

# Educational Background on Product Knowledge: Antecedents Consumer Based Brand Equity

(The Undergraduate Student Perspective)

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**Abstract**—The objective of the empirical study is to analyze antecedents from consumer-based brand equity. The data collection method used was a questionnaire with a purposive sampling technique to 317 undergraduate students who had experience consuming fast-food restaurant products. They had the frequency of purchasing fast food restaurant products for McDonald's, KFC, Burger King, Pizza Hut, and A&W in the last six months and minimal purchases two times at selected fast-food restaurants and using social media such as *YouTube*, *WhatsApp*, *Facebook*, *Instagram*, *line*, and *Twitter*. The data analysis tool used was the *Structural Equation Model (SEM)* via *AMOS* and *SPSS* program, while the reliability test was *Cronbach's alpha*. The result shows that emotional brand attachment has a positive effect on brand credibility; emotional brand attachment positively impacts consumer satisfaction. The emotional brand attachment has no impact on consumer-based brand equity. Brand credibility positively impacts consumer-based brand equity, and consumer satisfaction positively impacts consumer-based brand equity. In this research, managerial implication makes product development innovations, provides new products, provides honest work, and provides a new menu.

**Keywords**—emotional brand attachment, brand credibility, consumer satisfaction, consumer based brand equity

## I. INTRODUCTION

Based on the results of the Hootsuite Survey (We Are Social), there are social media that are frequently visited in Indonesia led by Whatsapp. In second place is Facebook, while next is Instagram, Line, and Twitter. Social media for businesses that will be carried out will significantly help the Indonesian people develop their business. Social media provides a profitable experience for customers, especially in a technology environment, where customers are increasingly looking for profitable brands across social media platforms [1,2]. By doing marketing through social media, it will add to the emotional level of purchasing a product. The emotional is the primary driver of customers, so they decide to buy a product [3,4]. Therefore, customers as much as possible choose brands that have an attachment to themselves, so there is an urge or emotion to buy products from an appropriate brand.

Several factors can affect the strength attitude towards a brand, which is based on customer emotion. This attitude is influenced by several variables, such as emotional brand attachment, brand credibility, and consumer satisfaction [2,5]. Emotional brand attachment in a business is a psychological or emotional attachment to a brand. This attachment is necessary and facilitates the fulfilment of these customer needs. Emotional becomes the primary driver of customers, so they decide to buy a product [6,7]. Emotional brand attachment arises from customer experience in buying or using products from a brand. With the fulfilment of customer needs, a high personal sense will emerge, and the customer will feel satisfaction.

Apart from the factors that can affect the strength of an attitude towards a brand, there are other factors, namely the knowledge of a product. Knowledge of a product is needed as the basis for the success of a product. This means that consumer knowledge about a product is expected to positively affect satisfaction, because knowledge about the product will be more realistic [8].

Customer satisfaction results from a comparison of something that a customer gets with the expectations desired by himself. Companies must realize that customers want different benefits [9,10]. Positive consumer-based brand equity will generate benefits for the company [6,11]. As a customer likes or dislikes after consuming a product that is carried out to meet their needs, wants, and goals [2,12]. When customers' level of satisfaction is high, the company has succeeded in making customers not only once in purchasing a product. But will be loyal customers of the brand or brand. Customer satisfaction is one of the psychological factors that encourage the emergence of brand credibility.

Brand credibility is a belief in information about product status, which is embedded in an inherent brand, depending on the customer's perception that whether the brand has advantages and the willingness to convey what will be given continuously [13,14]. Brand Credibility maintains all communication between them and their customers as they spend time when customers can have a relationship with their

respective brands, wait [15,16]. For a company with a credible brand, marketing activities will be significant, especially in terms of costs, which may increase the number of orders, and the company can increase sales volume through customers [11,17].

To build a CBBE, a brand must satisfy customer needs and wants because this will maintain the relationship between the brand and the customer. So the formulation of this research's problem is whether there is a positive effect of emotional brand attachment, brand credibility, and consumer satisfaction on consumer-based brand equity? Is there a positive influence between brand credibility and consumer satisfaction with Consumer Based Brand Equity?

## II. LITERATURE REVIEW AND HYPOTHESIS

### A. *Emotional Brand Attachment and Brand Credibility*

Emotions can shape customer trust to affect customer trust in a brand choice [16,18]. The emotional brand attachment relationship positively impacts brand trust, which is an essential aspect of brand credibility [19,20]. The potential for a positive relationship between emotional brand attachment and brand credibility receives support from [16,18], where the customer's emotional attachment to the entity can lead to a sense of predictability, security, and constancy. With these entities that can be felt because they have no other alternative. Others have also observed a similar relationship between emotional attachment and firm credibility [21,22]. When a customer already likes a brand (X), the customer will depend on it (X). The interest that arises in the customer's mind will make it easy for customers to remember the brand (X). So thus, in this study, it can be hypothesized that:

H1: the emotional brand attachment has a positive effect on brand credibility.

### B. *Emotional Brand Attachment and Consumer Satisfaction*

Satisfaction is a customer feeling that measures the standard of pleasure or displeasure [2,3] and reflect evaluative judgments after consuming a brand [5]. Forming emotional attachments can improve individual well-being, and engagement with social media allows leading to good social interactions and experiences of satisfying a need [9,18]. The customer experience with a brand is a significant element that reflects the emotional experience of a customer [23,24]. Emotional brand attachment offers added value for customers by satisfying basic needs that influence customer satisfaction [2]. That emotional attachment in shaping customer emotion is based on their feelings. Feelings are sources of information that guide decision-making. Overall, it seems that customers can make an assessment of satisfaction or dissatisfaction based on their emotions [12,14]. Emotional attachment to a brand will occur positively, which will affect customer satisfaction [2]. When a brand has captivated the heart, the customer will feel pleased with the brand. The joy experienced by customers after consuming products from the brand (X) makes customers feel

fulfilled their expectations of the desired outcome. So the hypothesis is:

H2: the emotional brand attachment has a positive effect on consumer satisfaction.

### C. *Emotional Brand Attachment and Consumer-Based Brand Equity*

The feeling of being attracted to a brand can lead to the formation of memories of a brand [3,11]. The improvement of a product is a vital or essential part of consumer-based brand equity [14,25]. All things related to brand memory are a moving picture of customers towards the brand [26,27]. Emotional brand attachment builds a positive relationship between customers and the brand and will form a commitment or loyalty to the brand [7,13]. When customers are tied to the brand, customers can indirectly recognize the product. Customer love for the effect of a brand (X) will make customers feel loyal always to use the product offered. Then the hypothesis is:

H3: the emotional brand attachment has a positive effect on consumer-based brand equity.

### D. *Brand Credibility and Consumer-Based Brand Equity*

Brand credibility refers to a brand's trust at a specific time [11,16]. This trust is built by the customer's perception, whether the brand can deliver something promised to the customer [15,26]. In this belief, a feeling of comfort towards a brand assures that the brand will meet their expectations [16,26]. Brand credibility is significant for creating a relationship in the future with customers, such as loyalty built based on trust in a brand [7,20]. A quality brand credibility for customers will thus increase positive customer ratings or improve the brand's perceived quality [12,16]. Credibility is built through trust in a brand and will lead to loyalty to the product or brand. When customers always use products from the brand (X), customers will easily remember the brand (X) and come to mind quickly. Then the hypothesis is as follows:

H4: Brand credibility has a positive effect on consumer-based brand equity.

### E. *Consumer Satisfaction and Consumer-Based Brand Equity*

To build CBBE, a brand must provide an experience that satisfies customers because it will maintain the relationship between customers and brands [11,14]. Satisfaction is associated with brand loyalty. Loyalty is one-way customers can express their satisfaction with the brand [3,13]. Delighted customers are more likely to interact positively than less satisfied customers [9,17]. When a customer feels confident with a brand, then the customer will feel loyal to the brand. When subscribing to the brand (X) is the right action; customers think that brand (X) is a brand that can be relied on. Then the hypothesis is as follows:

H5: Consumer satisfaction has a positive effect on consumer-based brand equity.

**F. Conceptual Framework**

This study examines the effect of emotional brand attachment, brand credibility, and consumer satisfaction on consumer-based brand equity and the positive influence of brand credibility and consumer satisfaction on consumer-based brand equity, as shown in Figure 1.

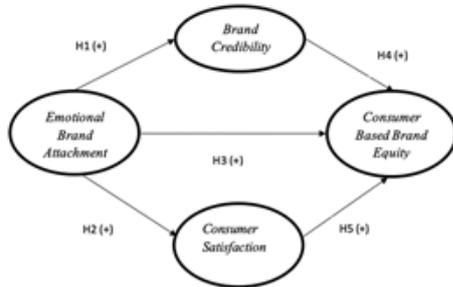


Fig. 1. Conceptual framework.

**III. RESEARCH METHODOLOGY**

The research conducted refers to previous research conducted by Dwivedi et al. [2]. Based on its objectives, this study uses hypothesis testing, which is testing to test hypotheses that generally describe the relationship or difference between groups of two or more factors in a situation [28]. Hypothesis testing examines the relationship between brand emotional, brand credibility, customer satisfaction, and CBBE [11,29,30]. The data used is cross-sectional data, and the data collection process is carried out in one period. This study uses an individual unit of analysis, namely, individuals who have consumed coffee shop products (See in Table 1).

TABLE I. VARIABLES AND MEASUREMENT

STATEMENT	FACTOR LOADING	CRONBACH'S ALPHA
<b>EMOTIONAL BRAND ATTACHMENT</b>		
<i>Affection</i>		
Like the brand (X)	0,880	0,689
Feelings can be characterized as feelings of love	0,880	
<i>Connection</i>		
There is a personal attachment to the brand (X)	0,917	0,812
Feelings of bondage to the brand (X)	0,917	
<i>Passion</i>		
Get excited when it comes to brands (X)	0,783	0,799
Happy feeling when consuming the product from the brand (X)	0,862	
Feeling attracted to the brand (X)	0,923	
<b>BRAND CREDIBILITY</b>		
<i>Brand Trust</i>		
An honest (X) brand	0,798	0,853
Brand (X) which is safe to use	0,850	
Trustworthy brand (X)	0,894	
Rely on brand (X)	0,809	
<i>Clarity Of Positioning</i>		
Brand (X) reflects a picture of his actions	0,853	0,700
There is communication between the brand (X) and the customer	0,838	
Brand (X) is easy to remember	0,671	
<b>CONSUMER SATISFACTION</b>		
Brand (X) lives up to expectations	0,882	0,821
There is a sense of satisfaction with a certain brand (X)	0,888	
A correct action when registering or subscribing to a brand (X)	0,808	
<b>CONSUMER BASED BRAND EQUITY</b>		
<i>Awareness</i>		
Easy to recognize brand (X)	0,848	0,861
The brand (X) comes to mind quickly	0,855	
Realizing the brand (X) in life	0,710	
Have no difficulty imagining the brand (X) in mind	0,857	
Quickly remembers the brand symbol or logo (X)	0,762	
<i>Perceived Quality</i>		
There are attractive product offers from the brand (X)	0,843	0,865
The existence of consistent product quality offers from the brand (X)	0,842	
There is a quality experience after consuming the brand (X)	0,870	
A very reliable (X) brand	0,822	
<i>Brand Loyalty</i>		
There is brand loyalty (X)	0,920	0,811
Certain brands will be the first choice (X)	0,920	

The data collection method distributes questionnaires online to individuals who have consumed fast food restaurant products such as McDonald's, KFC, Burger King, Pizza Hut, and A&W during the last 6 (six) months and made purchases at least 2 (two) times. Research respondents use social media such as Youtube, Whatsapp, Facebook, Instagram, line, and twitter. Samples were taken from 317 undergraduate students. The sampling method uses non-probability sampling. The sampling technique used purposive sampling, namely selecting sample members based on specific criteria or considerations [31]. The method of testing the Emotional Brand Attachment, Brand Credibility, Consumer Satisfaction, and CBBE hypothesis uses the Structural Equation Modelling (SEM) analysis tool in the AMOS version 22 program. This analysis tool was chosen because it can provide a broad and integrative approach to the relationship between variables.

**IV. RESULTS AND DISCUSSION**

The results showed that of the five hypotheses, there was 1 hypothesis which was not supported. This statement can be seen in table 2.

TABLE II. RESULTS OF HYPOTHESIS TESTING ANALYSIS

	<b>Hypothesis</b>	<i>Estimate</i>	<i>P - Value</i>	<b>Decision</b>
H <sub>1</sub>	Emotional Brand Attachment has a positive effect on Brand Credibility	0,785	0,000	H1 is supported
H <sub>2</sub>	Emotional Brand Attachment has a positive effect on Consumer Satisfaction	0,916	0,000	H2 is supported
H <sub>3</sub>	Emotional Brand Attachment has a positive effect on Consumer Based Brand Equity	-0,321	0,139	H3 is not supported
H <sub>4</sub>	Brand Credibility has a positive effect on Consumer Based Brand Equity	0,834	0,0055	H4 supported
H <sub>5</sub>	Consumer Satisfaction has a positive effect on Consumer Based Brand Equity	0,546	0,000	H5 supported

**A. Hypothesis 1**

This hypothesis shows that emotional brand attachment has a positive effect on brand credibility. The estimated figure of 0.785 indicates that the relationship between variables is powerful. Based on this study, the respondents felt that they liked the brand (X) after consuming them. Respondents also felt an attraction to the brand (X). Respondents are also excited when talking about the brand (X) to others. When consuming a product from a brand (X), the respondent feels that the brand (X) is a safe brand to use and the emergence of trust in the brand (X) in the respondent.

**B. Hypothesis 2**

This hypothesis shows that emotional brand attachment has a positive effect on consumer satisfaction. The estimated figure of 0.916 indicates that the relationship between variables is powerful. Based on this study, respondents felt a personal attachment to the brand (X). Respondents' feelings towards the brand (X) can be characterized as feelings of love. Respondents also feel that brand (X) can meet their expectations of the desired product. After the expectations are met, the respondent is satisfied with the brand (X).

**C. Hypothesis 3**

This hypothesis shows that there is no positive effect on emotional brand attachment on consumer-based brand equity. An estimated figure of -0.321 shows that the higher the emotional brand attachment does not affect the consumer based brand equity.

**D. Hypothesis 4**

This hypothesis shows that brand credibility has a positive effect on consumer-based brand equity. The estimated figure of 0.834 indicates that the relationship between variables is powerful. Based on this research, respondents can rely on the brand (X). There is good communication between the brand (X) and the respondent. Brand credibility makes the brand (X) easy for the respondent to remember, and the respondent can quickly place the brand symbol or logo (X). Respondents also felt that the brand (X) had an attractive offer and consistent product quality.

**E. Hypothesis 5**

This hypothesis shows that consumer satisfaction has a positive effect on consumer-based brand equity. The estimated value of 0.546 indicates that the relationship between variables is powerful. Based on this study, the respondents felt that it was the right action to subscribe to the brand (X). Due to a quality experience after consuming the product from the brand (X). According to respondents (X) is a reliable brand. So that the respondent will be loyal to the brand (X), and the brand (X) will be the respondent's first choice.

**V. CONCLUSION**

This study indicates that emotional brand attachment has a positive effect on brand credibility; emotional brand attachment has a positive impact on consumer satisfaction. The emotional brand attachment does not affect consumer-based brand equity, brand credibility has a positive effect on CBBE, and consumer satisfaction positively impacts CBBE. The company can make several implications, including making innovation in developing a product so that visitors remain interested and still like the products offered, improving communication between the company and its customers. Then display products according to what is provided, and make attractive and quality products. To create a positive effect on emotional brand attachment, brand credibility, and consumer satisfaction on

consumer-based brand equity. This study has limitations: first, the respondents in this study were only from the Jabodetabek area. Second, this study only uses emotional brand attachment, brand credibility, consumer satisfaction, and consumer-based brand equity variables. Based on some of the limitations of this study, the suggestions and recommendations that can be used by further researchers are: first, for further research, it is recommended to do other areas such as Cirebon. The two researchers can then add other variables such as brand attitude, involvement, self-brand congruence, extraversion, and brand differentiation [2].

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