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DO YOU SEE WHAT I SEE; ROLE MODEL AS A TASK TO STRENGTHEN BRAND LOVE FOR LOCAL FASHION BRAND IN ADOLESCENTS

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ABSTRACT

Competition for fashion products within the world is getting sharper alongside changes in society. Foreign fashion products are increasingly favored by local people, but it doesn't always happen that folks will love foreign products. Teenagers in Indonesia have high enough preference for the planet of fashion, so those fashion products both local and foreign are consumed by the teenage generation. This study aims to work out how consumption experience affects brand love, moderated by a task model within the consumption of local fashion brand products. This research is aimed toward adolescents aged 17 to 25 years as many as 100 respondents. Data were analyzed using WarpPLS. This research shows that the model becomes a variable that strengthens the connection between consumption experience and brand love. Role models are often said to be influencers in their role to influence individuals to like local fashion products. The results of this study are often a recommendation for local fashion entrepreneurs to always create product strategies which will win the competition with foreign fashion products.

1. Introduction

Fashion could be a benchmark for a country within the eyes of the earth. a country that's a fashion trendsetter will raise its name on the earth stage. Indonesia as a developing country is one of the design countries that have contributed enough to the event of worldwide fashion with Muslim

characteristics. The existence of a neighborhood brand could also be a matter of pride for the nation's children with its character and quality.

The younger generation now tends to follow the Western culture that's very distant from the norms and customs of our nation. This generation is ashamed of using local products because they think local products don't continue with the times. Evelyn's research (2014) found that children feel pleased with local products but actually, they need a bent to love better to shop for imported fashion products because they feel imported fashion products are of upper quality and prestige, albeit they know that the prices of local fashion products are cheaper. Several local fashion brands in Indonesia include Edward Forrer, Tomkins, Wakai, Buccheri, the chief, Lea Jeans, Sophie Martin (www.grid.id). Fashion that uses brands in English, especially cosmetics, affects consumer deciding (Rachmawati, et al. 2016). Fashion as a product that reflects self-identity is usually a priority for youngsters. Quality and stylish fashion contribute to supporting their appearance, and a couple of children think that foreign fashion products are of upper quality than local products. Variety of the characteristics of youngsters include lack of commitment, lack of consequence, and questionable self-awareness. These characters cause them to be within the stage of comparing themselves to others.

The behavior of comparing oneself between one individual and another who happens to like imported products will have an influence on the individual to follow it. Social comparison is that the comparison between self et al. is that the idea of psychological mechanisms that influence people's judgments, experiences, and behavior. As people continuously engage in social comparisons, are faced with information about how others are, what others can and cannot do, or what others have achieved and had and didn't do, they attribute this information to themselves (Dunning & Hayes, 1996). This may be explained by Festinger's (1954) Social Comparison Theory which emphasizes the desire for a private to know themselves. Festinger postulates that people have a basis for having a stable and accurate outlook, therefore they seek feedback on their characteristics and skills. Fashion also doesn't differentiate gender, so fashion designers do not get to consider gender in making decisions for fashion production (Oetojo, 2016). the desire to match oneself lies within the individual to imitate those whom they feel on the brink of and trustworthy. Role models are individuals who have attributes or behaviors that are admired and imitated (Donahue, 2002; Schroeder, 2002). Role models are often a person's influencer find their fashion style, in order that role models act as variables that strengthen or weaken the connection between consumption experience and brand love. The concept of consumption experience originated from Holbrook and Hirschman (1982) which is multidimensional and includes hedonic dimensions like emotions, feelings, pleasures, and fantasies. Hirschman and Holbrook (1982) conceptualize consumption activities as a series of experiences. Brand love is defined due to the extent of the strong emotional attachment of satisfied consumers to a selected brand. Steady with the hypothesis of affection models (Ahuvia, 2005b), brand love incorporates

energy for brands, connection to brands, positive assessment of brands, positive feelings in reaction to brands, and articulations of affection for brands..

Previous studies have conducted research on brand experience, so that research on the consumption experience of brand name love isn't found. This research was built to support the logic of the connection between Brand experience and Brand Love, so as that there has not been any research on Consumption Expiration on Brand Love. Previous studies on Brand Experience on Brand Love were conducted by Santini (2017) that brand experience is an antecedent of brand name love. Brand love might be an immediate mediation of the brand experience. Ferreira et al. (2019) and Xang Zi (2019) conducted research on the brand experience of brand name love, which resulted in brand experience having an impression on brand love. Research on role models as a moderation between the connection between consumption experience and brand love has not been found previously. This research uses the consumer-brand relationship theory. This theory explains that the connection does not linger over the willingness or unwillingness of the merchandise alone but includes the quality of the connection between product providers and consumers so that they will interact intensely (Fournier, 1998). Regarding the consumption experience, this research is based on the Cultural theory of Consumption (CCT). Customer Culture Hypothesis (CCT) could also be a search stream that centers on utilization designs as a social and social practice. Consumer Culture shows a social order during which there is a relationship between culture and resources mediated by the market (Arnould and Thompson, 2005), meaning that consumption isn't only seen thanks to the existence of products but how humans acquire, control, consume and eliminate these goods. Consumption of local brand fashion products is not only using it but quite that because there are social interests in it, like showing status and identity. Teenagers still have the desire to hunt out a way or identity in fashion (Kusumawati, et al, 2019).

2. Literature Review

Consumption Experience. Brand experience is visualized as subjective consumer responses (sensation, feeling, and cognition) and behavioral responses generated by brand-related stimuli that are a part of the design and brand identity, packaging, communication, and therefore the environment (Brakus, Schmitt, and Zarantonello 2009). Brand experience is the concept of the experience with the brand. This study uses the concept of consumption experience which directs consumers to experience while using the merchandise.

The experience of consumption influences the concrete psychological domain (Kim et. Al, 2015). Experience consumption is additionally a crucial predictor of individual well-being. Schouten (2007) describes the concept of Transcendent Customer Experiences (TCE) as a flow that leads to a shift in customer beliefs and attitudes where companies must do so. There's a consensus difference between some researchers who consider that the consumption experience is unstructured (Arnould and Price, 1993) and structured (Tumbat and Belk, 2011). Arnould and Price (1993) found that the

anti-structural consumption experience emphasizes commercial transcendence, freedom from boundaries, natural and communal purpose. Tumbat and Belk (2011) state that the experience of consumption is structural and embodies commercial, individual, worldly, inauthentic, and pragmatic aspects.

Role Model. Role models are individuals who have attributes or behaviors that are admired and imitated (Donahue, 2002; Schroeder, 2002). Aspects of attributes or model behavior come from the perception of somebody who wants to be almost like him (Gibson and Barron, 2003). Role models have an impression on individuals deciding whether related directly or indirectly to them (Bandura, 1977). Role models can come from all walks of life in our social life and maybe the closest individuals in life like parents, relatives, friends and teachers, political shops, media or sports figures (Bush and Martin, 2000; Commuri and Gentry, 2000). Parents are the closest relationship with humans throughout their childhood and adolescence. a task model for adolescents is defined as anyone who has direct contact with adolescents, either directly or indirectly, who has the chance to influence decisions associated with adolescent consumption (Martin and Bush, 2000a).

Brand love. The degree of energy and feeling that an individual features a selected brand (Carroll and Ahuvia 2006), which is filled with feeling mental state (Aron and Westbay 1996). Brand love is defined because of the level of the strong emotional attachment of satisfied consumers to a specific brand. according to the idea of affection prototypes (Ahuvia, 2005b), brand love includes a passion for brands, attachment to brands, positive evaluation of brands, positive emotions in response to brands, and statements of affection for brands. Brand love has an influence on the emergence of Customer Citizenship Behavior (CCB) (Sidi and Shaari, 2017; Putra, 2019). Customer citizenship behavior (CCB) could be a concept that will support companies within the field of product marketing (Putra, 2019). If consumers are already tied to the merchandise, this CCB will increase because consumers are ready to do anything with the products they love. In other words, the CCB concept is closely associated with Brand Love because CCB appears when consumers have already got high Brand Love. Consumers who already love a product will voluntarily help other customers, provide recommendations and supply feedback (Putra et. al., 2020).

Relationship between Consumption Experience and Brand Love. Brand experience is conceptualized as subjective, customer reactions (sensation, feeling, and cognition), and behavioral reactions produced by jolts that are some of brand name design, character, bundling, communication, and therefore the environment (Brakus et al. 2009).). Brand Love reflects the eagerness and emotions that an individual has towards a specific brand (Carroll and Ahuvia 2006), which is an efficient psychological condition (Aron and Westbay 1996). Brand experience creates brand love because it generates feelings that cause feelings of affection (Brakus et al. 2009). Brand experience. Brand Experience affects Brand Love (Putra, et al. 2020b). The concept of consumption experience is explained by Lewis and Chambers (2000) because of the overall results of products, services, and consumption by consumers. Gentile et al.

(2007) made the concept of consumption experience derived from a series of interactions between consumers and services, products, companies, or parts of a corporation. Consumption experience is that the experience of the whole product and merchandise consumption forms an affection for consumers towards the merchandise within the sort of brand love.

H1: Testing and explaining the effect of consumption experience on brand love.

Effect of model Moderation on the connection between Consumption Experience and Brand Love. Role models have a task as influencers in consumer deciding. Role models are all individuals who are considered close and have behavior that they need to imitate. Models can come from all walks of life in our social life and maybe the closest individuals in life like parents, relatives, friends and teachers, political figures, media or sports figures (Bush and Martin, 2000; Commuri and Gentry, 2000). Individuals can imitate people they admire or those closest to them to imitate their behavior. Within the experience of consuming local fashion products, consumers have a cognition from their experience that's strengthened by the model they follow in order that it will strengthen their feelings about the merchandise to become brand love.

H2. Test and explain the effect of role models in moderating the effect of consumption experience on brand love

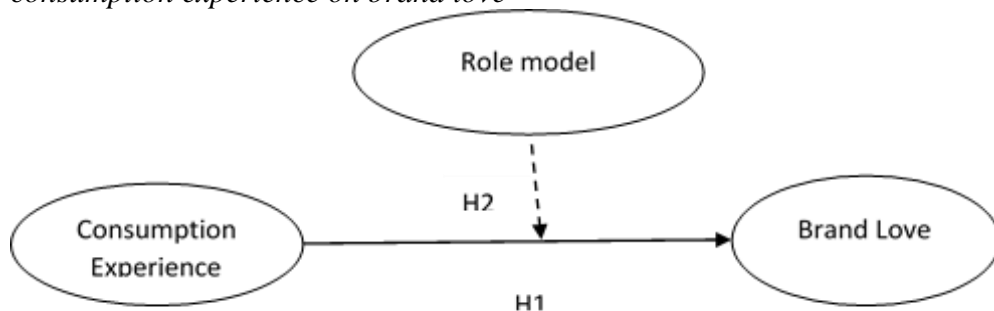


Figure 1. Research framework and hypotheses

3. Materials And Methods

Measurement Items

This study consists of three variables, namely Consumption Experience, model, and Brand Love. the entire number of things to live exogenous and endogenous variables is 11 items. Consumption Experience consists of 4 items, Brand Love consists of seven items. The model consists of 5 items. The study used 5 points Likert scale from 1 ("Strongly Disagree") to five ("Strongly Agree"). Demographic descriptions of the study include age, income, and education level.

Data Collection

The population of this research is male and feminine consumers who have purchased local fashion brand products that are domiciled within the cities of Semarang and Solo. The sampling technique used purposive sampling. The sample characteristics used are (1) purchasing local fashion products within the last 6 months; (2) aged 18-25 years;

To analyze the info, this study used WarpLS 6.0 to check the effect of Consumption Experience and Brand Love moderated by Consumption experience. The utilization of PLS is predicated on predictions of endogenous variables (Hair, Ringle, and Sarstedt, 2011). The results offered by using this PLS is suitable for the measurement model. PLS is flexible because it doesn't have to fulfill normal data.

4. Results And Discussions

Descriptive Information

The majority of respondents during this study were female (74%) and male (26%). The education level of the respondents is a high school graduate (85%). Most of the respondents were between 20-21 years (65%). The frequency of creating purchases is that they rarely make purchases within a span of 1 month by 71%. The income level is usually but Rp. 1,000,000.00.

Construct validity, dimensionality, and reliability. supported the analysis, the loading factor of all indicators wont to measure 3 variables (Consumption Experience, Brand Love, and Role Model) was <0.60 in order that it had been said to be reliable. Consistent with Nunally, 1996 in Imam Ghozali, 2001 an inventory of questions are often said to be reliable if it's a Cronbach Alpha value of > 0.6.

The mean Average Variance Extract (AVE) of the three constructs ranges from 0.648 to 0771, which significantly exceeds the minimum acceptable value of 0.5 (Fornell and Larcker, 1981). consistent with Fornell and Larcker (1981) just in case the AVE is a smaller amount than 0.5 but features a composite reliability of quite 0.6 at that time it still meets the legitimacy prerequisites.. This value are often shown in table 1. It are often concluded that the results of this research instrument are valid and reliable.

Correlation and Structural Model

The first model is presented directly from the Consumption Experience on Brand Love with a task Model as moderation. The primary step is to check the model whether it is being developed consistent with the fit model or not. Here are the results: Average path coefficient (APC)=0.420, P<0.001, Average R-squared (ARS)=0.489, P<0.001, Average adjusted R-squared (AARS)=0.478, P<0.001, Average block VIF (AVIF)=1.033, acceptable if <= 5, ideally <= 3.3, Average full collinearity VIF (AFVIF)=1.426, acceptable if <= 5, ideally <= 3.3, Tenenhaus GoF (GoF)=0.615, small >= 0.1, medium >= 0.25, large >= 0.36, Sympson's paradox ratio (SPR)=1.000, acceptable if >= 0.7, ideally = 1, R-squared contribution ratio (RSCR)=1.000, acceptable if >= 0.9, ideally = 1, Statistical suppression ratio (SSR)=1.000, acceptable if >= 0.7, Nonlinear bivariate causality direction ratio (NLBCDR) =1.000, acceptable if >= 0.7.

Table 1. Cronbach Alpha's, CR and AVE values

Variable	α coefficients	CR	AVE
Consumption Experience	0.815	0.879	0.648
Brand Love	0.950	0.959	0.771
Role Model	0.834	0.891	0.673

Notes: α = Cronbach Alpha's; CR= composite reliability; AVE=Average Variance Extracted Table 2 shows the trail coefficient of every path. After the info analysis is distributed, then the results are often seen which indicates whether the hypothesis is accepted or rejected. H1 states that Consumption Experience affects Brand Love is accepted ($\alpha = 0.630$; $p < 0.001$), H2 which states that Consumption Experience affects brand love is accepted ($\alpha = 0.211$; $p = 0.014$).

Table 2. Significance Testing Results of the Structural Model Path Coefficient

Hypothesis	Path	Path coefficient	Significance Level	P-Values
H1	Consumption Experience → Brand Love	0.630	***	<0.001
H2	Consumption Experience → Role Model → Brand Love	0.211	***	0.014

*** $p < 0.01$, NS :Not Significance

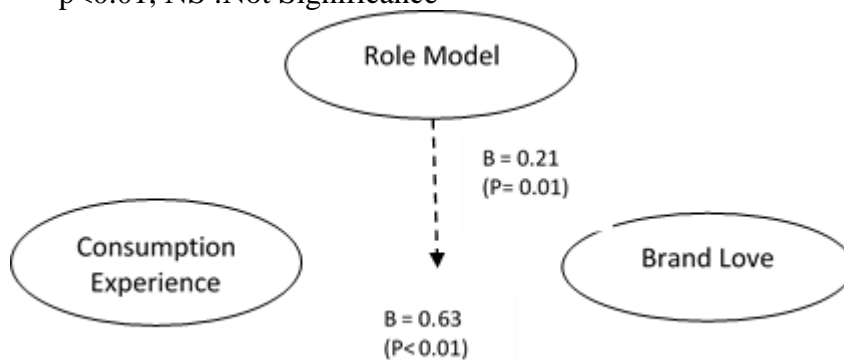


Figure 2. Finding the Study.

The results showed that consumption experience has an impact on brand love. These results support the research of Ferreira et al. (2019) which states that brand experience affects brand love, with a better sensory and affective dimension. If consumers have a high sense of the brand name, brand love is going to be high. The intensity of the brand experience depends on the profile of the buyer. There are consumers who like holistic experiences and have involvement within the overall brand experience but also consumers who are only supported utilitarian factors in order that they're not influenced by any dimension of the brand experience. During this study, it shows that a high consumption experience will form a high brand love. The results of This study support the consumer-brand relationship. Local fashion brand products can prove that this brand isn't inferior to foreign brands, which is shown by how local fashion brand providers interact with consumers. Brands like Make Over, Wardah, Donatello, and Elizabeth are a number of the local fashion brands mentioned and consumed by the respondents. As we all know, Indonesian local brands are very concerned about environmental changes, in order that the connection between brands and consumers is extremely

concerned. The impact is often proven by the results of this study that local fashion outlets have provided the simplest service.

This study also found that role models can strengthen the connection between Consumption Experience and Brand Love. The results of this study support the buyer Culture Theory (CCT) which shows a social order during which there is a relationship between culture and resources mediated by the market (Arnould and Thompson, 2005). The merchandise concerned, consumers will feel a robust experience. Experience is strengthened by the presence of role models within the lives of consumers as individual fashion style influencers. The strength of role models in strengthening their influence depends on the emotional closeness of consumers to the chosen role models. It is known that the chosen model could be a celebrity during this study. Celebrities are chosen mostly by women aged 20-21 years and high school, graduates. Celebrities are chosen mostly by women aged 20-21 years and high school, graduates.

5. Conclusions

The purpose of this study is to see how the influence of consumption experience on brand love is moderated by a task model. Supported previous studies, not many have conducted research on the connection between consumption experience and brand love because the previous research examined the connection between brand experience and brand love. Initial research found that there is an influence or no influence between consumption experiences on brand love, consumption experience on brand love which is moderated by brand love. Data analysis using WarpPLS 5.0 to realize research objectives

Moderation during this study could be a model that strengthens the connection between consumption experience and brand love. This study proposes a model that the model can strengthen the connection between consumption experience and brand love. Supported the results of the testing of the hypothesis it is found that there's an influence between the connection between consumption experience and brand love. The second finding, role models strengthen the connection between consumption experience and brand love. The conclusion shows that role models are often an element in influencing someone to like the products they need consumed.

The practical implication of this research is to enhance services for all aspects associated with the standard of local fashion brand products. Entrepreneurs within the local fashion brand creative industry have begun to maneuver to convince consumers, especially teenagers, those local brands aren't underestimated by Indonesian teenagers and aren't inferior to foreign brands. The experience of consumers as consumers of local brands has become a milestone for local fashion entrepreneurs to concentrate to things that are skilled negatively by consumers. The role of a task model is additionally a crucial contributor to the belief of aspects of consumer love for local products. Consumers emphasize more on the way to make the simplest use of the consumption experience to anticipate future losses.

The limitations of this study are the narrow scope of the research, only 2 cities in Indonesia. Second, it doesn't specifically mention how long the experience in consuming local fashion is before being influenced by role models.

To extend research contribution, it is hoped that future researchers can use other variables and expand the research area in Indonesia

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