih mas. saya sempat tuh punya jacket yang sama persis sama yang dibeli bokap tahun 1990an gitu mas. itu favorit saya. Pertamanya kayak gak percaya gitu mas, kayak pernah liat dimana gitu nih jacket yekan pas masuk ke toko gitu, tak pegang pegang bener sekalinya cuma yang beda tahun produksinya saja haha. Pokoknya kalo udah beli gitu kayak puas gitu mas, nambah koleksi kadang sering senyum senyum sendiri liat lemari pakaian gitu.

F; Senyum senang gitu ya mas

R; Bukan mas, lemarnya udah penuh hahaha

F; Yaeyalah haha

R; Begitu sih mas semua ceritanya.

F; Oke oke mas. mungkin ada yang mau ditambahin mas dari ceritanya?

R; masnya masih punya pertanyaan kali?

F; Kalo dari saya cukup sih mas. luar biasa sekali ceritanya. Mungkin kita udahi saja ya mas, terima kasih atas ceritanya dan sukses terus buat usaha

nya, saya doaiin bisa sampai ekspor kemana mana mas.





APPENDIX 3

NAME: ARIASETA DANISWARA PERMANA

BACKGROUND: ASSISTANT MANAGER, UNIQLO 21 PASKAL

DATE: JUNE, 14 2019

LOCATION: 5758 COFFEELAB, BANDUNG

F: Siang mas seta, bagaimana kabarnya?

A: baik mas fajar.

F: Seperti janji kita yang sudah kita bicarakan kemarin, hari ini saya bertujuan untuk meminta waktunya mas seta untuk membantu saya menyelesaikan tugas akhir saya “ The Phenomenon of brand love in indonesia”

A: oke mas silahkan, saya sudah liat sedikit lampirannya di e-mail ya mas. ini interviewnya mau Bahasa inggris apa indo mas?

F: wah itu tergantung mas seta suka yang mana?

A: Inggris aja ya biar tidak misunderstanding nantinya, karena kan Tanya inggris ya?

F: Boleh boleh mas

A: silahkan mas

F: OK. We are going to the core of our meeting today. Before we are going through, is it okay if you may introduce yourself?

A: I am ariaseto daniswara permana, currently I work as assistant store manager at Japanese retail brand in Indonesia. UNIQLO in 23 paskal

F: wow , it is a interesting company, especially if you are passionated in fashion of course

A: that's it. That was my purpose when the first time I applied to this company, and when I work here, there are many things that is suit me the most

F: So based on what you said before, you are passionate in fashion, can you describe more with the brands?

A: 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

F: Oh I heard that brand, the one that is worn by John Mayer

A: Yes it is

F: How is KAPITAL?

A: Each of its pieces is hand-made so you will get one piece with no other person has ever had. Maybe 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.

F: So now, how is your feeling for the brand?

A: My first encounter with the brand is on the social media through one of its ambassadors. 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. It may not be everybody's 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 master piece they made.

F: How this kind of relation was established?

A: Like I mentioned before, I was following the brand ambassador to know about the brand. Since then, I started to following the brand via social media to always update about the information. I search about the history, the people behind it and how they start the brand.

F: In this relationship with the brand, is there any factor influencing?

A: 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.

F: How was the factor Influencing?

A: While it fits with my ideology on fashion, I am a person who focus 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.

F: And after purchasing or maybe using it, what kind of feeling that you can feel?

A: I am very happy with this brand. This brand satisfies me while strenghtening my confidence in social environment.

F: that's amazing experiences. If I may know about it. How many of KAPITAL "masterpieces" that you have?

A: It is around 10 pieces, includes outwears, shoes and trousers or t-shirts.

F: WOW. Fantastics

A: LOL. That is still not enough I think

F: OK. Do you have anything to share?

A: Nope that's enough

F: OK. Maybe that's all thank you for your times, and success with UNIQLO Careers. See you on top!

A: THANKYOU, See you next time.



APPENDIX 4

NAME: SUSETIYO

BACKGROUND: SALES MANAGER, DANONE INDONESIA

DATE: JUNE, 16 2019

LOCATION: STARBUCK KUNINGAN CITY, JAKARTA

F; Hallo mas tiyo. Perkenalkan saya Fajar Prabowo dari Universitas Islam Indonesia jurusan marketing. Dan sesuai dengan apa yang sudah saya lampirkan di e-mail beberapa waktu yang lalu bahwa pertemuan hari ini bertujuan untuk memenuhi tugas akhir saya mengenai “The phenomenon of brand love in Indonesia”. Mungkin untuk memulainya, boleh mas tiyo memperkenalkan diri terlebih dahulu?

S; Oke mas. perkenalkan nama saya Susetiyo saya asli medan, lama tinggal di jogja dan sekarang bekerja di DANONE Jakarta sebagai Sales manager Indonesia. saya sudah bekerja selama mungkin 5 tahun disini mas.

F; Cukup lama juga ya mas

S; lumayan mas. sebelumnya saya dulu di jogja di cabang danone aqua disana sekarang sudah dipindah kesini untuk memegang posisi tersebut.

F; Oh begitu ya mas. oke mas, kemaren sudah sempat membaca lampiran di e-mail kemaren mas?

S; Oh sudah mas. jadi kalo boleh saya bertanya, apa yang ingin mas teliti disini adalah kurang lebihnya mengenai brand love gitu ya mas.

F; Wah benar sekali mas. oiya mas nya sales manager di danone ya jadi sudah pasti pernah meneliti juga

S; Tentu mas.

F; Oke mas kalo begitu kira kira ada gak mas sebuah brand yang benar benar mas gemari atau sudah lama mas pakai?

S; Ada sih mas. Kemungkinan, yang benar benar saya gemari adalah brand sebuah sepeda sih mas. karena saya suka juga sepedaan gitu ya sekalian olahraga dan jalan jalan gitu.

F; Asik juga ya mas sepedaan gitu. Kalo boleh tau merk sepeda nya apa ya mas?

S; Saya pake specialized sih mas. tipe roadbike gitu.

F; Wah saya tau merk itu mas. kayaknya merk nya mahal juga ya.

S; lumayan lah mas mulai dari harga 15 jutaab ke atas untuk roadbike nya

F; begitu ya mas

S; iya mas jadi selama ini sudah ganti sepeda 4 kali gitu merk nya itu specialized aja sudah nyaman sama tuh merk mas

F; Kalo boleh tau awal cerita nya gimana tuh mas?

S; Jadi dari dulu tuh sudah suka sepedaan mas, pernah pake merk yang lain tapi kayak kurang puas gitu dari segi model, performa dan lain lain lah. Terus suatu hari beranian diri lah beli sepeda harganya kalo gak salah tahun 2010 itu 13 juta model terbarunya pada tahun itu. Pertamanya liat mungkin biasa sih mas. tapi lama kelamaan kok kayak enak sepedanya lebih ringan, presisi terus yang paling suka seperti ada motivasi dari si sepeda buat kita lebih keren gitu mas pake sepeda itu. Lama kelamaan, beli lagi satu, alasannya sih buat sepeda ganti ganti atau gak kalo istri mau naik sepeda jadi bisa barengan, padahal ya pengen tambah aja karena sudah nyaman sama merk tersebut. Akhirnya ya yang lama dijual terus beli baru lagi beli lagi jual lagi tapi merk yang sama gitu mas.

F; Wah begitu mas, sekarang sepedaan nya di Jakarta mas?

S; enggak mas sepeda nya di jogja. Istri saya masih di jogja. Jadi setiap weekend pulang ke jogja ketemu istri terus pasti sepedaan mas

F; Pasti ya sepedaan kalo ke jogja mas haha

S; iya mas kalo di Jakarta kagak sempat, kerja dari pagi pulang malam mau sepedaan kapan coba ye gak

F; Benar juga sih mas. oke mas, kira kira factor apa yang sangat berpengaruh membeli brand tersebut?

S; Itu tadi mas disamping puas dengan model dan performanya. There is something magical in it. Kayak si sepeda itu memberi semangat ke saya buat genjot terus, disamping itu juga kalo naik specialized lebih keren sih mas saya ngerasa nya

F; Kayak ada sihirnya gitu ya mas

S; gak bisa digambarkan dengan kata kata mas, perasaan saya sudah nyaman dengan si specialized gitu sih. Kadang kalo iseng jalan jalan ke luar negeri juga sempatin mampir di toko sepeda sana buat liat harga terbaru nya gitu

F; Kayak ada pengorbanannya ya mas

S; Betul mas. ada tuh saya beli dari belanda sepeda specialized saya kirim dari sana.

F; Sering ke belanda berarti nih mas?

S; ya lumayan sih mas karena senang aja disana orang orang nya pada naik sepeda jadi toko sepeda pasti banyak disana plus ngirim dari belanda ke indo kan gampang mas banyak ekspedisi orang indo yang buat disana

F; bener juga tuh mas kalo liat di internet kayak belanda rame banget yang naik sepeda

S; Iya mas

F; Dengan beli sepeda gitu, gimana perasaan mas setelah membelinya?

S; Senang sih mas kayak beli pakaian. Sepeda buat saya sudah kayak kebutuhan gak bisa lepas deh terutama dengan merk specialized itu.

F; Luar biasa mas. ada lagi yang ingin mas sampaikan?

S; cukup saya harus balik kerja lagi ini

F; Oke mas terima kasih atas waktunya semoga makin banyak koleksi sepedanya. Sukses terus kedepannya dengan kariernya dan terima kasih sudah meluangkan waktunya.





APPENDIX 5

NAME: KHRESNA WIMBA

BACKGROUND: ACCOUNTANT IN ONE OF SAP COMPANY

DATE: JUNE,18 2019

LOCATION: STARBUCK, KUNINGAN CITY

F: Selamat siang mas khresna

K: Siang mas. kapan sampai Jakarta nya?

F: Sudah beberapa hari sih mas kemarin juga sudah interview satu orang di Jakarta juga

K: Oh gitu ya mas. oke lanjut langsung ke intinya aja mas

F: oke mas siap. Kemarin sudah di terima lampiran di e-mail ya?

K: Sudah mas

F: oke mas lanjut saja ke intinya. Boleh perkenalkan diri terlebih dahulu?

K: Ini mau pake Bahasa inggris apa indo mas?

F: terserah mas nya saja lebih nyaman pake Bahasa apa?

K: karna ini skripsi Bahasa inggris biar lebih mudah mas nanti, mending pake Bahasa inggris saja ya takutnya nanti salah mengartikan hehe

F: it is better than. Okay, first of all, can you introduce yourself?

K: my name is khresna wimba, currently I am working in one of biggest SAP Company in Jakarta as one of the accountant.

F: what a job, may you tell me a little bit story about what I send to you?

K: about a brand, right?

F: yes

K: okay, to begin with, i have special relationship with one of the cinematic and brand of comic named MARVEL

F: How is the feeling for the brand?

K: 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.

F: How was the first time this relation established?

K: when I was a child, my brother gave me one comic of MARVEL, it was an amazing experience in reading that comic, like I was imagined myself as superheroes when I was older hehe

F: Is there any factor that influencing ?

K: factor? I think it is my escape from realities, like everybody know our reality is not sweet as our imagination, these movies become my bridge between realities and imagination. My works are tiring and I need something like this.

F: How was the feeling after watching it?

K: I become more enjoy and relax which I can forget all of the tiring days in my daily routines,

F: what do ypu learn from this amazing relation?

K: I learn that we can become superheroes for ourselves as we saved the day and tiring mind with watching all of the movies and reading the comics.

F: amazing. Do you have anything to tell more?

K: do you still have anything to ask? Because I think that's all the answers of the questions that you sent before right?

F: yes of course, because I think it is enough for now, thank you for the time and enjoy waiting for another marvel masterpieces, goodluck for your daily routines might everything can be better.

K: thank you. Goodluck for your thesis.

