

STRATEGIC CORE: BRAND ELEMENTS AND SELF DEVELOPMENT

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Abstract

Consumer behavior at this stage has transformed a new range of suitability that benefits every brand developer. Technology has been getting closer to the ideal environmental destination in society. However, the effect is not always positive. Our study has completed the integration model on brand development research. Researcher's study on next level will have a continuing influence on the self-conformance relationship.

Keywords: Consumer-brand identification, Self-concept, Generation Z, Destination quality, Strategic brand management.

1. INTRODUCTION

Generation Z finds associations with highly appropriate and specific brand elements of actions that are authentic and share the value of belonging to their favorites. So that a very elegant engagement is very potential require a strategic arena determination and more character in future integration model tests. Finding empirical study (Fernandes and Inverneiro 2021) shows clearly that consumer engagement has a negative effect on brand loyalty and of course Generation Z recognizes it. Ownership of a favorite destination has influenced consumers to do more than just engage themselves (Stokburger-Sauer, Ratneshwar, and Sen 2012). Our study does not explain how behavioral intentions can be used as a marketing strategy. However, because this is a brand development strategy study, we use the perspective of self-congruence theory. Memorable experience, consumer-brand identification, loyalty and brand love are the more obvious construct relationships for an integration research model testing on brand elements.

Brand elements are closely related to the relationship of self-preference, the higher

consumer experience for perceived value the high fame on brand identification act (Kuenzel and Halliday 2010) and (Mody and Hanks 2020). It seems clear that in previous studies experience based on consumer impressions has influenced more preferences for brands. According to (Özhan, Altug, and Deniz 2018), (Büyükdağ and Kitapci 2021) and (Kumar and Kaushik 2018) whole in relationship between brand experience and brand loyalty is influenced by new conformity, that name is consumer brand identification. So the renewal of the self-concept in the new suit needs to be further elaborated because of its very contrasting effects. The development of self-involvement and brand elements on destination clarity has a positive effect (R. Chen et al. 2020).

Consumer attitudes and behaviors toward self-brand image destinations that specific, centered superiority on brand experience.. Furthermore, researchers need the most superior domain in their category for their studies (Alnawas and Altarifi 2016); (Chen-Tsang Simon Tsai 2016); (Verma and Rajendran 2017) and (Mody and Hanks 2020). On new fit suitability advantage of a drivers consumer-

brand identification raises questions in the realm of brand development. Is it in technological advances and organizational management that a conformity of attitudes and behavioral consequences is influenced by past actions?.

Consumer-brand identification is self-concept and centered with several preferences. Fact value that is closest to the reality of consumer consumption in developed countries is the activation of the self-concept dimension with the relationship between consumer-brand identification. Meanwhile, new suitability with background of destination clarity shows the dominant influence of self-preference (So et al. 2013); (Casidy, Wymer, and O'Cass 2018); and (Manthiou et al. 2018). That's easy, and It is clear that technological advances nor generational changes are the main factors in changing the behavior of the consumer society. So the typical experience in consumption with traditional methods needs to be renewed along with the times and generations to modern methods. We have set up a research integration model in the brand development arena.

2. LITERATURE REVIEW

Self-congruence theory

Theoretical cheating on the develop brand according toward (Plewa and Palmer 2014) true basically is self-congruence theory that's a self congruity perspective related to self-concept that can be forged or not forged. Self-concept is multidimensional (Sirgy and Su 2000). It is also explained in (Sirgy 2014) that the self-concept arises based on preferences and ultimate goal values. Because it is very specific that is related to self-concept, then a clear act self requires on harmony a relationship to a certain destination. Meanwhile, ownership of a favorite destination is an activation of the self-concept dimension (Sirgy and Su 2000). Relationship between destination conspicuousness, response mode, age and co-touring in brand love has a positive and significant effect on multidimensional self-concept (Dalman, Buche, and Min 2019). It is clear that preferences and self-concept are the core goals of the self-congruence theory

perspective.

Self-congruence theory and similar toward leads on perspective favorite destinations, is an impressive end goal link for self-preferred actions. The higher the self-image connected to the ideal environment of the consumer society, the higher the consequences of self-concept. According to Oliver (1999) in (Chen and Rahman 2018) part of fundamental, customer loyalty is a measurement of the multidimensional self-concept. However, theoretical perspective used to construct a relationship model on self-brand and experience conformance research has advanced decades ahead of that's self-concept basic and expressed as brand development while not fit harmony. Although it is very clear that consumer-brand identification is the drivers of the multidimensional self-concept (Stokburger-Sauer et al. 2012). The truth on new suit toward unobserved range of self-congruence in self-brand image similarity on consumption activation is also optimized by activity effect. Our study holds more impressive memories than previous studies. Our work resolves the strategic arena of consumer-brand identification using the perspective of self-congruence theory.

Harmonization of Self-Concept and Consumer-Brand Identification

Relationship between brand love and consumer-brand identification has a positive and significant effect (Alnawas and Altarifi 2016); (Fernandes and Inverneiro 2021). Destination brand identification and brand loyalty are influenced by the relationship of destination brand experience (Kumar and Kaushik 2018). Linked brand and value conformance, see table 1 for a description of the most critical research gaps. It seems clear that the brand elements are developed based on the suit consumer's self value. The higher the alignment caused by the value of the brand elements, the higher the brand preference. Fit on study we have will clearly introduce a theoretical perspective for the appropriateness value development on the pleasure-based brand element. Many having speechless developed trigger from previous studies in influencing loyalty behavior.

Table 1. Research Gap

No	Researcher	Reviewed Variables	Result
1.	(Chen and Rahman 2018)	Relationship with mode on action memorable experience and loyalty	Significant Positive Effect
2.	(Chen-Tsang Simon Tsai 2016)	Relationship with mode on action memorable experience and loyalty	Significant Positive Effect
3.	(Jian, Lin, and Zhou 2021)	Relationship with mode on action memorable experience and loyalty	Positive Effect
4.	(Kim 2018)	Relationship with mode on action memorable experience and loyalty	Significantly influential
5.	(Q. Chen, Huang, and Zhang 2020)	Relationship with mode on action memorable experience and loyalty	Not Significance
6.	(Ou and Verhoef 2017)	Relationship with mode on action memorable experience and loyalty	Not Significance
Continued table 1			
7.	(Özhan et al. 2018)	Relationship with mode on action memorable experience and loyalty	Not Significance

Source: Pratama, Heri Wahyu. 2022. Analisis Pengaruh Pengalaman Mengesankan, Cosumer-Brand Identification, Cinta Merek Terhadap Loyalitas: Studi Pada Pengguna iPhone di Indonesia. Tesis Program Pasca Sarjana Magister Manajemen Universitas Diponegoro (unpublished).

See more than it is clear from table 1 above that the research results show inconsistencies. The effect on relationship between brand experience and loyalty shows that a similar study can be developed using the basis of harmony efectivity, namely brand-consumer identification. We agree that the brand-consumer identification relationship is a

destination for self-concept, it is clear in (Stokburger-Sauer et al. 2012) which shows that all constructs of self-conformity have a positive and significant effect on consumer-brand identification. Similarly (Sirgy and Su 2000) have explained that destination conspicuousness, response mode, age and co-touring are activation dimensions of self-

concept. So it is very clear that the strategic behavioral destination towards the suitability of certain brand elements is influenced by attitudinal factors and identification actions.

Proposition Development

Elaboration on conceptualization consumer-brand identification in the relationship of self-concept is further developed in our study, from some measurements toward drivers consumer-brand identification. Eligible relationship in (Stokburger-Sauer et al. 2012) shows clearly that's drivers on consumer-brand identification are not determined harmony by destination creation self. However, consumer-brand identification is a construct that mediates self-preference and consequences for self-concept. At this stage, a number of hypotheses have been developed that show the multidimensional self-concept as well as critical construct measures of self-alignment harmony.

Memorable Experiences, Definition and Measures

According to (X. Chen, Cheng, and Kim

2020) and (Lee 2015) memorable experience is a self-concept dimension construct. The higher past experience and impression caused by the consumption of a brand, the lead higher on self-preference for the brand element. Memorable experience has a positive and significant effect on nostalgia (Lee 2015). Although a memorable experience is an interesting experience and is stored in the form of a positive impression of what is desired in the future (Lee 2015); (Kim 2018); (Alnawas and Altarifi 2016); (X. Chen et al. 2020); (Büyükdag and Kitapci 2021).

Trigger decision making that attracts consumers is nostalgic behavior. Forms of disclosure special self harmonic in past activities and potential for future dissonance (Özhan et al. 2018); (Cho and Chiu 2020). Then the measures of the construct of memorable experience with dimensions of self-concept use the suitability of attitudes and behavior that can be forged. Furthermore, we grouped the measurement of the memorable experience construct based on the destination of self-image and nostalgic conformity behavior sourced from previous studies as follows.

Table 2. Memorable Experience Measures

Construct	Indicator	Source
Memorable Experience	I have many unforgettable experiences with brand X	(Stokburger-Sauer et al. 2012); (Kim 2018); (X. Chen et al. 2020)
	Thinking of brand X brings back good memories	
	I have fond memories of the brand X	
	I am very passionate about using the brand X	
	I want to get it soon	

Consumer-brand identification, Definition, Measures

According to (Alnawas and Altarifi 2016) and (Büyükdağ and Kitapci 2021) consumer-brand identification is conformity to ownership of a favorite destination. It can also be related to relationship of self conformance and brand elements (Stokburger-Sauer et al. 2012); (Fernandes and Inverneiro 2021).

Furthermore, consumer-brand identification is a state of unity that is felt by consumers with a brand (Stokburger-Sauer et al. 2012). Previous studies of brand management used consumer-brand identification to determine the level of customer loyalty (Kumar and Kaushik 2018); (Shin et al. 2020). Presented in table 3, the consumer-brand identification measures are very specific with the following new suitability.

Tabel 3. Consumer-brand identification Measures

Construct	Indicator	Source
Consumer-brand identification	I feel a strong sense of belonging to the brand X	(Stokburger-Sauer et al. 2012)
	I strongly identify with the brand X	
	Brand X embodies what I believe in	
	Brand X is like a part of me	
	Brand X has a lot of personal meaning to me	

Loyalty, Definition and Measures

According to Oliver (1999) in (Alnawas and Altarifi 2016) shows clearly that customer loyalty is a measure of cognitive, affective, conative and action. Scenes destination ownership of brand element development is self-fit and memorable experience which is elaborated in cognitive, affective, conative and behavioral loyalty measures. According (Arnould and Price 1993) researches on brand experience are strongly influenced by emotional factors. So the measures of customer loyalty can be demonstrated by I am dedicated to the brand, I am willing to pay a higher price for brand X than other brands, I will recommend the brand to friends and family, I say positive things about the brand to others, I prefer to buy brand X even though other brands have the same features, I will not buy another brand if that brand X is available in store, brand will be my first choice in its category. Seven measures of customer loyalty all explain the cognitive, conative, affective and behavioural or action mildness factors. Taken from (Fernandes and Inverneiro 2021) and in accordance with the suitability of studies in (Oliver R. L. 1999) and (Arnould and

Price 1993). Furthermore, loyalty is a special attitude and behavior in action as well as those generated in the affective, cognitive and conative dimensions as positive conformity (Oliver R. L. 1999); (Kumar and Kaushik 2018) and (Fernandes and Inverneiro 2021).

Brand Love, Definition and Measures

According to (Carroll and Ahuvia 2006) brand love is an important construct in the alignment of the self-brand destination image. Meanwhile, according (Ahuvia 2005) and (Rodrigues and Rodrigues 2019) explain that brand love is the emotional connection of consumers who are filled with passion with a certain level of satisfaction with the brand. This new fit is the best brand ownership option. As shown in (Manthiou et al. 2018); (Mody and Hanks 2020); (Fernandes and Inverneiro 2021) that brand love can be categorized in terms of attitude or behavior. Several consequences in creation ideation show (Cossío-Silva et al. 2016) attitudinal loyalty and behavioral loyalty can be created together with harmonious. So the measures of brand love are very specific as a mediator suitability self well as consequences

act. More clearly is the relationship between self-conformance and the act of identification (Mody and Hanks 2020).

constructs that can be used to measure the suitability of attitudes and behavior in the development of brand elements.

Following measures of brand love

Table 4. Brand Love Measures

Construct	Indicator	Source
Brand Love	Will miss (the brand) if it's no longer available	(Carroll and Ahuvia 2006); (Bergkvist and Bech-Larsen 2010)
	I am very attached to (brand)	
	<i>(brand) is really awesome</i>	
	I love (brand)!	

Clarity goals mentioned above can be explained in relationship that is fundamental to the perspective of self-congruence theory which is shown in Figure 1 below.

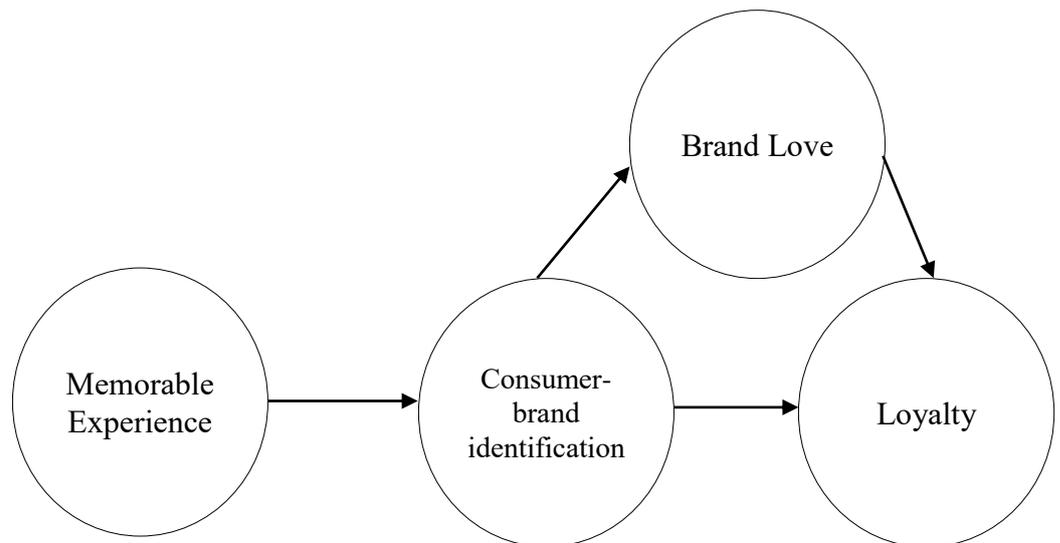


Figure 1. Brand Development Research Integration Model

Source: Based on Heri Wahyu Pratama Thesis 2022. Redeveloped from management thesis research so that it becomes match with actual brand development strategy alignment.

So very clear that the hypothesis formed from the relationship of the research model and send on completion proposition that has been confirmed in the preference multidimensional construct toward self-concept, harmony that's look more into development of brand elements on self. We can also show that study 1 explain is based on critical reasoning as follows, the

higher the suitability value resulting from the consumption experience, the higher the consumer-brand identification. Study 2, the higher consumer-brand identification, higher loyalty to this suit. Study 3, The higher consumer-brand identification, the higher brand love.. Study 4, The higher the brand love, the higher the loyalty. Thus, an antecedent, drivers

and consequences have been fully identified to form the relationship of the research model, as well as the theoretical and managerial applications. Early assignments are further influenced by the ownership of independent destinations.

Consumer-Brand Identification Measures and Methods

Self-concept multidimensional research testing is carried out only on the number one and best objects in its category (Verma and Rajendran 2017); (Chen-Tsang Simon Tsai 2016); (Rodríguez-García, Guijarro-García, and Carrilero-Castillo 2019); (Büyükdağ and Kitapci 2021). According to Nurosis (1993) in (Cossío-Silva et al. 2016) it is clear that the loading factor value above 0.30 is a new suitability in determining ownership of self-concept in unique preferences and is used to measure construct forming factors. Meanwhile, in a construct, (X. Chen et al. 2020) clearly shows that memorable experiences are past actions that continue to be remembered because of a deep impression on objects and affect a person's attitude and behavior in the future. Thus, good suitability research using a multidimensional measure of self-concept related to self-preference and brand elements can be done. A study of the suitability of social media and the behavioral consequences of consumer-brand identification in brand and product management has been conducted to determine the effect of conformance toward self and brand values on brand loyalty (Fernandes and Inverneiro 2021).

Furthermore, whether only on brand elements that excel in their category, multidimensional self-concept research can be carried out and this will also become a research space in the future. In developed countries, consumer society is very close to self-preference so that suitability consequences behavior will appear regular, meanwhile consumer society in developing countries explains self-conformity that is not more regular. However, we do not recommend using measures that are not locked in authentic values.

It is very clear that efforts made were not to generalize the full results of the optimized style conformance. Because it shows ownership of engagement for brand development. Likewise, the conformity used in the methodology, that's name was traditional method by elaborating the activities of actors, while the modern method and realism name is actualizes self the realm of suitability using measurable and observable indicators.

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