

ABSTRACT

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THE IMPACT OF CONSUMER BRAND IDENTIFICATION DRIVERS ON BRAND LOYALTY AND BRAND ADVOCACY ON APPLE'S IPHONE

(174 Pages; 21 Figures; 20 Tables; 2 Appendix)

Smartphones are inevitably important in today's daily life, humans these days using their smartphones anywhere and almost for all their activities. However, with the increase of competition in the market, the marketers these days need to evaluate a way to improve the brand loyalty and the brand advocacy which might determine the successes of the brand. On this research, the researcher has objective to prove that the consumer-brand identification might become the one which able to improve the brand loyalty and the brand advocacy of the consumers. However, there are still little resources regarding the antecedents of consumer-brand identification effect on the brand loyalty and the brand advocacy especially on the smartphone industry. This research about the consumer-brand identification is evaluating the antecedents of the consumer-brand identification which going to impact the dependent variable which are brand loyalty and the brand advocacy. This research concludes 231 respondents around Universitas Pelita Harapan Karawaci for 3 months on September to November period to be analyse to answer the hypothesis in this research using quantitative method. Using Structural Equation Model (SEM-PLS) analysis, this research can conclude that there are five out of eight hypotheses which shows positive relation: Memorable-brand experience; Brand-self similarity; Brand social benefit toward consumer-brand identification and consumer-brand identification toward brand advocacy and brand loyalty. These supported hypotheses show that there is positive relation between those variables. Therefore, it can be understood that in this research the consumer-brand identification itself might be able to gives positive outcome toward the brand advocacy and the brand loyalty.

Keywords: *Consumer-brand identification; Brand distinctiveness; Brand prestige; Brand warmth; Brand-self similarity; Memorable-brand experience; Brand social benefit; Brand loyalty; Brand advocacy; Smartphone industry; Indonesia*

References: 80 (2008-2018)