



# Effectiveness of Brand Management Key Elements in Forming Consumer Loyalty

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## Abstract

The competitive strength of companies in the current era of global trade is largely determined by the company's ability to manage their brands. The implementation of an effective brand management strategy was proven to have an impact on the formation of competitive advantage through a form of commitment and customer loyalty to the company's brand. This study aims to examine the role of key elements of brand management in shaping customer loyalty. The quantitative study was conducted in order to investigate the effect of brand innovativeness, brand customer orientation, brand self-relevance, and brand social responsibility on brand commitment. 252 responses from Indonesian respondents were collected and then analyzed with Structural Equation Modeling (SEM). The results prove that the four key elements of brand management have a great influence on the formation of brand commitment and loyalty.

Keywords: brand commitment, brand loyalty, brand innovativeness, brand-customer orientation, brand self-relevance, brand social responsibility

## 1. Introduction

The trade war that occurred between China and the United States had an impact on the world economic slowdown, world exports are estimated to slow in the range of 4.4 - 4.8% (Purnomo, 2019). This slowdown will also affect the decline in world commodity prices and global trade volumes. Despite the global economic slowdown, several countries are predicted to continue to play a major role in world trade, including China, the United States, and India. At present, China ranks first with the largest economy at 18.72 percent of the world economy and is predicted to be stronger in 2023, with the United States ranked second (13.91 percent), and India ranked third (9.34 %) (Sukmana, 2019).

The economic slowdown due to the trade war made countries in the world choose to install alternative economic strategies to survive, including setting tariffs on billions of goods traded at the global level (Jiang & Lin, 2019), innovating in the realm of company operations (Ren, Eisingerich, & Tsai, 2015), as well as improving brand management to improve company performance (Eisingerich & Rubera, 2010a). The above phenomenon shows the ability of companies in a country to conduct global trade activities that have a direct impact on the country's economy. The ability of a country to export and win the competition in global trade and marketing is nothing but thanks to the competitive advantage possessed by a company in a particular country (Fung, 2008). In the current global era, companies are increasingly implementing global brand management strategies in order to achieve effective coordination in their global activities (Eisingerich & Rubera, 2010a). Companies that have global brands, in addition to benefiting from economic costs, also get value from their global position (Holt, Quelch, & Taylor, 2004).

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A strong global position is also inseparable from the role of international marketers in building loyalty in corporate brands. One of the company's efforts is to launch Customer Relationship Management (CRM) programs (Haislip & Richardson, 2017; Kim, Morris, & Swait, 2008). Brand loyalty has many advantages for both consumers and companies. For consumers, brand loyalty makes them more comfortable in shopping because they are very familiar with the product and consumers believe the product will meet their expectations (Kim et al., 2008). The phenomenon of the world economy and the company's efforts to compete in the global realm are the background of the author to examine the effectiveness of key elements of brand management on global brands and test their effect on the formation of consumer commitment to the brand, and then evaluate whether there is an influence on brand loyalty.

## 2. Literature Review

Beverland et al. (2007) states that brands are ideas, associations, and images related to certain entities, such as names, logos, slogans, colors or designs that are formed by the perception of the community through communication that surrounds an entity. Own brand equity is defined differently. Furthermore, Nyadzayo, Matanda, & Ewing (2011) states that brand equity refers to the best-added value that a brand has on a product. Companies with strong brands can create sustainable differentiation value and obtain greater financial benefits. The American Marketing Association emphasizes that brands have roles as identifiers and differentiators. In addition, brands can strengthen and guarantee consumer engagement (customer engagement) and create more optimal business outcomes (Prentice, Wang, & Loureiro, 2019). Furthermore, Albert, Ambroise, & Valette-Florence (2017) state that a brand, as well as a symbol, can also get more benefits if it can strengthen the self-concept of consumers (brand self-relevance). In this sense, the brand is basically used to mark something with the aim to provide an overview of the side or the name of the company, which can be assumed that the brand can represent a specific name, logo, design of a company that is used to identify its products.

### ***Brand Commitment & Brand Loyalty***

Commitment to a relationship is defined as an ongoing desire to maintain a valuable long-term relationship. Brand management is closely related to activities that involve managing customer relationships, building a strong image in the eyes of consumers which will ultimately build consumer commitment to a brand. A strong consumer commitment, in general, will highly value a product they like and vice versa on a product that is not liked (Ahluwalia, Unnava, & Burnkrant, 2001). Strong consumer commitment to a brand has a negative effect on competing brands and will systematically reduce the brand value of competitors (Raju, Unnava, & Montgomery, 2009).

Loyalty literally means loyalty, that is someone's loyalty to an object. Mowen & Minor (1998) define loyalty as a condition where customers have a positive attitude towards a brand, are committed to the brand and intend to continue their purchases in the future. Loyalty shows the tendency of customers to use a particular brand with a high level of consistency (Dharmmesta, 1999). Aaker (1991) defines brand loyalty as "A measure of the attachment that a customer has a brand". Brand loyalty shows a bond between a customer and a particular brand and this is often marked by a repeat purchase from the customer. Mowen & Minor (1998) suggested that loyalty can be based on the actual buying behavior of a product that is associated with the proportion of purchases. Companies that have a customer base that has high brand loyalty can reduce the company's marketing costs because the cost to retain customers is much cheaper than getting new customers. High brand loyalty can increase trade and can attract new customers because they have the belief that buying branded products minimally reduces risk. Another advantage gained from brand loyalty is that companies can respond faster to competitors' movements.

Brand loyalty illustrates the favorable attitude of consumers towards a brand that results in purchases of the brand consistently every time. Consumers realize there are only certain products that can satisfy their needs. Brand loyalty, both at the level of attitude and behavior will create opportunities for consumers to make repeat purchases (Chan, 2015; Tuominen, 1999). Aaker (1991) explains that brand loyalty is the main driver of brand equity creation because brand loyalty will create marketing excellence and provide definite benefits for marketing. The brand loyalty variable in this study uses indicators in the study (Delgado-Ballester & Munuera-Alemán, 2005).

### **Brand Innovativeness**

Innovation is a company's mechanism to adapt to a dynamic environment. Therefore it is demanded to be able to create new thoughts, new ideas by offering innovative products and improving services that can satisfy customers. The two proposed innovation concepts are the level of innovation and the capacity to innovate. Innovation is the thought of openness to new ideas as an aspect of corporate culture, while the capacity to innovate is the company's ability to use or apply new ideas, processes/products successfully. Innovation is a way to continue to build and develop organizations that can be achieved through the introduction of new technologies, new applications in the form of products and services, the development of new markets and introducing new forms of organization, the integration of various aspects of innovation in turn forms the arena of innovation (Prakoso, 2005).

Brand innovation is defined as the extent to which a brand is considered capable of providing something new and useful solutions to meet their needs (Eisingerich & Rubera, 2010a). Innovation is now the focus of strategy and is the DNA of the company and innovation will drive the growth and profitability of Aaker (1991). Most companies in the era of the global economy, many pay attention to innovation as part of the drive for the creation of competitive advantage because innovation is also one dimension of quality (Dervitsiotis, 2010).

*H1: The positive influence of brand innovation (brand's innovativeness) on customer commitment.*

### **Consumer orientation**

Consumer orientation has become a familiar slogan in the statement of strategy in several organizations, both in the public sector and the service sector (Nwankwo, 1995). From several research results also mentioned that consumer orientation has a critical role in corporate profitability (Narver & Slater, 1990; Nwankwo, 1995). Consumer orientation is defined as a series of activities designed to know and understand the target market to create more value for them (Narver & Slater, 1990). This requires customer analysis and rapid response to customers. Customer analysis consists of analyzing customer needs and other larger forces that shape those needs (Kohli & Jaworski, 1990).

Consumer orientation is the extent to which a company and the people in it focus on achieving consumer understanding and satisfaction (Kohli & Jaworski, 1990). Consumer orientation communicates the business of a brand and its emphasis is on treating consumers with care and empathy. Consumer orientation is closely related to the service model (service model), competence and interpersonal value and customer orientation will determine consumer satisfaction (Di Mascio, 2010)

*H2: Positive influence of orientation towards consumers (brand's customer orientation) on customer commitment.*

### **Brand Social Responsibility**

Social responsibility is defined as a series of activities related to corporate responsibility towards stakeholders and obligations to society (Sen & Bhattacharya, 2001). The idea behind social responsibility initiatives is to generate value for the company's stakeholders indirectly by generating value for other interest groups, such as employees, the government, and the communities in which the company operates. Social responsibility is also an important factor in creating the image of a brand (Rust, Lemon, & Zeithaml, 2004). The importance of environmental and personal factors as the initial formation of a brand image, because environmental and personal factors influence one's perception. Environmental factors that can affect are; technical attributes that exist in a product where this factor can be controlled by the producer, besides that, socio-culture is included in this factor. Personal factors are; Mental readiness of consumers to carry out the process of perception, consumer experiences themselves, mood, needs, and consumer motivation. The image is the final product of the initial attitude and knowledge that is formed through a dynamic repetition process because of experience (Arnould, Price, & Zinkhan, 2005, pp. 120–122).

*H3: The positive influence of consumer self-relevance on the brand (brand's self-relevance) on customer commitment.*

*H4: The positive influence of brand social responsibility on customer commitment*

H5: Brand commitment has a positive effect on brand loyalty.

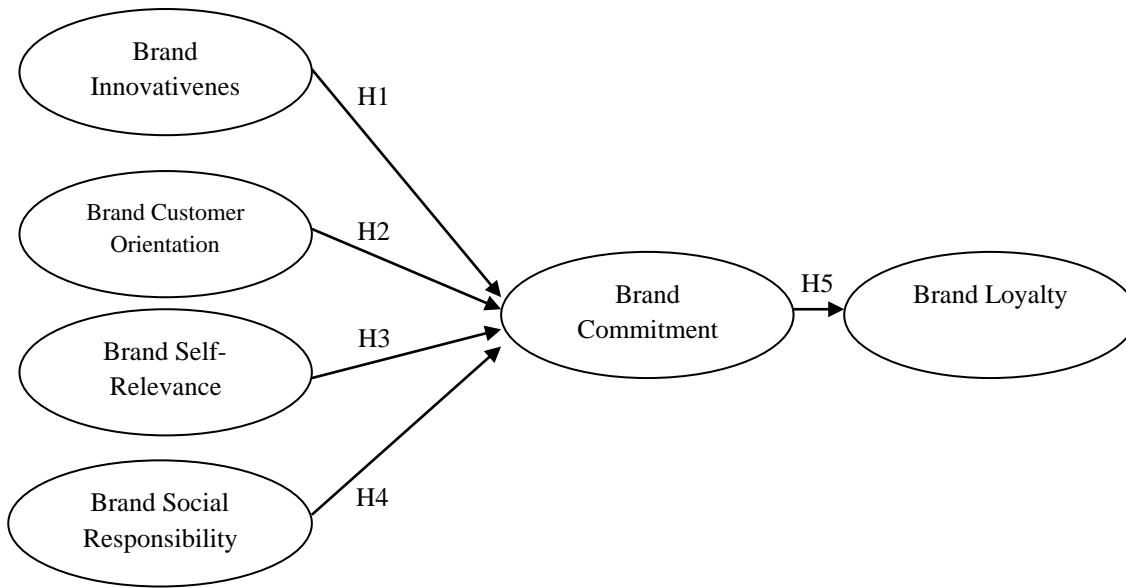


Figure 1. Research Model and Framework

### 3. Research Methods

The research design used was a descriptive study with a causal research method which is a method with an emphasis on causal relationships; how one variable influences, or is "responsible for" changes in other variables (Cooper & Schindler, 2008a) and the data collection method is the survey method. This study aims to examine whether there is an influence of the four key elements of brand management on global brand commitment and loyalty, namely brand innovation, brand orientation, brand self-relevance, and brand social responsibility. Furthermore, the study will examine the effect of brand commitment on brand loyalty. So, latent variables used in this study are a brand commitment, brand innovation, brand orientation, brand self-relevance, brand social responsibility, brand commitment, brand loyalty, and brand equity.

The study began with a descriptive statistical study including observing aspects of respondents' demographics. Then the scale and factorization were tested using an exploratory factor analysis (EFA) approach. After being tested using EFA, confirmatory factor analysis was carried out to confirm all constructs were valid. In the main study, we used the structural model equation (SEM) approach to test the causal relationships between constructs and to test hypotheses.

#### *The scale of Measurement.*

##### *Brand Innovativeness*

Brand innovation is defined as the extent to which a brand is considered capable of providing something new and useful solutions to meet their needs (Eisingerich & Rubera, 2010a). The research instrument used was a questionnaire developed by Eisingerich and Rubera in 2010. This study uses brand innovation as one of its independent variables. The indicators used are the solution to the given needs, new solutions offered and offering something different.

##### *Brand Customer Orientation*

Consumer orientation is the extent to which a company and the people in it focus on achieving consumer understanding and satisfaction (Kohli & Jaworski, 1990). The research instrument used was a questionnaire developed by Eisingerich & Rubera (2010). Brand orientation towards consumers is also one of the independent variables that have indicators of the company's concern for consumer problems, the granting of privileges to consumers, and a sense of concern.

##### *Brand Self-Relevance*

Brand self-relevance is very closely related to the relationship between self-concept and brand concept. The concept of self is defined as a set of self-schema and self-knowledge structures that can help someone to be able to describe and rationalize themselves in the environment (Eisingerich &

Rubera, 2010). The research instrument used was a questionnaire developed by (Eisingerich & Rubera, 2010). Another independent variable is Consumer Self Relevance. The indicators are brand attachment and the meaning of a brand for consumers.

#### *Brand Social Responsibility*

Social responsibility is defined as a series of activities related to corporate responsibility towards stakeholders and obligations to society (Sen & Bhattacharya, 2001). The research instrument used was a questionnaire developed by Eisingerich and Rubera in 2010. Brand social responsibility is an independent variable with indicators: given social responsibility, brand benefits to society, and brand contribution to society.

#### *Brand Commitment*

Brand management is closely related to activities that involve the management of customer relationships, building a strong image in the eyes of consumers who will ultimately build consumer commitment to a brand. Strong consumer commitment, in general, will highly value a product that they like and vice versa on a product that is not liked (Ahluwalia et al., 2001; Jain & Maheswaran, 2000) A strong consumer commitment to a brand has a negative effect on competing brands and will systematically reduce the brand value of competitors (Raju, Unnava, & Montgomery, 2009). In this study, Commitment to Brands has indicators of brand loyalty, brand loyalty, willingness to remember brands, and willingness to buy in the future.

#### *Brand Loyalty*

Brand loyalty illustrates the favorable attitude of consumers towards a brand that results in purchases of the brand consistently every time. Consumers realize there are only certain products that can satisfy their needs. Brand loyalty, both at the level of attitude and behavior will create opportunities for consumers to make repeat purchases (Tuominen, 1999). Aaker (1991) explains that brand loyalty is the main driver for creating brand equity because brand loyalty will create marketing advantages and provide definite benefits for marketing. The brand loyalty variable in this study uses indicators in the Delgado-Ballester and Munuera-Aleman (2005) studies.

#### *Sampling Procedure*

This study uses respondents of Diploma 3 and Strata 1 level students, at a state university in Central Java. The product used in the study is a global automotive brand, Honda. This study uses the Honda brand because consumer knowledge of the brand information is quite good and the probability of consumers ever using the brand is greater. The data collection method used was a survey method with the number of respondents as research samples of 252 respondents. The number was chosen because, in order to be able to do an analysis using SEM, the appropriate minimum sample size is 100 or more (Hair, Black, Babin, & Anderson, 2010). Sampling uses a purposive sampling method that is sampling with certain criteria, meaning that researchers have certain criteria to choose who is a member of the sample (Cooper & Schindler, 2008). The sample selected in the study were students who had experience using and owning Honda brand vehicles.

The scale used is a five-point Likert scale. The scale used is from 1 to Strongly Disagree to 5 for Strongly Agree. The method of data collection is done by a combination of survey methods using a purposive sampling technique with a snowball sampling approach. Respondents were asked to visit the questionnaire site and complete survey questions.

In addition to primary data obtained through respondents' answers to the questionnaire, secondary data as data that are also needed in this study were obtained by literature study, which is the method used to search for theories, concepts, generalizations and phenomena can be used as a theoretical foundation for the research conducted. The theoretical foundation is used so that research has a solid foundation.

#### *Data analysis technique*

To analyze data, this study uses several analytical tools to achieve research objectives. The analytical tools used are as follows: 1) Descriptive Analysis. Descriptive analysis is data analysis by changing raw data into forms that are easier to understand and interpret. Descriptive analysis in this study was used to analyze respondents' profiles. Presentation of the results of the descriptive analysis in this study in the form of frequency and percentage, as well as graphs and charts on categorical data,

as well as group statistics, the mean on non-categorical data. Data processing in this analysis is assisted by using SPSS and Microsoft Excel 2010 applications, 2) Analysis of Measurement and Structural Models. Data analysis and interpretation for research aimed at answering research questions in order to uncover certain social phenomena. To analyze the data used Structural Equation Modeling (SEM) from the AMOS 18 statistical application package in the model and hypothesis assessment. In the analysis of this measurement model, the author uses the Confirmatory Factor Analysis. Confirmatory Analysis is used to test the reliability and validity of the indicators. In addition, CFA is also used to test the suitability of the measurement model of the observed variable to the construct of the existing model. The structural equation model, Structural Equation Model (SEM) is a collection of statistical techniques that enable the simultaneous testing of a series of relatively complex relationships. The reason this research was conducted with SEM is that in this research model there are multi-causal relationships, namely the relationship between latent variables and there are more than two causal relationships. Structural Model Analysis (structural model analysis) is done by testing the suitability (goodness of fit) of a model by looking at and comparing the index of model compatibility with the existing cut-off or rule of thumb index.

#### 4. Results and Discussion

Descriptive analysis in this study was conducted to determine the characteristics and profile of respondents. Respondent identification is based on several demographic criteria such as gender, age, and religion. Furthermore, as a screening question, respondents were selected based on their experience in using the product brand used in this study, ie respondents who have used Honda brand motorcycles.

Table 1. Frequency distribution of respondent profiles

	<b>Characteristic</b>	<b>Frequency</b>	<b>Percentage</b>
Sex	Male	126	44.5
	Female	157	55.5
Religion	Islam	240	84.8
	Christian	30	10.6
	Catholic	12	4.2
	Hindu	0	0
	Budha	0	0
Ever/Never use & own Honda Brand	Ever	252	89.0
	Never	31	11.0

Of the total 283 respondents, 44.5% were male and 55.5% female. Age is in the range of 15 to 28 years with the characteristics of the majority religion followers of Islam as much as 84.8% while the rest are followers of Protestant and Catholic religions. The analysis of the research finally used 252 respondents and issued 31 observations from the analysis because it did not meet the sample requirements, which had used and owned the Honda brand. To measure brand commitment and loyalty required respondents who at least never used and owned a Honda motorbike.

In Structural Equation Modeling (SEM), the sample size is sensitive compared to other multivariate analyzes and some statistical algorithms used in SEM are not reliable in small samples (Hair et al., 2010). Therefore, in order to meet the assumptions of sample adequacy we collected 252 responses. This amount is sufficient for the analysis of studies using SEM because it is greater than 5 times 23 the number of question items (115).

This research data collection technique uses a combination of physical surveys and website-based surveys. All responses from the physical questionnaire were tabulated using the survey portal so that all data was tabulated using the application and the researcher could choose the results of complete observations by separating incomplete data (containing missing values).

Outlier data on each variable can be identified by SPSS descriptive analysis, especially by looking at the Box Plot diagram and by analyzing the Mahalanobis Distance (D2) with simplified criteria. Data are identified as outliers if the Mahalanobis distance of each observation is greater than the simplified criterion,  $3 \times p$  ( $p$  = number of indicator items). This means that outliers will occur if

the D2 value is more than 3 times the number of indicator items. Our data consists of 23 total indicators (items), thus, the Mahalanobis Distance for each observation must be less than 69 (3 times 23). Observation results show that there are four outlier data marked with Mahalanobis distance of more than 69. We decided to delete the data and proceed to the scale validation step.

This study consists of six variables as latent constructs with each scale (indicator). The scale is then analyzed and validated to get a valid and reliable scale. The following is the scale used in this study:

Table 2. Research Constructions, Scale and Dimensions before Factor Analysis

<b>Construct</b>	<b>Scale Structure</b>	<b>Scale point</b>
Brand Innovation	4 items	5-points scale
Brand Costumer Orientation	4 items	5-points scale
Brand Self-Relevance	4 items	5-points scale
Brand Social Responsibility	3 items	5-points scale
Brand Commitment	4 items	5-points scale
Brand Loyalty	4 items	5-points scale

This study uses two approaches in scale validation analysis, namely using Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). EFA is carried out in order to determine the dimensions and factors of each latent construct while simultaneously eliminating invalid and reliable indicator items. To determine these dimensions and factors, this study uses several methods, namely by observing the Scree Plot, Kaiser Criterion, Valicer's Map and Parallel Horn followed by a reliability test by looking at the Cronbach's Alfa value on each construct and indicator items.

Then the scale validation is performed using Confirmatory Factor Analysis (CFA). A confirmatory analysis is used to assess construct validity. In addition, CFA is also used to test the suitability of the measurement model of the observed variables to build on the existing model. On the other hand, the CFA is intended to confirm and test the findings of the EFA. We do CFA by using the AMOS application to re-observe the stability of the construct and its dimensions. The test begins with an analysis of the construct validity with CFA conducted at each scale, followed by assessing the validity of the model measurements.

Table 3. Research Constructions, Scale and Dimensions after Factor Analysis

<b>Construct</b>	<b>Scale Structure</b>	<b>Scale Point</b>
Brand Innovation	2 item, 1 dimension	5-point scale
Brand Customer Orientation	3 item, 1 dimension	5-point scale
Brand Self-Relevance	3 item, 1 dimension	5-point scale
Brand Social Responsibility	2 item, 1 dimension	5-point scale
Brand Commitment	3 item, 1 dimension	5-point scale
Brand Loyalty	4 item, 1 dimension	5-point scale

After all, constructs meet all the assumptions of validity and reliability, then testing the structural model is carried out to test the causal relationship between variables by looking at the path analysis of the model (path analysis). Structural relationships between constructs are represented by structural estimation parameters. At this stage, the analysis begins by testing the validity of the structural model by looking at the goodness-of-fit index of the structural model. Next, the analysis continues by looking at the path coefficient (loading estimate), the value of t and the probability of significance to find out whether the research hypothesis is accepted or rejected. The model validation procedure is carried out by looking at the structural suitability index of the goodness-of-fit indices (GOF). The following values from the goodness-of-fit research model:

Table 4. Conformity Index of Structural Models

Fit Indices	GOF Value	Goodness
GFI	0.902	Good
AGFI	0.803	Acceptable
Chi2/df	3.673	Good
RMR	0.266	Good
RMSEA	0.104	Good
NFI	0.921	Good
CFI	0.940	Good
CAIC	780.687 < 996.555 (CAICs)	Good

The table above shows the suitability index of the structural model of the study. Most of the indices show good results and meet the cut-off of the model suitability index, therefore, research can proceed in the next analysis.

After knowing the suitability of the structural model, the next step is to interpret the results by analyzing the path (path analysis). Causal relationships between constructs can be described by the value of standardized estimation parameters. In addition, the interpretation also considers the probability value and t value to determine the level of significance of each structural relationship.

Table 5. Path Analysis and Research Hypothesis Decisions

H	Relationship	Estimation	t-value	Probability	Finding
1	Brand Innovation → Brand Commitment	0.454	7.237	Significant	Accepted
2	Brand Customer Orientation → Brand Commitment	0.538	6.396	Significant	Accepted
3	Brand Self-Relevance → Brand Commitment	0.527	9.926	Significant	Accepted
4	Brand social responsibility → Brand Commitment	0.633	3.166	Significant	Accepted
5	Brand Commitment → Brand Loyalty	0.961	14.640	Significant	Accepted

The table 5 above shows that all research hypotheses were accepted with a significance value below 5%. The hypothesis which reveals that Brand Innovation has a positive influence on Consumer Commitment to the brand (H1) is accepted with a standardized path coefficient of 0.454 and the significance of the probability at  $\alpha = 0.05$ . This shows that Brand Innovation has a positive and significant impact on Consumer Commitment to the brand. This proves that a brand that is able to innovate within the framework of brand development will have an impact on increasing the desire to interact further with the brand and further create loyalty. Hypothesis 2 which states that a Brand Customer Orientation has a positive influence on brand commitment is accepted. Path coefficient of 0.538 at the significance of the probability  $\alpha = 0.05$ . It can be concluded that if the brand has a focus on achieving consumer understanding and satisfaction, then the brand can bring up consumer commitment to the brand concerned. The hypothesis stating that Consumer Self Relevance to Brand (Brand Self Relevance) has an influence on Consumer Commitment to brand (H3), is accepted. With a path coefficient of 0.527 and the significance of the probability  $\alpha = 0.05$ , it can be concluded that brands that can reflect the self-concept of and rationalize themselves in brands, will have direct implications on consumer responsibility for a brand (brand commitment). Hypothesis 4 (H4), Brand Social Responsibility, Brand Social Responsibility which has an influence on Consumer Commitment to the Brand, is accepted with a path coefficient of 0.633 and  $\alpha = 0.05$ . This shows that the image of brand alignments on social responsibility, including the environment that produces value for other interest groups can affect consumer commitment to the brand that carries the concept. Hypothesis 5 (H5) which states that Consumer Commitment to the Brand has a positive effect on Brand Loyalty is



accepted with a path coefficient of 0.961 at  $\alpha = 0.05$ . This shows that consumers who already have a responsibility, attachment, and strong involvement in a brand will ultimately create a sense of consumer loyalty and minimize the possibility of consumers to make brand switching.

The overall structural relationship and path coefficient in the research model can be seen in the following figure 2:

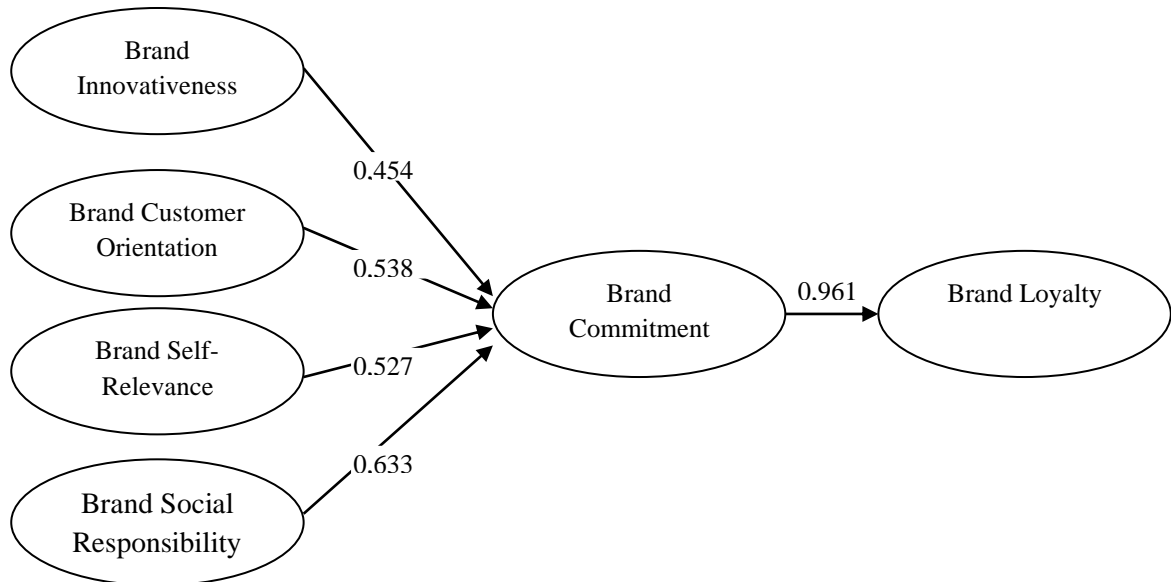


Figure 2. Structural Model and Path Coefficient

## 5. Conclusions and suggestions

The competitive power of companies in the current era of global trade is largely determined by the company's ability to manage their brands. The implementation of an effective brand management strategy is proven to have an impact on the formation of competitive advantage through a form of commitment and customer loyalty to the company's brand. The increasingly massive global business competition forces international scale companies to make various breakthroughs to be able to establish good relationships with customers that are long-term and profitable. The question then arises, does the company's ability to properly manage its brand have an impact on the commitment, loyalty and long-term relationship of consumers to a company's brand?

The results prove that the four key elements of brand management have a great influence on the formation of brand commitment and loyalty. The four key elements include brand innovation, consumer-oriented brands, consumer self-relevance to brands and also brand social responsibility. Today's modern consumers are consumers who are very critical, smart and have a high curiosity. Therefore, brand innovation is the key to the company's success in meeting the curiosity of consumers. Consumers always need something new, fresh and have a modern impression, therefore, global brands must always offer new solutions that fit the needs of consumers. Global brand managers must always maintain the continuity of innovation development through corporate research and development (R&D) activities to maintain consumer loyalty to existing global brands.

In accordance with the current marketing concept, that the company's orientation in strategic brand management decisions should be aimed at consumers, no longer on products or production. Product compatibility with consumers is the main thing to get customer sympathy. Global brand managers can pay more attention to their consumers. It is difficult to implement, but very effective in forming brand loyalty is to form a brand that reflects the relevance of each consumer. At some stage, consumers will assume a brand is everything. If consumers already feel they "cannot live" without a particular brand, this proves that a brand already has a high aspect of brand self-relevance. The study results prove that at this stage, consumers will truly show commitment and loyalty to the brand. Besides looking for material benefits, a company with a global brand should always pay attention to the responsibility to the environment and the surrounding community. The social responsibility of a brand that can be in the form of environmentally friendly products, benefits for the community and

the contribution given turns out to have a direct effect on the formation of commitments as well as customer loyalty to a brand.

Some limitations of this research are related to methodological aspects. A limited number of respondents and student respondent profiles. Future studies can use a more diverse profile of respondents and a larger sample size to increase the level of generalization of research findings. Furthermore, this research specifically uses one automotive brand (i.e. Honda), it would be more interesting if further research could use the brand preferences of each consumer. Respondents can determine the brand of product they have used so that aspects of loyalty can be measured accurately.

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