The Role of Brand Love toward Brand Loyalty on Automotive Products

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Keywords: Brand image, Brand Love, Brand Loyalty

Abstract: There has been a growing research interest in the area of brand loyalty. Despite strong attention to brand loyalty in the marketing literature, it looks like there has not been a clear-cut way of defining concepts. Some previous research concludes that to increase brand loyalty, it can be done through brand image. (Durrani, 2003, Dhillon, 2033, Nandan, 2005,). One example is Durrani's (2003) study which states that consumers who have positive image in a brand will be more likely to repeat purchase. However, most other researchers argue that to increase brand loyalty, must have an emotional attachment to the brand. This factor is called brand love (Carrol and Ahuvia, 2006, Maztler 2006, Albert, 2008, Batra, 2012, Sarkar, 2014, Munnuka, 2010). On that statement it can be concluded that brand love has become the most important part that must be realized by many industries and companies because brand love can build consumer attachment to the brand. This research aims to explore the relationship between antecedents of brand love and relationship to brand loyalty through brand love.

1   INTRODUCTION

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There has been a growing research interest in the area of Brand Loyalty. Despite strong attention to brand loyalty in the marketing literature, it looks like there has not been a clear-cut way of defining concepts. Brand image is the consumer perception of a brand consisting of a set of brand associations that exist in the minds of consumers which connects the consumer thinking toward a brand (Keller,2003). Perceptions formed by personal experience that consumers can become stronger if consumers experience the positive experience of the product. (Durrani,2003). Customer loyalty is the customer who has a tendency to make repeat purchases of the products / services of the same company, has a high consistency in the company, and have immunity against other . Further study explains that the image of the brand depicted from the superiority, strength and uniqueness of the product is not enough to increase brand loyalty (Nandan, 2005, skoog, 2015). so it takes insertion of brand love to increase brand loyalty (Ahuvia,200,batra, 2012) which are called brand love. In the new era of marketing (new era marketing) as it is today, attention to the brand love is like a building that can be seen with the growing relationship between consumers with the brand. On that statement it can be concluded that brand love has become the most important part that must be realized by many industries and companies because brand love can build consumer attachment to the brand. This research aims to explore the relationship between brand trust relationship to brand loyalty through brand love, especially on automotives products. Looking at the phenomenon, there is a possibility in the future, the car brand in the down position can catch up to the top if the car manufacturer is not able to retain customers. This is based on previous research that has been done in the context of the car industry that links to brand loyalty. The study suggests that to increase brand loyalty, a mediating factor is required to strengthen loyalty to the brand in the future.

2   PROBLEM STATEMENT

Based on the background of the above research, the problem is the limited understanding of the components of whether brand image can be anteseden brand love to increase brand loyalty and limited

understanding of whether there is an indirect influence between brand image to brand loyalty through brand love.

3 LITERATURE REVIEW

3.1 Brand Loyalty

Brand loyalty is the most expected outcome of a study on consumer behavior (Arslan, 2010). There are many definitions of brand loyalty in terms of different perspectives. However, in general, loyalty is divided into two things. Namely, attitude loyalty and behavioral loyalty. In reality, however, the commonly used definition is the explanation that brand loyalty is a consistent consumer preference for purchasing on the same brand on a specific product or service category. Concerning the statement, the most common definition of loyalty is something that consumers can be a reflection of a product, service, store, product category (eg cigarette), and activity (eg swimming). Here will be used brand loyalty terminology. This is to know that customer loyalty is part of someone, not something that attaches to the brand. Unfortunately, there is no universally agreed definition (Oliver, 1999).Based on the above description, the authors conclude that brand loyalty consists of attitude and behavior. That is, attitude loyalty is related to all perceptions and feelings of consumers about the product and brand to show commitment to the extent to which a consumer's loyalty to a brand, while behavioral loyalty is the loyalty of the brand based on the actions and buying behavior, ie customers make repeated purchases regularly and buy between product and service lines, referring to others and showing immunity to competitors' attractions.

3.2 Brand Love

Brand love has become the most important part that industry and companies need to recognize because brand love can build consumer attachment to brands and sometimes be able to grant forgiveness to mistakes and some brand failures (Munnuka, 2010) .According to Carrol and Ahuvia (2006) consumer love of the brand, will make the consumer more loyal to the brand or spread positive words about the brand to various parties. From the above statement can be concluded that although there are differences in define brand love, but previous studies define brand love that refers to the attitude of satisfied consumers after they bought the brand (Carroll & Ahuvia, 2006).

Carroll & Ahuvia (2006) further develops the definition of love of this brand as the level of emotional love of a satisfied consumer on the brand. As mentioned above, several theories of love between individuals have been used and expressed to have the ability to be applied in consumer behavior research (Batra et al., 2012; Albert et al., 2008).

3.3 Brand Image

In the business, brands have been defined as names, terms, signs, symbols, or designs or combinations of them intended to identify the goods or services of a person or group of sellers to distinguish them from competing products or goods (Zeithml, 2012). Whereas according to Aaker (2005), a brand is defined as a name, sign, symbol, or design that is created to mark or identify products offered by the customer. Based on the above explanation, it can be concluded that the mark is the name, term, sign, symbol, or design or combination of them all intended to identify the goods or services of a person or group of sellers to distinguish them from competitors' products or goods.

After knowing the brand, it takes understanding understanding of the image. In the competitive market dynamics, brand image has a very important role because it differentiates a company or product with others. In a brand image contained some things that explain about the brand as a product and also brand as an organization, brand as a symbol. Brand image can also be created from other factors. Brand image or Brand image can be created with a very long time can also with a short time. Based on this, this study builds the dimensions proposed by Nandan (2005) and reinforced previous research by Keller (2003) which mentions the dimensions of the image formers are as follows:

- Brand favorability

    One of the factors that make up Brand Image is the superiority of the product, where the product is superior in competition. Brand favorability where consumers believe that the attributes and benefits provided by the brand will be able to meet or satisfy their needs and desires so that they form a positive attitude toward the brand.

- Brand Strengtheness

    The power of the brand depends on how information enters the customer's memory and how the process endures as part of the brand image. The strength of this brand association is a function of the amount of information processing received in the ecoding process. When a consumer actively describes the meaning of information of a product or service it

will create an increasingly strong association in consumer memory.

• Brand Uniqueness

Uniqueness is the association of a brand inevitably must be divided with other brands. Therefore, must be created a competitive advantage that can be used as a reason for consumers to choose a particular brand. By positioning the brand more leads to experience or benefit themselves from the image of the product. From the existing differences, both from products, services, personnel, and channels expected to make a difference and competitors. Which can provide benefits for producers and consumers or in other words is the uniqueness-uniqueness owned by the product / brand.
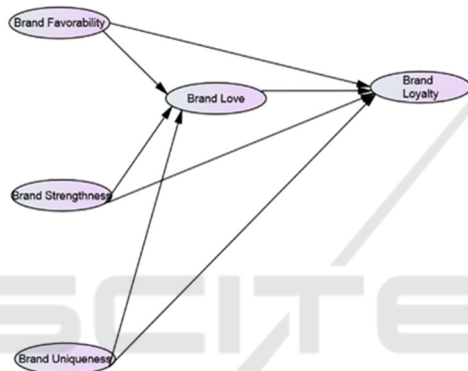
Theoritical Framework

Figure 1: Model of Research

4 METHODS

Based on the research objectives described in the previous chapter, this research can be classified into two categories: qualitative and quantitative. Research is based on qualitative methods is to understand social or human problems from various perspectives. Thus, qualitative research is an inductive method in which researchers focus on the mind to investigate the problem in depth and detail. But This method is also based on Quantitative, because research is more concerned with the problem of how much, better, or to whom this problem occurs. The purpose of this research is to know the influence of brand love on brand loyalty to car customers in Aceh Province.

4.1 Samples

The sample is part of the population whose characteristics are to be investigated and considered to represent the entire population (fewer than the population).

By population, the following will show the number of samples in the table below:

Table 1: Number of Sample Based on Car User Center in Aceh

Centre in Aceh	Populations	Samples
Banda Aceh	39.974	160
Lhokseumawe	19.987	80
Meulaboh	15.989	60
Meulaboh	14.990	64
Takengon	4.996	20
Kutacane	3.997	16
Totals	**99.933**	**400**

Source : Province of Aceh

4.2 Collecting Data Techniques

As described in the previous chapter, the sampling technique used is Nonprobability Sampling. According to (Hair, 2010) Nonprobability Samplingis a way of selecting elements from the population to become members of the sample, where each element does not get the same opportunity to choose. The more specific technique taken by researchers in nonprobablity sampling is purposive sampling technique, that is the sample is taken with certain intention or purpose, which is considered the sample meets the appropriate characteristics and can assist the researcher in doing the research.

4.3 Hypothesis Testing Design

This test refers to regression value analysis (Regression Weights Analysis Structural Equation Modeling). Hypothesis testing is based on Critical Ratio (CR) value and Probability (P) value of the data if required, ie CR> 1.96 and P <0,05. If the result shows a value that meets the requirements, then the hypothesis is acceptable. As mentioned earlier, this study also has a mediation variable, that is, brand love, so there is a need to test the mediation effect as suggested by Kelloway (1995). This process is also carried out through a structural equation model in which structural equation models are viewed as superior models in mediation testing as described by Anderson & Gerbing (1988) and Kelloway (1995).

5 RESULT

The results of the above analysis found that the value of Chi-square = 387.203 (p <.000) with X2 /df = 8.770. GFI value of 0.907 and TLI of 0.956 <0.90 shows the result of marginal fit and only CFI of 0.882 indicating good fit indices. However, RMSEA values higher than 0.08 still show unsatisfactory value.

Based on data that has been validated according to the model of measurement equation through the first step approach, further analysis can be done with the second-step approach or structural equation model. In the previous section, the results of the measurement model have achieved acceptable fit index results, with statistically significant and significant parameters. The structural approach emphasizes the testing of theoretical models or frameworks of this study which can be seen in the following study.

6 DISCUSSION

As the main objective of this research is to confirm that in the future, in the formation of brand image of brand loyalty, it is necessary to insert brand love so that brand loyalty will become stronger. The result implies that the strength and excellence that exist in the brand (brand image) will lead consumers to a sense of happiness (love) towards the brand so as to generate brand loyalty. This is in accordance with Ahuvia (2006) where brand love has been conceptualized as a combination and a mixture of emotion and passion (spirit) towards brands that can shape loyalty over time. The statement was reinforced by previous research that brand love is a highly emotional, imaginative and irrational variable (Sarkar, 2014). Using the power of love for a brand can create happiness and passion for its engagement with the brand, especially in hedonic products (Sarkar, 2014). Thus, there is a suitability and relationship between brand image and brand love. This is consistent with the skoog (2015) which states that passion will primarily depend on the image that is reflected in the mind of the consumer as the brand's power arises when recalling the brand. According to Skoog (2015), the relationship to a brand will be stronger if based on product superiority, where the product is superior in competition because of the advantages possessed and the characteristic that causes a product has its own appeal for consumers.

7 CONCLUSIONS

Brand image built in this research model affects brand loyalty. This condition implies that the better brand image, will affect the increasing brand loyalty to car customers in Aceh and brand love serves as a variable mediation partially between the relationship of brand image on brand loyalty.

8 LIMITATIONS

In general, certain theories do not apply universally in any region (Sheth et al., 1991) and this also applies to the brand love model. This model can only be applied to the behavior of car buyers where customers really need many factors in choosing the product. So this model is somewhat less suitable for products that have low emotional levels. Although this research has confirmed that love can make a person loyal to a particular brand, it can not be generalized to other types and models of research.

9 FUTURE RESEARCH

The model built from this study has confirmed testing of brand love and its impact on brand loyalty to car customers. Therefore, in the future, researchers interested in testing this model are advised to investigate the influence of brand love on different consumers or other product categories and in other areas of research. Furthermore, this study also did not identify whether respondents purchased the product through direct or indirect purchases. Currently, many customers in choosing a particular product also prefer to buy products via the internet (e-marketing). In the future, it also allows researchers to test this model against customers who are interested in purchasing brands/ products over the internet.

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