

Makalah konseptual untuk masalah masalah kontemporer dalam marketing = Conceptual paper of contemporary issues in marketing

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Abstrak

[Emotional brand attachment is a core issue that marketers need to further considerate in the field of marketing. Marketers find the need to understand the factors that effect consumer's in building their emotional brand attachment. They need to understand what are the factors behind consumers purchase behavior and what keeps them from switching from one brand to another. By understanding this in more depth marketers will be able to make more effective and efficient approaches to build consumers emotional brand attachment, in which will result in an increase in consumer's brand loyalty.

Emotional Brand Attachment and Brand Personality: The Relative Importance of the Actual and the Ideal Self is an interesting topic, focusing on which between the actual and the ideal self that has the more contribution towards building consumer's emotional brand attachment. They suggested that there are three moderator variables that affect consumer's emotional brand attachment and concluded that this information is necessary for marketers in creating brand personality (Malar, Krohmer, Hoyer & Nyffenegger 2011).

Although these variables have impacts on building consumer's emotional brand attachment, the framework proposed could be improved by adding the variables from the brand itself, which has been proved by previous studies to also have huge impact towards consumer's emotional brand attachment.

The key theme of this paper is to broaden the existing findings of the authors and by viewing it from a different perspective which is done by including the dimensions of brand experience and attachment security as the variables that also have impacts towards consumer's emotional brand attachment, rather than focusing on which between the ideal and the actual self marketers should focus on in creating brand personality. The implication of this framework will therefore broaden marketers' approach in building consumer's emotional brand attachment.

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