Creating Brand Commitment as an Outcome of Brand Prestige, Brand Familiarity and Brand Passion: The Evidence of Young Costumers in Franchise Restaurant

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Abstract *: The aim of this research is to explore the antecedents and consequences of brand passion based on prestigeandfamiliarity of the brand. Since the passion of customers emerges, they intend to love and begin to commit with the brand. As much as 230 young customers taken by purposive sampling are contributed in this study. The participants are young customers who consume in fast food restaurant regularly. The chosen participants are considered as hedonic consumers. The results show that both brand prestige and brand familiarity are influencing brand passion and brand commitment.*

Keywords: *brand prestige, familiarity brand, brand passion, brand commitment*

I. INTRODUCTION

Creating consumer's passion is the key of marketers to engage them with the brand. When customer's passion involved, it is easier to buy a brand. Belk and Askegaard(2003) suggest that passion is driven by desire consists of thoughts, feelings, actions, and social contexts. Continuity and enduring purchase is the main goal in building brand passion.

For some customers, brand passion may derive from a prestigious brand. A brand may represent their status. The more luxurious and fancy the brand, the more prestige they got. Generally, prestigious brand is associated with expensive, reputable, and exclusive.

Psychological, an early age, both teens and youth, is the age group with greatest effort in trying many things. When the mature age tends to sustain with their brand, the youngsters have hidden passion in trying new products/services/brand. Further, in order to seek acceptance from their colleagues or relatives, the adolescents emphasize in permanent purchase to demonstrate their pride, personal taste, self-regard, and purchase power.

Young customers' passion in the international franchise restaurant reflects their hedonic behaviour. As long as they offer the reasonable price, the juveniles are viewing their consumption as a great deal in raising their social life. Moreover, it also bargains ablefor them to appear fancy, posh, and classy.

Afterward, their passion also reflects emotional decision rather than rational one. Emotional decision is associated to hedonic behaviour, while rational decision related to utilitarian behaviour. Further, a hedonic customer is more likely to buy prestigious brand rather than utilitarian customers.

In the meantime, a well-known brand may drive customer's passion to buy. The more popular the brand, the higher likelihood they buy the brand. Brand familiarity offered some option that unknown brand cannot afford, such as: price, quality, and serviceable related to umbrella brand. Hence, if the passion to buy emerges, brand commitment also occurs.

The aim of this study is to observe brand passion and its antecedents and consequences. We explore the application of brand passion in hedonic customers in international franchise restaurant. The article is organized started by the theoretical framework. Next, we exposed the methodology, data analyses, and principal findings. Last, we conclude and offer direction for future research.

II.   LITERATURE REVIEW

BRAND PRESTIGE

Brand prestige definition associated with product's level status (Steenkamp et al, 2003) that related to customer identity in order to increase their self-esteem (Bizman and Yinon, 2002). It is a part of evaluative judgement expression from the customers about high or low brand's level (O'Shaughnessy and O'Shaughnessy, 2002). Customers related their own identity to prestigious brand in order to emphasize their social life and status. When consumers are seeing a brand is prestigious, then their desire to purchase may occur and believe that the brand will improve their social and how community look at them.

Previous studies have concluded several sources of brand prestige such as: unique, exceptional accomplishment inherent (Dubois and Czellar, 2002), product attributes and symbolic value (Vigneron and Johnson, 1999), enthusiastic and passionate feelings (Belk, 2004), life experience, knowledge, and awareness of competing brands (O'Shaughnessy and O'Shaughnessy, 2002), and utility of the brand (Erdogmus and Burdery-Turan, 2012).

Vigneron and Johnson (1999) have classified prestigious brand into three categories: upmarket, premium, and luxury. Another classification consists of valued, admired, and well-known are made byMazzarol et al (2007).A prestigious brand can offer both tangible and intangible beneficial. Tangible beneficial may come from quality, performance, durability, and serviceability while intangible beneficial may arise from what customers expect from the brand such as: community acceptance, social status, and inner satisfaction.

Brand prestige is one of many reasons in building customer satisfaction, brand trust, brand loyalty, purchase intention (Steenkamp et al, 2003), perceived quality (Erdogmus and Burdery-Turan, 2012), information cost saved, perceived value, and perceived risk and brand passion (Belk, 2004).

Brand prestige is related to customers' own identity and represents as their personal standing. Prestige is also leading to enthusiastic and passionate feeling to the brand (Belk, 2004). The argument is supported by the theory of self-esteem and theory of social identity. Therefore:

Hypothesis 1a: *brand prestige leads to brand passion.*

A prestigious brand offers high quality product and high value of life. Those reasons become essential when consumers are seeking for community acceptance. If the costumers obtain what they are looking for, then they tend to stay and commit to the brand. If the brand failed to raise their social level, then they tend to switch or upgrade to higher level of brand. Therefore:

Hypothesis 1b: *brand prestige leads to brand commitment.*

BRAND FAMILIARITY

Familiar and unfamiliar brands can be differed by customers' knowledge about the brand itself. Based on their experience, direct or indirect, customers associated the brand with its ads, package, label, or any attributes. The lack of knowledge of the brand may lead the brand unfamiliar for customers. Customers' experience may have been obtained from ads, relative, salesperson, consumption and word of mouth (Tam, 2008). In order to avoid the absence of brand knowledge, researchers have suggested that the brand advertise nationally (Kent and Allen, 1993; Stewart, 1992).

Brand familiarity is defined as a uni-dimensional construct that related to the amount of time spent processing information about the brand directly (Baker, 1986) or based on customer experiences accumulation (Hoch and Deighton, 1989). Every experience contact between brand and customers through seeing, hearing, thinking, feeling, and touching, accumulated as brand knowledge. The higher customers know the brand, the less time they spent time for information searching, the higher the likelihood to purchase. A higher level brand familiarity also means higher level brand preference (Lee and Lee, 2007)

Brand familiarity reduces information cost, perceived risk (Dursun et al, 2011). In contrast, brand familiarity can bring satisfaction (Lane and Jacobsen, 1995), high quality perception and brand trust (Ha and Perks, 2005),purchase intention, brand attitude, and word of mouth (Sundaram and Webster, 1999)

Baker et al (1986) stated that familiarity can lead to motivating purchase behaviour, generating positive affect toward the brand, and enhancing brand identification. Therefore, we proposed:

Hypothesis 2a: *the higher level of brand familiarity, the higher customer's passion to buy*

The accumulation of customer past experiences with a brand made it become familiar to them. When the customers need the knowledge, the memories will recall their experience, information and consumption. As a result, we proposed:

Hypothesis 2b: brand familiarity leads to brand commitment

1.1 BRAND PASSION

The construct began when Sternberg (1986) designed triangular theory of love. It consists of intimacy, commitment, and passion. Further, the theory is applied in marketing context to examine consumer behaviour toward a brand. In recent years, the theory is known as brand passion.

Brand passion is defined as psychology construct comprised of excitation, infatuation, and obsession for a brand and a feeling which few consumers embrace (Albert et al, 2013).Swimberghe et al (2014) launched a dualistic approach of passion. First, harmonious brand passion, as result of autonomous internalization when individualslike, find, and decide to buy and keep relationship with the brand. Second, obsessive brand passion,it's a result from internalization controlled by socio-intern pressures.

Previous study proved that brand passion plays a crucial role as antecedent of brand knowledge (Fuller et al, 2008), word of mouth and purchase intention (Bauer et al, 2007; Sarkar et al, 2012), consumer's willingness to pay a price premium for the brand (Albert et al., 2013; Bauer, 2007), brand loyalty (Whang et al, 2004).

Commitment is defined as an attitudinal component of brand loyalty (Oliver, 1999). In the meantime, brand passion has influence to brand loyalty. Therefore, we proposed:

Hypothesis 4: The more consumer passionate to the brand, the more possible to commit to the brand

BRAND COMMITMENT

Brand commitment is defined as customer's willingness to being loyal to the same brand. It is a reflection the strength of consumers' bond with the brand. It is also confirm the enduring desire to maintain valued relationship (Chaudhuri and Holbrook, 2001). Once consumers satisfied and love the brand, they tend to attach and commit to rebuy and tie with the brand.

Brand commitment has been diverse in seven perspectives. First, commitment is a part of customer's involvement (Lacey, 2007). *Second,* commitment is an emotional aspect of loyalty or emotional attachment (Raju et al, 2009; Eisingerich and Rubera, 2010). *Third*, commitment is a predictor for loyalty and satisfaction (Donio et al, 2006). *Fourth,* in contrast to previous, commitment is emerge after satisfaction and loyalty fulfil (Lacey, 2007). *Fifth*, commitment viewed as propensity to switch, which popular as "*the conversion model*" (Hofmeyer and Rice, 2000). *Sixth*, brand commitment is an affective commitment (Royo-Vela and Casamassima, 2011). *Seventh*, there is treatment in equallingcalculate and affective commitment by represent from both factional and emotional attachment (Didier and Lombart, 2010).

In psychological attachment, brand commitment is classified into two groups, attitudinal and behavioural (Shuv-Ami, 2012). The attitudinal dimension is an affective commitment, which emphasizes in evaluation and emotional attachment (Klein et al, 2009). The emotional attachment leads to brand loyalty while engagement attachment initiates to involvement. Meanwhile, behavioural dimension refers to calculative or cognitive commitment, which emphasize in evaluationand experiential attachment. If evaluation attachment is leading to performance, experiential attachment leads to satisfaction.

III.   METHODOLOGY

POPULATION AND SAMPLE

Primary data are gathered from questioners. Respondents are asked to answer the closed structure questioners less than 10 minutes. Meanwhile, secondary data are collected from journal, prior study, and library.

Participants are regular young customers in international franchise fast food restaurant who taken by purposive sampling. Respondents will answer the questions based on their experience.

MEASUREMENT

All variables are measured by 7- point Likert like scale. The parameters of brand prestige took from Steenkamp et al (2003), consists of 4 items parameter. In the meantime, brand familiarity is adapted from Kent and Allen (1994). 5 items parameters is designed by Fuller et al (2008) while 3 items parameters of brand commitment is adopted from Rojas and Mendez (2009).

First of all, the parameters will be examined through validity and reliability analysis. After that, we classified respondent based on their demography and background. Next, the hypothesis is testing to measure the relationship between those constructs.

IV.   RESULTS

DATA

233 respondents are collected from 250 distributed questioners. 230 questioners are qualified, while the rest is unfeasible to assess because the respondents did not complete the answers.

RESPONDENTS' CHARACTERSITIC

Respondents' characteristics are described in age, sex, occupation, brand, and purchase intention.

Table I. Respondents' Characteristic Based on Demographics

Demographic Variable	n	(%)
Gender		
Male	99	13
Female	131	57
Age		
17	30	13
18	82	35.7
19	41	17.8
20	33	14.3
21	20	8.7
22	24	10.4
Occupation		
High School	55	23.9
College	99	43
Working	63	27.4
Others	13	5.7
Resto & Cafe		
McDonald	64	27.8
KFC	74	32.2
A&W	14	6.1
Pizza Hut	48	20.9
J'Co	7	3
Starbucks	18	7.8
Excelso	5	2.2
Frequency		
Always	67	29.1
Often	92	40
Sometime	38	16.5
Rarely	33	14.3

Table 1 shows the respondents characteristic based on their demographic. The biggest age group is 18 years old (35.7%), followed by 19 years old (17.8%). 20 years old and 17 years old in the third place point at 33 and 30 (14.3 % and 13% respectively). Age group of 21 years old (8.7%) and 24 (10.4%) are the lowest group in this case.

The table also recorded that female are the most participants with 131 customers and male are the rest with 99 respondents. College students are recorded almost a half of the total respondents (43%) while the rest are working employee, high school students, and others (27.4%; 23.9%; and 5.7% respectively). Most of them are prefer to consume at KFC (32.2%), McDonald (27.8%), and Pizza Hut (20.9%) while the rest are likely to Starbucks (7.8%), A&W (6.1%), and Excellso (2.2%). The table also mention about respondents purchase behaviour where 40% respondents admit spend often times and 29.1% persons declared always buy their products. Meanwhile, 16.5% and 18.3% persons stated sometimes and rarely.

VALIDITY AND RELIABILITY TEST

Validity & Reliability Test

Validity test on each construct is used to examine to what extent indicators measure theme the construct. Validity testing is used to measure how well the item parameter may predict its construct (Hair et al, 1998).

Table II. Validity Testing

Variable	Validity
Brand Prestige 1	.719
Brand Prestige 2	.735
Brand Prestige 3	.771
Brand Prestige 4	.781
Brand Familiarity 1	.771
Brand Familiarity 2	.781
Brand Familiarity 3	.763
Brand Passion 1	.774
Brand Passion 2	.817
Brand Passion 3	.714
Brand Passion 4	.833
Brand Passion 5	.754
Brand Commitment 1	.835
Brand Commitment 2	.866
Brand Commitment 3	.886

The table 2 shows the exhibit results of validity test conducted for the 15 items. The results showed that all parameters acceptable all of them are above 0.4.

Reliability Test

Reliability analysis is used to examine in what extent the parameters consistent to measure its construct. We used Cronbach alpha coefficient to eliminate parameters that interfere the construct. The requirement value of Cronbach Alpha is no less than 0.6.

Table III. Reliability Results

Variable	Reliability
Brand Prestige	.745
Brand Familiarity	.675
Brand Passion	.820
Brand Commitment	.834

Table 3 shows that all variables' alpha is higher than the minimum Cronbach Alpha value. However, brand familiarity shows the lowest Cronbach-alpha whilst Brand commitment is the highest one.

HYPOTHESIS TESTING & DISCUSSION

Hypothesis testing is made by two ways, first, we analyse significant causal relationship among constructs in the research model which can be seen in t_{value}, second, it can be seen in *standardized structural (path) coefficients* on each hypothesis where the relationship has an appropriate direction as like as we hypothesized.

Table IV. Causality Measurement

Hypothesis	Variable	β	t	sign	
H1a	Brand Prestige – Brand Passion		.192	3.056	.003	support
H1b	Brand Prestige – Brand Commitment		.144	2.225	.027	support
H2a	Brand Familiarity – Brand Passion		.262	4.170	.000	support
H2b	Brand Familiarity – Brand Commitment	.	.187	2.905	.004	support
H3	Brand Passion - Brand Commitment		.156	2.381	.018	support

1) Hypothesis 1
   The objective of this hypothesis is to analyse the relationship of brand prestige to brand passion and brand commitment. The result showed significant effect from brand prestige to both brand passion (3.056) and brand commitment (2.225). Further explanation, customers are likely seeing the brand has its own prestige. Since the passion to own the prestigious brands arise, customers consume the brand and tend to commit in order to fulfil their goals such as social class, community acceptance, and their wealth.
2) Hypothesis 2

In this study we examine the relationship of brand familiarity to brand passion and brand commitment. We found that brand familiarity is significantly related to brand passion (4.170) and brand commitment (2.905). It means people tend to buy a well-known brand in order to reduce risks and quality assurance. Since customers already have experience with established brand, it much easier to build commitment rather than new brand.

3) Hypothesis 3
We also measure the relationship of brand passion and brand commitment. We found that a brand passion effect to brand commitment is significantly positive (2.381). It also confirms the prior research by Albert et al (2013) who found the same result. Customers who have passion in their mind will declare committed to the brand.

Figure 1 Causality Relationships among Constructs
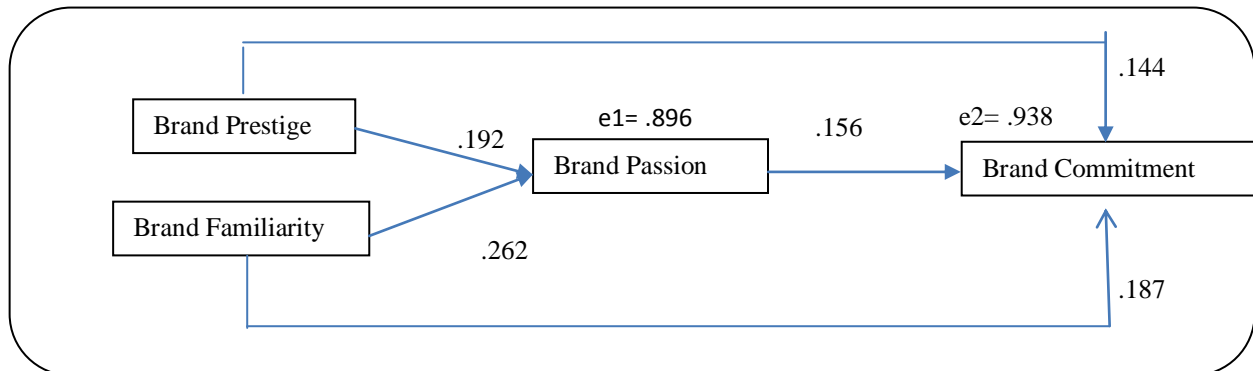
V. CONCLUSION AND IMPLICATION

CONCLUSION

Our research proved that allhypotheses are accepted. First, there is significant relation between brand prestige to both brand passion and brand commitment. Second, we also noted that brand familiarity is influencing both brand passion and brand commitment. Three, there also evidence that brand passion is positively effect to brand commitment.

MANAGERIAL IMPLICATION

The findings confirm that brand prestige and brand passion are essential in building customer commitment. It would be easy for customer to commit to the brand if they see it prestigious. The more prestigious a brand, the higher their passion to buy.Moreover, a well-known brand is more easy way to create brand passion. A new product with umbrella brand is more possible to attract buyer rather than a product with new brand. Lastly, the appearance of customer commitment occurred when brand prestige and brand passion are existed. Combination of those variablesnot only attracts new customers but also maintain regular customers.

RESEARCH LIMITATION &FURTHER RESEARCH

This research carried only one industry, fast food, so it cannot be generalized. Another consideration is the samples are taken from young hedonic customers and may not represent all residents' demographic characteristics. We suggest some crucial elements for further research. First, we can compare two or more product categories in future research. Second, a new launch product or brand would be more interesting since the customers inexperience in consume the brand before. At last, we propose more additional variables like information searching, brand knowledge, or brand trust in future.

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