THE INFLUENCE OF BRAND COMMUNITY IDENTIFICATION TO BRAND LOYALTY AND BY WORD OF MOUTH ON BRANDS AND COMMUNITIES AT DJARUM BLACK CAR COMMUNITY IN SURABAYA

by Nindya Kartika Kusmayati

THE INFLUENCE OF BRAND COMMUNITY IDENTIFICATION TO BRAND LOYALTY AND BY WORD OF MOUTH ON BRANDS AND COMMUNITIES AT DJARUM BLACK CAR COMMUNITY IN SURABAYA

Miya Dewi Suprihandari[1], Yuli Kurniawati[2], Nindya Kartika Kusmayati[3]

[1,2,3] STIE Mahardhika, Surabaya
INDONESIA
Email: [1]miyadewi@stiemahardhika.ac.id, [2]yulikurniawati@stiemahardhika.ac.id, [3]nindyakartika@stiemahardhika.ac.id

ABSTRACT

The growing number of customer communities has lately influenced the brand's development strategy, as the existence of the community has proven to be very influential for the brand preference used by members of the community. The brand community needs to get the most attention especially regarding the role of identification. Identification within the brand community is key to understanding the brand community and having an effect on the relevant consequences. Community identification positively affects brand engagement and strengthens community loyalty. Both brand affect and community loyalty can influence brand loyalty and word of mouth about brands and communities.In a study involving 187 members of the Djarum Black Car Community community in Surabaya using qualitative descriptive analysis techniques, the results show that community identification has a significant positive effect on brand affect and community loyalty. In addition, brand affect and community loyalty also have a significant positive impact on brand loyalty, evangelism brand, and community evangelism.

Keywords: brand community, brand affect, community loyalty, brand loyalty, evangelism brand, community evangelism

INTRODUCTION

Increased market competition will indirectly affect a company in maintaining market share. To survive in the increasingly fierce competition, the producers are required to pay more attention to the needs and desires of consumers, especially on strategies to maintain consumers' loyalty . In general, loyal consumers are not easy to find alternatives and turn to other product brands. For that reason, the company is trying to create loyal customers.

Getting loyal customers needs a more difficult strategy than creating customer satisfaction. Oliver (1999) states that to achieve the highest loyalty required the existence of social communities as protection from competition attacks. The superiority of the product over the competitor's product is absolutely necessary as the main attraction for the consumer. If the consumer already has satisfaction over the product, then it takes support from the consumer's social environment that can withstand the consumer's desire to switch his consumption choices to other products and make the consumer loyal. Both of the above will eventually blend in to the consumer and create the highest loyalty of the customer as ultimate loyalty.

 The growth of various customer communities lately has an effect on brand development strategy. This is because the community proves to be very influential for the brand preference used by members of the community. For example PT. Toyota Astra Motor (TAM), which has a community of Avanza-Xenia Indonesia Club (AXIC) formed on consumer initiatives, PT Djarum with its products Djarum Black build community Djarum Black Car Community, Kompas Media Nusantara with forum reader compass, Excelcomindo with XL Community, Elex Media Komputindo with Online Chip community, BMW Indonesia with BMW Car Club Indonesia and many more (Swa, November 2009).

Giddens and Hofmann (2002) argue that one of the characteristics of consumers who are loyal to a brand is that they (consumers) can become a spokesman and develop relationships with the brand. Manufacturers are very interested in learning about organizing and facilitating a brand community by reasoning the brand community's ability to influence the perceptions and actions of its members, as well as studying consumer evaluations of company policies, especially about products (Brownet al., 2003). Brand communities need to be concerned about the role played by identification within the brand community.

Identification is the perception of belonging in a classification group, the individual perceives itself as an actual or symbolic member of the group (Sluss and Ashforth, 2007). Community identification will have a positive effect on brand loyalty. Identification of the brand community will strengthen loyalty to the community (Keller and Berry, 2003). Loyalty to the community is based on the fact that the identified members are not only directed by the consideration of functional advantages, such as an answer to a particular problem, but also by a sense of belonging and shared values. Identification also includes the desire to maintain a relationship with the community and to express the degree to which the individual has a sense of oneness with the community, through shared values and self-connection (Bhattacharya and Sen, 2003).

LITERATURE REVIEW
Community Brand
The community is regarded as an organization of many individuals who are oriented towards a common sense, a sense of mutual responsibility among members (Rothaermel and Sugiyama, 2001). The term "brand community" was first proposed in 1995 by Muniz and O'Guinn in the Association for The Consumer Research Annual Conference in Minneapolis, published later in the consumer research journal (Muniz and O'Guinn, 2001), explains the concept of brand community as a specialized community, a community that has a bond that is not based on geographical bonding, but more based on a set of social relations structures among specific brand enthusiasts. Kotler (2003) states that within the brand community there is a consumer community or consumer community that is one of the most important tools in brand building. Consumer community makes consumers devote their attention to the brands they have.

Resnick (2001) explains that there are several benefits of the existence of a brand community:
1. For consumers.
   For consumers the existence of brand community provides many advantages including information about the types of products they will buy.
2. For producers.
   One of the main benefits of a community for the company is the increasing relation between the company and the consumer. Another important thing is the existence of brand communities can create long-term relationships with consumers in order to maintain customer loyalty.

Muniz and O'Guinn (2001) explain that there are several characteristics in the brand community, including:
1. Online brand community is free from space and territory restrictions.
2. The community is built from commercial products or services.
3. It is a place of interaction where each member has a culture to support and encourage other members to share experiences with their own products.
4. Relatively stable and requires a strong commitment because of goals.
5. Community members have an identity with a level above the average lay consumer for knowing the the product in detail.

1. Personality, but the proximity is more involved because customers use certain brands.
2. Community is a tool for brand propagation by brand owner (owner of the brand), so that actually the attachment is a false attachment.
3. The attachment between the brand owner and the customer will be disconnected if the customer decides to use another brand.
4. The brand community is formed with the aim of binding customer loyalty through a sense of ownership of the brand.

Identification of brand communities has positive consequences for consumers. McAlexander et al. (2002) states that participation in a brand event increases the brand's consumer attachment. Muniz and O'Guinn (2001) revealed that community members help each other by sharing information on how to improve the experience of using a particular brand.

Brand Affect

Brand affect occurs in a close relationship with the brand. So the pleasant and positive emotions are closely related to the high brand loyalty (Chauduri and Holbrook, 2001) .The condition of positive emotional attention, which encourages consumers to improve a positive attitude toward a brand (Dick and Basu, 1994). positive relationship between brand affect and brand commitment or loyalty is based on close ties between positive emotional feelings and close interpersonal relationships (Chauduri and Holbrook, 2001). A strong and positive response will have an effect on the high level of brand commitment. Brand loyalty will be higher in mood conditions or more positive emotional attention. Therefore, brands that make consumers "happy" or "comfortable" or "like" will create greater purchases and loyalty attitudes.

The relationship is built on the brand affect, and the brand affects the brand of consumer loyalty. From the marketer's point of view, the brand affect serves as a support partner for the company, for the consumer, an essential asset for the consumer relationship with the company, and is the main reason for consumer behavior response to companies (Caceres and Paparoidamis, 2007).

Community Loyalty

Oliver (1999) defines community loyalty as an in-depth commitment to gather together or recommend his community consistently in the future.Algesheimer et al. (2005) reveals that strong community involvement will increase the continuity of membership and interest in recommending the community.Schouten et al. (2007) indicates that the consumer experience can strengthen the members' ties to the community, and thereby increase community loyalty. Brand community loyalty forms brand loyalty as a consequence.

Brand Loyalty

Brand loyalty by Aaker (1997: 57) is a measure of a customer's connection to a brand. Rangkuti (2002: 60) states that brand loyalty is a measure of consumer loyalty to a brand.Loyalty will not arise without experience using a product. Setting the size of loyalty, especially for habitual behavior, is to take into account the actual purchase patterns, in a way :

1. Purchase rate. What percent of the particular brand owner purchases the brand again at the next purchase opportunity.
2. Percentage of purchase. Based on the last five purchases a customer makes, what percentage for each brand is purchased.
3. Number of brands purchased. What percentage of product buyers buy only one brand. How many buy two brands and how many are three brands.

Schiffman and Kanuk (2004) mention the factors that influence the formation / loyalty of the brand, namely:

1. Perceived product superiority (acceptance of product superiority).
2. Personal fortitude (a belief that a person has for the brand).
3. Bonding with the product or company (attachment to product or company).
4. Satisfaction obtained by consumers.

Brand Evangelism

Pimentel and Reynolds (2004) stated, the passion of the brand can result in action more intense and more extreme than positive word of mouth. Consumers who are truly loving and loyal not only spread positive by word of mouth, but are sometimes actively involved in recruitment to convince others to use their beloved brand. Brand evangelism according to Matzler et al. (2007) illustrates a more active way and is committed to spreading positive opinions and efforts to convince or persuade others to engage with the same brand.

Community Evangelism

By word of mouth positively references any informal communication between consumers and others about its positive evaluation of a product or service (Brown et al., 2005). According to Brown et al. (2005), by word of mouth is one of the most important things in the relationship marketing paradigm. In the context of community, consumer interest to recommend a community is explained through relational and social influence factors. Bhattacharya and Sen (2003) state that someone who identifies

44

himself with a community identifies an interest in developing his community and ensures that his communication with others is positive for the benefit of his community. The promotion of consumers to his community can be social and physical. In a social form, consumers tend to initiate positive word of mouth about the community and its brand. Physical promotion will take the form of a consumer using his or her community identity (logo or name), through a collection of memorabilia, clothing, and others (Bhattacharya and Sen, 2003).

RESEARCH METHODS

This research is a qualitative descriptive research which describes the result of the research on 187 respondents selected in the community. The results of his research are expected to explain that the identification of the community affect the brand affect and community loyalty, in addition brand affect and community loyalty also affect brand loyalty, brand evangelism, and community evangelism,

RESULT AND DISCUSSION

Brand Community identification is a collective or shared identity of a brand community. The results show that through strong community identification, the emotional involvement of community members with their community will be stronger, so that the sense of attachment or togetherness among the members will also be stronger. Active participation in a brand-related community will increase the attachment of community members to that brand. They will share information and support each other for the brands they use, so the emotional attachment with the brand used will also be stronger, as Bhattachary and Sen (2003) point out, that emotional social identity can increase consumers' willingness to maintain their emotional attachment relationship with the brand that formed their foundation for the community. McAlexander et al. (2002) also stated that community identification has positive consequences for consumers, because the active participation of consumers in a community will increase the emotional attachment of consumers to a brand. The same thing is also revealed by Scarpi (2010) that the emotional involvement and sense of belonging to one's community affect brand engagement, even if the community is small or large, strong community identification will still affect the emotional attachment of community members with that brand.

The result of research on brand community identification states that the identification of brand community identification has influence to community loyalty in community of Djarum Black Car Community in Surabaya. Increasing member involvement in community will be able to increase continuity of their membership in a communities, and also try to recommend the community. The higher interaction among community members will strengthen awareness of the community, so loyalty will also be stronger to the community. Keller and Berry (2003) state that community identification will increase loyalty to the community, as community members are encouraged to behave in a social respect from their community, and to avoid isolation behavior.

The influence of brand affects brand loyalty based on this research is brand affect positively affect brand loyalty. This can be demonstrated by the emotional attachment to a stronger brand (brand affect) will increase the loyalty to the brand they use. A positive emotional response to the brand will contribute positively to his experience with the brand, thus creating a close relationship with the brand. This positive emotion enhances a positive attitude toward the brand so that it will further increase its loyalty with the brand used. A brand that has high brand affect will result in a higher commitment attitude towards the brand. Chauduri and Holbrook (2001) stated that, brands that have a higher brand affect will be purchased more often and generate a higher commitment attitude. Because a brand that makes consumers "happy" or "like" will create a more positive mood or emotional attention, it will improve their loyalty to the brand.

The influence of brand affect on brand evangelism based on the results of this study states that the brand affects significantly positive impact on brand evangelism. The results of this study indicate that the increasing emotional attachment to the brand will make consumers increasingly promote the brand they use. Consumers will position themselves as supporters and marketers for the brands they use, and try to influence and convince others to use the same brand. Their strong emotional attachments will seek to create a positive word of mouth for their brands. They become active marketers for the brand used. This is consistent with that proposed by Rozanski et al. (1999), that heavy consumer lovers of a brand that are emotionally tied to their favorite brand can create a positive word of mouth for the

brand. Strong emotional feelings encourage the consumer to try to try to influence others to use the same brand.

The results of research on the influence of brand affect on community evangelism states that brand affect positive effect on community evangelism. A high brand consumer impact will create a positive emotional feel for the brand. These conditions have an impact on the communities in which they join, because they also carry the name of the community and the consumer will also promote the group or community to others.

CONCLUSION AND SUGGESTION
Conclusion
Based on the results of research then it can be concluded several things as follows:

1. Brand Community identification proved to have a positive effect on brand affect, the stronger the identification of the brand community, the higher the positive emotional involvement of consumers to the brand. So that consumers increasingly actively participate provide support to the brand Djarum Black.
2. Brand Community identification proved to have a positive effect on community loyalty, the stronger the identification of the brand community, the loyalty of Djarum Black Car community is higher. So it can be ensured that continuity of membership in the community and actively participate in recommending communities can increase.
3. Brand affect proven positive effect on brand loyalty, the higher the involvement of the brand it will increasingly increase loyalty to the brand used. So the commitment to keep using Djarum Black brand is higher and stronger.
4. Brand affect proven positive effect on brand evangelism, the higher the involvement of the brand, the support to promote the brand used is increasing. Consumers can be an active marketing force for Djarum Black brand so that it can be known more widely in the eyes of the public.
5. Brand affect proven positive effect on community evangelism, the higher the involvement of the brand and increasing the support and promotion for the community. So that Djarum Black community will be able to survive and grow bigger so that better known by society wide.
6. Community loyalty proved to have a positive effect on brand loyalty, the higher the loyalty to the community, the loyalty to the brand used increasing. It makes the brand Djarum Black can be more solid and develop better in the eyes of consumers.
7. Community loyalty proved to have a positive effect on brand evangelism, the higher the loyalty to the community, and certainly support and promotion of the brand used increasing. Consumers can be actively involved in activities to recommend and convince others to use the Djarum Black brand.
8. Community loyalty proved to have a positive effect on community evangelism, the higher the loyalty to the community then increasing the support and promotion of the community, so that the community will grow well and Djarum Black brand can be widely known and better by consumers.

Suggestion
Based on the results of research that has been done can be given some suggestions as follows:

1. For brand-holding companies or marketing management, this can be a consideration for companies to establish cooperation with various communities, because it can make the brand more successful and solid in the eyes of consumers. The growth of various brand communities can be used as a consideration for a brand's development strategy. Because the community has a huge impact on the brand preference used by members of the community. Therefore, the company should be able to foster its brand community well. With the presence of the community, the company can measure the potential of customer loyalty to the brand of the company. In addition, not infrequently the input given the community to make the brand performance growing. Brand holders or companies need to manage the community well, because the community is part of the marketing channel. In the community there is an informal leader who can be mastered because it can form by word of mouth marketing (WOM) for other community members. WOM can become stronger as the community grows stronger. The increasingly strong WOM can form a high loyalty. Communities can also be deployed to play a role in promoting, marketing and selling brand owners' products. In addition, brand holders can also provide added value as a community member by providing a

discount or an opportunity to follow a new product launch event, whose goal is to maintain loyalty to the brand used.

2. For further research, because the study has limited only use the community domiciled in Surabaya, while members of the community are scattered in various regions in Indonesia, so it is still less representative of the population. For further research can be done in various regions in Indonesia, so it can better represent the population of better members of the community. In addition, the next research should also distinguish the members of the community who are really smokers and not, to see clearly the effect on the brand itself and the community. Other conditions that also make this research have limitations, because they target only certain communities, the results may not be generalizable to other brand communities. Therefore, further research can be done also on respondents with more diverse community specifications.
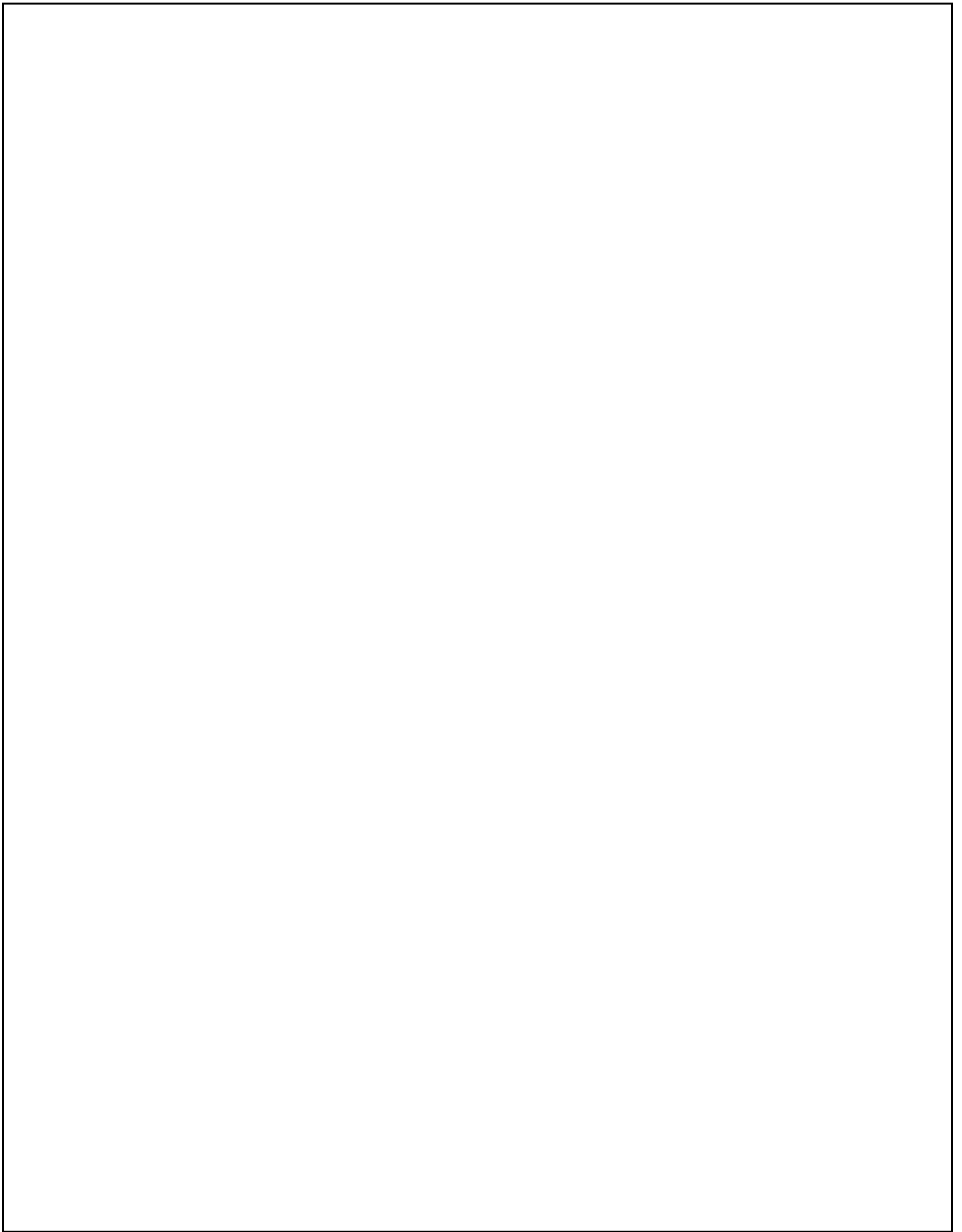
REFERENCES

Aaker, D.A. (1997). *Brand Equity*. Jakarta: Main Partner Publisher.

Algesheimer, R., Dholakia, U. M., and Herrmann, A. (2005). The Social Influence of Brand Community. *Journal of Marketing*, 69:19 - 34.

Berry, L., and Parasuraman. (1991). *Service Marketing: Computing Through Quality*. New York: Free Press.

Bhattacharya, C., and Sen, S. (2003). Consumer-Company Identification: A Framework for Understanding Consumers' Relationships with Companies. *Journal of Marketing*, 67: 76-88.

Brown, S., Kozinets, R.V., and Sherry, J.F. (2003). Teaching Old Brands New Tricks: Retro Branding and The Revival of Brand Meaning. *Journal of Marketing*.

Brown, T. J., Barry., T. E., Dacin, P.A. and Gunst, R.F. (2005). Spreading the Word: Investigating Antecedents of Consumers' Positive Word-Of-Mouth Intentions andBehaviors in a Retailing Context. *Journal of Academy of Marketing Science*, 33 (2): 123-138.

Caceres, R. C. and Paparoidamis, N. G. (2007). Service quality, relationship satisfaction, trust, commitment and business-to-business loyalty. *European Journal of Marketing*, 41 (7/8): 836-867.

Chaudhuri, A., and Holbrook, M.B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. Journal of Marketing, 54: 81-93.

Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22 (2): 99-113

Giddens, N., and Hofmann, A. (2002). Looking for Brand Loyalty. *Journal of American Demographics*, 33.

Holt, D.B. (2002). Why Do Brands Cause Trouble? A Dialectical Theory of Consumer Culture and Branding. *Journal of Consumer Research*, 29: 70-90.

Keller, K.L. (1993). Conceptualizing, Measuring and Managing Customer Based Brand Equity. *Journal of Marketing*. Vol 57.

Keller, E. B. and Berry, J. L. (2003). *The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy*. New York: Free Press.

Kotler, P. (2003). *Marketing Management*. Jakarta: Prenhalindo Publisher.

Matzler, K., Pichler, E.A., and Hemetsberger, A. (2007). Who is Spreading The Word? The Positive Influence of Extraversion on Consumer Passion and Brand Evangelism. In Marketing Theory and Applications. *AMA Winter Educators' Conference*.

McAlexander, J.H., Schouten, W., and Koenig, H.F. (2002). Building Brand Community. *Journal of Marketing*, 66: 38-54.

Muniz, A.M., and O'Guinn, T.C. (2001). Brand Community. *Journal of Consumer Research*, 27: 412-432.

Oliver, R.I. (1999). Whence Consumer Loyalty. *Journal of Marketing*. 63: 33-44.

Pimentel, R. W., and Reynolds, K. E. (2004). A Model for Consumer Devotion: Affective Commitment with Proactive Sustaining Behaviors. *Academy of Marketing Science Review*, 5: 1-45.

Rangkuti, F. (2002). *The Power of Brands: Techniques to Manage Brand Equity and Brand Development Strategies*. Jakarta: PT. Gramedia Pustaka Utama.

Resnick, M. (2001). Increasing Brand Equity With Interactive Online Communities. *Journal of E-Business*.

Rothermael, F.T., and Sugiyama. (2001). Virtual Internet Communities and Commercial Success Individual and Community. *Journal of Management*, 27: 297-312.

Rozanski, H. D., Baum, A. G., and Wolfsen, B. T. (1999). Brand Zealots: Realizing the Full Value of Emotional Brand Loyalty. *Strategy and Business*. *Issue* 17: 51-62.

Scarpi, D. (2010). Does Size Matter? An Examination of Small and Large Web-Based Brand Communities. *Journal of Interactive Marketing*, 24: 14-21.

Schiffman, L.G., and Kanuk, L.L. (2004). *Consumer Behavior*. *8th Edition*. New Jersey: Prentice-Hall.

Schouten, J. W., McAlexander, J. H., & Koenig, H. F. (2007). Transcendent customer experience and brand community. *Journal of the Academy of Marketing Science*, 35: 357-368.

Sluss, D.M., and Ashforth, B.E. (2007). Relational Identity and Identification: Defining Ourselves Through Work Relationships. *Academy of Management Review,* Vol. 32, No. 1: 9-32.

Swa. (2009). *Community, Powerful Weapons Branded Brand*. November.

THE INFLUENCE OF BRAND COMMUNITY IDENTIFICATION TO BRAND LOYALTY AND BY WORD OF MOUTH ON BRANDS AND COMMUNITIES AT DJARUM BLACK CAR COMMUNITY IN SURABAYA