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Article

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BUILDING BRAND RESONANCE: OPTIMIZING SYMBOLIC BRAND REPUTATION AND CUSTOMERS' EMOTIONAL VALUE

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Abstract

Manuscript type: *Research Paper*

Research Aims: *The objective of this research is to create a conceptual model that explains how the process of building and increasing brand resonance by constructing important factors regarding consumer perceptions of brands, such as brand love, brand attitude, emotional customer value, and symbolic brand reputation.*

Design/methodology/approach: *The respondents were owners and users of Toyota Fortuner car in Indonesia. There was questionnaires distributed directly to the Toyota Fortuner car users in several big cities in Indonesia (Yogyakarta, Semarang, Bandung, Jakarta, and Surabaya).*

Research Findings: *The acceptance of all proposed hypotheses shows the importance of brand love, brand attitude, emotional customer value, and symbolic brand reputation in increasing the success of building brand resonance, so that the company is able to make customers have a strong bond with the brand.*

Theoretical Contribution/Originality: *The theoretical model of this research could be utilized as an essential reference in developing a brand management model through the CBBE approach.* The originality of this research is placed on the new conceptual model development, in order to build a strong *brand resonance*.

Practitioner/Policy Implication: *This research has distinctly indicated that there were three methods to drive increased brand resonance that companies could adopt in setting the brand policies. These three important things included increasing the symbolic brand reputation and customers' emotional value, increasing the positive attitude of customers towards the brand (brand attitude), and increasing the consumer's affection for the brand.*

Research limitation/Implications: *This research utilizes samples on only one automotive brand and company.*

Keywords: symbolic brand reputation, customers' emotional value, brand attitude, brand love, brand resonance.

INTRODUCTION

An effective branding strategy is an essential element for winning the competition. Corporates apply branding strategies as marketing tools to achieve high levels of brand equity (Godey et al., 2016; Veloutsou & christodoulides, 2009). The importance of increasing brand equity for company success has been well recorded in much of the marketing researches (Backhaus, Steiner, & Lügger, 2011). A strong brand ownership enables companies to manage their assets well, expand market share, lower promotional budgets, set premium prices, increase sales, maintain growth stability, and increase competitive advantages. The strength of a brand is highly dependent on the customers' beliefs and perceptions (Keller, 2013a). The brand will provide premium margins for the company if the customers appreciate the brand (Mill, 2005). Brand equity places a brand in a foremost position in the customers' brains and will have an impact on their purchasing decisions.

A company always strives to create an intense connection between the brand and its customers. Creating customer love for the brands is one way to improve the relationship between brands and customers (Batra, Ahuvia, & Bagozzi, 2012; Carroll & Ahuvia, 2006; Whang, Jeff, Sahoury, & Zhang, 2004). In the brand love, there is an emotional attachment. The brands that stimulate a deep love of customers will make the customers have high loyalty to the brand, benefitting the company to get a sustainable competitive advantage (Carroll & Ahuvia, 2006; Grisaffe & Nguyen, 2011).

Studies on brand strength have been well investigated in developed countries, but have not been much done in the relation of developing countries and emerging markets. In the emerging markets, there is a transition in traditional and non-traditional consumer behavior, such as the emergence of new user groups and community adoption of products and services, innovation in product (Husein & Nuryakin, 2018). Therefore, it is crucial to observe to the development of brand strategies in the emerging markets such as Indonesia.

Researches on the brand equity investigating the drivers of brand resonance are still limited. Therefore, a conceptual model framework discussing the importance of increasing brand resonance for the company is highly needed. The model developed in this study explains that the brand resonance can be improved by two things: rationally and emotionally. In this study, the rational aspect used is customer attitude, while the emotional aspect is related to emotional symbolic, brand reputation, customer value, and brand love.

The study that investigates brand strength and the influence on brand resonance is still very limited. Thus, the conceptual model framework design which explain about the importance of increasing the brand resonance for companies is necessary. Several models developed through research explain that brand resonance can be increased through two approaches, which are rationally and emotionally. In a number of literatures, rational aspect is the consumer attitude towards the benefit or utility of a brand, meanwhile emotional aspect is related with the emotional symbolic, brand reputation, consumer value, and consumer loves toward the brand (Jung, Lee, Kim, dan Yang, 2014; Mazurek, 2019).

The background of this study is the research gap such as unclear process in researches regarding the influence of symbolic brand reputation towards brand resonance (Jung, Lee, Kim, dan Yang, 2014; Mazurek, 2019; Moore dan Wurster, 2007). Some studies about symbolic brand reputation towards

brand resonance still leaving a different result and relation process, which needs further explanations. Therefore, a continuous study that propose a conceptual model that can explain comprehensively regarding the relation process between variables is needed.

This study aims to develop a new conceptual framework, by proposing mediating variables to overcome the research gaps which already been mentioned previously, as previously describes. This paper explains the relation between symbolic brand reputations towards brand resonance by using the theoretical approach and relevant concepts in marketing, in order to solve the research problems mentioned previously.

LITERATURE REVIEW

Customer-Based Brand Equity

Construcing a powerful brand is a main focus for a company (Aaker, 1996a). Branding is the right method for companies to determine and differentiate its products with competing products in the minds of customers (M. T. Liu, Wong, Tseng, Chang, & Phau, 2017). The company seeks to design and take action to build the customer loyalty in the long run through increased brand equity.

Many literatures have discussed brand equity, but there has not been a common agreement in relation to the explanation about brand equity (Gordon, 2010; Z. J. Huang & Cai, 2015). Brand equity is a complex perception highly dependent on the knowledge framework in the minds of customers, and the actions taken by the company (Keller, 1993). According to the experts, the brand equity has several approaches, including Market Approach (Aaker, 1996b), Financial Approach, and Customer-Based Brand Equity, (Anderson, 2011; Carol & Sullivan, 1993). Wood (2000) stated that there was a debate between financial and marketing literature. From a financial aspect, a brand equity is the name that represents the worth that will generate cash flow in the future (De Chernatony & McDonald, 1998; Severi & Ling, 2013). It is believed to be able to create a competitive advantage and improve financial performance (M. T. Liu et al., 2017). From a customer perspective, the brand equity is the competitive advantage provided by the name of a brand on a product as a result of marketing decisions (Keller, 1993; Kim, Kim, & An, 2003).

The approach used in this research is the Customer-Based Brand Equity (CBBE) approach.

The CBBE conceivably defined as a customer association about the utility they use and consume through brands, both practical and emblematic elements (Vazquez, del Rio, & Iglesias, 2002). It is divided into six building blocks, where the brand resonance by customers is treasured the most (Keller, 2001). One of the main elements of brand resonance is the progressive involvement of customers (Machado, Vacas-de-Carvalho, Azar, André, & dos Santos, 2018).

According to Keller (2013a), there are four stages that companies need to develop to construct a powerful brand equity. The first phase is brand identity. The initial step to build awareness is through the customers' memories to make them remember and choose the brand. Brand salience is closely related to the customers' memories about a brand (Romaniuk & Sharp, 2004). The brand awareness measures how likely the customers remember the brand elements. Further, the second phase is brand meaning. It is classified into brand imagery and brand performance. The brand performance defines to what extent a product or service matches the practical needs of the customer. It is closely associated to product reliability, style, service

effectiveness, style, design and price (Keller, 2001). Meanwhile, the brand image is associated on how the customers perceive a brand. It suggests to more intangible forms, and the customers able to build direct image in accordance to their own experiences (Keller, 2013a). Next, the third stage is brand response. It is associated to brand feeling and brand judgment. The brand feeling is the response and emotional reaction of customers to the brand (Keller, 2013a). Meanwhile, the brand judgment is the brand evaluation and individual assumption of the customer, formed by combining all brand performance and different image associations. The fourth stage is brand resonance. In an approach by Keller (2001), brand resonance refers to part of brand equity that tops the brand equity. The brand resonance focuses on the ultimate connection and between customers and brands. The customers often form connections with multiple brands in the similar category (Fournier & Yao, 1997), which makes the customers being more intense in establishing relationships with their brands than the other brands. Keller (2001) also explained that the company must build a brand resonant, so that the company can make the customers to have a solid connection with the brand. In building the brand resonance, it is necessary to optimize brand reputation, increase customer value and customer love for a brand.

Starting at Symbolic Consumption Toward Symbolic Brand Reputation

The approach of symbolic brand reputation is considered novel in this research. The symbolic brand reputation develops, starting from the behavior of customers who prefer symbolic consumption. The customer expectations of a brand are increasingly sophisticated and experiences development. Usually, the customers want to have symbolic benefits instead of the functional ones. The customers always want something more when consuming a product or service, and usually, the desire is associated to the customers' self-concept. They want a brand that has a symbolic reputation. In this research, the symbolic brand reputation is described as an aggregate of images that the customers believe because they are related to their self-concept.

The symbolic concept in consumption has been increasing rapidly. The customers tend to be more persuaded in the symbolic consumption compared to the practical consumption (Banister & Hogg, 2004). The symbolic concept focuses over the physical and tangible traits (Levy, 1959). The customers pay more attention on the timing rather than a physical trait (Shipman, 2004). The consumption models a symbolic form in construing social reality, interpreting the social role, and showing social benefit (Shipman, 2004). The symbolic consumption is also related to one’s self-concept (Ekinci, Sirakaya-Turk, & Preciado, 2013) and describes the necessary groundbase in developing, enhancing, managing, altering, disposing off, asserting, identifying, and characterizing one’s self (Bhat & Reddy, 1998). The symbolic value conceivably served by membership, social status (Witt, 2010), autonomy (Gronow, 1997), self-esteem (Banister & Hogg, 2004), customer’s identification (Banister & Hogg, 2004; Chan, Berger, & Boven, 2012), and uniqueness (Hoyer & MacInnis, 1997).

Hypothesis Development

The Impact of Symbolic Brand Reputation in Customers’ Emotional Value

Brand reputation has become an important factor for corporates (Veloutsou & Moutinho, 2009). It is associated to how the overall customer perceives the brand and its performance. The brand reputation is the view

or perception of customers of a brand and is an award achieved by the brand because of their strengths (Fombrun & Rindova, 2000; Veloutsou & Moutinho, 2009). In addition, the brand reputation can be improved by creating signals and stimuli to its customers (Herbig & Milewicz, 1995). The stimuli are created through integrated advertising and communication. A good reputation will strengthen the perceived value, and increase profit (Herbig & Milewicz, 1995), and customer trust in a brand (Veloutsou & Moutinho, 2009). A high brand reputation will make the customers ignore various negative information about the brand and focus on the positive aspects (Sengupta, Balaji, & Krishnan, 2015).

The reputation of brand symbolic meaning plays an essential role in the customers' choices for a product or service. Hammerl, Dorner, Foscht, and Brandstatter (2016) explained that the symbolic brand design is described as a form of unique product design that evokes idiosyncratic associations (unusual reactions) in the minds of customers that are learned and stored in customer' long-term memories. It interprets the form or symbol in a broader way that is not restrained to the real attributes of a product (Wolter, Brach, Cronin, & Bonn, 2016). The symbolic brand reputation refers to the customers' confidence in the consistency or track record of a brand perceived to match the emblematic needs of customers (Bhat & Reddy, 1998; Hammerl et al., 2016). The reputation of a symbolic brand enables the customers to show their character, indicate their status, or signify a vibe of group ownership (Bhat & Reddy, 1998).

Values associated with the benefits and quality of a product or service refers to the degree to which a product can be beneficial to work or related to matters associated with rationality and emotionality of the customers (Kartajaya, 2003). Unlike practical benefits, the emotional benefits are more individual. They are associated to humans' emotions, such as affection, communication, charm, and connection. In this study, the customers' emotional value is described as the benefit of a product in matching the customers' emotional fulfillment. The customers' emotional value is associated to positive senses, such as delightful and good feeling after using a product/ service (Koronaki, Kyrousi, & Panigytakis, 2018). Khan and Mohsin (2017) explained that the better the reputation of the symbolic brand, the more positive the emotional assessment sensed by the customers, in the context of feelings of contentment and indulgence. Bairrada, Coelho, and Coelho (2018b) found that the symbolic brand reputation had a significant impact on the emotional value. The brand reputation reflecting the symbol and prestige will enhance and fulfill the customers' satisfaction and emotional value (Bhat and Reddy (1998); Hammerl et al. (2016)). Based on the explanation above, the initial hypothesis that can be proposed is as follows:

H1: *Symbolic brand reputation has a positive effect on customers' emotional value.*

The Impact of Emotional Customer Value in Brand Resonance and Customer Attitude

An emotional response is a crucial factor in the process of building customers' attitude towards a brand (Jaworski & MacInnis, 1989). The customer attitude againsts brands are associated to the customers' preferences and overall assessment of a brand, symbolizing their loves and hates (Solomon, Dahl, White, Zaichkowsky, & Paolegato, 2014). At the present, the customers have an excellent understanding of brand excellence. They have the knowledge to examine the companies' statements and search for remarkable brand alternatives. They measure which offer

provides values and acts on them. The concept of customer value illustrates a powerful connection customer satisfaction. Yuksel, Yuksel, and Bilim (2010) found that senses of emotional loyalty were essential for behavior afterward. It can be said that the effective evaluation of the destination brand portrays as a critical predictor in concluding future customer behavior activities.

On the other hand, the customers' emotional value is the value that is felt emotionally by the customers and is related to the advantages or benefits of a product in matching the customer emotional satisfaction. It is related with positive senses, feeling delightful, and feeling better when using a product/service (Koronaki et al. (2018). Meanwhile, brand resonance is a condition when a customer senses an engaged psychological relationship with a brand (Keller (2013b), or it can be said that the customer senses that the brand has become his/her companion. The emotional customer value and symbolic brand reputation can raise the brand resonance. The brand resonance can be seen in 2 aspects. The first aspect is intensity - the depth of psychological bond between a customer and a brand, often called as loyalty. The second aspect is a loyalty-driven high activity. For example, how much he buys the product, and how frequent these purchases are made. This has been justified by many professionals who have researched the importance of purchase intention in relation to brand consumption (Dubois & Paternault, 1995; Yoo & Lee, 2009). The drivers of love for high-end brands have also been examined by Tsai (2005), Berthon, Pitt, Ewing, and Bakkeland (2003), and Vigneron and Johnson (2004). In their research, although the specific terms used were different, Berthon et al. (2003), Tsai (2005), and Vigneron and Johnson (2004), agreed on the effect of customers' emotional value elements in buying emblematic luxury brands. It was found that the customers' emotional value has a positive influence on the customer attitude and made the customers felt an engaged psychological connection with the brand (Duman, Ozbal, & Duerod, 2018). As the emotional value that customers feel in a brand increases, the greater the customer's psychological bond toward the brand and the higher the sense of belonging to the brand (Asshidin, Abidin, & Borhan, 2016; Duman et al., 2018; Khan & Mohsin, 2017; Koronaki et al., 2018). Thus, the second and third hypotheses that can be proposed are as follow:

H2: *Customers' emotional value has a positive impact on brand resonance.*

H3: *Customers' emotional value has a positive impact on customer attitude.*

The Impact of Customer Attitude in Brand Resonance

Attitude can be defined as evaluations, emotional feelings, and propensity for actions that are beneficial or unfavorable and enduring from a person against several objects or ideas (Kotler (2006). It can also refer to as an overall concept evaluation carried out by a customer. Response arises when an individual is confronted with a stimulus that requires an individual reaction. Customer attitude is the element that shapes a brand impression. Therefore, it can stimulate the desire or intention to repurchase a brand.

Further, the customer attitude toward brands can be built from beliefs about the internal elements of a brand, accompanying experience, practical benefits, and emotional benefits (Keller, 1993). The brand attitude can also be formed through people's fundamental beliefs about the external elements of a brand and also the symbolic advantages in the people (Keller, 1998). The attitude toward brands represent the tendency of customers towards a brand, leading to real actions, such

as the choice of a brand (Keller, 1998). In general, the more attracted the person to a brand, the stronger the person's will to own and choose the brand. Furthermore, Chaudhuri (1999) argued that the attitude toward brands was such an overall evaluation of the customers towards the brands. He also added that in the brand equity model, it was found that an increase in market share occurred when the attitude toward brands were more positive. He also explained that the brand attitude would affect the brand equity and brand resonance. Similarly, Yadav and Pathak (2016) also confirmed that the customer attitude towards brands significantly influenced the brand resonance.

The customer attitude toward brands is formed after knowing a brand or directly hearing advertising messages (information) delivered by producers (Howard & Barry, 1994). The positive customer attitude causes them to become insensitive to their favorite brand as long as they are satisfied (Sheth, Newman, & Gross, 1991). It will also have an impact on increasing customers' emotional ties (Baldinger & Rubinson, 1996). According to Suki (2016) and J. Huang, Su, Zhou, and Liu (2013), the positive customer attitude towards a brand would greatly affect the psychological ties of customers to the brand. Therefore, the fourth hypothesis that can be proposed is as follows:

H4: *Customer attitude has a positive impact on brand resonance.*

The Impact of Symbolic Brand Reputation in Brand Love

Customers always associate the utility of the brand following their wishes. Vazquez et al. (2002) explained the brand elements are practical and symbolic attributes. The practical attributes are related to the overall physical elements of the brand. Meanwhile, the symbolic utilities are related to the social and psychological circumstances (self-fulfillment, social and esteem need). The symbolic value is an essential element in consumption behavior (Benaim, 2018). The customers won't focus solely on the functional value anymore but the symbolic value as well. The symbolic value enables the customers to communicate their needs in association to the experiences (Hauge, 2015) and social identity (Ravasi & Rindova, 2008). The customers correlate a brand with a symbolic reputation that can affect the customer love for the brand. Bairrada, Coelho, and Coelho (2018a) explained that the symbolic quality could increase the brand love. Erdem, Swait, and Valenzuela (2006) also stated that the brand credibility is such a symbolic clue and trust dimension. In addition, Hidayanti, Nuryakin, and Farida (2018) explained that the brand trust is the antecedent for brand commitment.

The symbolic meaning of a brand has a part in the customer choice (Hammerl et al., 2016). A great brand reputation may make the customers ignore various unfavorable information and just concentrate on the positive sides of the company (Sengupta et al., 2015). Bhat and Reddy (1998) explained that the symbolic brand design is described as a form of unique product design that evokes idiosyncratic relations (unusual reactions) in the minds of customers that are learned and kept in the customers' long-term memories. The symbolic needs of the brand are related to role, self-image, or group value wanted by the users of the brand. The symbolic brand reputation enables the customers to express their identity and manifest a sense of belonging to the brand (Bhat & Reddy, 1998). Therefore, the fifth hypothesis that can be proposed is as below:

H5: *Symbolic brand reputation has a positive impact on brand love.*

The Effect of Brand Love in Brand Resonance

Developing a connection between the brand and customers is crucial for the company. The company increases the brand resonance to be able to maintain assets in the form of premium bonds and customer loyalty. One way to enhance the connection between brand and customer is to create customers' brand love (Carroll & Ahuvia, 2006; Whang et al., 2004; Batra et al., 2012). Fournier and Yao (1997) also explained that one of the elements of the customer-brand relationship is love.

The company strives to create a deep connection between the brand and customers. The relationship between them must be done with a sense of mutual need and dependence (Blackston, 2000) to create. This will create a firm emotional connection between the brand and customers. Further, the brand love is a marketing construct that can predict a post-consumption behavior. In addition, the brand love also involves an emotional attachment (Carroll & Ahuvia, 2006; Grisaffe & Nguyen, 2011). Brands that can stimulate a deep love from customers will get a high loyalty from customers and get a sustainable competitive advantage. The emotional ties and customer love for the brand will enhance brand resonance. Therefore, the sixth hypothesis that can be proposed is as below:

H6: *Brand love has a positive impact on brand resonance.*

Following are the empirical models used in this study:

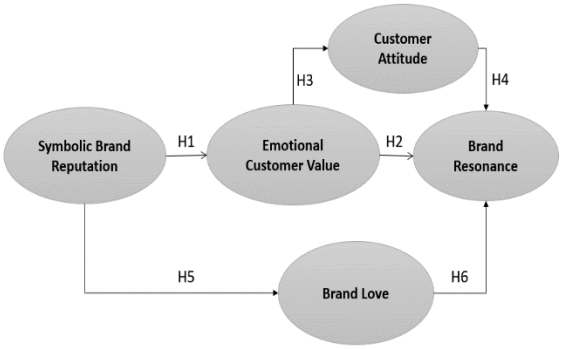


Figure 1. Empirical Research Model

RESEARCH METHOD

Sample

The data was obtained using questionnaire. The respondents were owners and users of Toyota Fortuner car in Indonesia. There was a total of 300 questionnaires distributed directly to the Toyota

Fortuner car users in several big cities in Indonesia (Yogyakarta, Semarang, Bandung, Jakarta, and Surabaya). However, only 215 questionnaires returned (the response rate is 71.7%). Most of the respondents are men (77.78%). They are between 41-50 years old (49.71%), worked as civil servants (42.7%) and had their age of vehicle is between 1-5 years (79.5%).

Measurement

This study uses several variables, such as symbolic brand reputation (SBR), customers' emotional value (CEV), customer attitude (CA), brand love (BL), and brand resonance (BR). Each variable used in this study uses measurements based on earlier studies. The indicators of Symbolic brand reputation were adopted from Bhat and Reddy (1998), which include prestigious brand, exciting brand, stylish brand, and shows personality. Further, the indicators of customers' emotional value were adopted from Koronaki et al. (2018) and Sweeney and Soutar (2001), which include feeling enjoy with the brand, relaxed, feeling

good, and pleasure. Next, the indicators of customer attitude were adopted from Jeong, Jang, Day, and Ha (2014) and Sahoo and Pillai (2017), i.e., feeling pleasant/ unpleasant, like/ dislike, and feeling favorable/ unfavorable. Meanwhile, the indicators of brand love were adopted from Batra et al. (2012) and Carroll and Ahuvia (2006), such as feeling passionate with a brand, considering the brand awesome, pleased, considered the brand wonderful, and delighted. Last, the indicators of brand resonance were adopted from Keller (2013b), namely sense of community, behavioral loyalty, active engagement, and attitudinal attachment. The questionnaire items were developed and used a five-point scale, which 1 explains "strongly disagree, and 5 explains "strongly agree".

Analysis

Hypothesis testing was done using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach. The data was analyzed using WarpPLS version 5. The SEM-PLS approach was used because this study is exploratory, has a theoretical development characteristic, and aims to predict certain constructs.

RESULT AND DISCUSSION

Measurement Model

The SEM-PLS approach analyzed the measurement model to examine the connection between latent and manifest variables. The tests consisted of convergent validity test (loading factor and average variance extracted (AVE)), reliability (composite reliability/CR), and discriminant validity test.

Table 1. Loading Factor, Average Variance Extracted, Composite Reliability

	Mean	St. Dev	SBR	ECV	BL	CA	BR
Symbolic Brand Reputation (SBR)	4.024	0.525	**0.848**				
Emotional Customer Value (ECV)	4.012	0.477	0.317	**0.807**			
Brand Love (BL)	3.915	0.528	0.274	0.394	**0.801**		
Customer Attitude (CA)	3.934	0.517	0.225	0.399	0.327	**0.854**	
Brand Resonance (BR)	4.054	0.518	0.293	0.344	0.297	0.356	**0.833**

Source: Authors' own data processing

Based on Table 1, it is shown that all loading factor values have met the requirements which are above 0.6, and all AVE values are also higher than 0.5. This indicates that all instruments have met the convergent validity requirement. Likewise, the value of the construct reliability is higher than 0.7. Therefore, it can be concluded that all proposed instruments are valid and reliable.

Table 2. Mean, Standard Deviation, and Discriminant Validity

Variable & Indicator	Loading Factor
Symbolic Brand Reputation (AVE = 0.720; CR = 0.911)	
Stylish brand	0.854
Prestigious brand	0.875
Exciting brand	0.827
Expresses personality	0.836
Emotional Customer Value (AVE = 0.651; CR = 0.882)	
Enjoy with brand	0.782
Relaxed	0.801
Feel good	0.833
Pleasure	0.810
Brand Love (AVE = 0.642; CR = 0.899)	
Passionate with brand	0.826
Awesome brand	0.847
Making happy	0.713
Wonderfull brand	0.819
Making delight	0.795
Customer Attitude (AVE = 0.729; CR = 0.890)	
Pleasant/unpleasant	0.895
Like/dislike	0.850
Facorable/unfavorable	0.850
Brand Resonance (AVE = 0.693; CR = 0.900)	
Behavioral loyalty	0.895
Attitudinal attachment	0.783
Sense of community	0.816
Active engagement	0.833

Source: Authors' own data processing

The discriminant validity test was done to measure the extent to which a construct is completely different from other constructs (Malhotra & Malhotra, 2012). It was done by comparing the square root of AVE with the correlation between variables. The results

show that the variables have a good discriminant validity. The AVE square root value is higher than the correlation between variables, indicating that the instrument is valid (Ardyan & Sugiyarti, 2018). Table 2 explains the results.

Table 3. Hypothesis Testing Results

Hypothesis	Result	Meaning
H1: Symbolic Brand Reputation → Emotional Customer Value	0.469*	accepted
H2: Emotional Customer Value → Brand Resonance	0.217*	accepted
H3: Emotional Customer Value → Customer Attitude	0.593*	accepted
H4: Customer Attitude → Brand Resonance	0.317*	accepted
H5: Symbolic Brand Reputation → Brand Love	0.450*	accepted
H6: Brand Love → Brand Resonance	0.162**	accepted

*α < 0.001, **α < 0.050

Source: Authors' own data processing

Structural Model

The result of hypothesis testing is displayed in Figure 2. below.

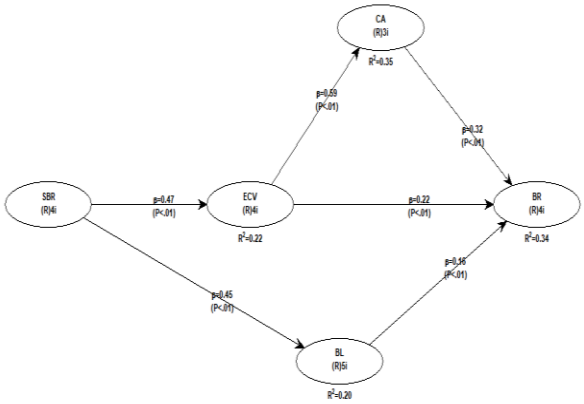


Figure 2. Structural Model Analysis

Source: Authors' own data processing

This study proposes six hypotheses, and all of them are empirically supported (see Table 3). This study result show that all hypotheses built in this research are supported. It is proved that Symbolic brand reputation has positive influence in increasing emotional customer value and brand resonance, for both directly and indirectly. The first hypothesis stating that the symbolic brand reputation has a positive effect on emotional customer value is also found to be significant (β = 0.469; α < 0.001). The second hypothesis stating that the customer value has a positive impact on brand resonance is also backed and found to be significant (β = 0.217; α < 0.001). Further, the third hypothesis stating that of the customers' emotional customer has a positive effect on customer attitude is also supported and found to be significant (β = 0.593; α < 0.001). Similarly, the fourth hypothesis is also supported as the customer attitude is found to have a positive and significant effect on brand resonance (β = 0.317; α < 0.001). The fifth hypothesis is also supported because the symbolic brand reputation has a significant positive effect on brand love (β = 0.450; α <0.001). Last, the positive and significant effect of brand love on brand resonance makes the sixth hypothesis to be empirically supported (β = 0.162; α < 0.050).

Furthermore, that the results of this study find that the constructs on customers' emotional value have a significant effect, mediating the relationship between symbolic brand reputation and brand resonance of 0.102 with a significance level of 0.004 (< 0.050). Meanwhile, the constructs of brand love are also proven to significantly influence the relationship between symbolic brand reputation and brand resonance of 0.073 with a significance level of < 0.050. Likewise, the constructs of consumer attitude are proven to have a significant effect on mediating the relationship between customers' emotional value and brand resonance of 0.195 with a significance level of < 0.001. The results of the coefficient of determination to measure how far the model's ability to explain variations in endogenous variables have a CEV coefficient of 22%, BL coefficient of 20,2%, CA coefficient of 35,1%, and BR coefficient of 34%.

Based on the empirical evidence obtained from series of testing and data analysis, it can be concluded that Symbolic brand reputation

is a powerful construct predictor (antecedent) from emotional customer value and brand resonance. This study result has proved that the more powerful the symbolic brand reputation towards a brand, then it will directly or indirectly influencing the increase in emotional customer value and brand resonance. This result indicates that symbolic brand reputation possessed by the brand of Toyota Fortuner, is perceively proven can raise the consumer value emotionally, and ultimately affecting the increase of brand resonance of the buyer towards the brand of Toyota Fortuner. Another fact also shows that Symbolic brand reputation affects brand resonance, through the increase of consumer attitude towards that brand.

Discussion

This study discusses methods to improve the relationship between the brand and customers. It is found that the first way was to increase the emotional value to customers. The customers' emotional customer value could significantly increase the brand resonance. The marketing team must create branding by giving essential elements of value and design marketing communications and customer experience to strengthen those values (Schreuer, 2000). These values would certainly make the customers perform certain behaviors (Ryan & Casidy, 2018). One of them was the customer experience value. Further, one method to enhance the customers' emotional value could be done by using a symbolic brand reputation. This research finds that the symbolic brand reputation brand can escalate the customers' emotional value. Companies must acknowledge the brand to be shown by the actual aspects of the product itself, the purposes and values of the corporates as a whole, abstracts, elements such as what the brand might possess, and emblematic representations of the brand (Aaker, 1991). The symbolism was associated to the concepts of identity and reputable interpretation. The customers wanted to consume popular products. Prestigious brands should deliver the emblematic meaning. The customers view themselves similar to the brand's reputation a number of times(Foroudi, 2018). The prestigious products made them delightful and happy. The delight and happiness were related to customers' emotional sides. The customers who consumed a brand's product and could sense the symbolic brand reputation managed to escalate their affectional value.

Next, the second method to enhance the connection with a brand was a positive attitude against the brand. The attitude was one of the elements of brand knowledge that provided an overall assessment of diverse matters associating to the knowledge about the brand (Keller, 2003). The CBBE concept represented the overall attitude againsts the brand by recent or prospective customers, where this attitude evolved into a connection of loyalty to brand in time (Duman et al., 2018). Emotional assessment of the targeted brand played a crucial interciding role in deciding future behavioral activities (Duman et al., 2018). The results display that in extension to affective aspects, cognitive aspects (i.e. customer valuations distinguished by brand performance) were also essential extensional aspects of respondent attitude (Duman et al., 2018). This research discovers that the emotional customer value was a motivating factor in raising the customers' positive attitude againsts the brand. This affectional response was a crucial aspect of the process in building brand attitude (Jaworski & MacInnis, 1989). Meanwhile, the affective elements represented the emotional factors of building a brand attitude as a whole (Duman et al., 2018). The customers' emotional value indicated that the customers received

emotional advantages more than the expenses they had to spend. The greater the customers felt emotionally advantaged, the more positive the customer's evaluation of the brand.

In this study, the brand attitude could be described as an overall assessment of customers on a brand. It was necessary considering that they frequently build the foundation for customer behavior (Keller, 1993). The positive effect of attitudes against a brand on brand loyalty had been empirically validated (F. Liu, Li, Mizarski, & Soh, 2012). Comparably low attitudes displayd no loyalty to the brand (Lee & Back, 2010). Thus, the brand loyalty could be taken as an outcome of managing an emotional attitude againts the brand (F. Liu et al., 2012). The positive attitude was the starting point of transition progress that would reach a loyalty phase at the climax (Oliver, 1999).

Next, the third method to strengthen brand resonance was to escalate the brand love. The connection between brand and customers involved strong and endless emotion for brands (Langner, Bruns, Fischer, & Rossiter, 2016). The brand love could result in important customer feedbacks that had critical issues for a company (Batra et al., 2012). The preceding studies advised that the brand love could fortify the current connections between brand and customers to control the connections and intensify the faiths in brands. However, it could also escalate the brand loyalty and purchasing motive (Carroll & Ahuvia, 2006; Roy, Khandeparkar, & Motiani, 2016).

Affectional feedback was an essential aspect of the process of building customer attitude againsts brands (MacInnis & Jaworski, 1989). The CBBE approach represented the comprehensive behavior of customers againss a brand, where this behavior developed into a connection of brand loyalty as the time goes. The discoveries in this research point out that all the factors involved in the hypothesis development are proven to influence the brand resonance strongly. Overall, the Toyota Fortuner car consumers in Indonesia assumed that the car brand they possessed had an symbolic reputation regarded competent in portraying the symbol or persona they desired. This condition would then escalatse the customers' emotional value againtss the brand, and conclusively encouraged a development in the brand resonance. Moreover, the positive attitude of customers and customers' brand love would enhance the utmost relationship between brands and consumers (brand resonance).

CONCLUSION

The discussion on the emphasis of constructing a firm brand have frequently been conducted by academicians (Hamann, Jr, & Omar, 2007; Seo & Jang, 2013). However, there are only few of them who have precisely evaluated on to what extent these factors can improve the brand resonance inside the customers' minds. This research facilitates the theoretical difference by suggesting the analytically examined model which describes the function of symbolic brand reputation (SBR) in forming the brand resonance and customers' emotional value (CEV). The different feature of this research aims to have an in-depth analysis of the brand power using the Customer-Based Brand Equity (CBBE) method. This study examines methods to enhance the utmost relationship among the brand and customers in a more conscientiously and integrated method, in relation to the elements that can influence the brand resonance inside the customers‘ mind.

The discoveries argue that it was essential to raise the emblematic attributes of brand love, brand attitude, customers' emotional value,

and brand reputation to develop the brand resonance. The research model complements the differences of preceding research models in explaining the phenomenon of loyal customer attitude againsts a brand's product that has a more comprehensive emblematic value. The theoretical model of this research could be utilized as an important reference in conceptualizing the brand management using the CBBE approach, especially the brands with symbolic values for its users.

Companies should be accountable for controlling diversified brand resources to raise the product worth for customers and corporates (Gordon, 2010). This research has evidently exhibited that there were three methods to drive increased brand resonance that companies could adopt in setting the brand policies. These three important things included increasing the customers' emotional value and symbolic brand, increasing the positive behavior of customers againsts the brand (brand attitude), and increasing the consumer's affection for the brand (brand love).

An appropriate positioning is highly beneficial to create symbolic brand reputation. Brand manager must be able to train the Salesforce to identify the attractiveness of the brand that they offer (ex. Toyota Fortuner). The marketers also must be able to grasp the need of symbolic brand needed by their consumers. The offers must be congruence with the image perceived by consumers. A brand that is being offered, always presents something, like individual symbol, status, symbolic content, or other symbols (Richins, 1994; Shipman, 2004). Marketers must be able to conclude variety of attributes needed by the consumer in relation to the image that they are building. Design and appearance also need to be considered in order to support the symbolic brand of Toyota Fortuner. In addition, marketers also need to promote the brand through communities. Marketers can use data from the community so they can communicate with potential customers. The ability of the marketers in communicating symbolic brand will affect the emotional customer value.

Furthermore, this study also has several organizational implications. The brand resonance figure need to accentuate the importance of brand reputation outside in an operative and strategic brand management. This element tended to get less consideration from the company. Currently, the brand reputation was such a strength and driving force in achieving the triumph of the corporate's strategy. The company must concentrate on the brand conception, which is still arranged mainly for the external stakeholder parties, also a steady and continuous application between the company's internal stakeholder parties. The brand resonance concept can assist in diagnosing the acknowldge application of brand management to enhance the brand performance.

The company have to focus to create an impressive brand strategy. The operational duties in the integrated marketing communication must be consistently enhanced, in order for the brand love, brand attitude, customers' emotional value, and symbolic brand reputation can be managed consistently as well.

RESEARCH LIMITATIONS AND SUGGESTIONS

This study has some limitations and suggestions for future research. First, respondents only come from big cities who have identical purchasing power to buy Toyota Fortuner cars. For further research, it is recommended to take respondents from small cities. The results obtained will

definitely be interesting, because the point of view on symbolic brand reputation, emotional customer value, and brand love will be different. There is a possibility that the influence of emotional customer value, and brand love on brand resonance can be different. Or another alternative is to compare respondents in big cities with respondents in small cities. Second, this study only uses a sample of one automotive brand and company, namely Toyota Indonesia. Therefore, further research is recommended to use several other automotive (industry) companies as a sample or examine current research models across industries to strengthen generalizations.

From the results of this research, there are also some additional suggestions for future research. The concept of symbolic brand reputation can be applied to convenience products in the retail industry. It is possible to find interesting results on the relationship between symbolic brand reputation and emotional customer value. Further research is also suggested to examine the effect of brand response on purchasing decisions or behavioral loyalty.

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Appendix

Symbolic Brand Reputation

1. I think Toyota Fortuner is a trendy brand car
2. I think the Toyota Fortuner is a prestigious brand car
3. I think the Toyota Fortuner brand is a highly reputable brand
4. I feel this car brand is able to express my personality

Emotional Customer Value

1. I really enjoy using this Toyota Fortuner brand car
2. My mind will feel relaxed by driving a Toyota Fortuner
3. Using a Toyota Fortuner brand car will make my mood feel better
4. I feel this brand gives me pleasure when using it

Brand Love

1. This brand car makes me very happy
2. I think the Toyota Fortuner is really an amazing brand
3. I really want to drive a Toyota Fortuner brand car
4. I am very proud to own this brand car
5. Overall the Toyota Fortuner is a great brand

Customer Attitude

1. I feel happy with the Toyota Fortuner brand that I own
2. I really like the Toyota Fortuner
3. This brand car is my favorite brand

Brand Resonance

1. I recommend the Toyota Fortuner brand car to my friends and closest people
2. I feel I have a close attachment to this brand's car
3. I have a sense of community towards other Toyota Fortuner brand users
4. I am actively involved to find out information about this brand car

LIST OF TABLES AND FIGURES

Figure 1. Empirical Research Model

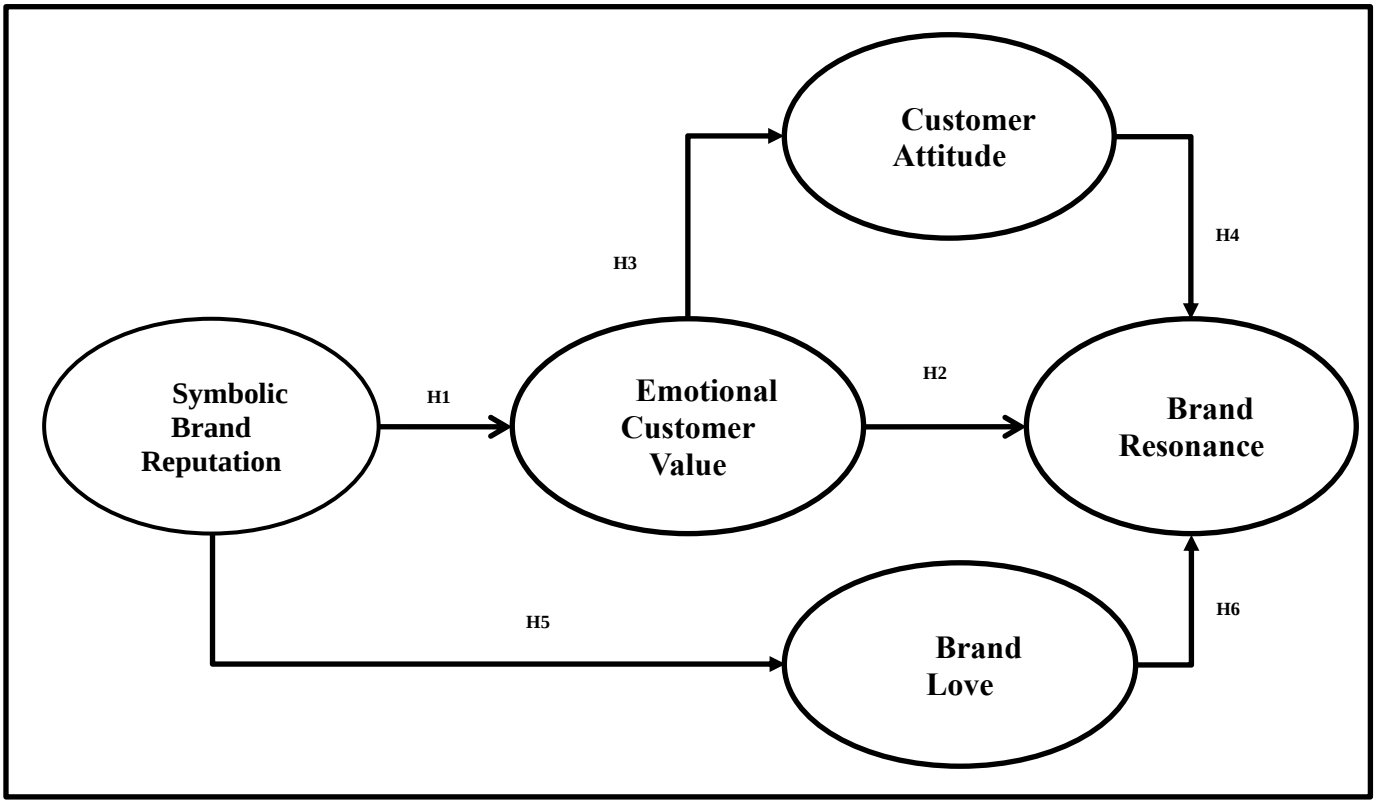
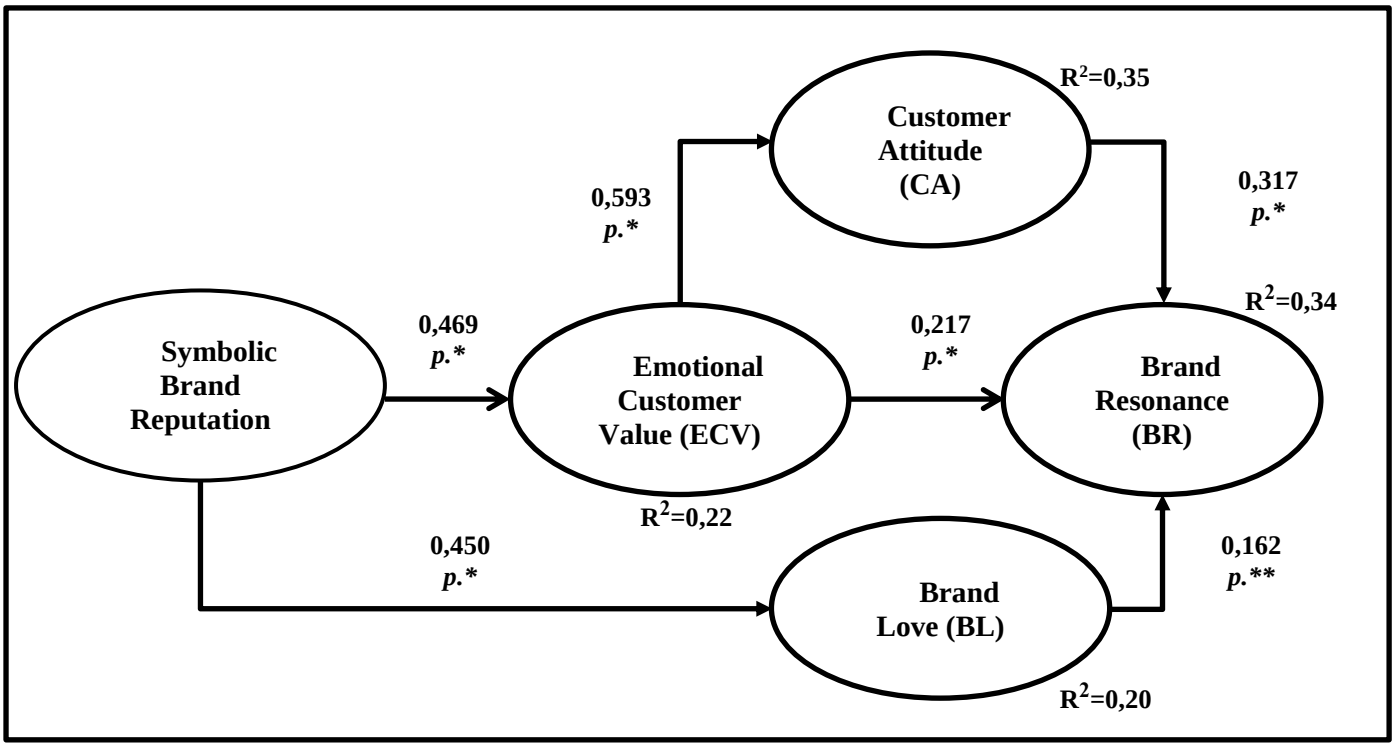


Figure 2. Structural Model Analysis Result



Source: Authors' own data processing

Table 1. Loading Factor, Average Variance Extracted, Composite Reliability

Variable & Indicator	Loading Factor
Symbolic Brand Reputation (AVE = 0.720; CR = 0.911)	
Stylish brand	0.854
Prestigious brand	0.875
Exciting brand	0.827
Expresses personality	0.836
Emotional Customer Value (AVE = 0.651; CR = 0.882)	
Enjoy with brand	0.782
Relaxed	0.801
Feel good	0.833
Pleasure	0.810
Brand Love (AVE = 0.642; CR = 0.899)	
Passionate with brand	0.826
Awesome brand	0.847
Making happy	0.713
Wonderfull brand	0.819
Making delight	0.795
Customer Attitude (AVE = 0.729; CR = 0.890)	
Pleasant/unpleasant	0.895
Like/dislike	0.850
Facorable/unfavorable	0.850
Brand Resonance (AVE = 0.693; CR = 0.900)	
Behavioral loyalty	0.895
Attitudinal attachment	0.783
Sense of community	0.816
Active engagement	0.833

Source: Authors' own data processing

Table 2. Mean, Standard Deviation and Discriminant Validity

	Mean	**St. Dev**	**SBR**	**ECV**	**BL**	**CA**	**BR**
Symbolic Brand Reputation (SBR)	4.024	0.525	**0.848**				
Emotional Customer Value (ECV)	4.012	0.477	0.317	**0.807**			
Brand Love (BL)	3.915	0.528	0.274	0.394	**0.801**		
Customer Attitude (CA)	3.934	0.517	0.225	0.399	0.327	**0.854**	
Brand Resonance (BR)	4.054	0.518	0.293	0.344	0.297	0.356	**0.833**

Source: Authors' own data processing

Table 3. Hypothesis Testing Results

Hypothesis	Result	Meaning
H1: Symbolic Brand Reputation → Emotional Customer Value	0.469*	accepted
H2: Emotional Customer Value → Brand Resonance	0.217*	accepted
H3: Emotional Customer Value → Customer Attitude	0.593*	accepted
H4: Customer Attitude → Brand Resonance	0.317*	accepted
H5: Symbolic Brand Reputation → Brand Love	0.450*	accepted
H6: Brand Love → Brand Resonance	0.162**	accepted

*$\alpha < 0.001$, **$\alpha < 0.050$

Source: Authors' own data processing