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16th April, 2011 (11.00 – 1.00 p.m)

THEME: BRANDING AND TOURISM

Chairperson: Mrs. Hardayana Abd. Rahman

Room: 6

1. An Exploratory Study On The Determinants Of An International Hypermarket Private Label Products
Author (s) : Stany Wee Lian Fong, Sallehuddin Mohd. Nor (Ass. Prof.Dr.) and Che Aniza Che Wel
2. The Effects Of Brand Personality Source And Dimension On Customer Satisfaction And Brand Loyalty
Author (s) : Suddin bin Lada and Samsinar Md. Sidin
3. The Effectiveness Of Road Safety Campaigns Towards Driver's Attitudes
Author (s) : Nor Azmawati binti Husain
4. Conceptualizing Brand Purchase Process A Literature Study
Author (s) : Indira Rachmawati, ST, MSM
5. A Conceptual Framework Of Satisfaction In Tourism Industry Malaysia
Author (s) : Kwok See Ying, Ahmad Jusoh, Huam Hon Tat
6. A Conceptual Framework Of Satisfaction In Tourism Industry Malaysia
Author (s) : Kwok See Ying, Ahmad Jusoh and Zainab Khalifah
7. Philosophical Traditions In Branding And Consumer Research
Author (s): Hasnizam Hasan, Prof. Dr. Rushami Zien Yusoff, Shuhymee Ahmad, Dr. Nor Azmi Hashim

CONCEPTUALIZING BRAND PURCHASE PROCESS A LITERATURE STUDY



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ABSTRACT

In marketing management, purchase decision process becomes one of the important roles in investigating the successful level of a product or brand purchase in marketplace. Repurchase intention has become the indicator of consumer loyalty to a product or brand. The study of the consumers' behavior aims at explaining how people, groups and organizations select, buy, use and discard goods, services, ideas and experiences, in order to satisfy their needs and desires. Recently, it hasn't been found yet the specific research about the differences steps between product and brand purchase process. In this case, the framework between both of those hasn't been clear whether brand purchase process is the same or only a subset or totally different with product purchase process. This paper is a literature study with the aim to investigate the relationship between product and brand purchase process. Brand purchase is the process to make a purchase decision on how people, group and organizations select, buy, use, and discard products, ideas, and experiences in order to satisfy their needs and wants. Consumers can gain further information regarding how well a product fits their choices only by experiencing it after purchase. The findings are brand loyalty, brand image, and brand awareness as a dimension of brand equity, can build brand equity of a product brand, if that product brand had a value added that can be learned by consumers via experiencing after they purchase it. So, it can be said that product and brand purchase process are not similar.

Keywords:

Purchase decision process, product purchase, brand purchase, brand equity

1. INTRODUCTION

In marketing management, purchase decision process becomes one of the important roles in investigating the successful level of a product or brand purchase in marketplace. According to Tsai (2005), repurchase intention has become the indicator of consumer loyalty to a product (i.e. goods and service product) or brand. Consumers' repurchase intention was defined as "*consumers' motivation to repeat a buying behavior as a consequence of perceived value of the product brand*" (Tsai, 2005).

Consumers' repurchase intention was a part of consumer behavior concept that was defined as "the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products that they expect will satisfy their needs" (Solomon *et al.*, 2010). Consumer behavior focuses on how individuals make decisions to spend their available resources (i.e. time, money, and effort) on consumption-related items that included what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchases, and how they dispose of it (Solomon *et al.*, 2010).

The study of the consumer's behavior aims at explaining how people, groups and organizations select, buy, use and discard goods, services, ideas and experiences, in order to satisfy their needs and desires (Kotler *et al.*, 1998). The process to make a purchase decision consists of the specific study of purchase selection of products and services, in the role of those involved and in the process steps. To understand the decision making purchase allows the organization of marketing efforts in order to maximize the gains of all those involved in the process.

Recently, it hasn't been found yet the specific research about the differences steps between product purchase process and brand purchase process. In this case, the framework between both of those hasn't been clear whether brand purchase process is the same or only a subset or totally different with product purchase process.

The issue above becomes the objective in this research where in seeking the truth of its differences, this journal is supported by several previous literatures that concern on purchase decision process on consumer behavior.

This paper is organized in four sections. Firstly, the introduction about the importance of consumer' brand purchase. Secondly, the description of purchase decisions process including its definition that concern on product purchase, followed by brand equity definition that related to consumers' purchase behavior. Thirdly, discussions about brand purchase process including its definition and its differences with product purchase process. Finished by conclusions and suggestions which is contented the summary of product purchase process and brand purchase process.

2. LITERATURE REVIEW

2.1. PURCHASE DECISION PROCESS

A consumer purchase is a response to a problem which as stated by Solomon *et al.*, (2010), these steps can be described as problem recognition, information search, evaluation of alternatives, and product choice. After the decision is made, the quality of that decision affects the final step in the process, in which learning occurs based on how well the choice worked out. This learning process will influence the likelihood that the same choice will be made the next time the need for a similar decision occurs (Solomon *et al.*, 2010).

Solomon *et al.*(2010)'s step of consumer purchase was supported by Wolfe's opinion (2002) about consumers purchasing decision process that consisted of five steps which started from problem recognition, information search, alternative evaluation, purchase decision, and post purchase evaluation. In the last step, there will be learning based on consumers' experience after they choice and consume a product (Wolfe, 2002). In case if they will repurchase the product or not.

According to Solomon *et al.*(2010), the process of consumer decision making can be viewed as three stages: the input stage (i.e. this stage influences the consumer's recognition of a product need based on information and external influences such as family etc), the process stage (i.e. the stage that focuses on how consumers make decisions that started from need recognition → pre purchase search → evaluation of alternatives), and the output stage (i.e. the stage that focuses on consumers' decision on purchase behavior and post purchase evaluation).

2.1.1 WOLFE'S PURCHASE DECISION PROCESS

A key factor in successfully marketing new/existing products or implementing a product extension is a thorough understanding of the motivation, learning, memory, and decision processes that influence consumers purchasing behavior (Wolfe, 2002). Purchase decision process based on Wolfe (2002) can be seen in Figure 1.

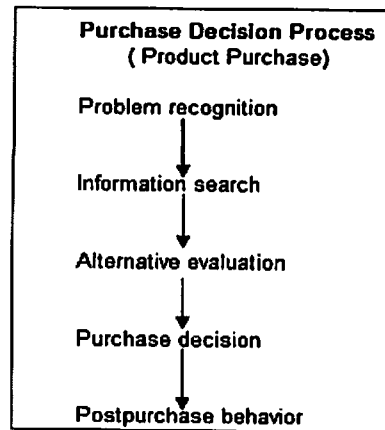


Figure 1. Purchase decision process (Adopted from Wolfe, 2002)

Problem recognition is simply the awareness of a need (Wolfe, 2002). The need may be perceived or real. The problem recognition process occurs every time consumers decide they need something whether it can be toilet paper or a new home. This is the first and most basic step in the purchase decision process.

Information search is the process where consumers gather information on a prospective product (Wolfe, 2002). Consumers may rely on their past experiences, information recall, friends and family, publications, the media and the company to provide them with information on the product being considered. The extent of the information search is typically related to the cost of the product and the consumer's prior knowledge and experience with the product and/or product category.

This is the process where the consumer will develop their purchase set, or group of products that they will consider purchasing. If a consumer is considering the purchase of a pick-up truck, at this stage they will collect information and research automobile manufacturers and their trucks. However, the information search may be less extensive when the consumer considers purchasing less-expensive or daily-use items.

Alternative evaluation is the process where consumers determine what features they would prefer (Wolfe, 2002). Consumers evaluate and assign a value to various product features and attributes. Think about purchasing an automobile. There are numerous features that can be added or removed from an automobile. The consumer decides on what features they desire. Because there is generally a cost associated with the various features, consumers have to rank the features and decide which ones are most important to them. If the consumer is not satisfied with the selection or the evaluation of the product criteria, they will revert back to the information search process.

Purchase decision occurs when the consumer actually makes the purchase. It includes the product, method of payment, package, location of purchase and all other factors that are associated with purchasing the product (Wolfe, 2002). This step is directly influenced by marketers.

Post purchase evaluation refers to the consumers purchase decision afterthoughts. At this stage, the consumer determines their level of satisfaction with the product and question themselves as to whether they have made the right purchase decision (Wolfe, 2002).

2.1.2 SOLOMON *ET AL.*'S PURCHASE DECISION PROCESS

Solomon *et al.* (2010) stated that consumers are constantly faced with the need to make decisions about products. Some of these decisions are very important and entail great effort, whereas others are made on a virtually automatic basis. A typical decision process involves several steps that can be seen in Figure 2.

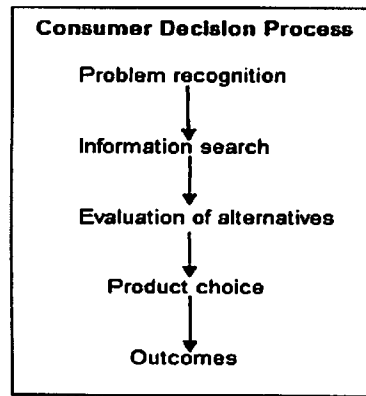


Figure 2. Consumer Decision Process (Adopted from Solomon *et al.*, 2010)

The first is problem recognition, in which the consumer first realizes that some action must be taken. This realization may be prompted in a variety of ways, ranging from the actual malfunction of a current purchase to a desire for new things based on exposure to different circumstances or advertising that provides a glimpse into what is needed to live the good life (Solomon *et al.*, 2010).

Once a problem has been recognized and is seen as sufficiently important to warrant some action, then information search begins. This search may range from simply scanning memory to determine what has been conducted to handle the problem in the past to extensive fieldwork in which the consumers consult a variety of sources to a mass as such information as possible (Solomon *et al.*, 2010).

In the evaluation of alternative stage, the product alternatives that are considered comprise the individual's evoked set. Members of the evoked set usually share some characteristics; they are categorized similarly (Solomon *et al.*, 2010). The way products are mentally grouped influences which alternatives will be considered and some brands are more strongly associated with these categories than others (Solomon *et al.*, 2010).

When consumers eventually must make a product choice from among alternatives, a number of decision rules may be used. Firstly, non-compensatory rules eliminate alternatives that are deficient on any of the criteria the consumer has chosen to use (Solomon *et al.*, 2010). Secondly, compensatory rules which are more likely to be applied in high-involvement situations, allow the decision maker to consider each alternative's good and bad points more carefully to arrive at the overall best choice (Solomon *et al.*, 2010).

Outcomes were the last stage in consumer decision process. Solomon *et al.*, (2010) determined that heuristics or mental rules-of-thumb are used to simplify decision making. In particular, people develop many market beliefs over time.

One of most common beliefs is that price is positively related to quality. Other heuristics rely on well-known brand names or a product's country-of-origin as signals of product quality (Solomon *et al.*, 2010). When a product is consistently purchased over time, this pattern may be due to true brand loyalty.

Basically, the idea of consumer purchasing process from the researchers above is almost the same, the differences is only about labeling of each step. The clarification of each step definition along with its step process picture has been explained at the section beyond.

2.2. BRAND EQUITY

A brand is defined as *"a name, term, sign, symbol or design [that was termed as brand element], or a combination of these that has been around for many years and it has been used by marketers from goods and services products to identify the products and to differentiate them from those of competitors"* (Kotler *et al.*, 1998). Brand has significant contribution toward creation of competitive advantage. It was found as the key determinant factor of company's ability to survive and maintain sustainable development in tougher competition of business (Kohli and Leutheser, 2001).

Since the late 1980s, brand equity has been one of the most important marketing concepts in both academics and practices. While several different definitions of brand equity have been offered over the years, many of them are consistent with brand equity definition as the value added by the brand to the product (Keller, 2003). This matter is also supported by Aaker and Joachimsthaler (2000) which stated that several researchers have proposed approaches to measuring brand equity, because a key requirement for managing brand equity is the availability of good measurement.

Aaker (1991) stated that *"Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product service to a firm and/or to that firm's customers"*. While Keller (1993) defined brand equity based on customers' perspective that was known by customer based brand equity (CBBE). The CBBE itself defined as *"the differential effect of brand knowledge on consumer response to the marketing of the brand"* (Keller, 1993).

2.2.1. THE IMPORTANCE OF BRAND EQUITY

According to Kotler *et al.* (1998), brand equity becomes important because it can give a good contribution in competitive profit for the company. Profitability that is caused by brand equity, for examples: a brand gives price war defenses in market place, make easier in brand extension because of high credibility that has been achieved, ability to become a price maker not a price taker, generate a strength position in negotiation with distributor and retailer because of consumers' demand, ability in controlling promotion fee because of brand awareness and brand loyalty from consumers.

Based on the argument from Kotler *et al.* (1998), it also can be said that brand loyalty has a tight relationship with consumer psychology commitment and consumer behavior that can be seen by selling transaction.

Positive Customer Based Brand Equity can lead to greater revenue, lower costs and higher profit; it has direct implications for the firm's ability to command higher prices customers' willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities (Keller, 1993).

From the brand management theory, the importance of brand equity from the holistic view was divided into stakeholder perception, company perception, supplier perception, and consumer perception (Keller, 1993). The explanation about its importance from each perception has been summarized in Table 1.

Table 1. The importance of brand equity measurement based on holistic view

<p>Consumer perspective</p> <ul style="list-style-type: none"> • Increase brand loyalty • Comfort ability • Self identity / Expression 	<p>Company perspective</p> <ul style="list-style-type: none"> • Market advantage • Bargaining power • Business extension (e.g. franchising) • Better position on retail market
<p>Stakeholder perspective</p> <ul style="list-style-type: none"> • Market advantage • Increase profit 	<p>Supplier perspective</p> <ul style="list-style-type: none"> • Access to bigger market • Charge a premium price

2.2.2. BRAND EQUITY DIMENSIONS

Aaker (1991) proposed a brand equity model which consists of the four mindset measures of brand loyalty, brand awareness, perceived quality and brand associations, as well as a measurement of other proprietary brand assets, such as trademarks, patents, and channel relationships.

Brand loyalty is a measure of how often consumers is inclined to choose the same brand when buying from the product class. Brand awareness connects a brand with its product category. If consumers are unable to place a brand in its appropriate purchasing context, then the advantages of recognition and recall are greatly diminished. Perceived Quality is consumer judgment about entity's overall excellence or superiority. Brand Association is everything. It is the sum of all tangible and intangible traits —the ideas, beliefs, values, prejudices, interests, features and ancestry that make it unique (Aaker, 1991).

Keller (1993) conceptualized brand equity as brand knowledge that consist two dimensions (i.e. brand awareness and brand image). Brand knowledge refers to brand awareness (whether and when consumers know the brand) and brand image (what are the associations that consumers have with the brand).

Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue while brand recall relates to consumers' ability to retrieve the brand when given the product category. Brand image consists of types of brand association, favorability of brand associations, strength of brand associations, and uniqueness of brand associations. Brand associations can be classified into three major categories of increasing scope: attributes, benefits, and attitudes (Keller, 1993).

2.3. BRAND PURCHASE

The following are some authors who studied the process about brand purchase that can be summarize in table 2.

Table 2. State of the art (SOTA) of brand purchase

Researchers (years)	Topic	Note	Type of Model
1. Aaker (1971)	The new-trier stochastic model of brand choice	A quantitative study	Analytical model
2. Huei hsieh <i>et al.</i> (2004)	Correlation of brand image and brand purchase across country	A quantitative study : LISREL 8	Statistical model
3. Villas-Boas (2004)	Analytical model of consumer learning, brand loyalty & competition	A quantitative study	Analytical model
4. Shu-pei Tsai (2005)	Developed a comprehensive model of brand purchase value	A quantitative study : LIREL 8.54	Statistical model
5. Esch <i>et al.</i> (2006)	Examined relationships between brand knowledge & relationships	A quantitative study : AMOS	Statistical model

2.3.1. AAKER

Aaker in 1971 reported his analytical research about a new stochastic model of brand choice with took the new-trier as a proxy sample. The main purpose of this research is to investigate the most effective ways to know the influencing factors of new brand purchasing; hence new-trier was chosen as a sample proxy.

In his research study, Aaker (1971) tried to give illustration about the type of the mathematical model that can be translated into marketing study that concern on brand purchase behavior.

Aaker termed his model as a new-trier stochastic model of brand choice, where the result suggested that new triers would be attracted into the new brand when they can accept the new brand via promotion as a part of marketing mix. Then, they will come into trial period and from this period; they will have an experience that can induce brand choice.

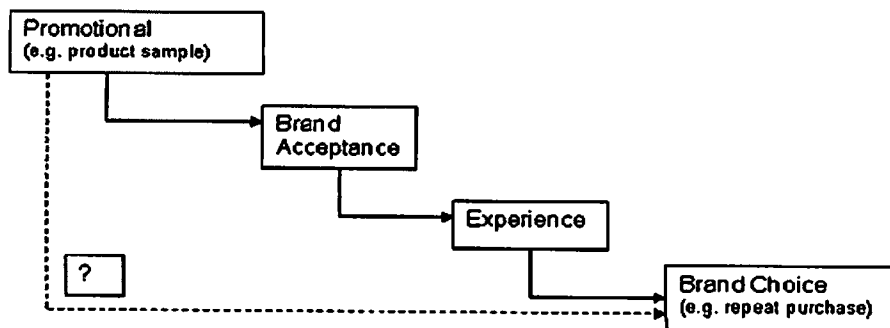


Figure 3. The new-trier stochastic model of brand choice (Adopted from Aaker, 1971)

2.3.2. HUEI HSIEH *et al.*

Hsieh *et al.* in 2004 reported an empirical research finding about the relationships between brand image (which divided into two dimensions, i.e. product-brand image and umbrella-brand images, e.g. corporate and country-brand image) and brand purchase behavior, with considered socio demographics and national cultural characteristics as moderator variables between product-brand image and brand purchase behavior.

The empirical findings from this research as follows:

1. Product image, corporate and country image can provide consumers with meaningful associations to create an appealing image and thus can affect consumer behavior.
2. The effects of umbrella-brand images (i.e. corporate and country image) in consumers' purchase behavior were evident not only in developed countries but also in emerging markets (e.g. former socialist countries)
3. Symbolic value increased brand purchase behavior of consumers from countries with higher levels of economic development and high degrees of power distance, and sensory appeals enhance purchase behavior of consumers from countries characterized by higher degrees of individualism and power distance.
4. With respect to socio demographics, founded that older respondents tend to be attracted by utilitarian image appeal, and the effect of sensory image on purchase behavior was greater among high-income respondents.

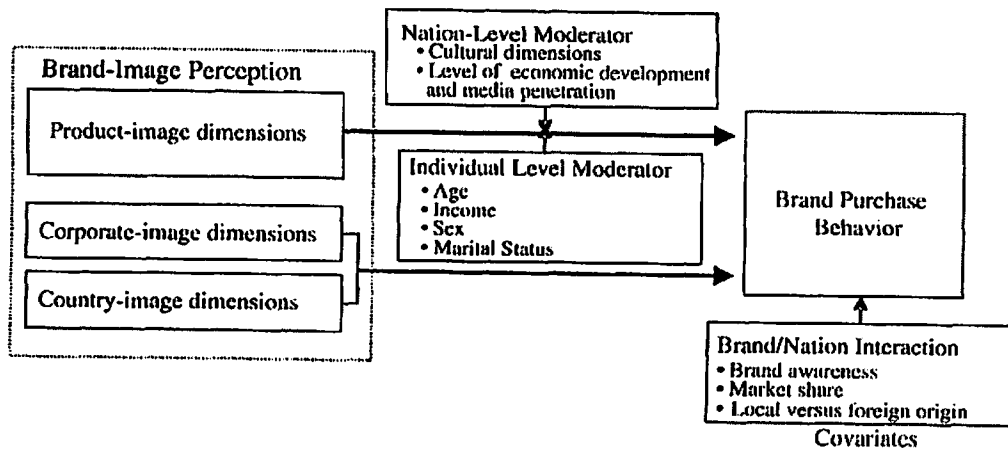


Figure 4. Product, corporate, and country-image dimensions and purchase behavior: A multi country analysis (Adopted from Hsieh *et al.*, 2004)

2.3.3. VILLAS-BOAS

In 2004, Villas-Boas reported his analytical research about how to build brand loyalty via consumer learning across competitors. He considered a model in which consumers learned about the product they bought in the first period, and then in the second period, they made choices/preferences about the competing products that had been given in the first period.

There are several results from this study, as follows:

1. When making the decision of which product to buy in the first period, consumers were able to foresee the price of second period and how these should affect the consumer decisions.
2. In the first period, Villas-Boas made the discounted value of expected benefits of purchasing A equal the discounted value of expected benefits of purchasing B. thus yield, there are higher prices in the second period and the result of that is the consumers could potentially demand lower process in the first period, the consumers foresee that they are likely to stick with the product that they choose in the first period which makes the search attribute become more important, and in the first period the marginal consumers foresee that by choosing one product they get a higher expected price in the next period because they are more likely to buy the product they bought first, thus firms is going to charge a higher price in the second period.
3. The benefit of cutting prices is greater if consumer learning results in greater differentiation between the firms and if there is a probability of very bad experiences. However, a firm also has to be aware that in such a market consumers are less sensitive to price cuts.

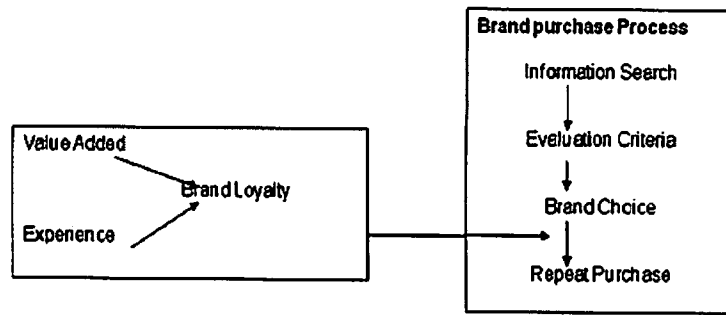


Figure 5. Product, corporate, and country-image dimensions and purchase behavior: A multi country analysis (Adopted from Villas-Boas, 2004)

2.3.4. SHU-PEI TSAI

Tsai in 2005 reported a research paper about consumers' perceptions of brand purchase value. This research notion arose after he found the relevant theories and the empirical findings from the previous researchers which gave different inventions about the influence factors of repurchase intention. Some of previous researchers stated that consumers' repurchase intention was influenced by economic utilitarianism, socio-cultural symbolism, and emotional/affective marketing. While others stated that perceived image, emotional experience, perceived quality, and price acceptability were influence consumers' repurchase intention.

Tsai described that repurchase intention behavior was influenced by the types of brand purchase value, such as economic utilitarianism, socio-cultural symbolism, and emotional/affective marketing. But he used trade off value term to replace economic utilitarianism; symbolic value term to replace socio-cultural symbolism; affective value term to replace emotional/affective marketing. Then he described that these value were anteceded by the juxtaposing constructs of perceived image, emotional experience, perceived quality, and price acceptability.

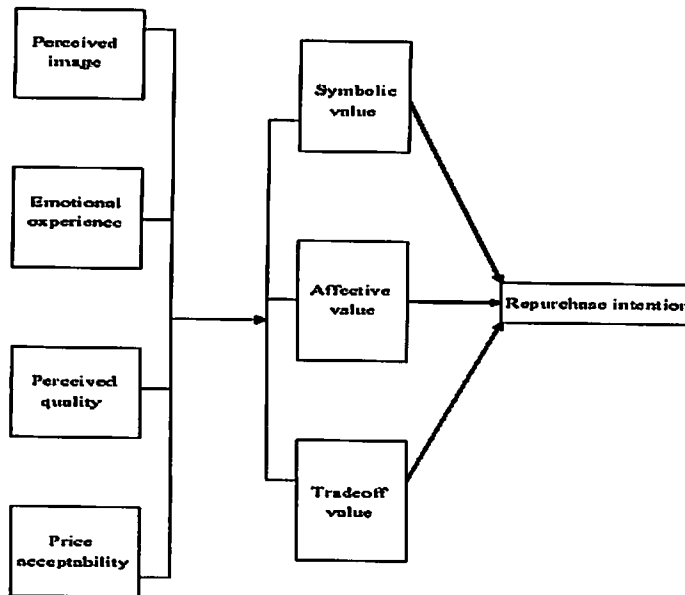


Figure 6. Utility, cultural symbolism and emotion: A comprehensive model of Brand purchase value (Adopted from Tsai, 2005)

2.3.5. ESCH *et al.*

Esch *et al.* in 2006 reported the findings from their research about the effect of brand knowledge and brand relationships toward current and future purchases. The idea to conduct this research emerged since they found the different empirical findings from two perspectives (i.e. researcher and practitioner perspectives) which concluded two different outcomes about this issue.

Researchers stated that consumers' behavior in brand purchase was affected by how consumer perceived and evaluated brands by investigating certain knowledge structures (i.e. brand knowledge, e.g. brand awareness, brand image, and brand personality). While practitioners, stated that brands affected consumers not only because of the knowledge systems that consumers carry about brands in their heads, but also there is a matter becoming relation as a part of psycho-social-cultural between consumers and brand it self (i.e. brand relationships, e.g. trust and bonds).

The empirical findings from their research stated that the two brand knowledge dimensions (i.e. brand awareness and brand image) didn't affect future purchases directly; moreover brand awareness didn't significantly affect brand satisfaction and brand trust.

Brand image played a central role in the model that significantly affect brand satisfaction and brand trust. Brand attachment was anteceded by brand trust and significantly affect future purchase. In the other words, brand knowledge affect current purchases (i.e. directly by brand image while indirectly by brand awareness) while in contrary, future purchases were affected by brand relationship.

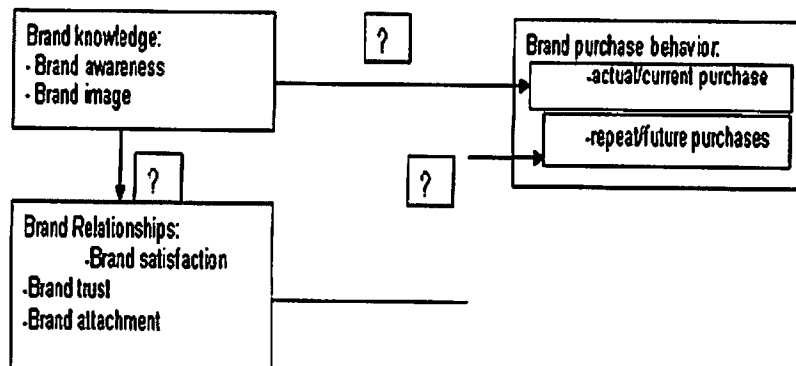


Figure 7. Brand knowledge and relationships affect current and future purchases
(Adopted from Esch, 2006)

3. DISCUSSIONS

Based on several researchers' perspective until this moment, there are two definitions related to brand purchase and purchase decision process. According to Wolfe (2002), there are numerous theories and models describing the consumer purchasing decision process which able to help for distinguishing those definitions. The basic concept behind these theories and models are similar, there are five steps describing the customer purchase decision (i.e. Problem Recognition, Information search, Evaluation of Criteria, Purchase Decision, and Post Purchase Evaluation). Based on the statement above, Wolfe's opinion about brand purchase was similar to Solomon *et al.*, 2010's opinion about consumer decision process.

Aaker's (1971) and Villas-Boas's (2004) analytical research, brand purchase has the same purchase decision process with product or service purchase which consists of five steps; started from problem recognition, information search, alternative evaluation, purchase decision, and post purchase decision. The difference is brand purchase was formed after consumers had experience about the product brand, if they feel satisfy with that product brand, hence they will do repeat purchase that was termed as brand purchase.

3.1. THE IMPLICATIONS FOR THE CURRENT STUDY OF BRAND PURCHASE

3.1.1. AAKER

Derived from the model in figure 4, brand choice which is showed by repeat purchase of a product brand was influenced by experience and how consumer can accept the brand via promotion (e.g. gives them a product sample as a part of trial period).

The crucial things that need to be highlighted and need to be tested is whether the relations between promotional and brand choice have to follow the all steps above or there are still another factors that have to be reduced or elicited in this relations.

3.1.2. HUEI HSIEH *et al.*

There are several implications, as follows:

1. Brand image perception is not only classified by product-image dimensions, but also umbrella-brand images (i.e. corporate and country-image dimension).
2. There are moderating variables (i.e. national-level and individual-level) that played a role as barrier and/or booster the relations between brand image and brand purchase behavior.
3. Founded on these empirical findings, there are several things that can be future original contribution, such as: whether the relations between umbrella-brand images and brand purchase behavior are also moderated by national and individual level, whether covariate variables directly influence brand purchase behavior or it can be moderating variable or it can be independent variables just like brand-image perception.

3.1.3. VILLAS-BOAS

Brand loyalty as a dimension of brand equity, can build brand equity of a product brand, if that product brand had a value added that can be learned by consumers via experiencing after they purchase it.

The conceptual model that can be caught from these analytical findings that can be seen in the Figure 6, as follows:

1. Brand loyalty was anteceded by value added after they purchase goods and/or services product (i.e. brand choice/brand preference) and good experience that felt by consumers.
2. Brand loyalty as a dimension of brand equity, played a role in brand purchase process during the period between brand choice and repeat purchase.

3.1. 4. SHU-PEI TSAI

Based on the results which showed that repeat purchase intention and/or even purchase intention was influenced by brand purchase value types (i.e. affective/emotional value, monetary/tradeoff value, and socio-cultural/symbolic value).

Brand purchase value types can be considered as intervening variables between dependent variables (e.g. repeat purchase intention) and independent variables (e.g. brand equity).

3.1. 5. ESCH *et al.*

Based on the model in figure 8, repeat/future purchase behavior is influenced directly by actual/current purchase and brand relationships, and indirectly by brand knowledge, where brand knowledge become antecedent on brand relationships. But this phenomenon is contrary with actual/current purchase behavior, which stated that this behavior is influenced directly by brand knowledge.

Besides that, the empirical findings from this study support the existing theories that brand equity gave role or influence the happening of brand purchase behavior. This statement can be seen on the model above that described the role of brand knowledge and brand relationships as dimensions of brand equity towards actual purchase and repeat purchase behavior as dimensions of brand purchase behavior.

3.2. THE NOTION FOR THE STUDY

Based on the opinions' above, brand purchase process is not the same as purchase decision process, although both follow the principle of Wolfe's and Solomon *et al.*'s consumer purchase behavior. In the purchase decision, the process begins when customers need something and then look for information and ends with buying a product without being influenced by a particular brand or previous experience.

Brand purchase was formed in two conditions: Firstly, consumers had lack of knowledge to certain brands. Hence firstly, consumers will choose products/services based on available information related to those products/services, and then finally they choose a brand.

Secondly, Consumers had a lot of knowledge about the alternatives that founded based on previous purchasing experience. So that, they choose a product brand based on their purchasing experience.

Other factors affecting brand purchase is the level of consumer confidence and image of all brands, for example: sometimes consumers trust the overseas brands. Besides that, social factors also provide an important role (e.g. family influence, the influence of friends and relatives, the role of endorser in advertising and promotion. Pricing factors also affect the consumer because of the consumers' tendency to choose cheaper products.

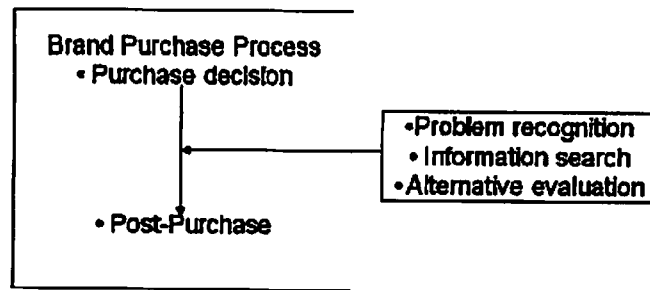


Figure 8. Brand purchase process (based on the author)

4. CONCLUSIONS AND SUGGESTIONS

4.1. CONCLUSIONS

Brand purchase is not similar with purchase decision process. Brand purchase has the same process with product purchase which consists of five steps; started from problem recognition, information search, alternative evaluation, purchase decision, and post purchase decision.

Brand purchase process occurs in two conditions: firstly, when consumers need something and then seek information by selecting the reference of a particular brand because it has a good experience with the brand in different product.

Secondly, it occurs when consumers have a good experience with the product brand that they chose for the next purchase, then consumers will sure to choose the brand. Derived from the research outcomes, brand purchase was formed after consumers had experience about the product brand, if they feel satisfy with that product brand, hence they will do repeat purchase that was termed as brand purchase.

4.2. SUGGESTIONS

Suggestions for the next researcher is examine the difference between product purchase and brand purchase process. The investigation testing can be done in quantitative and qualitative study.

The research should be done directly when consumer doing purchase process in a store. In qualitative study, it can be done through ethnography that deeply probing the pattern of consumer purchase behavior on a product brand. Quantitative can be generated with questionnaire as an instrument in collecting data which contains a comparison between purchase decision and brand purchase process. The items in the questionnaire can be arranged in ordinal or interval scale.

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