The Influence of Brand Image: Brand Hate-Brand Love on The Purchase of BMW Luxury Cars

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ABSTRACT

BMW is currently the leader in selling premium class cars in Indonesia. This illustrates that BMW cars can be an indicator that they are still a secondary choice desired by consumers in buying premium cars. The focus of this paper is to analyze the influence of brand image, brand hate and brand love on the decision to buy a car. The respondents of this research will be direct buyers and users of BMW in West Java, with age criteria above 21 years. To measure the decision to buy a BMW car analysis variable including product quality, perceived value, fairness of price and brand image, where brand image is suspected variable with the most dominant variable influencing customer buying decisions. Methods of data analysis to be carried out using reliability tests and validity tests. This paper is the basis of research that will be carried out related to purchasing decisions and brand image where this will help the implementation of research to be more planned and structured.

Keywords : Brand Image,brand Hate,Brand Love,Purchase decision

INTRODUCTION

Background

Design has great potential for building brand value. For many car companies, stable brand recognition is an important design specification through the car's visual design clues and brand connections to identify the brand. Therefore, unique identifiable features and brand recognition are a significant challenge in identifying the brand's core values. To recognize such characteristics, one has to think through which design "traits" are connected to the foundations of brand identity . However, it is not easy to identify the style of the brand or the brand of the car by the design feature.

Several important factors can determine the style of a car, including the unique brand style, regional style, period style, and zeitgeist. In the process of developing a car brand, there is a certain brand style and brand identity between different car brands to create unique core values and brand consistency (Gaby Odekerken-Schröder a,∗, Thorsten Hennig-Thuraub,c,1, Anne Berit Knaevelsrud d,, 2010a). Developing consumer brand recognition often requires a particular product to be perceived by consumers over time (G.Baltas,C Saridakis, 2010). Companies need to maintain visual continuity over their current portfolio and successive product generations to build a recognizable identity and promote consistent associations . Therefore, product identification and image to consumers is very important for companies. In this case, the main design limitation of the brand is to establish a clear product identification that distinguishes it from other related products (Loureiro & Kaufmann, Cogent Business & Management 2016)

The study of patronage behavior is very important for retail and relationship marketing, but knowledge about consumers' responses after they end a relationship with a company or brand is still rare included the dissolution stage in their seminal work on buyer-seller relationships, the literature on service failure and recovery has demonstrated critical behaviors leading to disbandment (Hung-Hsiang Wang[1] and Chih-Ping Chen[2], 2020), and several other studies have investigated the "win-back" strategy of relationship managers and consumer perceptions of recovery efforts ,consumer behavior after the dissolution of the relationship, however, is lost. The potential reason for that is that no consumer response has been expected to exist after disbandment. Anecdotal evidence suggests that managers believe that lost

customers are no longer emotionally attached to their former brands. Using social relationships as an analogy that the dissolution of a brand or corporate relationship can leave customers with strong emotions and cognitions that they express by overt behavior toward former relationship partners, as they might in relationships with former partners. friend or ex-lover. For example, Marion, a long-term loyal Yves Rocher (YR) customer, expressed her disappointment on a Web forum, noting that she no longer buys YR products, as well as some positive feelings, even after choosing to end the relationship: "I still think about a lot of my YR cream. For some I still haven't found an alternative. They are the ones I miss the most" (cited in Hemetsberger, Kittinger-Rosanelli, and Friedmann 2009,).

Problem Statement

This research will explore issues related to brand image, brand hate, brand love, their impact on purchasing decisions

DISCUSSION

The study of patronage behavior is critical to retailing and relationship marketing, yet knowledge about consumers' responses after they terminate a relationship with a company or brand remains rare included a dissolution stage in their seminal work on buyer–seller relationships, literature on service failure and recovery has pointed at critical behaviors that lead to dissolution (Brady et al. 2008; Keaveney 1995; Mittal, Huppertz, and Khare 2008), and some other studies have investigated relation- ship managers' "win-back" strategies consumer behavior after relationship dissolution, however, is missing. A potential reason for that is that no consumer responses are expected to exist after dissolution. Anecdotal evidence indicates that managers believe lost customers are no longer emotionally attached to a former brand; "A customer who decides to leave a company has lost his emotional attachment". However, using social relationships as an analogy, we argue that the dissolution of a brand or company relationship can leave customers with intense emotions and cognitions that they express with overt behaviors toward former relationship partners, just as they might in relationships with ex-friends or ex-lovers

Brand experience as a "subjective internal consumer response"(sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of brand design and identity, packaging, communication, and the environment". Brand experience occurs from various consumer interactions with brand-related stimuli provided by manufacturers to convey a holistic impression . Although research so far has examined the relationship between brand experience and other constructs

Brand love has attracted attention in the marketing domain recently . However, since it was first discussed , the love for brands has gained considerable interest . Despite the great interest in brand love, less consensus has been reached on the definition . Research emphasizes that consumer-brand relationships are built on familiar emotions . Love reflects joy, passion, and the desire to lose oneself or achieve passion in the mind. Brand love is based on close and intimate relationships, in which brands are active partners. After this, love is about excitement, passion, and the desire to lose the extended self or unite the lover with others such as consumers and brands . Brand love is generally described as "the level of passionate emotional attachment that a satisfied consumer has for a particular trade name" which is organized as a mental map in the consumer's hold a commitment to repurchase or re-subscribe a preferred product/service consistently in the future, thereby leading to the purchase of the same brand or the same set of brands, even though situational influences and marketing efforts have the potential to cause switching behavior". Furthermore, consumers' emotional attachment to brands is very important to ensure brand loyalty . Brand loyalty, then, is a powerful tool if consumers are emotionally attached to the brand. In addition, research shows that loyal consumers are willing to pay dearly for the added value they feel and tend to recommend the brand to others(C.D. Simms and P. Trott, 2006) . Definition of brand hated as a negative emotion that intensely affects the consumer's experience of the brand.They also identify possible causes of brand hatred, including the brand's country of origin, consumer dissatisfaction, negative consumer stereotypes of the brand, and the company's social performance,"brand hate" as "true brand disgust" . Brand hated is used to describe situations in which consumers are "held hostage" by the company, for example due to high switching costs, a local monopoly or some other manifestation of an exit barrier. The result of this hated is the expression of consumer frustration through social media, posting of hate sites on the Internet and communicating negative influences in daily interactions with other consumers.   (Lia   Zarantonello[1],Simona Romani[2],Silvia Grappi[3],Marc Fetscherin[4], 2018)

Feelings of brand hated, conceptualized as contempt, fear, and disgust, can be triggered by perceived moral breaches of the brand's parent company and may result in anti-brand actions. In addition, they found that the level of hatred consumers felt was dependent on their empathy: the greater their level of empathy, the greater the

hatred felt towards the wrongdoing company brand. Brand hated as a constellation of negative emotions towards the brand, including anger, humiliation, disgust, fear, disappointment, shame, and dehumanization. In their work, they found that brand hatred was significantly associated with different negative behavioral outcomes and this varied depending on the reasons for brand hatred. Reasons for brand hatred related to corporate misconduct and breach of expectations were associated with "attack-like" (i.e. negative WOM) and "like approach" strategies (i.e. consumer complaints and protest behavior), as "a more intense emotional response that consumers have towards a brand than dislike of the brand" and empirically examines its determinants and results. While the former includes negative past experiences, symbolic dissonance, and ideological incompatibility, the outcomes of brand hatred include brand avoidance, negative word of mouth, and brand retaliation. In summary, although the current literature shows level of diversity in terms of conceptualization and measures for brand hatred, three main sets of antecedents for this construct can be identified with certainty: (1) negative past experiences with product or service brands; (2) corporate misconduct related to immoral, unethical, antisocial, or illegal corporate behavior; and (3) the discrepancy between the company's brand image and self-image. This antecedent is associated with various negative consumers

behavioral outcomes.

Previous contributions to brand hated reached a "static" concept understanding, because they perceived brand hate at a certain point in time, , which examines how consumers' desire for revenge and desire to avoid develop over time. The results of their longitudinal study show differences in the evolution of these two desires, confirming the usefulness of a non-static perspective to better understand consumer negativity towards brands. The changing nature of brand love in marketing has been investigated, whereas the changing nature of brand hated has not. In particular, brand love study that the way feelings of love develop depend on the various formative experiences consumers have had with a brand, and they identify five possible trajectories of brand love: (1) "slow development,"' (2) "Like to love," (3) "Love along the way," (4) "A bumpy road," characterized by an alternation of neutral and positive feelings towards the brand, and (5) "Turnabout", characterized by by positive and negative feelings towards the brand.

The concept of customer value has become a major concept in the area of consumer behaviour . Customer value is an extensive construct that in general outlines a consumer's perceptions ofthe benefits (what he or she "gets" as outputs) and perceived costs (what he or she "gives up" as the price paid or other inputs) relative to the competition and caused by a consumption experience. Extrinsic value refers to the instrumentality of a product or a brand and encompasses its potential ability to perform a desired function by providing a superior perceived quality. In contrast, a consumer experiences intrinsic value if an object such as a brand's offering primarily serves as an end in itself. The impact of the perceived value derived from the consumption of a brand's products or services on brand love becomes evident. A hedonic object creating fun, play or other positive affective states provides a strong emotional grounding and may serve as a precursor to a strong product relationship Consequently, a product bearing hedonic value can indeed promote a strong emotional response by a consumer(Andreas Aldogan Eklund, 2022).

When specifically looking at the rationale behind the formation of the strongest tie between a consumer and a brand, studies reveal that brand love has a more rational grounding than one generally expects. Besides the stated emotional characteristics of a brand, brand love is also based on cognitive attributes such as unique functionality. If a brand lacks these substantial attributes making for a consumer's satisfaction the build-up of an emotional connection can even be hindered . As the love for a brand is seen as a post-consumption evaluative judgment, satisfaction with the functional performance can indeed lead to such an emotional response . As utilitarian benefits result in strong affective responses, they consequently hold a strong influence on brand love(Frank Huber, Frederik Meyer and David Alexander Schmid, 2015).

Reasrch Frame work

Research on interpersonal love relationships places its emphasis on passion in particular, as it was identified as a main component of love besides intimacy and commitment conducted an isolated examination of the brand passion construct, stressing that passion is even the most important dimension of love for a brand.

Two dimensions of identification Consumers use brands that enable them to shape their identities to define themselves . Furthermore, they purchase brands that help them determine their position in their social environment. By purchasing and consuming brands, consumers try to integrate the characteristics of a certain brand into their own identity .Brands serve as a means ofself-expression as well as of differentiation from other members within the social environment. On the one hand,

they allow consumers to define their inner or true self by reflecting their personal identity. This two-sidedness becomes evident, considering that consumption activities can either take place in an intimate and private environment or in broad public where consumption becomes visible to anybody. If the level of integration in the self-concept is high and a brand either reflects the consumer's personality or enhances his or her self in the social environment, this positive connection can lead to a strong emotional response towards that brand. In addition, as this brand becomes part of a person's self-definition, the closer the emotional. Hence, the postulate the following hypotheses:

Brand image has a positive effect on purchasing decisions

Brand hate has a negative effect on purchasing decisions

Brand Love has a positive effect on purchasing decisions

Methods of data analysis to be carried out using reliability tests and validity tests.

CONCLUSION

Research on brand image, especially brand hate and brand image, is very useful in studying how consumers decide to buy a BMW luxury car. This can be the basis for further research in order to consider other variables that can increase brand love and reduce brand hate from BMW products. As technological capabilities among automakers become increasingly equal, it will be interesting to examine whether technological improvements affect the role of brands and the structure of brand values in the auto market.

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