

The Influence of Brand Knowledge and Brand Relationship On Purchase Decision Through Brand Attachment

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ABSTRACT: *The aim of this paper is to measure the strength of a brand with a comprehensive model that combines the brand knowledge and brand relationship on a brand perspective and measures whether brand knowledge and brand relationships have a positive relationship and significantly influence current purchase variables and future purchase variables. This paper uses a Structural Equation Modeling - LISREL approach to test the causal relationship in the positive relationships between variables and examine the significance of the overall structural models and paths determined. It was found that current purchase variables are directly influenced by brand image variables and indirectly influenced by brand awareness variables. Also, future purchase variables are directly influenced by brand image variables and are indirectly influenced by brand awareness variables. Brand knowledge that includes brand awareness and brand image variables affect future purchase variables through a variable brand relationship path that includes brand satisfaction variables, brand trust variables and brand attachment variables. Therefore, just brand knowledge is not enough to build a strong brand in the long run but must also include brand relationship variables.*

KEYWORDS: *Brand knowledge; brand awareness; brand image; brand relationship; brand satisfaction; brand trust; brand attachment; purchasing decision; current purchase; future purchase.*

I. INTRODUCTION

The current market condition is filled with brand competition which is very competitive, slow growth of new consumers, and companies trying to find a new way to strengthen their power to sell brand. In order to increase customer purchase, marketers are forced to give away too much incentive and discount to win the market. Both demand and supply contribute to the more intense competition. From the demand side, product consumption has reached the dead-end point or even has met its downfall, the aftermath is that sales growth can be obtained by only reducing or taking over the market share of the competitors. From the supply side is the appearance of new competitors, new competitors that join the market by endorsing global brand via global retail network, by releasing private brand, by releasing brand extension, or new brand with cheap price.

Marketers are expected to consider the relationship between customers and brand in order to increase customer purchase. Marketers must learn about customer performance for this is important to persuade customers to purchase their brand that leads to repeat purchase. Conceptually speaking, researcher must begin by asserting that the reason why brand has an effect on customers is not that the systematical knowledge the customers have in mind regarding the brand, but they are also part of the psycho-social-culture context (Fournier, 1998) in Giuseppe Pedeliento (2018).

II. LITERATURE REVIEW

Keller (2008), building strong brand is one important goal of product and brand management. Therefore, the goal of building strong brand must be stated in strategic brand management so that the brand can endure through time and can be utilized in various product and market categories.

Aaker (1997) in Cindy Mei Alfionita, Suharyono and Edy Yulianto (2016) showed that brand must be well managed for it will provide company with enormous benefits. Not only does brand enriches the value of the company for it gains more profitability, but strong brand also makes the company endure in crisis and can be an ultimate weapon as a competitive advantage.

In practice, establishing brand awareness and brand image has been the main goal of brand management. Keller (2008) Brand awareness affects the formation and the association strength that establishes brand image. In order to establish brand image, brand manager must begin with a creation of brand node in memory, which the nature is to affect how easily customers can learn and keep the additional brand association.

1. Brand knowledge and purchase decision

According to Keller (2013), brand awareness affects the formation and the association power that forms brand image. In order to form brand image, marketers must begin by creating brand node in memory, which its nature is to affect on how easily customers can learn and keep the additional brand association. The first step of establishing brand equity is by evoking the brand on the customers' minds. In other words, brand awareness is a condition that is needed in the creation of brand image. As SchuilingdanKapferer (2004) showed that brand awareness is indeed significantly correlated with many crucial dimensions. Therefore, we predict:

H1. Brand awareness has positive relationship and has significant effect on brand image.

Customers must consider the brand whenever they do a purchase that is acceptable or a purchase that fulfills the need that can make them satisfied. Raising brand awareness is equal to the probability of a brand that will be considerably chosen from some serious consideration of doing a purchase. The availability of high brand awareness can make the brand considered to be chosen by customers, and considered in a product purchase decision. In order to determine the impact of the brand, we suggest dividing the purchase decision into two which are current purchase decision and future purchase decision. Following the model of customer based brand equity, we recommend that brand knowledge including brand awareness and brand image can affect current purchase and future purchase.

H2. Brand awareness has positive relationship and has significant effect on current purchase.

H3. Brand image has positive relationship and has significant effect on current purchase.

H4. Brand awareness has positive relationship and has significant effect on future purchase.

H5. Brand image has positive relationship and has significant effect on future purchase.

2. Brand relationship and purchase decision

The relationship between customers and brand, which is known as brand relationship, is about how customers think, feel, and own the brand. Brand relationship becomes important because it is the core of marketing strategy and the key point of marketing success.

Glossary (2011), brand relationship is the manifestation of repeat interaction between customers and brand that begins to reflect the similar characteristic of the relationship among the loved ones, connection, are interconnected and dependent, intimacy, and commitment. The reason why brand has an effect on customers is not that the systematical knowledge that the customers have in mind regarding the brand, but they are also part of the psycho-social-culture context (Fournier, 1998) in Giuseppe Pedeliento (2018). Brand relationship can be a result of imagination or actual participation in a brand community which is called subculture consumption (Fournier, 1997), (Fournier, Susan, and Julie L. Yao (1997) in KatarzynaBacchnik and Robert Nowacki (2018). The relationship process can provide some cognitive benefits and positive effects, and also emotional attachment that the result is the attachment between customers and brand (Fournier, 1998).

Brand satisfaction is customers' fulfilled satisfaction regarding the brand that they use. Kotler and Keller (2006) defines satisfaction as one's happy or sad feeling which is a result of a comparison between the performance of a product and the expectation of the product itself. In line with the definition of satisfaction by Kotler and Keller, Kapferer (2008) expressed that the key factor of customers' satisfaction is the gap between customers' experience and their expectation.

Trust is the important result of this kind of relationship. Delgado-Ballester (2004), Garbarino and Johnson (1999), Morgan and Hunt (1994) in Ratni Prima Lita (2009) expressed that brand trust is customers' feelings, based on the feeling which is the result of communal relationship with brand. Morgan and Hunt (1994) in Ratni Prima Lita (2009), argued that when one group believes that the other involved group has reliability and integrity, it can be said that there is trust there.

Because interactional relationship happens over time, the essence of the relationship is like interdependency among the involved entities. Therefore, we include an extra construction that points out this

interdependency. (Thomson et al., 2005) in RodoulaTsiotsou (2015) made an analogy that the relationship between customers and brand is like the relationship between individual and object in attachment theory. Therefore, the emotional attachment between customers and brand can predict the customers' commitment with the brand, for example they are loyal to the brand and their willingness to commit a financial sacrifice in order to pay with premium price. Brand attachment can be seen as a stronger attachment and commitment between customers and brand. Between these three different relationship constructions between brand satisfaction, brand trust, and brand attachment with brand awareness and brand image are expected that they are interrelated and able to be empirically tested.

H6. Brand awareness has positive relationship and has significant effect on brand satisfaction.

H7. Brand awareness has positive relationship and has significant effect on brand trust.

H8. Brand image has positive relationship and has significant effect on brand satisfaction.

H9. Brand image has positive relationship and has significant effect on brand trust.

Then considering brand attachment which can be the reflection of dependent interaction among the involved entities over time. Thus, while we make a hypothesis that there is relationship and significant effect between brand satisfaction and brand trust effect on brand attachment. It means that if only brand provides customers with satisfaction and trust, the attachment will become available.

H10. Brand satisfaction has positive relationship and has significant effect on brand attachment.

H11. Brand trust has positive relationship and has significant effect on brand attachment.

Finally, we expect that brand attachment will be the final result of brand relationship and will be the key point to the current and future purchase decision. Apart from that, brand attachment is an attachment, connection, and identification between customers and brand, and it also can show how frequent the brand was purchased in the past and will be purchased in the future. (Mc. Alexander et al., 2003, Thomson et al., 2005). Therefore, we predict:

H12. Brand attachment has positive relationship and has significant effect on current purchase.

H13. Brand attachment has positive relationship and has significant effect on future purchase.

We expect that current purchase has positive relationship and has significant effect on the future purchase decision.

H14. Current purchase has positive relationship and has significant effect on future purchase

Based on the hypothesis that is suggested in this research, thus the research model is illustrated in fig. 1. The conceptual model from the research Influence of Brand Knowledge and Brand Relationship on Purchase Decision Through Brand Attachment.

III. RESEARCH MODEL

The research design used by the author in this research is conclusive research, and the types are multiple cross – sectional descriptive research and causal research. The data collection method used in this research is the quantitative research method using survey as the method, by conducting structured interview with respondents by using questionnaire designed to obtain specific information. The statement expressed in the questionnaire is created by using 1-5 scale (Likert scale which is developed) to obtain the data that the nature is interval and will be given a score or value (1 strongly disagree, 2 disagree, 3 Neutral, 4 agree, 5 strongly agree).

There are 200 male respondents who are the customers and the users of Rider men's underwear brand in Jakarta participating in this research. The focus of the product category of this research is the men's underwear product of Rider brand. We begin by pretesting 30 customary users of Rider, men's underwear brand. The purpose of the pretest is to test the questionnaire by measuring validity and reliability. Based on the validity test and reliability test on the overall indicator in brand knowledge, brand relationship, current and future purchase decision that show all the statement is stated as valid for having positive value and corrected item value total correlation $r_{count} \geq r_{tabel}$ which is 0.361. Also statement is stated reliable for having cronbach's alpha value ≥ 0.6 .

The hypothesis test that is stated in this research is done with Structural Equation Modeling as the test tool by using LISREL 8.80 as the program measurement model. The measurement model shapes the relationship between latent variable and the other variables which are observed. The nature of the relationship is reflective which the observed variables are the reflection of the related latent variable. The hypothesis test is conducted through the compatibility test of overall model, measurement, and structural equation.

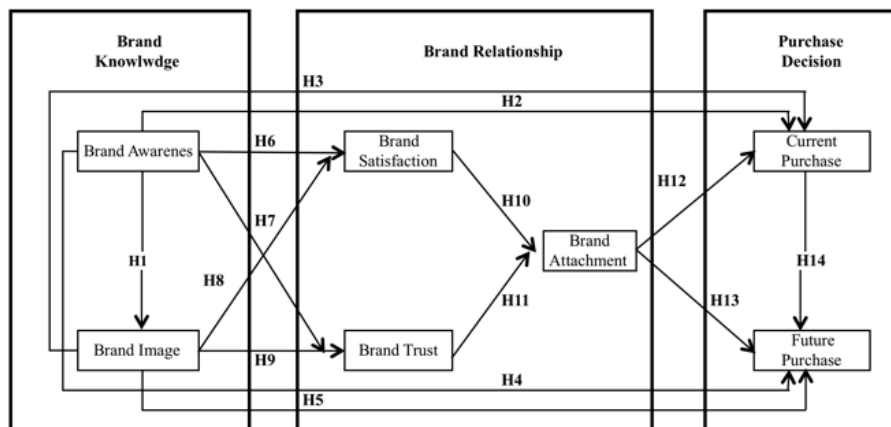


Fig. 1. Conceptual Model

Goodness of Fit shows the result of the Structural Equation Modeling test resulting RMSEA value $0.095 \geq 0.08$ (good fit), RMR value $0.047 < 0.05$ (good fit) and GFI value 0.70 near to 0.9 (marginal fit), this shows that structural equation modeling has fulfilled the requirement of the absolute fit model which the structural equation model in this research overall is compatible with the data. NFI value $0.95 \geq 0.90$ (good fit), CFI value $0.97 \geq 0.90$ (good fit), showed that the structural equation modeling fulfill the requirement of incremental fit model, which means the structural equation model in this research is overall comparatively compatible with the baseline model. Therefore, the Structural Equation Modeling in this research is indicated good as overall, and able to give a good overview of the research's data result.

The next step is measurement model fit analysis, evaluation or compatibility test of this measurement model is carried out on each construct or measurement model (the relationship between a latent variable with several observed variables / indicators separately through confirmatory factor analysis or often called Confirmatory Factor Analysis (CFA). The researcher tested the construct validity with the First Order Confirmatory Factor Analysis followed by Second Order Confirmatory Factor Analysis.

The results of data processing analysis show that all the indicators forming all latent variables (constructs) show good validity, namely the value of the loading factor above 1.96 and the standardized value of loading factors above 0.50. The value of Construct Reliability all latent variables (constructs) are greater than 0.7 and the value of variance extracted are greater than 0.5 which indicates that each indicator forming a latent variable has good reliability. Thus all indicators in this research model have a significant effect on all latent variable.

The final part of this hypothesis test is related to the evaluation of the coefficients or parameters that shows the causal relationship and the effect of one latent variable on the other latent variable. A hypothesis can be accepted if the standard path of the coefficient value has positive value and has significant effect on t-value higher than ≥ 1.96 . The result of structural model test in this research can be seen in TABLE 1. The structural model, fig. 2. The standard path coefficient of the structural model.

IV. RESULT AND ANALYSYS

Structural Equation Modeling - LISREL 8.80 is used to test the model and hypothesis showed in fig. 1. The model uses the Maximum Likelihood Method. There are 14 structural paths that are estimated for the model containing six constructions (see TABLE 1 and fig. 2 and fig. 3).

V. CONCLUSION

Influence of Brand Knowledge and Brand Relationship on Purchase Decision Through Brand

The purpose of this research is to create a conceptual model, to test the model, and to provide a comprehensive model by combining brand knowledge and brand relationship, and to show how brand knowledge and brand relationship affects customers' purchase decision. Our findings which confirm our prediction are as follows:

TABLE 1. HYPOTHESIS STRUCTURAL MODEL TEST

Hypothesis	Path	Coefficient	T Value	Conclusion
H1	Brand Awareness → Brand Image	0.84	9.31	Positive Significant
H2	Brand Awareness → Current Purchase	- 0.08	- 1.18	Not Positive Not Significant
H3	Brand Image → Current Purchase	0.50	3.48	Positive Significant
H4	Brand Awareness → Future Purchase	- 0.19	- 1.91	Not Positive Not Significant
H5	Brand Image → Future Purchase	0.44	3.89	Positive Significant
H6	Brand Awareness → Brand Satisfaction	- 0.12	- 1.18	Not Positive Not Significant
H7	Brand Awareness → Brand Trust	- 0.07	- 0.62	Not Positive Not Significant
H8	Brand Image → Brand Satisfaction	1.02	9.27	Positive Significant
H9	Brand Image → Brand Trust	0.91	7.73	Positive Significant
H10	Brand Satisfaction → Brand Attachment	- 0.12	- 1.29	Not Positive Not Significant
H11	Brand Trust → Brand Attachment	0.94	7.88	Positive Significant
H12	Brand Attachment → Current Purchase	0.46	5.11	Positive Significant
H13	Brand Attachment → Future Purchase	0.21	2.64	Positive Significant
H14	Current Purchase → Future Purchase	0.49	5.05	Positive Significant

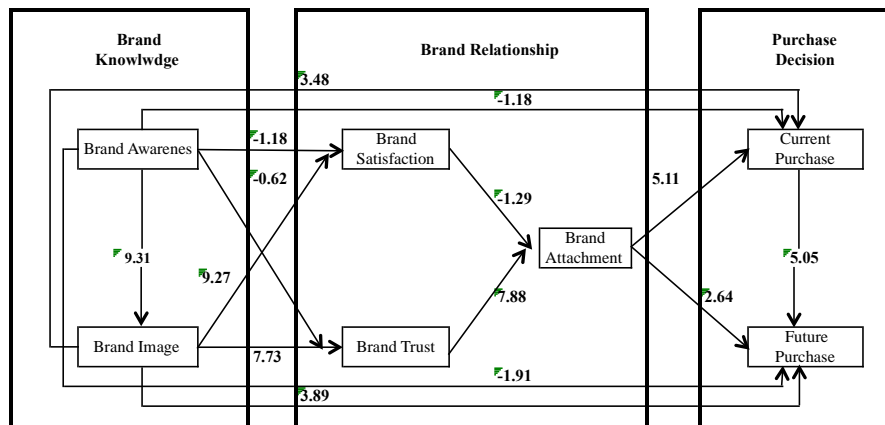


Fig. 2. T-Value On Coceptual Model

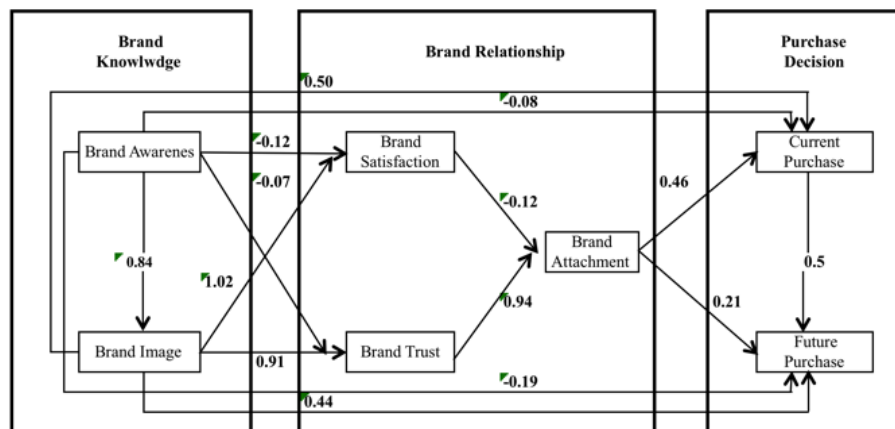


Fig. 3. Coefficient Value On Coceptual Model

- There is a positive relationship and significant effect of brand awareness on brand image, but brand awareness does not play a role on affecting current purchase and future purchase decision. Brand awareness has no positive relationship nor significant effect on current purchase and future purchase decision. In addition, brand awareness does not have positive relationship nor significant effect on brand satisfaction and brand trust,
- Brand image plays the central role on affecting current purchase and future purchase decision directly, and brand image indirectly becomes the connector of brand awareness on affecting future purchase through brand relationship. Brand image has positive relationship and significantly affects on current purchase and future purchase. Brand image has positive relationship and significantly affects on brand satisfaction and brand trust.
- Brand satisfaction does not have positive relationship nor significant effect on brand attachment.
- Brand trust has positive effect and significantly affects brand attachment.
- Brand attachment has positive relationship and significantly affect on current purchase, brand attachment has positive relationship but do not significantly affect on future purchase.
- Current purchase has positive relationship and significantly affects future purchase.

There is some restriction that needs to be improved in the next research. First, the next research must test more scale items and additional construction. For example, in the next research, the variable of brand attachment can be developed to be sub-construction connection, affection, and desire (Thomson et al., 2005). The measurement of brand knowledge can be added with inserting the construction of customer based brand equity (Keller, 2013), Second, the next research must test the model on the extra consumption goods category, and also in B2B market. Lastly, the next research must consider the difference among the individuals by paying attention to the variation or customers' innovation that can change some of the observed relationships from this research.

VI. MANAGERIAL IMPLICATION

According to the result of the research that is conducted on the brand knowledge and brand relationship that affect customers' purchase decision in the current purchase decision and customers' purchase decision to repurchase in the future, then the managerial implication is as follows:

- The test result illustrates that brand awareness does not directly affect customers' purchase decision. Therefore, it is highly suggested that companies increases brand activation with above the line activity and bellow the line activity. Brand activation is a creative strategy process involving customers in the communicating interaction (Saeed R, at.all. 2015). Brand activation can be a solution so that brand can help, direct, or provide innovation to companies with four aspects which are identity, employee, products and services, and communication (Morel, 2002). Social media channel is activated by doing emotional attachment activity, content management, creating inspirational videos, and co-branding.
- Increasing customers' satisfaction and trust becomes important. Therefore, it is suggested that companies continue innovating products, new technology, and quality. It is very important that customers have experience with brand such as feeling satisfied with and trusting the brand, and being trusted by customers can make companies always continue innovating by following fashion trend and technology and always keeping its quality. Experience marketing itself is embraced by experience, so that it can be useful for the companies which want to leverage brand, differentiate their products from competitors' products, create an image and identity, increase innovation and persuade customers to try and buy the product. There are some types of experience which are sense, feel, think, act, and relate. (Schmitt. 1999)
- Continuously keeping brand image with positive activities so that customers always have positive impression. For example, activities such as Corporate Social Responsibility.
- Always keeping customers' trust. Therefore, it is important that companies keep the brand trust with campaign activities of brand performance and the superiority of the product, such as why customers must choose the product instead of the others and start making the band reputable. This should be done in order to increase customers' trust.

- Keeping the attaching relationship with brand. This is important to be done. Brand attachment is important because consumers who feels attached to the brand will commit themselves with the brand and loyal to the brand. Companies must have consistent product and service quality so that they always feel attached to the brand. Therefore, it is suggested that companies act hospitably on their service activity and responsive on complaints, and organizing rewards program dedicated to loyal consumers, for example creating a member card that provides convenience and advantages. By using a member card, consumers will get special discount when they are having a birthday, sending a gift to loyal consumers, or holding up a door prize.

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