

THE INFLUENCE OF BRAND IMAGE AND SELF-IMAGE CONGRUENCE TOWARDS BRAND ATTACHMENT ON FASHION ITEMS (CASE STUDY: STUDENTS OF IBA, SAM RATULANGI UNIVERSITY)

PENGARUH CITRA MEREK DAN GAMBARAN PERSONALITAS TERHADAP HUBUNGAN MEREK ALAT KECANTIKAN (STUDY KASUS: MAHASISWA IBA, UNIVERSITAS SAM RATULANGI)

by

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Abstract: As the competitors increase, companies need to secure their customer from moving to other brands. This push companies to be more sensitive with what kind of brand image that can interest customer and urge them to choose the said companies' brands. Once the customers feel that a certain brand is relatable to their own needs and wants, it will create an attachment to the said brand. The purpose of this study is to analyze the influence of brand image and self-image congruence toward brand attachment, specifically about fashion items, at International Business Administration, Sam Ratulangi University. The quantitative method is used in this research. In order to collect the data, questionnaires were distributed to 100 IBA students. The result of this research shows that brand image has positive relationship toward brand attachment with significant influence, and self-image congruence also has positive relationship toward brand attachment with significant influence.

Keywords: brand image, self-image congruence, brand attachment

Abstrak: Dengan persaingan yang meningkat, perusahaan harus bisa mempertahankan jumlah pelanggan agar tidak berpindah ke merek lain. Hal ini membuat perusahaan bersifat lebih sensitif dengan citra merek yang bisa menarik perhatian pelanggan dan membuat pelanggan memilih merek tersebut. Saat seorang pelanggan memiliki ketertarikan dengan sebuah merek; maka pelanggan akan memiliki sebuah hubungan dengan merek tersebut. Tujuan dari penelitian ini adalah untuk menganalisa pengaruh citra merek dan gambaran personalitas terhadap hubungan akan merek terlebih mengenai alat kecantikan di International Business Administration, Universitas Sam Ratulangi. Metode kuantitatif digunakan untuk penelitian ini; 100 kuesioner diberikan kepada 100 mahasiswa IBA. Hasil dari penelitian ini menunjukkan bahwa pengaruh citra merek memiliki hubungan positif dan signifikan terhadap hubungan akan merek, dan gambaran personalitas juga memiliki hubungan yang positif serta signifikan terhadap hubungan akan merek yang ada.

Kata kunci: citra merek, gambaran personalitas, hubungan terhadap merek

INTRODUCTION

Research Background

One of the foremost reasons as to why branding is important is because of the recognition that a company will receive from the customers. Branding can change how people perceive a brand; whether driving new customer or increasing brand awareness. It is absolutely critical for business due to overall impact a brand can make on the company. Branding is crucial when trying to generate future business, and brand that has been strongly established can boost the value of a business by offering the company more leverage in the industry. Strong branding commonly means that the customer will more likely to do business with the company as a result of having a positive impression on customer that will remain for a long time, thus creating familiarity and a sense of trust for using a brand they know.

Brand image provides a simple summary of what customer can expect from a brand. Brand image is the sets of idea, feeling and attitudes that consumers have about brands (Postica and Cardoso 2015), meanwhile other stated that brand image is the total set of attitudes, the halo of psychological meanings, the association of feeling, the indelibly written aesthetic messages over and above the bare physical qualities. Emphasizing on the meanings or messages, the brand image sums up the idea that consumers also pay attention to the underlying message and the role of brand as messages.

Extant literature has suggested that image congruence is a strong predictor of consumer behavior such as brand preference and brand loyalty. If there is a match between brand utilitarian attributes and consumers' expectations of its performance and image, favorable attitudes toward the brand are formed, which then leads to stronger attachment towards the brand. In sum, the greater the functional congruence between consumers and brands, the more likely that brand attachment is formed.

Research Objective

The research objectives are:

1. To find out whether brand image influence the brand attachment
2. To find out whether self-image congruence influence the brand attachment
3. To find out whether brand image and self-image congruence simultaneously influence brand attachment

THEORETICAL REVIEW

Brand Image

Brand image is very much important and is a top priority for business owners. Before buying something, a people will likely analyze the product by comparing one brand to another. Hence, it is crucial for a brand to have a good or positive brand image that can leave a great impression on consumers. If a brand has a bad image, it will indirectly affect consumers. Therefore, it is unlikely for the consumers to be interested in purchasing a certain product. Brand image provides the link to decision making for consumers to make things easier in terms of deciding whether a brand suits them or not (Slater, 2001).

Self-Concept

Self-concept is the totality of the individual's thoughts and feelings having reference to himself as an object. The self-concept is the totality of all the beliefs an individual hold about himself. It is the way they define themselves. The self-concept might serve as an anchor for comparison and evaluation (Sirgy, 1982)

Self-Image Congruence

For consumers, brands have symbolic attributes, which construct the brand-user image, meaning how would a typical user of this brand look like and behave. To decide if a person like the brand, individuals try to match their own perceived image with the said brand. This is called "self-image congruence". If these two have a lot of things in common, the individual will have a positive attitude towards the brand. Everybody has a particular identity, preference and habit that individuals are aware of; once their "self" is set, individual tends to protect them (Kressman et al. 2006).

Brand Attachment

As studied by previous literature, brand attachment is characterized by a strong linkage or connectedness between the brand and the self (Schultz et al, 1989). Evidence of the connection is revealed by indexical (personalized) and affect based representations of the brand as part of the consumer's self-concept. An attachment object becomes connected to the self when it is included as part of the consumer's self-concept. This relationship perspective differs sharply from a trait perspective on attachment where attachment reflects an individual difference variable characterizing one's systematic style of connection across relationships over time (i.e., secure, anxious-ambivalent, and avoidant styles).

Previous Research

Pawar (2015) in assessment of brand image and brand attachment amongst cell phone users found that there is a connection between cell phone users and the brand of phone itself. "Overall findings reveal that the cell phone users think about the image of cell phone brands. As the cell phone is largely based on the technology, many cell phone users may be more conscious about the features of cell phone and also about the brand image of the cell phone."

Kressman et al (2006) in direct and indirect effects of self-image congruence on brand loyalty also founds that self-image congruence affects the brand loyalty directly. "The model posits that self-image congruence positively affects brand loyalty directly and indirectly through functional congruity, product involvement, and brand relationship quality. The model was mostly supported by the data."

Kim et al (2015) in the impact of image congruence on brand attachment and loyalty: the moderating role of product type found that image congruence positively associated with brand attachment. "The findings reveal that self, social, and functional image congruence are positively associated with brand attachment, which in turn leads to greater brand loyalty. The expressive and functional product types are found to moderate the effects of self and functional image congruence on brand attachment."

Conceptual Framework

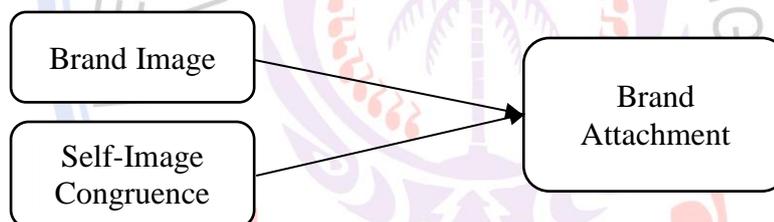


Figure 1. Conceptual Framework

Source: Data Processed, 2020

RESEARCH METHOD

Research Approach

This is a quantitative research that emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques. Survey method used as the source of primary data by distributing questionnaire to find out the direct influence of independent variables (X) brand image and self-image congruence on dependent variable (Y) brand attachment.

Population, Sample, and Sampling Technique

The population of this research is students of International Business Administration that used fashion items. Sample is a part of the population, within research sample is divided within the current population in order to find the right entity for the research. The sample size of the research will be 100 respondents in this case students that used fashion items frequently. Sample method that can be used for this research is simple random sampling method, this method made each element has an equal chance of selection independent of any other event in the selection process

Data Collection Method

To collect the research data, primary data collection was used through questionnaires. A questionnaire is a research instrument consisting of a series of questions (or other type of prompts) for the purpose of gathering information from respondents.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Definition	Indicators
Brand Image (X ₁)	The concept of brand image aptly sums up the idea that consumers buy brands not only for their physical attributes and functions, but also because of the meanings connected with the brands	- Creator Image - Product Image - Brand Activities
Self-Image Congruence (X ₂)	Self-Image Congruence refers to the cognitive match between consumers' self-concept and a product/brand image, store image, destination image, or user image of a given product/brand/service.	- Ideal Self - Social Self - Functional Self
Survival of SMEs (Y)	Brand attachment is an emotionally charged bonding between consumers and brand and essential foundation to successful brand management. It also refers to the strength of the cognitive and affective bond connecting the brand with the self in a symbolic manner.	- Affection - Passion - Connection

Source: Author's Note, 2020

Validity and Reliability

Validity test use to measure the obtaining data are in line with the research concept. In other words, the instrument items used to obtain the data is correct and related with the concept of the research that will be conducted. Reliability test use to measure the consistency of instrument items. Reliability test defined as an index that showed how far instrument items can be trusted or dependable.

Multiple Linear Regression

Multiple linear regression (MLR), also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goal of multiple linear regression (MLR) is to model the linear relationship between the explanatory (independent) variables and response (dependent) variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y = Dependent variable (Brand Attachment)

X₁ = Brand Image

X₂ = Self-Image Congruence

A = Constant

β_1, β_2 = the regression coefficient of each variable

ε = Error

RESULT AND DISCUSSION

Result

Validity and Reliability

The validity test of brand image (X₁), self-image congruence (X₂) and brand attachment (Y) are greater than r_{table} 0,196 which means all the indicators are valid. The variable is reliable because the value of Cronbach's Alpha is 0,916 bigger than 0,7.

Result of Multiple Linear Regression Analysis**Table 2. Multiple Linear Regression**

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	5.148	1.474			3.492	.001
Brand Image	.271	.091	.329		2.979	.004
Self Image Congruence	.139	.049	.315		2.853	.005

a. Dependent Variable: Brand Attachment

Source: Data Processed, 2020

Multiple regression analysis is used to determine the effect of the independent variables on dependent variable. The multiple linear regression equation can be interpreted as follows:

1. Constant value of 5.148 means that in a condition of ceteris paribus, if all independent variables equal to zero, then Brand attachment (Y) as dependent variable will be 5.148.
2. X1's coefficient value of 0.271 means that if there is one unit increase in Brand Image (X1) then the Brand Attachment (Y) will improve and increase by 0.271.
3. X2's coefficient value of 0.139 means that if there is one unit increase in Self-Image Congruence (X2) then the Brand Attachment (Y) will improve and increase by 0.139.

Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination (R²)**Table 3. Result of R and R²**

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 ^a	.345	.332	1.827

a. Predictors: (Constant), Brand Image, Self Image Congruence

Source: Data Processed, 2020

The value of R is 0.587 indicating a strong relationship between independent and dependent variable. The value of R² is 0.345 or 34.5%. It means that Brand Image and Self-Image Congruence are able to influence Brand Attachment as much as 34.5% while the rest 65.5% are other factors not included in this research.

Multicollinearity**Table 4. Multicollinearity Statistics**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Brand Image	0.555	1.803	No Multicollinearity
Self-Image Congruence	0.555	1.803	No Multicollinearity

Source: Processed Data, 2020

Based on the result in table 4, the VIF value of Brand Image is 1.803 and Self-Image Congruence is 1.803 meaning that the VIF value of each variable is less than 10. Since VIF value of each independent variable is less than 10, this research is free from multicollinearity.

Heteroscedasticity

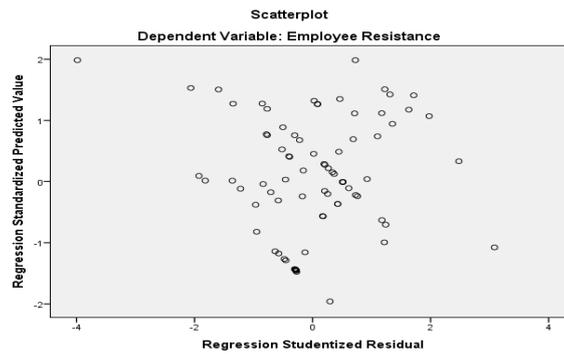


Figure 2
Heteroscedasticity Test
 (Source: Data Processed, 2020)

Figure 2 shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

Normality

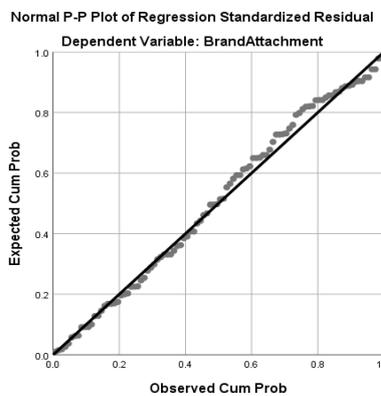


Figure 3
Normality Test
 (Source: Data Processed, 2020)

Figure 3 shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

Hypothesis Testing

F-Test

Table 5. Simultaneous Test (F-test Output)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	170.626	2	85.313	25.562	.000 ^b
	Residual	323.734	97	3.337		
	Total	494.360	99			

a. Dependent Variable: Brand Attachment

b. Predictors: (Constant), Brand Image, Self-Image Congruence

Source: Data Processed, 2020

Table 5 shows the value is 25.562. By determining the degree of freedom 2.97 with level of significance is 0.05 ($\alpha = 0.05$) and the level of confidence is 95% then F_{table} is 3.09. The result is $F_{count} (25.562) > F_{table} (3.09)$. Therefore, since F_{count} is greater than F_{table} , Hypothesis 3 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

t-test**Table 6. Partial Test (t-test Output)**

Variable	t _{count}	t _{table}	Description
Brand Image (x1)	2.979	1.984	Accepted
Self-Image Congruence (x2)	2.853	1.984	Accepted

Source: Data Processed, 2020

The interpretations are:

- 1) The value of t-count of X1 is 2.979 with the level significant of 0.004. Since the value of $t_{\text{count}} = 2.979 > t_{\text{table}} = 1.984$ meaning that H1 is accepted.
- 2) The value of t-count of X2 is 2.853 with the level significant of 0.005. Since the value of $t_{\text{count}} = 2.853 > t_{\text{table}} = 1.984$ meaning that H2 is accepted.

Discussion

The independent variables are brand image and self-image congruence toward the brand attachment as the dependent variable. According to the result of research conducted using tests, such as F-test and t-test, it was discovered that Brand Image indeed has significance influence toward Brand Attachment. This research is complementary with the previous research that concluded that Brand Image strongly and positively impact Brand Attachment (Pawar, 2015). This research also discovered that Brand Image has significance influence toward Brand Attachment on fashion items. IBA students of Sam Ratulangi University find that Brand Image is important in order to gain emotional trust and create Brand Attachment. The respondent of this research are IBA students; by the result it shows that students in this case have the tendency to see Brand Image. By acknowledging the Brand image students have the tendency to have Brand attachment; in this case toward fashion items. It can be explain that the bigger the Brand Image; students will eventually choose to trust or buy the products from those brand. It is corroborated with previous research that shows Brand Image have influence toward Brand Attachment; meaning that students also include on those category also. IBA students in this case will eventually compare several brands before choosing the right one; the best way of compare it is by seeing the Brand Image of the fashion items. By these explanations; it can be concluded that IBA Students do see Brand Image as a major factor in order to get Brand Attachment.

Through this research, it is discovered that Self-Image Congruence has significant influence toward Brand Attachment. The result of this research corresponds with the previous research that finds positive relationships among image-congruence constructs and brand attachment (Pawar, 2015). Self-Image will push consumer to search for brand that fits the image of their own self. If someone views their ideal self as prim and proper person, then they are more likely to create emotional bond with the brand that provides and fulfill their need to look prim and proper. If someone views their ideal self as casual person, then they will more likely be emotionally attached to the brand that supplies their need to look casual. In this case; IBA students will eventually try to find a brand that can represent their self-image in this case fashion items. The IBA students' self-image in this case plays a big role in self-image congruence; the personalities of the students according to the finding in the research need to be matched with a certain type of brands. It because IBA students according to the research tend to show their personalities or self-image through products or brands; with this the urge of fulfilling the Self-Image congruence by students will be fulfilled. These explanations show that Self-Image congruence is a big factor that IBA students considered in order to get attached toward a certain brand.

CONCLUSION AND RECOMMENDATION**Conclusion**

1. Brand Image has a positive correlation and significantly influence Brand Attachment on Fashion Items at IBA, Sam Ratulangi University partially.
2. Self-Image Congruence has a positive correlation and significantly influence Brand Attachment on Fashion Items at IBA, Sam Ratulangi University partially.
3. Brand Image and Self-Image Congruence have a significant influence towards Brand Attachment on Fashion Items at IBA, Sam Ratulangi University simultaneously.

Recommendation

The marketer should take into consideration about what sort of image do the consumers want and carefully set the branding strategies according to the expected image, so that the consumer will be emotionally attached to the brand. Emotional attachment is fairly difficult to cease rather than trust and/or loyalty. Next the marketer should have a better understanding about the consumer's preference, then discover ways to make the consumer feel that the brand can help them to bring out their self-image. One of the ways is using representation of the brand that can display the consumer's self-image. It would be better if marketer find effective approach to convey their brand image to the intended consumer. This research can be used as a reference to develop new idea that can be implemented towards marketing and consumer behavior study. The future researcher may have more samples and have specific requirement of samples, also may develop this research by using the other independent variable or the other factor that influence brand attachment for the better research.

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