



Brand pride: Measuring Repurchases and Loyalty

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Abstract

Using and consuming a product or service with certain brand will make consumer feel pride or so-so or even embarrassed. Certain brand has a kind of power to make consumer decide to buy even with very high price. We choose mobile phone brand to determine consumer buying decision. On top of that, we spread 75 questionnaires to find out whether consumer's buying decision is based on certain brand or other factors. The result shows that consumer decide to buy their mobile phone based on certain brand and intend to buy the same brand if they want to change their mobile phone in the future.

Keywords: brand pride, buying decision, repurchase and loyalty.

Introduction

Brand is an identity that is used to introduce or to market various types of products or the company to the public. Brands that succeed in creating a positive image in the minds of consumers would be a strong brand. Built a positive image not only affect brand presence in the market competition, but also affect a consumer's self in every decision. Brands that are able to put themselves well and were able to create a strong identity will make the consumer feel proud when buying and consuming the brand. Pride is one of the feelings or affective responses possessed by every human being. (Peter & Olson, 2005). Brand pride may appear or be felt when the results of the evaluation of the brand better than other similar brand evaluation (Kuppelwieser, *et al.*, 2011). Brand pride can be categorized as a form of emotional branding. Emotional branding is consumer involvement at the level of the senses and emotions, deep and lasting, intimate relationship emotional which goes beyond material satisfaction, creating a holistic experience that provides emotional satisfaction so that customers develop a special bond and trust that is unique to the brand (Morrison & Crane, 2007).

The overall shape of the emotions and the response is the basis for the establishment of a consumer's behavior. Consumers who feel happy, love or pride to a brand will make the brand become part of her inseparable. If a brand has been able to put themselves into an integral part of consumers, the achievement against a loyalty would be easier. Consumers who are loyal to a brand will certainly show the attitudes and behaviors that will make the brand an identity that is inherent in him both in talk, behave, communicate and interact with the environment. Loyalty will bring a consumer to behave positively to repurchase in the future. Loyal customers will purchase the same over and over and even consumers will usually make itself as a means for the promotion of free or voluntary.



Brand pride usually looks quite strong for products such as goods that are physically visible, for example for the women usually have pride to the brand for fashion products such as handbags, shoes, clothes and jewelry, while for men brand pride is usually reflected in the vehicles and products electronics such as mobile phones. Brand pride for electronic products like a mobile phones become part of the consumer behavior in Indonesia. Consumer behavior in buying mobile phone products quite influenced by how high sense of pride and praise that may be obtained when using a mobile phone with a particular brand.

The higher the desire for praise that may be obtained using a mobile phone then consumers will be more proud and faithful use. On the other hand, the lower the use of a mobile phone brand in the community it will lower the desire to use the trademark. In addition, brand pride is also closely related to the price of a product. The higher prices charged in a brand consumers will assume that the brand will be better and precious.

According to Edmond (2014) shows that there are five best-selling mobile phone brand which is of the order of the last with the sale of approximately 12.3 million units for the first quarter for LG, followed by Lenovo approximately 12.9 million units, Huawei approximately 13.7 million units, Apple approximately 43.7 million units and first order obtained by Samsung with sales of around 85 million units. The data shows that Apple and Samsung was ranked top for the best-selling mobile phone brand in the first quarter.

This research focuses on how a sense of brand pride can be a measurement for the consumer repurchase and loyalty. Further research will be explained about how consumers embody a sense of pride which is owned in a brand becomes an attitude or behavior to convey positive things about the brand to others.

Brand

Kotler & Keller (2008) defines a brand as a name, term, sign, symbol, design, a combination that identifies the goods or services and distinguish (differentiation) of goods and services of competitors. Based on the definition of a brand is something that is inherent in the product or service that consumers are able to identify and distinguish it from other products or services.

Kapferer (2008) also explains that the brand is a summary of the name and symbol of the good things created from the good and the positive experience of the consumer about the organization, products, distribution channels and service provided.

Brand Pride

According to Tracy & Robins (2007), the pride is one of the basic human emotions, which through their study found that there are two different categories of the concept of pride. The first category is authentic pride, is a form of embodiment of accomplishment and confidence while the second category is hubristic pride, and is a form of manifestation of pride or arrogance.

Tracy & Robins (2007) also found other studies showing that the dimensions of authentic pride with hubristic pride has a different effect on the personality, where authentic pride is positively related to the nature of giving importance to things born, hospitality, caution and self-esteem whereas hubristic pride is positively related to the nature of self-esteem, aggressive and shame. According Kuppelwieser *et al.* (2011), brand pride can be felt when the evaluation of attribute a brand better than other brands.



Repurchases and Loyalty

Mao (2010) define loyalty to a brand as a measure to keep making purchases and make payments on the same product over and over, to have confidence that they perform appropriately choice and give a positive evaluation to others about the brand. Hellier *et al.* (2003) explained that the repurchase is influenced by perceptions of quality and satisfaction in the past, equality and values as well as the costs of moving to switch to another brand. According to Jensen and Hansen (2006), brand loyalty may be considered together with the repurchase, which when consumers already use a brand loyal then automatically consumers will make purchases on the brand repeatedly.

Hellier *et al.* (2003) also argued that brand loyalty is an activity to make a purchase repeatedly. This means that there are similarities between brand loyalty and repurchase. But Morgan and Lego (2006) suggests that the actual repurchase is one indicator to measure consumer loyalty to a brand. According to Varga *et al.* (2014), repurchases may occur through the management and build relationships with customers through the provision of value and increase customer satisfaction while according to Ahmed (2014), repurchases refers individual assessment of the re-purchase the same company based on consideration of the situation and the condition of the individual.

Sample of Research

In this research, the sampling is done by using non-probability sampling with purposive sampling technique in which samples used must have the criteria that the sample had one or more brands of mobile phones. Samples to be used are as much as 75 respondents.

Result and Discussion

Based on the processing of descriptive data from 75 respondents were selected based on criteria sampling results are obtained as follows.

Table I

Age	Amount
18-28 years	55
≥ 28 years	20
Total	75

Source: raw data

Table I shows that there are 55 respondents are between 18 to 28 years old, while the remaining 20 respondents are more than and equal 28 years old. It is because researcher met more students are between 18 to 28 years old.

Table II

Gender	Amount
Male	41
Female	34
Total	75

Source: raw data



Table II shows that there are 41 male and 34 female. It is because researcher meets male respondents who meet the criteria as sample more than female respondents.

Table III

The quality of mobile phone brands that are currently being used	Amount
Premium (High quality and price)	39
Medium (Medium quality and price)	36
Total	75

Source: raw data

Table III shows the opinion of the respondents that the brand mobile phones are being used today have the medium and the price medium was as much as 36 respondents, while a total of 39 respondents believe that mobile phone brands being used has the quality and the price premium or high. It can show preliminary results that respondents basically do have the feeling of love or pleasure toward phone brands performance which they used. The result of Table III shows that no lower ratings both in terms of quality and price of the mobile phone brands.

Tabel IV

No	Statements	Yes	No	Total
1	Brand mobile phones are used in accordance with the choice and wishes	67	8	75
2	Brand mobile phones are used to meet the standards of performance expected	68	7	75
3	Brand mobile phone use makes proud	48	27	75
4	Brand mobile phones are used to give satisfaction	65	10	75
5	Willing to re-purchase the same brand of mobile phones	45	30	75
6	Willing to recommend the brand to others mobile phones	58	17	75

Source: raw data

Table IV shows the various opinions of respondents regarding the measurement of the pride of respondents to the performance provided by the brand and how the pride of shows desire to repurchase and give positive feedback on the performance the brand.

The first results showed as many as 67 respondents said that brand of mobile phones that are currently being used in accordance with the option and the desire of respondents to choose, buy and use them while the remaining eight respondents stated that the use of brand mobile phones are being used today is not in accordance with the choices and desires. This may be due to a wide range of environmental influences both from the family or community that has a strong influence on the decision to use the brand. In addition, the



level of the age of the respondents were considered to have been able to take a decision in his life, including decisions in searching, selecting and using appropriate product choices.

The second result showed that as many as 68 respondents shows that brand of mobile phones that are being used today have met the performance standards expected of the brand, while only 7 respondents who think that the mobile phone brands being used do not meet the performance standards expected. So based on these initial results it can be concluded that consumers have satisfied indications toward use the brand of mobile phone.

The third result showed that 48 respondents have a sense of pride to mobile phone is being used. This relates to the level or type of mobile phone brands in the view of society. If the mobile phone has a level or type premium then it will indirectly affect the sense of pride of society in using it. The behavior of today's society that strongly emphasizes instant lifestyle and make consumers increasingly higher consumption and looked at everything based on what is used or attached to a person not based on contributions made. It has also become one of the triggers in the community to regard higher social strata of the brand mobile phones are used. The more expensive and premium brands of mobile phones are used then the higher the social status of a person. Consumers are vying to have an expensive mobile phone brand to demonstrate their level of social strata in society. This is done so that they can be accepted in society.

The fourth result showed that 65 respondents indicated that brand of mobile phone used has given satisfaction. This is in line with Table II where preliminary results indicate that a mobile brand that is being used meets the performance standards expected. Performance standards are judged to meet and even exceed customer expectations may be an indicator in assessing consumer satisfaction.

The fifth results show that as many as 45 respondents would re-purchase the same brand of mobile phones and 30 respondents chose to use other brands in the mobile phone purchases in the future. If we look at the comparison results obtained by the respondents who will make repeat purchases with the respondents who will not make repeat purchases, turns out to have results that are not too far adrift. This happens due to several factors.

Loyalty

Consumers will continue to use the same brand if the consumer has been in a high level of satisfaction towards a brand. If consumers only possessed a sense of love or pleasure on a product then the behavior can be easily changed by various conditions, such as the influence of family and social environment. This relates to consumer behavior theory in which Peter & Olson (2005) argues that there are levels in affect system. System is associated with feelings by humans, be it a sense of excitement, love, happiness, hate, anger and others. If a consumer is only just reached or have feelings of love and happy then that means it is still in the early stages of affective system so that the system can be immediately changed or changed in accordance with the circumstances of the consumer. However, if the consumer has reached the highest affection then automatically it becomes a strong feeling and can not easily be replaced.



Variety seeking behavior

Basically behavior in society has a tendency to try something new and is considered more attractive. This behavior is often referred to as variety seeking behavior. According to Peter & Olson (2005) that behavior variety seeking behavior is actually caused by the low brand awareness and loyalty to a brand. The lower the awareness of consumers to a brand it will cause that position of brand can be quickly easily replaceable with another brand so that consumers can easily switch to another brand. The higher consumer loyalty toward a brand then the lower is also the desire of consumers to find or switch to another brand. For that a marketer or company should be able to think of the right strategy for a brand can be firmly entrenched in the minds of consumers as well as how the brand can be firmly rooted to the living habits of consumers so that can not easily be replaced by another brand.

Changes in lifestyle

Currently the high level of mobility and consumption influence on lifestyle changes. People tend to pay attention to the social environment that requires them to be the same and equal. This causes consumers to be frequently made changes in the purchase of a brand as an adjustment to the changing demands in their social environment. If one of the members in a social environment that most have an influence on others make changes in purchasing trends will usually be followed by members of the group. Sometimes change is also influenced by changing economic conditions in society. The higher incomes in society will trigger the higher the level of consumption of other brand more exclusive products.

The sixth results showed that as many as 58 respondents willing to recommend brands of mobile phones that are in use while the remaining 17 respondents are not willing to recommend the brand. This happens because of the level of satisfaction with the quality of performance of the mobile phone brand during use. If consumers are satisfied then the consumer would normally dare to recommend the brand to others and vice versa if the consumer feels disappointed in the use of the brand, consumers tend to refuse to recommend it to others. Consumers are even likely to give a negative response to indicate disappointment with a brand. The negative response will usually be demonstrated through the impression of verbal and non verbal when another person asked about the brand.

Conclusion

Kotler & Keller (2008) suggest that quality, service and price are the triad of customer value. If a product or brand able to build customer value then expected performance consumers will be higher than expectations. If the expected performance is higher than the expectations of consumers then consumers will feel very satisfied with the product or the brand. This satisfaction will build loyalty and a sense of brand pride. Loyalty and pride into one measure of a product or brand to survive and develop its brand in the competitive industry. Therefore, marketers should be able to take measurements of the three customer value. If the measurement of the value of customers has managed then achieve satisfaction to loyalty and pride is not something difficult to achieve.



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