

The Role of Emotional Aspects to Built Up Positive Word of Mouth Fashion Products

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Abstract: *This study aims to find out This study aims to determine the role of emotional aspects to built up a positive word of mouh on fashion products. The sample used was 125 respondents by using purposive sampling technique. Data analysis techniques used are Paramal Least Square (PLS) Structural Equation Modeling (SEM) analysis techniques, and IBM SPSS Statistics 22. The result of the research shows that (1) value congruity has positive and significant effect on brand image, (2) brand image has positive significant effect on brand love, (3) value congruity has positive significant effect on brand commitment, (4) brand image has positive effect (5) brand love have a significant positive effect on word of mouth and (7) brand commitment have significant positive effect on word of mouth.*

Keywords: *Fashion, Women, Emotional Aspects and Word of Mouth.*

Date of Submission: 16-06-2018

Date of acceptance: 02-07-2018

I. Introduction

Earlier reviewed by Castaneda et, al. (2015) the existence of free trade requires every company to be able to face the competition by building the right strategy especially in the same industry, given the increasingly competitive condition of the competitors, this forces the company to be able to understand what is needed and desired by the customer. On the demand side, consumers are increasingly conscious in consuming their goods and services resulting in a thought known as sustainable consumption.

Brand Marketing Institute (BMI) Research, conducts research on online shopping trends in 2014 and Online Shopping Outlook 2015. According to Socio-biologists the reason why women prefer shopping compared to men is because women are referred to as shopping gene in the form of female character as a collector (Kruger et al., 2013). One of the things offered is emotional branding. The importance of establishing and maintaining relationships between consumers with increasing strong brands, but how to do this challenge, especially in a business environment surrounded by abundant competition with the same brand and product (Hwang & Kadampully, 2012).

Emotional bonds are also predicted as consumer commitments where emotional bonds is measured in marketing effectiveness (Yusof & Ariffin, 2015), in case by establishing a good relationship between the company and the customer will create a sustainable brand for the company. Anggraeni & Rachmanita (2015); (Nguyen and Romaniuk, 2014) and Huber et al. (2015) states the consequences of high brand love is for brands such as WOM marketing will positively affect other potential buyers.

The factors that cause a person able to deliver positive WOM based on brand commitment and brand love that more specifically examined by Maisam & Mahsa (2016) Brand commitment involves the relationship between the brand with a customer's self-closeness with the brand (value congruity), brand love as well as the image of the brand. Typically, brands that consumers already love, easy to market their new products (France et al., 2015).

II. Litrature Review

Value Congruity

Maisyam & Mahsa (2016) states value congruity is the level of similarity between one or a group of interlocutors, buyers and consumers in any decision making observed in the characteristics of both parties (brand and consumer. Solomon (2007) states that consumption activity is closely related to self-concept. the brand value and consumer value to measure congruity value is the same as the concept of brand personality congruity (BPC) in which the brand personality is used to assess brand image (Tuskej et al., 2013).

Tuskej et al. (2013) mentions that consumers tend to find brand identity more appealing when a brand fits their own sense of who they are because it enables them to maintain and express themselves more fully. Barnes & Lough (2006) says that consumers will tend to buy and use products or brands that have an image that is similar to their own concept.

Rocerito&Mosca (2012) have revealed evidence that consumers tend to engage in consumer relationships with brands they feel most similar to their own concepts. customers become more connected to the brand and tend to maintain closeness with the brand (So et al., 2013). Yusof&Ariffin (2015), explains that value congruity has indicated that consumers generally have a good attitude towards products and brands that are considered consistent with their self-image.

Brand Image

According to Brand image Chinomona (2014) defines as the consumer's mental description of the product including the symbolic meaning that the consumer associates with certain attributes of the product or service. This case trust will play an important role in the buyer's decision-making process when customers evaluate alternative brands (Alhaddad, 2015). Customers create in their minds about brands and form personalities or brand users for specific products (Unal& Aydin, 2013).

Ismail & Spinelli (2012) argue that brand image is an important part of a strong brand that allows brands to differentiate their products from their competitors. Carroll & Ahuvia (2006) states not only that self-expressive brands that can enhance brand love but also aspects of brand hedonism to consumers. When customers know there are favorite brands, customers will be satisfied with their purchase and will always be interested in the brand (Maisam&Mahsa, 2016).

Elechi& Tan (2009) says that a strong brand with high equity, will have a large number of committed customers. Bian&Moutinho (2008), brand image participates in the decision-making process and the other side has affects customer behavior (Maisam&Mahsa, 2016).

Brand Love

Brand love is a powerful emotional experience, not only on interpersonal relationships but also the relationship between consumers and brands (Hwang & Kadampully, 2012). Brand love contains two aspects of interest in the brand (Maisam&Mahsa (2016) Anggraeni&Rachmanita (2015) with this ability individuals recognize and miss some brands is one of the decision variables so that consumers have a sense of desire to buy the same product or brand continuously time by time.

Albert & Merunka (2013) states from a conceptual standpoint, consumer feelings intensely affect the brand in choosing and maintaining commitment. The relationship of brand love is unlimited and will continue as long as the beloved brand is considered to be no successor (Hassan et al., 2012). It is likely that customers will cooperate actively and will not be easily attracted to competitors, which in turn will increase profits (Hur et al., 2011).

The dominant brand love concept distinguishes itself through the idea of emotion, the consumer accepts renewal of such a brand will increase the perception of its authenticity and reinforce the belief that the brand is intrinsic to their self-concept and push WOM further (Wallace et al., 2014). According to Anggraeni&Rachmanita (2015) brand love was found to influence the concepts related to other brands such as brand loyalty and word of mouth.

Brand Commitment

Brand commitment is a psychological state that shows a consumer's positive attitude toward the commercial name and the willingness to have a relationship with the product or service (Maisyam&Mahsa, 2016). When a customer is committed to a brand or company, it is very likely that customers will cooperate actively and will not be easily attracted to competitors, which will ultimately increase profits for the company (Hur et al., 2011). (Bansal et al., 2004) states A three component Model of Customer Commitment are affective commitment, continuance commitment, normative commitment.

Commitment is usually reflected in the cooperative and active behavior of consumers to make short-term sacrifices to maintain relationships and ensure the stability of customer relationships with brands (Hur et al., 2011). Brown et al. (2005) argue that the identification of consumers is not only a positive influence between consumer commitment to the brand but also can affect the positive WOM. (Tuskej et al., 2013) explains that WOM's commitment and communication are critical to marketing research and become a great integrated communication tool.

Word of Mouth

The concept of Word of Mouth is defined as informal communication of consumers with other consumers about the use, performance, characteristics or ownership of certain goods or services (Yashin&Shamim, 2013). Brand personality will contribute to enhance brand image, brand love and disseminate positive WOM (Ismail & Spinelli, 2012).

According Harjadi&Fatmasari (2008) level of word of mouth from the perspective of marketing strategy and communication function, word of mouth consists of three levels of talking, promoting, selling.

Conceptual framework & hypothesis

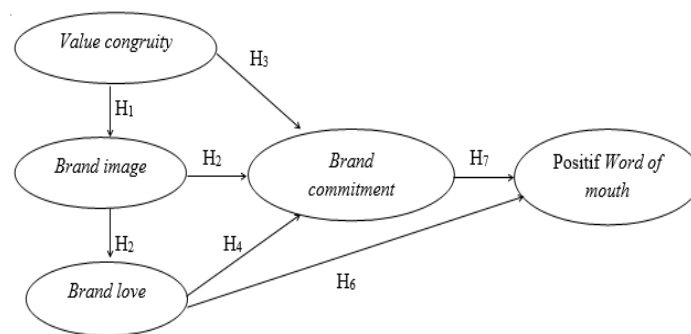
To get a positive WOM, the company concentrates on different strategies such as reward strategies, money back guarantee and coupons as well as other ways to satisfy customers who help naturally (Yasin&Shamim, 2013). The role of value congruity and brand image has a positive influence on brand love and then brand love has a positive influence on WOM (Maysam&Mahsa, 2016).

Rocerito&Mosca (2012) revealed that consumers tend to be most faithful to brands that fit their own concepts. This favorite image has a prolonged effect on the customer's mental image of brand quality and results in satisfaction and commitment to the Elechi& Tan brand (2009).

- H₁: Value congruity has a significant positive effect on brand image.
- H₂: Brand image has a significant positive effect on brand love.
- H₃: value congruity has a significant positive effect on brand commitment.
- H₄: brand image has a significant positive effect on brand commitment.
- H₅: brand love has a significant positive effect on brand commitment.
- H₆: brand love has a significant positive effect on word of mouth.
- H₇: brand commitment has a significant positive effect on word of mouth.

From the above description of the literature and research hypotheses, the concept of research framework is presented as shown below (Figure 1).

Figure 1. Research Conseptual Framework



III. Research Methods

Procedure

Population in this research consumer consumer product of fashion brand product of P & B and Bershka product whose number can not be counted exactly (infinite). Sample used are 125 respondents was taken. In this study the samples used are female consumers and minimum education completed high school or equivalent. Data collected through research instrument in the form of questionnaire. Based on the hypothesis in this research, the data analysis method used is the analysis of Structural Equation Modeling (SEM) based on Partial Leas Square package (PLS).

IV. Result

In the validity test sampled 30 respondents from 125 samples, this research has the score of product moment more than 0.361 with a significance level of less than 5 percent so that all items in the instrument are said to be valid. Reliability test is to measure the reliability of a statistic, in this study note that Alpha Cronbach all the instrument is greater than 0.6. This suggests that such measurements can provide consistent results when re-measurements are taken on the same subjects.

Table 1.Path Coefficient

Konstruk	Koefisien Korelasi	t Statistics	p Values	Keterangan
Value congruity (X ₁) → Brand Image (Y ₁)	0,220	2,423	0,016	Signifikan
Brand Image (X ₁) → Brand Love (Y ₂)	0,128	1,706	0,088	Tidak Signifikan
Value congruity (X ₁) → Brand Commitment (Y ₃)	0,092	1,627	0,104	Tidak Signifikan
Brand Image (X ₁) → Brand Commitment (Y ₃)	0,005	0,010	0,960	Tidak Signifikan
Brand Love (Y ₂) → Brand Commitment (Y ₃)	0,786	17,209	0,000	Signifikan
Brand Love (Y ₂) → Word Of Mouth (Y ₄)	0,179	2,108	0,036	Signifikan
Brand Commitment (Y ₃) → Word Of Mouth (Y ₄)	0,337	2,428	0,016	Signifikan

Source: Primary Data, 2017

The results of statistical data analysis showed that value congruity has a positive and significant effect on brand image. Result of data analysis get probability equal to 0,016 less than 0,05, this means that increasing value congruity can increase brand image in fashion product

The results of statistical data analysis show that the brand image has a positive and insignificant influence on brand love. Result of data analysis get probability equal to 0,088 greater than 0,05. This means that brand love can not be explained by the brand image.

The results of statistical data analysis showed that the value congruity has a positive and insignificant influence on brand commitment. The results of the data analysis obtained a probability of 0.104 which is greater than 0.05. This has the meaning that the increase in value congruity can not increase brand commitment in fashion products.

The results of statistical data analysis show that brand image has a positive and insignificant influence on brand commitment. The results of the data analysis obtained a probability of 0.960 which is greater than 0.05. This has the meaning that the increase in brand commitment can not be explained by the brand image of fashion products.

The results of statistical data analysis show that brand love has a positive and significant influence on brand commitment. The data analysis results obtained a probability of 0.000 which is less than 0.05. This means that brand love enhancement can increase brand commitment in fashion products.

The results of statistical data analysis show that brand love has a positive and significant influence on word of mouth. The results of data analysis obtained a probability of 0.036 is less than 0.05 This has the meaning that the increase in brand love can improve the word of mouth in fashion products.

The results of statistical data analysis show that brand commitment has a positive and significant influence on word of mouth. Result of data analysis get probability equal to 0,016 greater than 0,05. This has the meaning that word of mouth can not be explained by brand commitment in fashion products.

V. Discussion and Conclusion

Based on the results of the discussion, it can be concluded as follows:

Value congruity has a positive and significant effect on brand image. The higher the brand image possessed by a product the better the brand image is generated through brand suitability. Brand image positively insignificant effect on brand love in product fashion product. This means brand love can not be explained by brand image. Value congruity has no significant positive effect on brand commitment on fashion product. This can be interpreted that brand commitment in fashion product can not be explained by value congruit. Brand image positively insignificant to brand commitment on fashion products. This can be interpreted that the implementation of brand commitment on fashion products can not be explained by the brand image. Brand love has a positive effect on brand commitment to fashion products. Positive influences can be interpreted that the application of good brand love will tend to produce a good brand commitment as well. Brand love has a significant positive effect on word of mouth on fashion products. This positive influence can mean that the application of good brand love will tend to produce good word of moth marketing as well. Brand commitment positively influence the word of mouth in fashion products This can be interpreted that the implementation of good brand commitment is likely to produce a positive WOM against the brand. The higher the implementation of brand commitment, it will affect the positive WOM.

Future Research

Future research is suggested to take the population of all consumers of fashion products are expected either local consumers or overseas consumers to find more accurate findings to identify the relationship of value

congruity, brand image, brand love, brand commitment and then can add constructs other than value congruity, brand image, brand love, brand commitment to be able to identify more deeply about word of mouth.

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LuhAyu Surya Eka Putri The Role of Emotional Aspects to Built Up Positive Word of Mouth Fashion Products"IOSR Journal of Business and Management (IOSR-JBM) 20.6 (2018): 26-30