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by Chusnul Rofiah, Lilis Ardini

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¹Chusnul Rofiah, ² Lilis Ardini

¹STESIA Surabaya, ² STESIA Surabaya

¹²Indonesia

Abstract : Companies are looking for ways to create strong emotional brand relationships with consumers. This is motivated by the finding that such a relationship leads to higher levels of consumer loyalty, which improves the firm's financial performance (Park et al. 2010). For example, cosmetic companies have communicated for years to consumers that using their products will make them more attractive and beautiful and bring them closer to realizing their idealized vision of themselves (the "ideal self"). More recently, however, Unilever's Dove line has adopted a more average-looking model, perhaps more in keeping with how most consumers really see themselves ("the real self"). This approach hits the nerves with many consumers, causing them to form a strong emotional connection with the brand. Thus, the "true self" appears to be increasingly important to consumers seeking reality and authenticity in message marketing (Gilmore and Pine 2007), and many marketing managers seem to favor an authentic approach to branding. The research method used in this study is a quantitative method, where this method is a scientific approach to managerial and economic decision making. The program used is the SPSS 22.0 software program. The sample used in this research was 100 respondents both male and female respondents, with the age range of 18 – 60 years where the age is an early adulthood (Kotler and Armstrong, 2010). The results of this study indicate that the following variables, perceived actual self-congruence and perceived ideal self-congruence, have a positive and significant effect on emotional brand attachment. Finally, the conclusion is that the two hypotheses are supported. The main focus of our research is to develop a better understanding of when marketers should emphasize brand personality related to aspiration (i.e., matched to the consumer's ideal self) or real (actual) consumer self to increase emotional brand engagement. However, both the type of self-fit and the context/consumer characteristics must be considered.

Keywords: Perceived Actual Self Congruence, Perceived Ideal Self Congruence, Emotional Brand Attachment, Retail

I. INTRODUCTION

Currently, buying and selling interactions in clothing stores are decreasing along with the rise of online shopping centers. In the midst of penetration barriers, the well-known fashion company Hennes and Mauritz (H&M) tried to deal with it with diamond ideas. H&M or Hennes & Mauritz AB is a fashion retail company that was founded in 1947 in Sweden or also called Sweden, H&M is known by people because its fashion sense is very precise or on point with current trends, both men's and women's fashion, to teenagers and children. For people who know the brand from H&M, they definitely know that the products they sell are clothes and accessories, but not only that, H&M also has products such as shoes, bags, beauty products and also sells interior accessories for your home which are included in the H&M HOME brand. Recently, H&M has just announced the launch of their newest brand Arket. According to H&M, Arket will provide clothing for men, women, and children, as well as household products. ARKET focuses its products with artistic designs, and finally AFOUND which provides discounted fashion and lifestyle products. "To be able to adapt to the fast changes that are happening in the world, we need to move and work more quickly and flexibly," H&M CEO Karl-Johan Persson said in March.

Companies are looking for ways to create strong emotional brand relationships with consumers. This is motivated by the finding that such a relationship leads to higher levels of consumer loyalty, which improves the firm's financial performance (Park et al. 2010). For example, cosmetic companies have communicated for years to consumers that using their products will make them more attractive and beautiful and bring them closer to realizing their idealized vision of themselves (the "ideal self"). More recently, however, Unilever's Dove line has adopted a more average-looking model, perhaps more in keeping with how most consumers really see themselves ("the real self"). This approach hits the nerves with many consumers, causing them to form a strong emotional connection with the brand. Thus, the "true self" appears to be increasingly important to consumers seeking reality and authenticity in message marketing (Gilmore and Pine 2007), and many marketing managers seem to favor an authentic approach to branding. However, other companies still create emotional connections with campaigns that focus on the beauty ideal. In other words, the "ideal self" seems to remain important because many consumers favor brands that do not conform to their actual reality, but are more aspirational (as a means of self-improvement; Sirgy 1982). Thus, both strategies can be effective, depending on the situation. With this in mind, the key question is which strategies to use and when to use them to strengthen emotional brand engagement. Emotional attachment to a brand is very important because it can be an attraction for products from that brand such as HnM products that have the characteristics of materials that are comfortable to wear or have a brand image that is well known if this brand has good product quality. The biggest

impact that is felt from the emotional attachment of the brand is that many people today just by looking at the brand, consumers can judge the quality of the brand so this is very influential on a product brand. Thus the attraction of a product to a brand is very influential, this study of the problem is interesting because a product brand can affect many aspects of marketing, a product can have a good impact if the product is already known and liked by many consumers. it can also be a bad thing because the bad impact is certainly not expected by a product

II. THEORETICAL FRAMEWORK

1. Perceived Actual Self Congruence

True self-congruence reflects consumers' perceptions of the fit between true self and brand personality. (Aaker 1999). Self-development theory (Aron et al. 2005) states that people have an inherent motivation to incorporate other people (in our context, brands) into their conception of self.

H1: Perceived Actual Self Congruence has a significant influence on Emotional Brand Attachment

2. Perceived Ideal Self Congruence

In terms of ideal self-congruence, self-enhancement has been identified as a fundamental tendency of people to seek information that enhances their self-esteem (Ditto and Lopez 1992). Self-development theory (Aron et al. 2005) states that people have an inherent motivation to incorporate other people (in our context, brands) into their conception of self.

H2: Perceived Ideal Self Congruence has a significant influence on Emotional Brand Attachment

3. Emotional Brand Attachment

Emotional brand attachment reflects the bond that connects consumers to a particular brand and involves feelings for that brand. These feelings include affection, passion, and connection (Thomson, Mac-Innis, and Park 2005), which represent the "hot" influence of a brand's relationship with oneself (Mikulincer and Shaver 2007).

III. RESEARCH METHODOLOGY

This study adopts the framework shown below in Figure 1. to examine the influence of Perceived Actual Self Congruence and Perceived Ideal Self Congruence to Emotional Brand Attachment. This research is causal research, because it is used to develop existing research models to test the research hypotheses that are determined based on literature review to answer the problems identified in the previous chapter. Non-probability sampling will be the sampling method used in this research and questionnaire as the method in data collection. Snowball sampling technique will also be used in this research. The research method used in this study is a quantitative method, where this method is a scientific approach to managerial and economic decision making. The program used is the SPSS 22.0 software program. The sample used in this research was 100 respondents both male and female respondents, with the age range of 18 – 60 years where the age is an early adulthood (Kotler and Armstrong, 2010). Research model can be seen below:

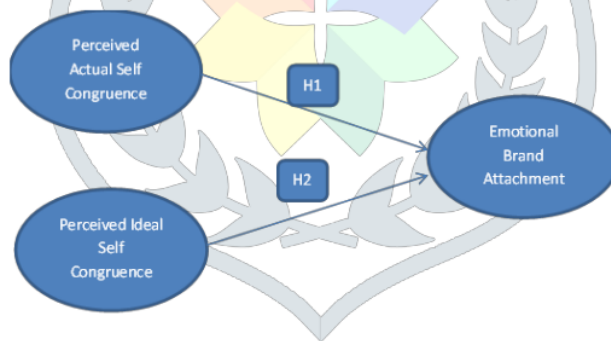


Figure 1. Research Model
Source: Al-Dweeri et. Al., (2021)

IV. RESULTS AND DISCUSSION

This study uses Multiple Regression using SPSS 22.00 in testing variables. The statistical analysis tool used to answer the formulation of the research problem is SPSS.

4.1 Results of Descriptive Statics of Study Variables

This study used Multiple Regression in testing between the variables. Statistical analysis tool used to answer the problem formulation of this research is SPSS 22.0. Once the questionnaires were returned, the next step that must be conducted is descriptive statistic-analysis. In Table 1, it shows that respondents who fill out questionnaires are mostly done by women, this can be seen from 100 respondents (62.0%) of respondents are female, while 38 respondents (38.0%) are male.

Table 1.Respondents Characteristic by Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	62	62.0	62.0	62.0
	Male	38	36.0	36.0	100.0
	Total	100	100.0	100.0	

Source: own calculation

From the results in Table 2, it can be seen that the characteristics of respondents based on age are dominated by age group 18-35 which is 92 respondents (92.0%), followed by 36-50 age group which is 7 respondents (7.0%) and by 51-60 age group which is 1 respondents (1.0%). This shows that the majority of respondents are in the 17 subgroup of generation X and Y.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
18 - 35	92	92.0	92.0	92.0
36 - 50	7	7.0	7.0	99.0
50 - 60	1	1.0	1.0	100.0
Total				

Source: own calculation

4.2 Validity and Reliability Test

19 The data received from questionnaire seven examined through SPSS software. The outputs from this process in the form of corrected item-total correlation and Cronbach's alpha represent the validity and reliability from each of the questions based on the indicator of each variable. To pass validity test, the corrected item-total correlation > R Table (0.195) and for reliability test, Cronbach's Alpha value must > 0.7 (Ghozali, 2017).

EBA		PASC		PISC	
EBA1	0,854	PASC1	0,735	PISC1	0,735
EBA2	0,897	PASC2	0,735	PISC2	0,735
EBA3	0,854				

Source: own calculation

Variabel	Alpha Cronbach's
EBA	0,936
PASC	0,847
PISC	0,847

Source: own calculation

10 On table 4, the value of Cronbach's Alpha of each variable is greater than 0.7. therefore, all of the questionnaire is reliable.

4.3 Multicollinearity Test, Multiple Regression and T Test

From table 5, it can be seen that there is no correlation between independent variables because the tolerance value is greater than 0.1 and the VIF value is less than 10. The t sig test results show one hypothesis is supported because the t test is lower than 0.05

Regression	Standard Coefficient	T Test (Sig)	Tolerance	VIF
PASC → EBA	0,993	0,000	1,000	1,000

4.4 Discussion

The results of this study indicate that the following variables, perceived actual self-congruence and perceived ideal self-congruence, have a positive and significant effect on emotional brand attachment. Finally, the conclusion is that the two hypotheses are supported. The main focus of our research is to develop a better understanding of when marketers should emphasize brand personality related to aspiration (i.e., matched to the consumer's ideal self) or real (actual) consumer self to increase emotional brand engagement. However, both the type of self-fit and the context/consumer characteristics must be considered. In general, brands with true self-alignment resulted in higher levels of emotional brand engagement. This effect is even more pronounced when consumers are involved with the product or have high levels of self-esteem or public self-awareness. Surprisingly, and in contrast to the commonly observed managerial practice of aspirational branding, in our two studies, brands with ideal self-alignment were generally less successful at increasing emotional brand engagement. However, we found that aspirational branding may still function under certain conditions, particularly when public engagement, self-esteem, or self-awareness is low.

V. Conclusion

Based on the explanation above, it can be concluded that:

1. Perceived Actual Self Congruence has a positive effect on Emotional Brand Attachment.
2. Perceived Ideal Self Congruence has a positive effect on Emotional Brand Attachment.
3. Theoretically, this research has implications for the development of concepts related to service quality, price perception, satisfaction, and HnM customer loyalty. This study enriches empirical evidence that there is an influence between the variables Perceived Actual Self Congruence, Perceived Ideal Self Congruence, and Emotional Brand Attachment. Because seen from the emotional brand attraction, it can reflect the bond that connects consumers with the HnM brand and also involves feelings of comfort in using the HnM brand.
4. Then the two results of the discussion show that at a general level, the real self is more important for consumers' emotional brand engagement. Thus, in building brand personality, a more effective strategy seems to focus on actual self-fit with the brand rather than ideal self-fit when trying to increase emotional brand attachment. Thus, as mentioned earlier, the results of the discussion provide support for the superiority of the "HnM brand" i.e., targeting the brand personality to the actual customer.

IV. ACKNOWLEDGMENT

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