

INFLUENCE OF BRAND ASSOCIATION TOWARD BRAND LOYALTY OF WEIDENMANN

Edbert Pradnyaputra¹, Rendra Chaerudin¹

¹*School of Business and Management, Institute Technology Bandung, Indonesia*

Email: Edbert.p@sbm-itb.ac.id

Abstract

In today's business world, every company must be able to deliver a brand with a good brand association. The company will be difficult to survive if it does not have a positive association in their consumer's mind. The purpose of this study is to examine the relationship between brand association and brand loyalty of a brand. Consumers will be more loyal to a brand that delivers a product that suits their needs and desires. This study want to check the effect of brand association components which are brand attributes, brand benefits, and brand attitudes to the brand loyalty. Brand that chosen for this study are Weidenmann which is an Indonesia local footwear brand from Bandung that manufactured by PT. Sugih Jaya. Weidenmann has a problem to maintain and compete in Indonesia market especially with international brand that make Weidenmann loses their consumer's loyalty. To reach the research objectives, this paper use three methods in collecting the data which are questionnaire, interview, and observations. There were 100 respondents which are consumers of Weidenmann in Bandung involved in this research. Data analysis process was analyze using multiple regression analysis performed in SPSS. According to the results, brand attribute, brand benefit, and brand attitude positively influence brand loyalty of Weidenmann with brand attribute as the most influential factor. This study provides insightful understanding of consumer's brand loyalty toward the brand of Weidenmann and create new idea for Weidenmann brand association to compete in the market. As a result of the analysis, the author recommend Weidenmann to develop the brand attribute of the shoes and improve the durability and comfort of the shoes which is the strength of Weidenmann based on consumer opinion.

Keywords: brand association, brand loyalty, local brand, small and medium enterprise

INTRODUCTION

Since 1980, footwear industry in Indonesia is growing and develop rapidly with the arrival of foreign investment which specialized and focused in producing footwear. The growth and development of the footwear industry run more smoothly because it also supported by the efforts of Indonesia government that wants to maintain and increase the economic growth in Indonesia and footwear industry can be an important thing to help and make this economic growth growing rapidly. Another factor that support the growth and development of footwear industry is because this industry is one of the industry that requires quite a lot labor or work forces, but the cost of hiring labor or work forces in Indonesia is relatively low compared with other countries, so that footwear industry in Indonesia draw interest from many people. In early 1990, Indonesia government use this opportunity to develop footwear industry in Indonesia by help and motivate many entrepreneurs to initiate a business in footwear industry especially in the form of small and medium enterprise (SME). This government movement is succeed and able to attract many entrepreneurs to start business in

footwear industry and able to create many local brand that still exist until now such as Pakalolo, Max Barends, GATS, YongkiKomaladi, and Weidenmann. But at the present time, some local footwear brand especially the small and medium enterprises (SME) are less attractive to the market, and only a few large scale brands of local footwear are still in demand by the market. Many local footwear brands have a difficulty to compete with many international brand and the market are prefer to choose international brand. In order to survive in the market and to compete with international brand, the small and medium local footwear brands must have a value added or competitive advantage that are not owned by other brands and can make them able to compete with international brand. PT. Sugih Jaya is one of the company that work in footwear industry especially men's shoes and they manufacture men's shoes with Weidenmann as it brand. This company already running for about 25 years and Weidenmann brand already well known by people in Indonesia. PT Sugih Jaya is include in some local footwear company that have difficulty to compete with international brand. PT. Sugih Jaya's brand, Weidenmann, experience decreases in sales and less attractive to Indonesia market.

The decreases in sales of a brand usually caused by poor brand association and lack of brand loyalty of the consumers. Aaker (1991) define brand association as anything that linked in people memory about a brand. Keller (2013) define brand association as informational node link to the brand node in memory and contain the meaning of the brand for the customers. Therefore, it can be concluded that brand association is everything that related about a brand that lie in consumer's memory. On the other hand, Aaker (1991) stated that brand loyalty symbolizes a constructive mind set toward brand which leading to a constant purchasing of the brand by the consumer. According to Kaynak, Salman, and Tatoglu (2007), brand loyalty is the core of brand equity that show a measure of attachment that a consumer has to a brand. From these definitions, brand loyalty can be concluded as a symbol of consumer's commitment to the brand which is showed by a positive feelings toward the brand that caused the consumer to purchase the brand constantly. Therefore, a preliminary research been conducted to find out people's opinion about Weidenmann and factors that affect this brand to survive in the market. In the implementation of preliminary research that conduct to 30 people, it found an unusual phenomenon occurring in Weidenmann brand shoes. According to Aaker (1991), positive brand association will create positive brand loyalty toward the brand. But, even though brand association of Weidenmann shoes is positive, the brand loyalty of consumer toward Weidemann shoes is rather low. This result is contrary with Aaker because it found that positive brand association from the consumers doesn't create a positive brand loyalty of Weidenmann shoes. Based on the research, PT. Sugih Jaya which manufacture Weidenmann need to learn and know about brand association of Weidenmann in order for them to be able to maintain and compete in the market because the value added and the competitive advantage can be made in the form of brand attributes and brand benefits which is a part of brand association. According to Keller (2013), brand, product or model, price, and quality are including in brand attributes and brand benefits. So, PT. Sugih Jaya need to know how much influence these factors have

for increasing sales because brand association has a close relationship with brand loyalty which is an indicator of number of demand by market. This company also need to observe other factors that become the reason for costumers for buying a shoes and if they able to learn and understand about it, it will increase the loyalty of their customers and will increase the sales.

The objective of this research are to find the brand association and brand loyalty that Weidenmann have at the moment. To find the brand association and brand loyalty of Weidenmann, the author use questionnaire and analyze the consumer's perception related to these variables. Another objective in this research is to find the influence of brand association toward the brand loyalty of Weidenmann. To answer this research question, the author use multiple regression analysis to measure the influences.

LITERATURE REVIEW

Brand Association

Brand association is anything linked in memory to a brand (Aaker D. A., 1991). Brand association also can be defined as the other informational node link to the brand node in memory and contain the meaning of the brand for customers (Keller, 2013).

Based on Keller (2013), brand association consist of:

1. Brand attributes

Brand attributes is a descriptive features that characterize a product or service. Brand attributes can be in a form of product related and non-product related. Product related attributes directly related to the product such as model and color of the product. On the other hand, non-product related attributes dealing with external aspects regarding the use of the product, such as:

- a. Price
- b. User imagery and usage imagery
- c. User imagery relate to the type of individual or organization that uses the brand.
Usage imagery can be related to time when using the product, the location of using the product, and the type of event when using the product
- d. Brand personality
- e. Brand personality is everything that want to be displayed by the company regarding the involved brand.
- f. Feelings and experiences
- g. Feelings is the response and emotional reaction of consumers to the brand.

2. Brand benefits

Brand benefits is personal value and meaning that consumers attach to the product or service attributes.

3. Brand attitudes

Attitude toward a brand, or brand Attitude, is another key component for valuing a brand's equity. Brand attitudes is consumer's overall evaluations of a brand (Mitchell & Olson, 1981).

Brand Loyalty

Brand association represents the bases for purchase decisions and brand loyalty (Aaker D. A., 1991). Brand association reflects consumer perceptions of the brand (Keller, 2013). It means that brand association is the basis of brand loyalty that reflects consumer perceptions about a particular brand. In accordance to Keller (2013), one of the benefits of having positive brand association is brand loyalty.

Brand loyalty symbolizes a constructive mind set toward brand that leading to constant purchasing of the brand over time (Aaker D. A., 1991). Brand loyalty represents a commitment of the consumer to the brand which makes it as an intangible asset that reflects the company's price of the product or service (Schiffman & Kanuk, 2010). According to Schiffman and Kanuk (2010), brand loyalty consist of:

1. Attitudinal measures

Attitudinal measures concerned with consumers' overall feelings about the product and the brand, and their purchase intentions (Schiffman & Kanuk, 2010).

2. Behavioral measures

Behavioral measures are based on observable, factual behaviors regarding the brand, such as quantity purchase, purchase frequency, and repeated buying (Schiffman & Kanuk, 2010).

Brand Resonance Model

Brand resonance model describes how to create intense, active, loyalty relationships with customer (Keller, 2013). It means that brand resonance describes how to create an active and loyal relationships with consumers.

Stages in brand resonance model (Keller, 2013):

1. Ensure brand identification of the consumer and the brand associations in consumers' minds adapted to a class of products, product use, and the needs of consumers.
2. Create the meaning of the brand in the minds of consumers by connecting the real brand association with unreal brand association.
3. Generate consumer response about the brand as desired by the company.
4. Changing consumer response about the brand to create brand resonance, and a loyal and active relationship with the consumer.

Theoretical Framework

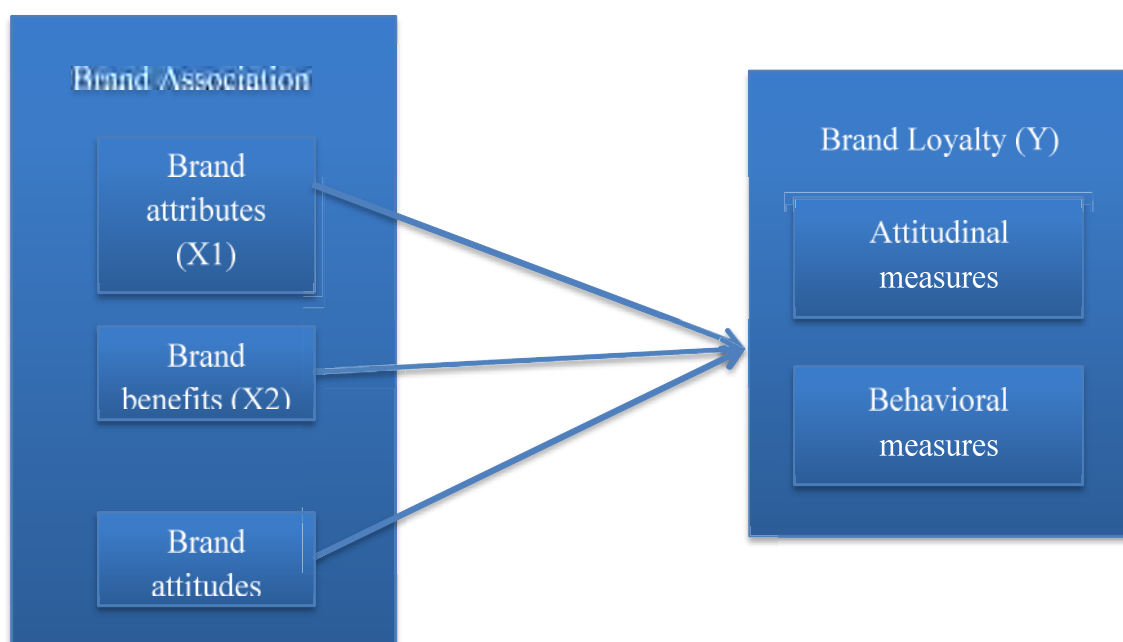


Figure 1. Theoretical Framework

H1: Brand attributes positively influences brand loyalty

H2: Brand benefits positively influences brand loyalty

H3: Brand attitudes positively influences brand loyalty

METHODOLOGY

The method that used for this paper is a survey method by taking sample from population and using quantitative methods, which is by collecting data through questionnaires. Based on the objectives, this research is applied research, because this research aims to solve and fix specific problems being experienced by the company. According to Sekaran and Bougie (2010), applied research is specifically aimed at solving a currently experienced problem. Based on the data analysis technique, the type of research is descriptive research and verification research, because it aims to illustrate the relevant aspects of the phenomenon or to determine the characteristic of the variables that examined in the situation by collecting data (Sekaran & Bougie, 2010). Population in this research is man that live or occupy in Bandung. Bandung is chosen because it considered to be able to represent the population and because the Weidemann shoes manufactured in Bandung, and the distribution of Weidenmann shoes is mostly in Bandung. The number of population taken from the latest sales data of Weidenmann shoes in Bandung. The sampling technique that used for this study is nonprobability sampling with using the judgment sampling or purposive sampling because there are certain criteria that needed for the sample. The sample of population for this study is men who lives in Bandung and have buy or use Weidenmann shoes. Slovin's formula sampling technique being used to determine the number of sample in the research. Data analysis process was analyze using multiple regression analysis performed in SPSS.

Operationalization Variable

There are two variables in this study, which are:

1. Independent Variable

The independent variable in this study is the component of brand association which are brand attributes, brand benefits, and brand attitudes

2 Dependent Variable

The dependent variable in this research is brand loyalty.

Data Analysis Procedure

To find the brand association and brand loyalty of Weidenmann or to answered research question number one and two, researcher used descriptive analysis method based on the results of the questionnaire that been filled by respondents. Values of response that obtained from the questionnaire will be measured by Likert scale. Second analysis, the data will be analyze to find the effect of brand association toward brand loyalty of Weidenmann. This analysis will using multiple regression statistical method using SPSS to examine the effect of independent variable toward the dependent variable.

DATA ANALYSIS AND RESULT

To convert the quantitative data into qualitative data in questionnaire, researcher doing weighting to the data by determining the highest and the lowest score, then divided the score by five level of scale interval (Simamora, 2008), the weighting scale obtained as follows:

$$RS = \frac{m-n}{b}$$

RS = Range of scale

m = Highest scale = 5

n = Lowest scale = 1

b = Number of interval = 5

$$RS = \frac{5-1}{5}$$

$$RS = 0.8$$

Based on these results, the results of grouping the average value can be seen in table 1.

Table 1. Average value group

Average Value	Description
1 - 1,8	Statement perceived very negatively
> 1,8 - 2,6	Statement perceived negatively
> 2,6 - 3,4	Statement perceived neutral
> 3,4 - 4,2	Statement perceived positively
> 4,2 - 5	Statement perceived very positively

The next step is to calculate the average score is from the statement contained in the questionnaire, and then interpret the results in accordance with the results of the average value grouping.

From the questionnaire analysis result, all of the brand association variable have a positive reception by the respondents. Brand attitude is the highest compared to brand attribute and brand benefit with average of 4.08. While brand attributes and brand benefits also perceive positively with a value of 3.79 and 4.03 respectively. Moreover, Weidenmann brand loyalty also positively perceived by the respondents with average value of 3.80.

Table 2. Significance test results regarding influence of independent variables toward dependent variables

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.051	.231		-.219	.827
Brand Attribute	.521	.125	.418	4.162	.000
Brand Benefit	.277	.112	.262	2.482	.015
Brand Attitude	.203	.084	.223	2.411	.018

a. Dependent Variable: Brand Loyalty

Table 2 shows the significance value of each independent variable. All three independent variables give significant effect towards independent variable (brand loyalty), brand attribute (.000), brand benefit (.015), and brand attitude (.018). The overall result shows that brand attribute, brand benefit, and brand attitude are significantly influence and related to brand loyalty of Weidenmann.

This results in a multiple regression calculation equation is:

$$Y = -0.051 + 0.521 X_1 + 0.277 X_2 + 0.203 X_3 + e$$

With:

Y = brand loyalty shoes Weidenmann

X₁ = brand attributes Weidenmann shoes

X₂ = brand shoes Weidenmann benefits

X₃ = brand shoes attitudes Weidenmann

e = error

Table 3. Coefficient determination test results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.835 ^a	.697	.688	.41295

a. Predictors: (Constant), Brand Attitude, Brand Attribute, Brand Benefit

The result of the coefficient of determination (R^2) test is R square value is 0.697, which means the brand association (X) consisting of brand attributes (X1), brand benefits (X2), and brand attitudes (X3) has the effect of 69.7% on brand loyalty (Y). While the remaining 30.3% is explained by other variables.

CONCLUSION AND RECOMMENDATION**Conclusion**

- 1 Respondents have a positive perception about brand association and brand loyalty of Weidenmann shoes.
- 2 Brand attributes, brand benefits, and brand attitudes have an influence 69.7% on brand loyalty Weidenmann shoes.
- 3 Brand attributes have the greatest influence on brand loyalty of Weidenmann

Recommendation

- 1 Improve Weidenmann brand attributes because it is the most influential component of brand association to improve the loyalty
- 2 Develop a more comfortable and durable shoes which is the strength and excellence of Weidenmann

REFERENCES

- Aaker, D. A. (1991). *Managing Brand Equity*. Free Press.
- Aaker, D. A. (1996). Measuring Brand Equity Across Markets Products. *California Management Review*, 102-120.
- Bilson, S. (2008). *Panduan Riset Perilaku Konsumen*. Jakarta: PT. Gramedia Pustaka Utama.
- Kaynak, E., Salman, G. G., & Tatoglu, E. (2007). An integrative framework linking brand associations and brand loyalty in professional sports. *Journal of Brand Management*, 336-357.

- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 4th Edition*. Prentice Hall.
- Kotler, P. (1999). *Marketing Management: Analysis, Planning, Implementation, and Control*. New Jersey: Prentice Hall.
- Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitude? *Journal of Marketing Research*, 318-332.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior Tenth Edition*. Pearson Education.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach*.