

Measuring Emotional Value in the Digital Brand

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Abstract: When consumers are filled with a lot of complex information, they will tend to use their emotional considerations rather than rationally. Therefore, in a crowded market, emotional responses will win over rational thinking. For brands, the emotional element is very important as a differentiating factor. This element provides the foundation and energy for the brand development strategy. Consumers evaluate brands not only based on features and quality but mostly by feelings and experiences. This study aims to analyze the level of the emotional value of consumers based on their experience when using brands. The respondents of this study are the millennial city of Medan. The brands measured were 28 brands consisting of brand categories like e-commerce, smartphones, camera, notebooks, online travel, transport applications, Net emotional value measurement consists of value driver and value destroyer. Value drivers consist of attention clusters, recommendation clusters, and advocacy clusters. The category of emotions that enter into the group destroys is feeling dissatisfied, frustrated, disappointed, upset, stressed unhappy, feeling abandoned and feeling pushed. Data analysis uses descriptive analysis where net emotional value is obtained from the positive emotion (value driver) against negative emotion (value destroyer). Research findings show that all brands observed have a positive net emotional value (NEV) value, meaning that the brands are able to manage the emotional side of consumers. Theoretically, the results of this study show that realizing customer positive emotions is the first step to improve the Customer Experience and customer loyalty. In practical terms, this study provides guidance on calculating the net emotional value to brand managers.

1 INTRODUCTION

The field of philosophy has made an important contribution to understanding the nature of experience. Danish philosopher Søren Kierkegaard associates experience with complex emotion. Kierkegaard typically emphasizes that unique experience is subjective. For him, subjectivity represents the unique relationship a person has with the external world and objectively. Subjectivity additionally includes self-awareness that considers past, present, and future. For Kierkegaard, not only objective things have the truth. Subjective experience additionally obtains truth for individuals. This is in line with the views of American philosopher John Dewey, who argues that knowledge (classification, analysis, and judgment) is only part of individual understanding with the world. Dewey's idea made marketers submit that some different types of experiences could be distinguished and measured empirically.

Valuable experience inevitably generates emotions that naturally encourage people to respond to each other. According to Turner and Stets, (2005), emotions emerge technically when the brain connects neurotransmitters, neurological peptides, and hormones - designing a musculoskeletal system that produces mental and emotional responses. Pradeep (2010) states that our nervous emotional bonds follow the rise of emotions, where our brain and nervous system will become more active when we are driven by experience. Medina (2011) states that memorable experiences will be embedded in memory. Emotionally charged events will last longer in our memory. The brain will remember the emotional component of an experience better than other aspects.

William James, a great American psychologist, criticizes the view that humans are purely rational beings such as platonic views. He believes the dominance of habits, instincts, and emotions in the human brain is an important part that makes the workings of the brain become effective. The mind utilizes two diverse systems. (1) Rational and careful

(2) fast, weak and emotional. The key to making the proper decision is knowing when to practice it (Lehrer, 2010).

The published results of the Dijksterhuis et al. (2009) study show that when consumers are properly loaded with much complex information, shoppers will naturally tend to exercise their emotional brains. Walker (2009) states that what we purchase is influenced by unconscious factors. Ingwer (2012) carefully explains in a full and crowded market, emotional impulses will win over rational thinking. Thus, emotions have an important role in human life. Companies must be able to understand clearly, operate it intelligently to sell products and services so that they are liked by customers.

Ariely (2008) asserts that part of the human brain is dominated by automatic (emotional) processes rather than deliberate (cognitive) thinking, for example we want to keep shopping (driven by emotions) even though our logical brain knows that we need to save money. He concluded that human decisions are more often irrational than rational, and it happens repeatedly in the same way. Feig (2006) explains that if consumers are rational, it will be easy to guess and marketing will be easier. Gungor (2007) typically defines emotion as a conscious and subjective experience with its main characteristics being a physiological expression of the soul, biological reactions and mental states. The essence of Emotion represents a multi-dimensional feeling and influences psychological decision making. Emotions are related to cognitive evaluation, which is also called "judgment." Smith & Ellsworth (1985) divided cognitive assessment into six specific dimensions namely pleasantness, certainty, self-responsibility, anticipated effort, attention, and situational control. Emotions are frequently associated with feelings, temperament, personality, character, and motivation.

In marketing research, complex emotions are considered as important experiences that guide consumer decision making (Schmitt, 2011). This research tries to measure customer emotions when interacting with the brands. Emotions that arise can lead to pessimism or optimism. This attitude will affect the level of consumer activity towards the brand (Achar and So, 2016). So emotions can influence the decision making process if the brand successfully focuses the consumer's thinking in the same direction as those feelings. This study aims to discuss values that the brand gives consumers. Is the value given by the brand able to meet consumer expectations?

2 LITERATURE REVIEW

2.1 Emotional Response

The French sociologist, Émile Durkheim, who published his social study of Aboriginal meetings in Central Australia, began a critical discussion with emotion. He found the level of excitement increased when the groups came together, and a type of "collective thirst arose" (Durkheim, 1995). Durkheim specifically noted that during face-to-face experiences, emotions are stimulated and produced. Then sociologist Erving Goffman analyzed Durkheim's work and expanded it. That "meeting" was explained by Goffman (1961) as experience. Experience must be stimulated in order to stimulate emotions and bring about positive transfers. The transfer is the ability to take in one context what has been learned and use it in new examples (Perkins and Salomon, 1992)

Plutchik (1980) classifies 8 emotional responses namely anger, fear, sadness, disgust, surprise, anticipation, trust and joy. Murray (2013) states that when a brand associates with positive emotions, the company will get a higher level of trust and loyalty. Martinez (2012) explains that the logos that are most often associated with certain emotions will represent the most reliable brands on the market. For Example, Google always changes the writing and the design varies according to the trend. That way Google tries to positively influence our aesthetic emotions.

Brands need focusing on the customer's emotional response. Brands that can inspire them will have a stronger emotional connection. Therefore, companies can sell their product/service at premium prices. Companies that can measure customer emotions accurately will be capable to identify and recognize unpleasant experiences. As such, they will have the opportunity to directly improve the touch points of the customer experience.

2.2 Emotional Branding

Traditional consumer decision-making models are usually based on rational, cognitive and sequential choice theory. While emotional branding is based on irrational choices. Morrison and Crane (2007) define emotional branding as consumer involvement in long-term intimate personal connections with brands, which are beyond benefit-based satisfaction, and which establish trust-based relationships in the development of a comprehensive emotional experience. Hence, the concept of emotional branding is described as a successful association of certain

emotions towards a brand in the minds of consumers (Rossiter and Bellman 2012). This complex emotion can be typically in the form of nostalgia, love or friendship. The brand name is built on emotions. To be successful, the emotional response and overall experience that customers feel intuitively needs to be involved with the brand (Hammond, 2008).

The brand concept must be a reflection of consumer emotions and behavior. Therefore, companies need to recognize these emotional characteristics to persuade it (Ho, 2017). Research conducted by Magdis et al., (2015) on 300 trademark found companies that were able to pay attention to consumer emotions would be capable to increase sales four times more than those who only pay attention to rational aspects.

2.3 Brand Value

Brand value can be thought from two economic or psychological perspectives, namely (1) finance that considers the brand as an asset in the balance sheet (2) behavior, where brand strength is in the customer's mind (O'Reilly, 2005). Researchers show that value as behavior has great potential in developing customer loyalty and helping marketing managers to implement informed policies by understanding consumer value constituents. (Sweeney and Soutar, 2001; Tsai, 2005).

The concept of value plays an important role for companies, and customers have been investigated since the 1990s. From a company perspective, value is a source of competitive advantage (Woodruff, 1997) and the key to the company's long-term success, because providing superior benefit to customers will encourage consumer satisfaction (Carpenter, 2008), increasing customer retention (Koller, et al., 2011).

Brand is the value offered by the company to customers. Value is all the gains received by the customer divided by all the sacrifices given by consumers to get the brand. According to Sweeney and Soutar (2001) Value of customers has a relationship with the desire to purchase a brand, recommend it and not expect a problem from it. Customer value is the process of evaluating and rational and emotional choices of them towards a brand (Kainth & Verma, 2011). based on a comparison between the benefits obtained and sacrifices given by the customer from before purchase, during the transaction and post-purchase assessment to achieve the consumer's goals and objectives when using brands (Sanchez-Fernandez & Iniesta-Bonillo, 2007).

2.4 Emotional Value

Zaichkowsky (1985) measures customer involvement with the product (brand) it uses. According to him the experience is diverse from the concept of motivation, brand attachment or customer pleasure. Engagement is based on needs, values, and interests that influence consumers to brand. This opinion is in line with Thomson et al. (2005) stating that emotional attachment must be distinguished from other constructs with which it can be correlated, such as attitudes, satisfaction and involvement of brand attitudes.

Some shopper behavior studies have previously developed emotional relationships with consumption (Plutchik, 1980; Holbrook et al., 1984). The philosophical foundation laid out in this academic field has amply provided a useful starting point for initiating emotional measures in consumer behaviour. Richins (1997) states that emotions represent feelings, moods and emotions experienced by customers when using a product or service. To be able to assess emotions in consumption, emerging emotions must be characterized. Bagozzi et al. (1999) assessing the specific types of personal emotions that arise in consumption represent reactive feelings because of the direct results of service experience. If the experience exceeds expectations, the positive emotions that will arise as well as vice versa if the experience is not in accordance with the level of service expected

3 METHOD

The population of this research is the Millennial Generation in the city of Medan. Millennial generation (Generation Y) is the generation born between 1981 to 2000. It is estimated that the age is 17 to 37 years. Based on BPS Medan city 2018 data, it is estimated that the number of Generation Y in Medan city is 843,573. The characteristics of the study population are also the middle class in Medan, the Asian Development Bank (ADB) defines the middle class with a range of expenditures divided into three groups of people, namely the lower middle class with \$ 2-4 per day expenditure, the middle middle class (middle -middle class) for \$ 4-10 per day, and upper-middle class with an expenditure of \$ 10-20 per day. By using the calculation of the software calculator of margin error, at the level of confidence 95% and margin error 4% obtained the number of research samples by 600 people. The sampling method used is the Non Probability sampling method

with the characteristics of the sample coming from the middle class, millennial (Gen Y) and have used the brand under study.

Digital brands were observed as many as 28 brands consisting of 6 categories such as social media, ecommerce, smartphones, notebooks, camrea, online travel and transport applications)The purpose of this study is to measure the brand value and emotional value felt by consumers when using a brand. To test propositions, structured surveys are used as research instruments. The data used in this study is quantitative data.

Data sources in this study are primary data obtained directly from respondents through questionnaires. The scale used is the interval scale 1-7 (strongly disagree - strongly agree). Data analysis was performed with a quantitative descriptive approach. Brand Value is the value (all benefits) offered by the brand received by the customer. Brand Value is measured by function, emotion, self

expression and social Value. Brand value is calculated by looking at the average score of each brand and then comparing it with the average score of other brands. Net Emotional Value is measured by the difference between the positive emotional consumer (advocacy, recommendations and attention) and the negative emotional consumer

4 RESULTS AND DISCUSSION

4.1 Descriptive Respondent

Based on the table 1 of descriptive respondent, it can be seen that male respondents are 53,67% and Female 46,33%, With the majority of the total income 4-5 Million are 32%, aged 26-30 as much 33,00% and majority education background is Undergraduated (44,67%).

Table 1. Descriptive Respondent

Gender	Frequency	Percent
Male	322	53,67%
Female	278	46,33%
Total	600	100,00%
Income (Rp)		
2-3 Millions	55	9,17%
3-4 Millions	133	22,17%
4-5 Millions	192	32,00%
5-7 Millions	125	20,83%
7-10 Millions	60	10,00%
more than 10 Millions	35	5,83%
Total	600	100,00%
Age		
21-25	92	15,33%
26-30	198	33,00%
31-35	178	29,67%
36-38	132	22,00%
Total	600	100,00%
Education Background		
Junior high school	10	1,67%
High school	178	29,67%
Diploma	89	14,83%
Undergraduated	268	44,67%
Post Graduated	55	9,17%
Total	600	100,00%

Source: Results of Research, 2019 (Processed Data).

Based on the results table 2, it can be seen most users for the ecommerce category are shopee (277), the Smartphone category is Samsung (320), the notebook category is Acer (190), the Camera category is Canon (138), the online travel category is Traveloka (326), and the application category online transport is Gojek (560). The most widely used digital brand is the online transportation application, grab and gojek. This result indicate that respondents have a high dependency on this application.

Table 2. Respondents who use brands

Kategori	Brand	Respondent
ecommerce	BliBli	31
	Buka Lapak	168
	Lazada	236
	Shopee	277
	Tokopedia	204
	Zalora	66
Smartphone	Asus	53
	Iphone	157
	Oppo	242
	Samsung	320
	Sony	30
	Vivo	98
Notebook	Xiaomi	131
	Acer	190
	Apple	63
	Asus	126
	Dell	56
	HP	124
	Lenovo	94
	Samsung	31
Camera	Toshiba	63
	Canon	138
Travel online	Nikon	74
	PegiPegi	31
Apps Transport online	Tiket.com	47
	Traveloka	326
Apps Transport online	Grab	455
	Gojek	560

Source: Results of Research, 2019 (Processed Data)

4.2 Measuring Brand Value

The perceived value is the overall evaluation of the customer about what they receive compared to what the customer provides. Perceived value is a tradeoff between all benefits and sacrifices. Value equally refers to a mixture of brand attributes associated with certain conditions of use. Bolton and Lemon (1999) show that customers will decide how much to utilize services in the future by considering how resources are currently exchanged in the provider-customer relationship. Customers will try maintaining payment equality with the value they will receive. Empirically, perceived value and consumer satisfaction are closely related constructs.

Customer value has a relationship with the desire to buy, to recommend and not expect a problem from the product. if the value perceived by customers of a brand is higher then cost, so the customer will have more desire to buy the brand and recommend it to others. Based on the result table 3, it can be seen as a whole The brands perceived as giving the highest value are shopee (ecommerce), iphone (smartphone). Dell (Notebook), Canon (Camera), Traveloka (Travel online), Gojek (Online transportation).

Function Value is the ability of a Brand to provide functional benefits to customers. Sweeney and Soutar (2001) emphasize functional value related to the utility derived from the product/service because of the reduction in the short-term and long-term costs it perceives; functional value is also related to utility in terms of expected performance based on perceived quality. From table 3, it can be seen The brands that are perceived to provide the highest functional value are Lazada (ecommerce), Iphone (smartphone). Acer and Apple (Notebook), Canon (Camera), Traveloka (Travel online), Gojek (Online transportation).

Fournier (1998) notes the importance of emotions in consumers' long-term relationships with certain brands. Consumer's emotional memory will last from time to time, which can be considered as high brand loyalty. Emotional Value is the ability of a Brand to provide emotional benefits such as feeling happy, happy, satisfied when buying or using a brand. The brands that are perceived to provide the highest emotional value are shopee (e-commerce), samsung (smartphone). Asus (Notebook), Canon (Camera), Traveloka (Travel online), Gojek (Online transportation).

Expression self Value is the ability of a Brand to provide the benefits of expressing self-image like being admired, looking great, being talked about by people when buying or using a brand. The brands that are perceived to provide the highest self-expression

value are shopee (e-commerce), Apple (smartphone), Dell (Notebook), Canon (Camera), Traveloka (Travel online), Gojek (Online transportation).

Social value is associated with the aspirations of customers to be connected with the desired social group. Brands are identified as instruments that have the abilities needed to enhance their social image or enhance their self-confidence. Social Value is the ability of a Brand to provide social benefits to customers such as being part of a community or group when buying or using a brand. The brands that are perceived to provide the highest social value are zalora (ecommerce), Apple (smartphone), Dell (Notebook), Canon (Camera), Traveloka (Travel online), Grab (Online transportation).

Research on branding emphasizes strong brand building by providing a comprehensive brand experience to consumer. A smart company will provide experience and benefits to consumers. Christopher (1996) asserts that the concept of customer value recognizes that market success in a new competitive environment requires not only continued investment in brands but also investment in customers so that the value customers receive provides the basis for brand differentiation.

Aaker (1999) notes that brand personality can help communicate product attributes and contribute to functional benefits and can help create the benefits of self-expression that are factors driving customers to express their own personalities. From the historical perspective of willing consumers, brand personalities present self-expression and symbolic characteristics of consumers. Consumers prefer expressing their personalities using brands. Consumers also tend to associate aspects of personality with the brands they use. The results of Kim, Gupta & Koh's (2011) research show that emotional and social value remain key factors of the customer. Furthermore, Yeh et al. (2016) research also shows that the influence of emotional value is more dominant on brand loyalty when compared to social and functional benefit.

4.3 Net Emotional Value

Zaichkowsky (1985) measures customer involvement with the product (brand) it uses. According to him, experience is different from the key concepts of motivation, brand attachment or customer pleasure. Involvement is based on needs, values and interests that inspire consumers towards a brand. This opinion is in line with Thomson et al. (2005) which states that emotional attachment must be distinguished from other constructs with which it can be correlated, like

attitude, satisfaction, and brand thinking involvement.

Shaw (2007) divides the level of emotional value of customers based on two comparable levels, namely value destroyers and value driver. The categories of Value destroyers like dissatisfied, frustrated, disappointed, upset, stressed unhappy, abandoned feelings and feelings of urgency. Next three groups encourage value driver. (1) Attention clusters are groups of customers who will expend more money in the brief term. (2) Recommendation cluster, namely satisfied customers who will recommend a brand. Therefore, naturally arousing this complex emotion will increase loyal customers and the value of Net Promoter Score. (3) Advocacy Cluster, the Defenders Group. Where key customers are delighted and happy. Without being told by company, enthusiastic customers will proactive promptly notify and invite familiar people to operate the brands they use.

Based on table 4 positive emotions can be seen, Dell (30.4%), Xiaomi (23.80%) and Nikon (20.20%) have the highest attention value. The level of attention of the cluster shows that consumers are starting to be attracted to the brand through the advertisements that are displayed, the experience promised or the reputation of the brand that they hear. The level of attention of the cluster shows that consumers are starting to be attracted to the label through the advertisements that are displayed, the experience promised or the reputation of the brand that they hear. Consumers will be encouraged to find out and explore about the brand. Consumers are expected to shop and operate the brand. But this group purely received a short-term impact. If their expectations are unmet or are unsatisfied then, they will switch to other brands and will unexpectedly turn into a group of destroyers. According to Shaw (2007) Category of traits, that fall into this group is Simulated, Interested, Energetic, Indulgent, Exploratory.

After reaching the attention cluster phase and successfully attracting customers, the company needs to retain customers and cause loyal customers. The following group is divided into two stages, and the first stage is to arouse emotions in the recommendation cluster. Recommendation is a group of customers who will recommend the brand it operates to others without being told to. The nature categories included in the recommendation cluster correctly are Trusted, Valued, Cared for, Safe and Focused. Based on Tabel 4, can be seen zalora (37.90), vivo and samsung (35.50%) have the highest recommended value.

The second stage is to increase customer loyalty and reach the top to create "Supporters" through advocacy clusters. If the company wants to start gaining loyal customers and building long-term relationships with them, then the business needs to focus on this group. Based on Tabel 4, can be seen Lenovo (47.90%), Asus (45.50%), traveloka 44.70% have the highest advocacy value. The significant difference between the recommendation and the advocacy cluster is that the recommendation group is reactive while the advocacy cluster is proactive. The Defender Group can be reached if the customer is happy and happy to use the brand.

But keep in mind that not all kinds of emotions are valuable for organizational success. Some negative emotions are actually destructive, for example Dissatisfied, Disappointed, Irritated, Stressed, Unhappy, Neglected, and Hurried. A collection of destructive emotions remains the first thing that should maintain the focus of corporate attention. Shaw (2007) calls destroying clusters. This group not only destroys value but also burdens company costs such as handling buyer complaints, returns, and so on. Negative emotions arises when customers do not get results as expected by the company. So that it makes customers angry, upset, and unhappy, this kind of interaction can impair value. Consumers feel angry, upset, and unhappy can cause them to switch to other brands. The company will also expend much time handling their complaints. Based on table 4 negative emotions can be seen, Asus (39.60%), Blibli (32.30%) and Bukalapak (28.00%) have the highest destroyer value.

Richins (1997) states emotions are feelings, moods and passions experienced by customers when using products or services. To be able to judge emotions in consumption, emotions that emerge must be characterized. Bagozzi et al (1999) assess the type of emotion that arises in consumption is reactive emotion because the results of service experience and positive, assuming the evidence exceeds expectations or negative, if the experience does not match the expected level of service. Emotional value associated with the ability of products or services will produce stimulation of feelings or affective circumstances. For that the company must create a strong emotional relationship with customers. Immense emotional value will benefit the company because it reduces consumer risk to consider competitors' bids, creates trust and guarantees customer demand.

The results showed that all brand name observed had positive net emotional value (NEV) , meaning that these brands were able to manage the inspiring side of consumers. The results confirm the

importance for companies to constantly discover creative ways to better generate and enhance the emotional value of them. Therefore, customers can differentiate service offerings offered by competitors. This will benefit the company starting by engaging current consumers and retaining old customers.

5 CONCLUSIONS

Manifesting positive customer emotions mark the first step to enhance customer experience and loyalty. Customers who have a high NEV will spend money to order products/services in the abbreviated term, recommend the brand to their friends and will defend the brand. Brand managers must understand the knowledge, memories and feelings of customers associated with the brand. This is due to the fact that Emotional Value is an important factor in forming the relationship between brands and customers. Consumers will want a memorable experience. Memorable experience will be a differentiating factor with competitors and be an added value for the company. Emotion is something that drives people to act. Unfortunately, companies often forget the importance of managing customer emotions. whereas, emotional value is an important factor in forming the relationship between brands and customers.

Table 3. Brand Value Comparison

category	Brand	Function	Emotion	Self Expression	Social	Mean
Ecommerce	BliBli	5,06	5,07	4,48	4,67	4,97
	Buka Lapak	4,98	4,97	4,55	4,38	4,72
	Lazada	5,47	5,15	4,81	4,52	4,99
	Shopee	5,37	5,36	4,88	4,48	5,02
	Tokopedia	5,17	5,09	4,7	4,56	4,88
	zalora	5,06	5,21	4,83	4,57	4,92
	Avarage	5,19	5,14	4,71	4,53	4,91
Smartphone	Asus	5,2	5,32	4,79	4,47	4,95
	Iphone	5,73	5,50	5,30	5,08	5,40
	Oppo	5,59	5,4	5,03	4,71	5,18
	Samsung	5,51	5,52	5,08	4,80	5,23
	Sony	5,42	4,88	4,42	4,69	4,85
	Vivo	5,53	5,19	5,30	4,90	5,23
	Xiaomi	5,43	5,32	4,93	4,48	5,04
	Avarage	5,49	5,3	4,98	4,73	5,13
Notebook	Acer	5,66	5,53	4,9	4,38	5,12
	Apple	5,66	5,47	5,33	4,88	5,34
	Asus	5,47	5,60	5,10	4,54	5,18
	Dell	5,62	5,58	5,39	5,53	5,53
	HP	5,57	5,40	5,18	4,94	5,27
	Lenovo	5,5	5,39	5,28	4,81	5,25
	Samsung	5,41	5,48	5,45	5,19	5,38
	Toshiba	5,49	5,55	5,19	4,68	5,23
Avarage	5,55	5,5	5,23	4,87	5,29	
Camera	Canon	5,6	5,48	5,23	5,18	5,37
	Nikon	5,44	5,62	5,08	4,98	5,28
	Avarage	5,52	5,55	5,16	5,08	5,33
Travel online	PegiPegi	5,52	5,52	5,52	4,69	5,31
	Tiket.com	5,44	5,44	5,44	4,95	5,32
	Traveloka	5,64	5,66	5,65	5,07	5,51
	Avarage	5,53	5,54	5,54	4,9	5,38
Online transport	Gojek	5,55	5,43	5,43	4,51	5,23
	Grab	5,36	5,38	5,38	4,67	5,2
	Avarage	5,46	5,41	5,41	4,59	5,21

Source: Results of Research, 2019 (Processed Data)

Table 4. Net Emotional Value

NO	Brand	Advocacy	Recommendation	Attention	Value Driver	Value Destroyer	NEV
1	BliBli	38,60%	19,40%	9,70%	67,70%	32,30%	35,40%
2	Buka Lapak	30,10%	30,60%	11,30%	72,00%	28,00%	44,00%
3	Lazada	42,80%	26,40%	10,90%	80,10%	19,90%	60,20%
4	Shopee	39,70%	20,90%	19,10%	79,70%	20,20%	59,50%
5	Tokopedia	34,80%	30,40%	16,70%	81,90%	18,10%	63,80%
6	Zalora	20,30%	37,90%	12,10%	70,30%	29,70%	40,60%
7	Asus	26,40%	17,00%	17,00%	60,40%	39,60%	20,80%
8	Iphone	33,80%	33,00%	19,70%	86,50%	13,50%	73,00%
9	Oppo	40,50%	22,70%	16,10%	79,30%	20,70%	58,60%
10	Samsung	39,10%	26,60%	12,00%	77,70%	22,30%	55,40%
11	Sony	33,30%	23,30%	20,10%	76,70%	23,30%	53,40%
12	Vivo	23,90%	35,50%	19,30%	78,70%	21,30%	57,40%
13	Xiaomi	25,90%	30,50%	23,80%	80,20%	19,80%	60,40%
14	Acer	39,60%	23,00%	17,80%	80,40%	19,60%	60,80%
15	Apple	38,10%	22,20%	19,00%	79,30%	20,60%	58,70%
16	Asus	45,50%	24,40%	12,20%	82,10%	17,90%	64,20%
17	Dell	32,10%	23,20%	30,40%	85,70%	14,30%	71,40%
18	HP	39,60%	21,50%	18,80%	79,90%	20,10%	59,80%
19	Lenovo	47,90%	22,30%	8,50%	78,70%	21,30%	57,40%
20	Samsung	32,30%	35,50%	12,90%	80,70%	19,40%	61,30%
21	Toshiba	39,70%	33,30%	14,30%	87,30%	12,70%	74,60%
22	Canon	41,90%	28,30%	13,60%	83,80%	16,20%	67,60%
23	Nikon	44,60%	24,50%	20,20%	89,40%	10,60%	78,80%
24	PegiPegi	35,50%	29,00%	16,10%	80,60%	19,40%	61,20%
25	Tiket.com	40,40%	23,40%	14,90%	78,70%	21,30%	57,40%
26	Traveloka	44,70%	26,40%	10,70%	81,80%	18,30%	63,50%
27	Grab	41,10%	23,50%	14,90%	79,50%	20,40%	59,10%
28	Gojek	39,80%	24,80%	13,30%	77,90%	22,00%	55,90%

Source: Results of Research, 2019 (Processed Data)

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